



IDENTITY GUIDE

October 2018

OVERVIEW

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.

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INSTITUTION NAME AND ABBREVIATIONS

Western Michigan University Homer Stryker M.D. School of Medicine is a collaboration involving Western Michigan University and Kalamazoo's two teaching hospitals, Ascension Borgess 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

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

MASTHEAD FORMAT FOR RESEARCH PUBLICATIONS

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:

Ascension Borgess

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

Ascension Borgess-Lee Memorial Hospital

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

Ascension Borgess Pipp Hospital

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

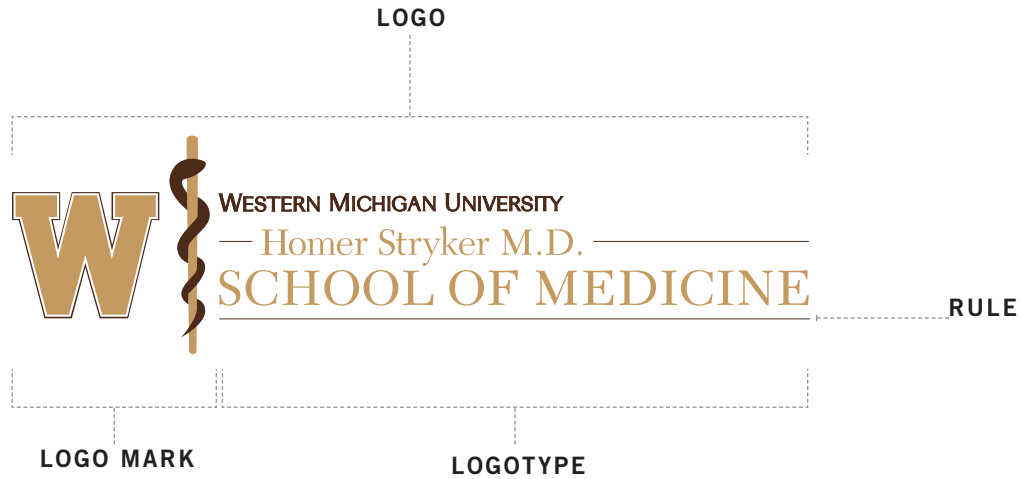
*Only list in masthead if work was completed at another medical school site, not as a dual faculty appointment at both medical schools. The same for other medical schools or research centers in the U.S. or elsewhere. See example [here](#).

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.

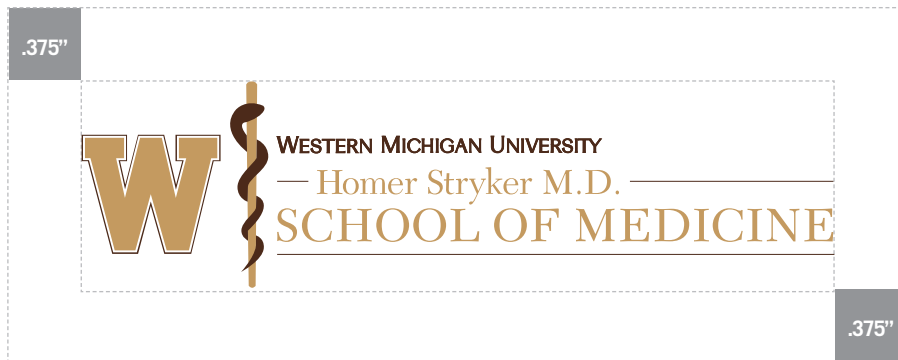
HORIZONTAL CONFIGURATION

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.

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.

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.



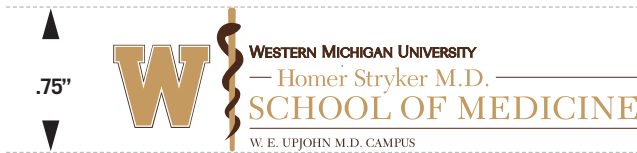
CLEAR SPACE

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.



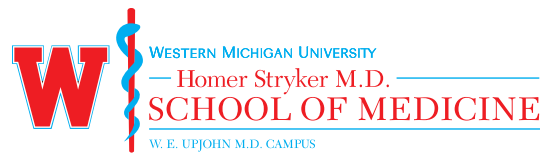
Do not add a shadow to the logo or logotype.



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

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



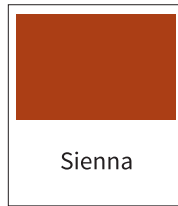
Chocolate

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

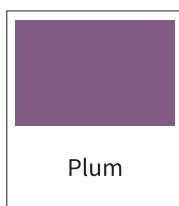
ACCