



**IDENTITY GUIDE**

August 2018

## OVERVIEW

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The following is an outline of the visual identity components for Western Michigan University Homer Stryker M.D. School of Medicine (WMed). Adhering to the standards and guidelines established herein allows for communication consistency throughout various departments, programs, clinics, and units of our institution, all falling under the umbrella of WMed.

Consistency is powerful. When our communication pieces, regardless of medium, are identifiable as coming from one institution, we demonstrate a common purpose and the strength of the mission, vision and brand of WMed will be even greater.

Using WMed's approved identity—the logo, logo mark, colors and typography—is expected for all departments, programs, clinics, and units and is intended to cover all signage, advertising, promotional materials, correspondence, presentations, documents, etc. that will be used or distributed inside or outside the organization. The guidelines and standards provided are intended to equip you with the tools you need while allowing for the flexibility to communicate directly with your audiences.

The samples included here are not exhaustive and should questions or assistance be needed, please contact the Director of Communications Laura Eller at 269.337.4513 or by email at [laura.eller@med.wmich.edu](mailto:laura.eller@med.wmich.edu).

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## INSTITUTION NAME AND ABBREVIATIONS

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Western Michigan University Homer Stryker M.D. School of Medicine is a collaboration involving Western Michigan University and Kalamazoo's two teaching hospitals, Borgess Health and Bronson Healthcare. The medical school is a private 501(c)(3) nonprofit corporation supported by private gifts, clinical revenue, research activity, tuition from students, and endowment income.

The medical school name, upon first occurrence, used in any written format for any and all internal or external purposes, should always be used in full: Western Michigan University Homer Stryker M.D. School of Medicine. Abbreviations may be used after the full name Western Michigan University Homer Stryker M.D. School of Medicine has been introduced, but it is preferred to use the full name in external communications as much as possible.

The preferred abbreviation is "WMU Homer Stryker M.D. School of Medicine". After using the full name, it is appropriate to use "the medical school" (lowercase) throughout the written narrative. "WMed" is the shortest and most specific option.

Abbreviations that are not to be used include "Wmed", "WMU", "Western Michigan University", "the School of Medicine", "WMU's School of Medicine", "Stryker School of Medicine" and "Western's School of Medicine".

As the name of the organization is "Western Michigan University Homer Stryker M.D. School of Medicine," the name is not to be preceded by the word "The" at the beginning of a sentence when the name is used as a noun. For example:

"Western Michigan University Homer Stryker M.D. School of Medicine is located in Kalamazoo."

When the name is used in a sentence as an adjective, use of "the" before the name is appropriate. For example:

"The WMU Homer Stryker M.D. School of Medicine building is located in Kalamazoo."

It is acceptable to include "the WMU Homer Stryker M.D. School of Medicine" in mid-sentence when otherwise it would appear grammatically incorrect or unusual. For example:

"The LCME granted preliminary accreditation to the WMU Homer Stryker M.D. School of Medicine."

## MASTHEAD FORMAT FOR RESEARCH PUBLICATIONS

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Utilizing a consistent naming convention helps the WMed name become more recognizable, and makes it easier to correctly import and catalog all WMed research publications. If you use an abbreviated or incorrect format, your research publication will not show up as part of our research publication database. Per the International Committee of Medical Journal Editors on author information, the recommendation is as follows for the masthead:

**“The name of the department(s) and institution(s) or organizations where the work should be attributed should be specified.”**

Only the WMed department and program names below are approved for use.

### **ACADEMIC DEPARTMENT NAMES**

Department of Anesthesiology  
Department of Biomedical Sciences  
    Division of Epidemiology and Biostatistics  
Department of Emergency Medicine  
    Division of EMS and Disaster Medicine  
Department of Family and Community Medicine  
Department of Medical Education  
Department of Medical Library  
Department of Medicine  
    Division of Infectious Diseases  
Department of Obstetrics and Gynecology  
Department of Orthopaedic Surgery  
Department of Pathology  
Department of Pediatric and Adolescent Medicine  
    Division of Developmental-Behavioral Pediatrics  
Department of Psychiatry  
Department of Radiology  
Department of Surgery

### **ACADEMIC PROGRAMS**

Program in Biomedical Informatics  
Program in Medical Engineering  
Program in Medical Ethics, Humanities, and Law

**SINGLE AFFILIATION**

Department of <Academic Division(if applicable)><Academic Department Name or Academic Program Name>,  
Western Michigan University

Homer Stryker M.D. School of Medicine, Kalamazoo, Michigan;

OR

Western Michigan University Homer Stryker M.D. School of Medicine, Kalamazoo, Michigan

**DUAL AFFILIATION**

When authors have dual affiliation, the medical school name should appear first. For example:

**Borgess Health**

Western Michigan University Homer Stryker M.D. School of Medicine and Borgess Health, Kalamazoo, Michigan

**Bronson Healthcare**

Western Michigan University Homer Stryker M.D. School of Medicine and Bronson Healthcare, Kalamazoo, Michigan

**Family Health Center**

Western Michigan University Homer Stryker M.D. School of Medicine and Family Health Center, Kalamazoo, Michigan

**Battle Creek VA Medical Center**

Western Michigan University Homer Stryker M.D. School of Medicine, Kalamazoo, Michigan and Battle Creek VA Medical Center, Battle Creek, Michigan

**CentraCare**

Western Michigan University Homer Stryker M.D. School of Medicine and CentraCare, Kalamazoo, Michigan

**Kalamazoo County Health and Community Services**

Western Michigan University Homer Stryker M.D. School of Medicine and Kalamazoo County Health and Community Services, Kalamazoo, Michigan

**West Michigan Air Care**

Western Michigan University Homer Stryker M.D. School of Medicine and West Michigan Air Care, Kalamazoo, Michigan

**Oaklawn Hospital**

Western Michigan University Homer Stryker M.D. School of Medicine and Oaklawn Hospital, Marshall, Michigan

**Western Michigan University College of Health and Human Services**

Western Michigan University Homer Stryker M.D. School of Medicine and College of Health and Human Services, Western Michigan University, Kalamazoo, Michigan

**Western Michigan University Haworth College of Business**

Western Michigan University Homer Stryker M.D. School of Medicine and Haworth College of Business, Western Michigan University, Kalamazoo, Michigan

**Western Michigan University College of Engineering and Applied Sciences**

Western Michigan University Homer Stryker M.D. School of Medicine and College of Engineering and Applied Sciences, Western Michigan University, Kalamazoo, Michigan

**Bronson Battle Creek Hospital**

Western Michigan University Homer Stryker M.D. School of Medicine, Kalamazoo, Michigan and Bronson Battle Creek Hospital, Battle Creek, Michigan

**Borgess-Lee Memorial Hospital**

Western Michigan University Homer Stryker M.D. School of Medicine, Kalamazoo, Michigan and Borgess-Lee Memorial Hospital, Dowagiac, Michigan

**Borgess Pipp Hospital**

Western Michigan University Homer Stryker M.D. School of Medicine, Kalamazoo, Michigan and Borgess Pipp Hospital, Plainwell, Michigan

**Ascension Borgess**

Western Michigan University Homer Stryker M.D. School of Medicine, Kalamazoo, Michigan and Ascension Borgess, Battle Creek, Michigan

Do not use any of the following for the masthead: "Western Michigan University", "Western Michigan University School of Medicine", "Western Michigan University Stryker School of Medicine", "Western Michigan University Homer Stryker School of Medicine", "Western Michigan University Homer Stryker M.D. SOM", "WMU School of Medicine", "WMU Stryker School of Medicine", "WMU SOM", or "WMU".

In addition to: "Michigan State University College of Human Medicine\*", "Michigan State University College of Osteopathic Medicine\*", "MSU College of Human Medicine", "MSU College of Osteopathic Medicine", "Bronson", "Bronson Methodist Hospital", "Bronson Hospital", "Borgess", "Borgess Medical Center", or "Borgess Hospital".

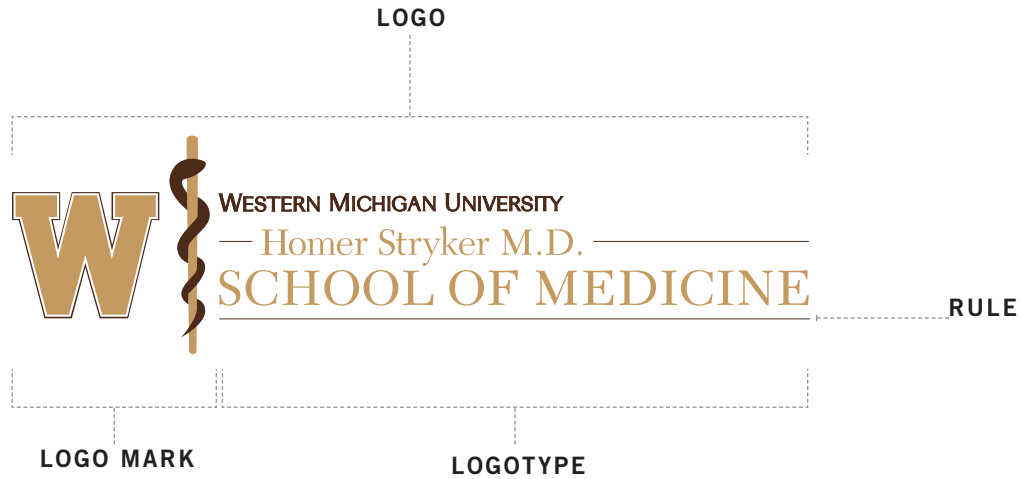
\*Only list in masthead if work was completed at another medical school site, not as a dual faculty appointment at both medical schools. The same for other medical schools or research centers in the U.S. or elsewhere. See example [here](#).

Use the following abbreviation ONLY if character limit is an issue in masthead and the publisher will not make an exception:

"WMU Homer Stryker M.D. School of Medicine"

## COMPONENTS AND STANDARDS

The full WMed logo and components are included below. Use of the WMed logo should always adhere to this Identity Guide. No part of the WMed logo should be reset, edited, or modified in any way.



Components of the WMed logo include:

- **WMed Logo Mark.** The graphic “W” representing Western Michigan University (WMU) combined with a graphic representation of the rod of Asclepius, an ancient symbol associated with medicine and healing.
- **WMed Logotype.** “Western Michigan University” and “School of Medicine” are set in enhanced typefaces and cannot be reset.
- **Logo Rule.** Double lines connecting the WMed logo mark to the logotype and separating the primary and secondary areas of the logo as well as a subordinate area that can be used in the individualized logos for campus locations.

Primacy is defined as the topmost and most visible position for the text portion of a logo. The subordinate area consists of text that appears below the bottom-most rule line.

The logos shown in the WMed Identity Guide can be found on the [WMed Portal](#) for use by internal stakeholders; all outside vendors please contact Laura Eller, Director of Communications, for the version and file type required. Do not copy any images from this guide or other printed materials. To reach the Office of Communications, please call 269.337.4513 or email [laura.eller@med.wmich.edu](mailto:laura.eller@med.wmich.edu).

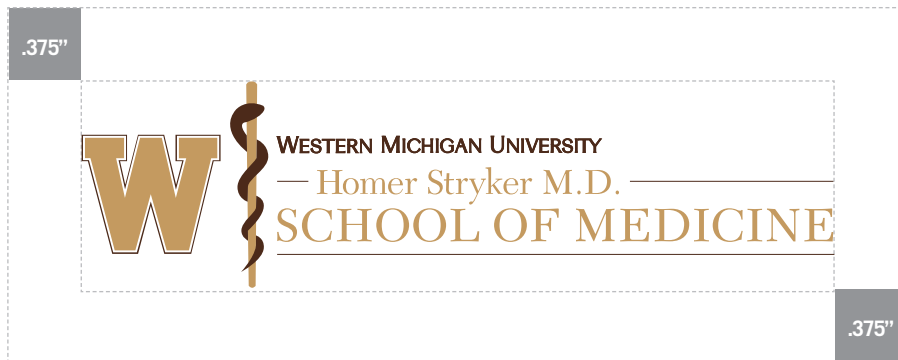
**HORIZONTAL CONFIGURATION**

The WMed logo has both horizontal and vertical configurations with the horizontal configuration below being preferred.



**CLEAR SPACE**

The clear space surrounding the WMed logo should be, at a minimum, .375" on all sides



**MINIMUM SIZE**

The height of the WMed logo should not appear less than .75" in print.



Permission to use the logo or promotional logo mark at any size smaller than described here may only be granted by the Director of Communications by email at [laura.eller@med.wmich.edu](mailto:laura.eller@med.wmich.edu).



**VERTICAL CONFIGURATION**

Though not the preferred configuration, the vertical version may be used when space is limited or when the space better suits a vertical orientation. The components of the logo may not be separated. In the vertical configuration, the logotype and subordinate area must be centered under the WMed logo mark.



**CLEAR SPACE**

The clear space surrounding the WMed logo should be, at a minimum, .375”.



**MINIMUM SIZE**

The height of the WMed logo should not appear less than .75” in print.



Permission to use the logo or promotional logo mark at any size smaller than described here may only be granted by the Director of Communications by email at [laura.eller@med.wmich.edu](mailto:laura.eller@med.wmich.edu).

**COLOR STANDARDS**

The use of consistent color is as critical to identity consistency as the configuration of logo mark and logotype elements. Do not recolor, tint, or create variations of the WMed logo.

**FOUR-COLOR LOGO**

The four-color logo is the preferred format for large-format printed materials (e.g. billboards) and for printed promotional materials in which photography and high-quality printing is required. The RGB values will be useful to those who want to match our colors when using the custom color setting in software such as Word and PowerPoint.



**PMS 7562**  
**COATED:** c8, m29, y66, k19  
**UNCOATED:** c5, m19, y47, k15  
**RGB:** r189, g155, b96



**PMS 4625**  
**COATED:** c0, m60, y100, k79  
**UNCOATED:** c40, m40, y70, k30  
**RGB:** r79, g44, b29



**TWO-COLOR LOGO**

The two-color logo is a more universally applicable format for use on print applications. It should be used on a white background when available.



**PMS 7562**  
**COATED AND UNCOATED**



**PMS 4625**  
**COATED AND UNCOATED**



**ONE-COLOR LOGO**

If used in one color, the logo should be printed in black.



**100% PROCESS BLACK**



**REVERSED ONE-COLOR LOGO**

The logo colors should be reversed to white when using a solid-color background. Background colors should complement the official WMed color palette.

When the two-color logo is used on a solid color or photographic background, the logotype should be reversed to white. It is advised that the logo not be used on a background that provides insufficient contrast.



**ELECTRONIC USAGE**

The standards set for the WMed logo apply to all electronic publications. Established webpage templates incorporating the approved standards should be used for all website pages.



The logo should not be used as part of an email signature, to maximize mobile device viewing and in consideration of email recipient restrictions. If used for other web-based platform, color and size standards must be adhered to as well. See pages 9 and 10 for size standards.

**CLEAR SPACE**

The clear space surrounding the WMed logo should be, at a minimum, 50 pixels.



**MINIMUM SIZE**

The height of the WMed logo should not appear less than 50 pixels at 72 to 100 dpi.



**COLOR STANDARDS**

Please note that when using the WMed logo for web or other electronic purposes, the following web-safe color corrections should be made:



HEX #BD9A5F



HEX #4D2612

**LOGOS FOR CAMPUSES**

Custom logos for WMed campuses demonstrate a clear and direct association with WMed. Campus designations are permitted in the subordinate area only. Inserting a campus name in the primacy position is not permitted.

Primacy is defined as the topmost and most visible position for the text portion of a logo. The subordinate area consists of text that appears below the bottom-most rule line.

The subordinate name never extends past the logo rule. All text must fit within the allowed length and all lines of the campus name are to be the same text size.

The campus logos should only be used on signage, maps, and other communications when referencing the specific campus location. There is a custom logo for the WMed Innovation Center, which was created for specific signage requirements and is not to be used for web or printed materials.



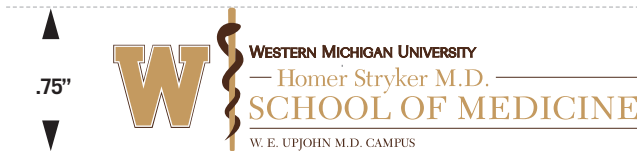
**CLEAR SPACE**

The clear space surrounding the WMed logo for major units should be, at a minimum, .375”.



**MINIMUM SIZE**

The height of the WMed logo for major units should not appear less than .75” in print.



Permission to use the logo or promotional logo mark at any size smaller than described here may be granted by the Director of Communications.

**COLOR**

In two-color or four-color versions of the logo, the text in the subordinate area appears in:



PMS 4625  
 COATED: c0, m60, y100, k79  
 UNCOATED: c40, m40, y70, k30  
 RGB: r79, g44, b29

### LOGOS FOR THE CLINICS

A custom logo for WMed Clinics, collectively, is available for use in specific situations, such as patient communications. The WMed Clinics logo may be used in Epic, on letterhead for patient mailings and communication, for appointment cards, and for signage. Logos are not used for individual clinics. The WMed Clinics logo will not be used for business cards, name badges, or uniforms.

### HORIZONTAL CONFIGURATION

The WMed Clinics logo has both horizontal and vertical configurations with the horizontal configuration seen below being preferred. Guidelines for spacing and color are the same as those listed on page 12.

### LOGOS FOR THE INNOVATION CENTER

The Innovation Center has a custom logo that is utilized for specific signage. This logo is not to be used in marketing materials, such as on business cards, brochures, or on the website.



### VERTICAL CONFIGURATION

Though not the preferred configuration, the vertical version may be used when space is limited or when the space better suits a vertical orientation. The components of the logo may not be separated.

Guidelines for spacing and color are the same as those listed on page 6.



**LOGO MARK COMPONENTS AND STANDARDS**

The graphic “W” combined with rod of Asclepius create the WMed logo mark. This logo mark should never be used apart from the full logo, except for the variation below.



**APPROVED LOGO MARK VARIATION**

The promotional logo mark in which the WMed logo mark is combined with the logotype “MEDICINE” is a simplified mark that is only acceptable for signage, embroidered apparel and other small-scale promotional pieces. Usage of the promotional logo mark must be approved by the Director of Communications. Altering or customizing this version of the logo is not permitted.



**MINIMUM SIZE**



**LOGO USE BY DEPARTMENTS AND PROGRAMS**

Custom department and program logos using the WMed logo are not permitted. None of the WMed logo configurations may have the name of a department or program appear directly under it and should not use the logo font style. Please following the clear space guidelines listed on the previous pages.

**Incorrect**



**Correct**



**Center for Clinical Research**

**ALTERATIONS AND INCORRECT USAGE**

The horizontal and vertical configurations and color standards for the WMed logo are intended to meet most design needs. The following are examples of incorrect usage.



**Do not rearrange elements of the logo mark or logotype.**



**Do not adjust the size of the logotype.**



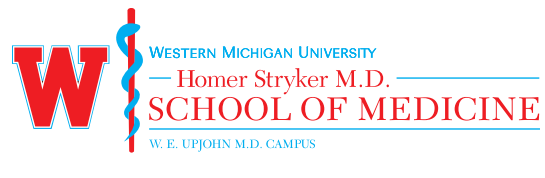
**Do not add a shadow to the logo or logotype.**



**Do not move or remove elements of the logo or logotype.**



**Do not change the proportions of the logo.**



**Do not change the colors of the logo.**



**Do not add department or program names to the logo. To use the logo and department/program name, please see page 14.**

## TYPOGRAPHY

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### PRIMARY TYPOGRAPHY

The WMed logotypes are set in enhanced typefaces and cannot be reset.



The New Caledonia LT STD/Regular font is the serif font used for text in the subordinate area of the WMed logo.

New Caledonia LT STD/Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

**New Caledonia LT STD/Bold**

**ABCDEFGHIJKLM**

**NOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxy**

**1234567890**

*New Caledonia LT STD/Italics*

*ABCDEFGHIJKLM*

*NOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxy*

*1234567890*

### SECONDARY TYPOGRAPHY

Georgia, a serif font, and Trade Gothic and Univers, sans serif fonts, are recommended as complementary fonts to our logo. If our logo is being used, one of these complementary fonts below should be used for text in the document.

Georgia/Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

Trade Gothic LT STD/Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

Univers LT STD/Roman

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

### WEB-SAFE TYPOGRAPHY

Our website design utilizes Oswald, Tavaraj, and FontAwesome, which are web-safe typefaces to be used for all web communication. For other electronic usage, Helvetica and Georgia may also be used for main-text and/or body copy.



# COLOR PALETTE

WMed's official colors are PMS 7562 tan and PMS 4625 brown.



**PMS 7562**  
**COATED:** c8, m29, y66, k19  
**UNCOATED:** c5, m19, y47, k15  
**RGB:** r189, g155, b96



**PMS 4625**  
**COATED:** c0, m60, y100, k79  
**UNCOATED:** c40, m40, y70, k30  
**RGB:** r79, g44, b29

## SECONDARY COLORS



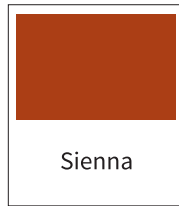
Chocolate

Spot: Pantone 464  
CMYK: c13 m51 y87 k48  
HSL: 35, 53%, 32%  
RGB: 124, 88, 38  
Hex: #7c5826



Khaki

Spot: Pantone 466  
CMYK: c5 m17 y42 k14  
HSL: 43, 39%, 60%  
RGB: 192, 170, 113  
Hex: #c0aa71



Sienna

Spot: Pantone 1675  
CMYK: c5 m82 y100 k30  
HSL: 16, 70%, 39%  
RGB: 169, 67, 30  
Hex: #a9431e



Tangerine

Spot: Pantone 7413  
CMYK: c15 m70 y100 k0  
HSL: 30, 73%, 49%  
RGB: 216, 124, 33  
Hex: #d87c21



Clemente Gold

Spot: Pantone  
CMYK: c0m25 y92 k6  
HSL: 49, 66%, 80%  
RGB: 238, 177, 17  
Hex: #eeb111



Light Tan

Spot: Pantone 7402  
CMYK: c0 m6 y38 k0  
HSL: 49, 66%, 80%  
RGB: 237, 225, 170  
Hex: #ede1aa

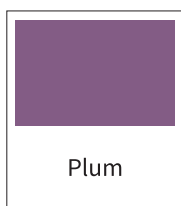
## ACCENT COLORS

These must not dominate primary colors



Teal

Spot: Pantone 562  
CMYK: c83 m10 y41 k37  
HSL: 175, 80%, 22%  
RGB: 11, 100, 93  
Hex: #0b645d



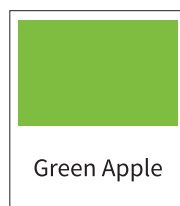
Plum

Spot: Pantone 5135  
CMYK: c37 m61 y9 k26  
HSL: 311, 17%, 45%  
RGB: 134, 95, 127  
Hex: #86577f



Sky Blue

Spot: Pantone 639  
CMYK: c100 m1 y5 k5  
HSL: 195, 100%, 38%  
RGB: 0, 145, 193  
Hex: #0091c1



Green Apple

Spot: Pantone 376  
CMYK: c53 m0 y96 k0  
HSL: 80, 100%, 36%  
RGB: 122, 183, 0  
Hex: #7ab700

WMed promotional items should utilize our primary and secondary colors, when available. Deviation from the official color palette must be approved by the Office of Communications. If the promotional item is related to a specific event, such as "Go Red for Women" and the item in question is to be used only for that event, the color for the event may be used.

Academic department names reflect a recognized medical school structure. Appropriate names of administrative units are as shown. The residency and fellowship program names follow ACGME approved program names. These names should be used consistently in all internal and external communications.

**ACADEMIC DEPARTMENT NAMES**

Department of Anesthesiology  
Department of Biomedical Sciences  
    Division of Epidemiology and Biostatistics  
Department of Emergency Medicine  
    Division of EMS and Disaster Medicine  
Department of Family and Community Medicine  
Department of Medical Education  
Department of Medical Library  
Department of Medicine  
    Division of Infectious Diseases  
Department of Obstetrics and Gynecology  
    Division of Gynecologic Oncology  
Department of Orthopaedic Surgery  
Department of Pathology  
Department of Pediatric and Adolescent Medicine  
    Division of Adolescent Medicine  
    Division of Developmental-Behavioral Pediatrics  
Department of Psychiatry  
Department of Radiology  
Department of Surgery

**ACADEMIC PROGRAMS**

Program in Biomedical Informatics  
Program in Medical Engineering  
Program in Medical Ethics, Humanities, and Law

**RESIDENCY/FELLOWSHIP PROGRAM NAMES**

Emergency Medicine  
Emergency Medical Services Fellowship  
Family Medicine - Battle Creek  
Family Medicine - Kalamazoo  
General Surgery  
Internal Medicine  
Medicine-Pediatrics  
Obstetrics and Gynecology  
Orthopaedic Surgery  
Pediatrics  
Psychiatry  
Simulation Fellowship  
Sports Medicine Fellowship

**CLINIC NAMES**

Family Medicine  
Infectious Diseases  
Internal Medicine  
Medicine-Pediatrics  
Obstetrics and Gynecology  
Orthopaedics  
Pediatric and Adolescent Medicine - Mall Drive  
Pediatric and Adolescent Medicine - Oakland Drive  
Pediatric Subspecialties  
Psychiatry  
Surgery

**ADMINISTRATIVE UNIT NAMES**


Admissions  
Accounting  
Clinical Business Services  
Center for Clinical Research  
Center for Immunobiology  
Facilities  
Health Information Management  
Histology Laboratory  
Human Research Protection Program  
Human Resources  
Information Technology  
Innovation Center  
Laboratory Services  
Medical Examiner and Forensic Services  
Office of Administration and Finance  
Office of Student Affairs  
Office of Clinical Affairs  
Office of Communications  
Office of Continuing Education  
Office of the Dean  
Office of Development  
Office of Educational Affairs  
Office of Faculty Affairs  
Office of Financial Aid  
Office of Health Equity and Community Affairs  
Office of the Medical Examiner  
Office of Research  
Office of Resident Affairs  
Patient Billing  
Radiology Services  
Simulation Center  
Sponsored Programs and Awards  
Toxicology  
Vivarium

**DEGREE AND CERTIFICATE PROGRAMS**

Doctor of Medicine  
Master of Science degree in Biomedical Sciences  
Master of Science degree in Medical Engineering  
Master of Science degree in Clinical Informatics  
Certificate in Applied Clinical Informatics

# STATIONERY


## LETTERHEAD



**WESTERN MICHIGAN UNIVERSITY**  
— Homer Stryker M.D. —  
**SCHOOL OF MEDICINE**

<b>Department of Medicine</b>	<b>Month/Date/Year</b>
Mark Lockere, MD Chair and Program Director	<b>Name Lastname</b>
Jeanne Baker, DO	<b>Title</b>
Doran Barnes, MD	<b>Company</b>
Phyllis Burdette, MD	<b>123 Address</b>
Lee Drake, MD	<b>City, ST 49000</b>
JACQUE D'AMBROSIO, MD	<b>Dear Name,</b>
MARK DUNCAN, MD	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis auteum vel enim irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilisis. Investigaciones demonstraverunt lectores legere me hinc quod il legunt saepius. Claritas est etiam processus dynamica, qui sequitur molitionem cononstitutum lectorum. Mirum est notare quam littera gothica, quam tunc peritamus parum claram, anteposuerit litterarum formas humanitatis per secula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.</p>
THOMAS FLYNN, MD	<p>Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, frangilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.</p>
MARK SCHAEFER, MD	<p>Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.</p>
	<b>Sincerely,</b>
	<b>Name Lastname</b>
	<b>Title</b>
	<p>1000 Oakland Drive Kalamazoo, MI 49008-800x PHONE: 269.000.0000 FAX: 269.000.0000 WEB: med.wmich.edu</p>

## #10 ENVELOPE



**WESTERN MICHIGAN UNIVERSITY**  
— Homer Stryker M.D. —  
**SCHOOL OF MEDICINE**  
1000 Oakland Drive - Kalamazoo, MI 49008-8000

## NOTE CARD




**WESTERN MICHIGAN UNIVERSITY**  
— Homer Stryker M.D. —  
**SCHOOL OF MEDICINE**

Note Card envelope has return address on back flap.


These areas to be customized within the department, program, clinic, or unit. Area for faculty names, as well as area to customize with address/phone, etc.

## NOTE PAD\*



**WESTERN MICHIGAN UNIVERSITY**  
— Homer Stryker M.D. —  
**SCHOOL OF MEDICINE**

<b>Month/Date/Year</b>
<b>Name Lastname</b>
<b>Title</b>
<b>Company</b>
<b>123 Address</b>
<b>City, ST 49000</b>
<b>Dear Name,</b>
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis auteum vel enim irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilisis. Investigaciones demonstraverunt lectores legere me hinc quod il legunt saepius. Claritas est etiam processus dynamica, qui sequitur molitionem cononstitutum lectorum. Mirum est notare quam littera gothica, quam tunc peritamus parum claram, anteposuerit litterarum formas humanitatis per secula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.</p>
<p>Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, frangilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.</p>
<p>Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.</p>
<b>Sincerely,</b>
<b>Name Lastname</b>
<b>Title</b>
<p>Department of Surgery 1000 Oakland Drive Kalamazoo, MI 49008-800x PHONE: 269.000.0000 FAX: 269.000.0000 WEB: med.wmich.edu</p>



**WESTERN MICHIGAN UNIVERSITY**  
— Homer Stryker M.D. —  
**SCHOOL OF MEDICINE**

Joseph D'Ambrosio, MD, DMD  
Associate Dean for Clinical Affairs

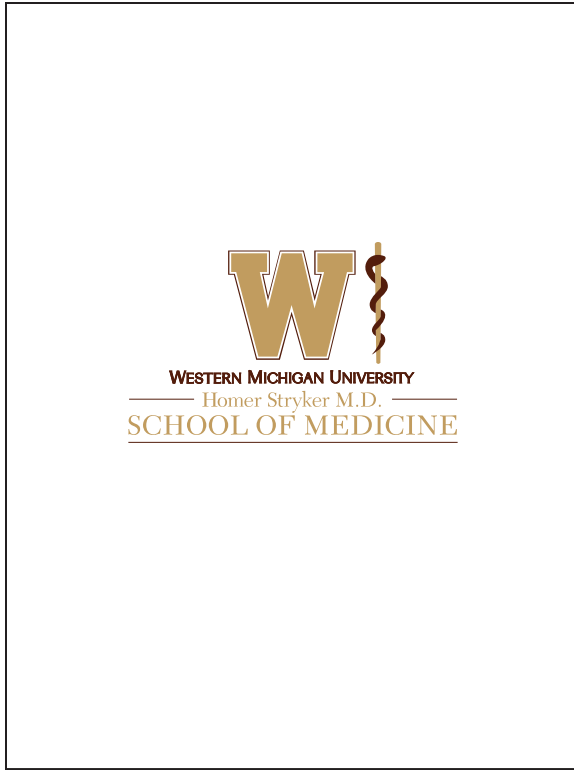
\*Note pads are only available for order by the Office of the Dean and individual Department Chairs

A letterhead template to customize for individual use. Department name, address, phone, and fax to be added by the individual.

**Letterhead templates will be located in the "Letterhead" folder on the WMed Portal under the "Communications".**

## STATIONERY

### FOLDER



### BUSINESS CARD

Information that should be included on a **faculty business card**:

First Name Initial (optional) Last Name, Credentials  
*[permitted as many as can fit on one (1) line]*  
Rank, Department of \_\_\_\_\_  
Titles  
Board Certifications or specific areas of subspecialty

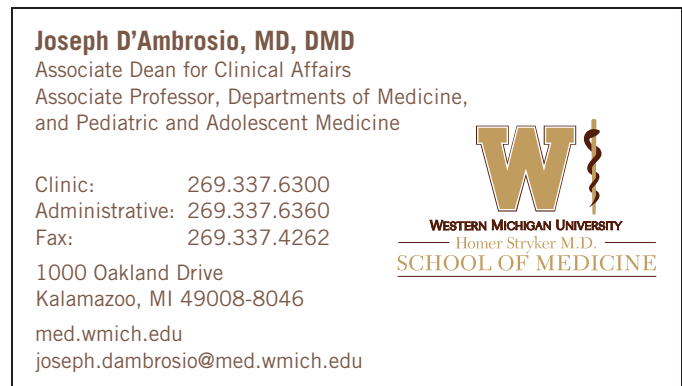
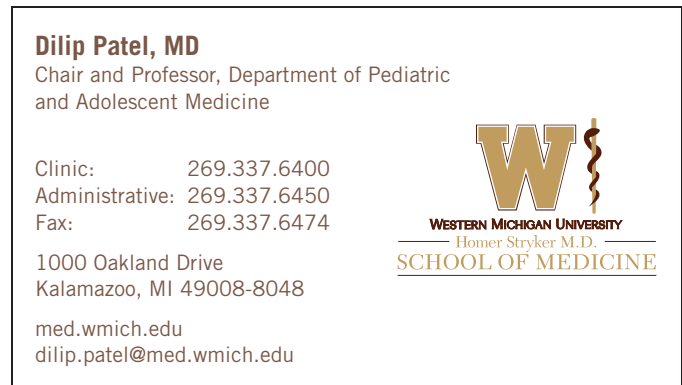
Clinic #  
Administrative or Office #  
*[use Administrative when Clinic is included]*  
Fax number  
*[optional, depending on line spacing requirements]*

1000 Oakland Drive  
Kalamazoo, MI 49008-80xx

med.wmich.edu  
first.last@med.wmich.edu

### NOTES:

Business card credentials that include terminal degrees and fellowship designations from professional academies (not certifications or memberships) are limited to whatever fits on one line. Bachelor degrees that are relevant to the position and advanced degrees (e.g., JD, MCP, MTS) can be included if they fit on one line with the name. There is room for only three phone numbers. If a cell or pager number is needed, it needs to replace one of the standard numbers (Office, Clinic, Fax).



## TEMPLATES

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Templates can be found on the WMed Portal under Departments/Communications.

- [Letterhead](#)
- [PowerPoint](#)
- [Presentation Poster](#)

## PHOTOS

Many WMed building and events photos are located on our [Flickr](#) page. These may be downloaded in a variety of sizes and are free to use for presentations, publications, or simply for print. Faculty photos are stored in Sharepoint under the Office of Communications. These are readily available to faculty, program coordinators, and administrative assistants for use in presentations, website, FAST system, or to send to outside entities who request them for official use.

## EMAIL SIGNATURE BLOCK

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### EMAIL SIGN-OFF

Email signatures should NOT include backgrounds, quotes, colored text or slogans (e.g., Find us on Facebook, Go Broncos, etc). To maximize mobile device viewing and in consideration of email recipient restrictions, use of the WMed logo is not permitted. The content of the email sign-off should be consistent with the business card.

### EXAMPLES OF EMAIL SIGN-OFF:

Michele Serbenski  
Associate Dean for Planning and Performance Excellence  
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Homer Stryker M.D. School of Medicine  
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Dilip.Patel@med.wmich.edu

## UNIFORMS AND APPAREL ITEMS

### UNIFORMS – TO INCLUDE PHYSICIAN COATS, AND COATS/SMOCKS/VESTS FOR CLINICAL STAFF



#### THE PREFERRED LOGO IS THE STANDARD STACKED CONFIGURATION

Degrees should be limited to a single degree that provides immediate identification from a patient's perspective. Affiliations and certifications, such as FACS, or degrees that are not specifically medical, such as MBA, are not appropriate on a physician coat.

The following are approved for use:

MD	CNS
DO	CRNA
PhD	CNP
DMD	CNM
PA	MT
EdD	RT
RN	OTC
LPN	

The logo appears on the left side of the lab coat, above the pocket. The physician name and clinic name should appear on the right side of the coat. The department name (e.g., Department of Biomedical Sciences) should be used if clinic name is not applicable.

Resident physicians should NOT include a specialty or department name.

### **APPAREL ITEMS**

WMed provides an online apparel website to permit faculty, residents, and staff to purchase WMed branded merchandise. Items will have the WMed logo. Department names may be available for embroidery on select items, on the side opposite from the logo. No personalization is permitted directly under the logo. Items where the department name is able to be included can be found by looking under the "size" tab. Other personalization (names, other symbols) is not permitted. Colors available will reflect the WMed color palette.

[This site](#), located on the WMed Portal under Applications, is to allow for personal purchases, as well as select uniform items. Uniforms or other attire required for the work area will continue to follow our purchase order process. Except for a few circumstances, where certain polos and outerwear are used as part of uniformed attire (Emergency Medicine, Simulation Center, MFR training, for example), items purchased from the site are not approved for use as uniforms.



## ADDENDA

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Both the style manual and zip + 4 documents can be located on the WMed Portal by clicking the specific items below.

- [WMed Style Manual](#)
- [Mail Code System – Zip + 4](#)

## TRADEMARK AND LICENSING

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WMed trademarks are the property of WMU Homer Stryker M.D. School of Medicine. All uses—print, electronic, imprinting, embroidery, etc.—must be approved in advance by the Office of Communications. Unauthorized commercial or non-commercial use of WMed trademarks is prohibited.

## GLOSSARY OF TERMS

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**Clear space** — area that must separate the WMed logo from surrounding type or graphic elements.

**Four-color process** — the method of separating color and or photos with filters into the four process colors: cyan, magenta, yellow, and black.

**Fonts** — a type face or a collection of all characters comprising the entire character set of a typeface.

**Grayscale** — an image printed in black and one or more shades of gray.

**JPEG** — a compressed bitmap format, developed by the Joint Photographic Experts Group of the International Standards Organization. JPEG is generally used to create files of photographic images.

**Logo** — a graphic representation comprising the WMed logomark, logotype, rule line, and in some cases, a subordinate area for the campus units.

**Logomark** — a graphic representation of the WMU “W” with the rod of Asclepius

**Logotype** — a graphic representation of “Western Michigan University School of Medicine.”

**Pantone** — industry-standard matching system for specifying and matching precise ink colors.

**PMS** — Pantone Matching System

**Primacy area** — area of the logo that lies above the signature rule.

**Primary colors** — primary palette includes two Pantone colors: PMS 7562 (tan) and PMS 4625 (brown). See page 7 for more information.

**Process colors** — colors used in 4-color process, or CMYK (cyan, magenta, yellow, and black). See page 7 for more information.

**Promotional Mark** — the WMed logomark used with the shortened “Medicine” name listed below. Usage of this mark must be approved by WMed Office of Communication.

**Registered trademark** — a trademark that has been registered with the federal government at the U.S. Patent and Trademark Office or the secretary of state for the state of Michigan.

**Subordinate area** — area of the logo that falls below the signature rule.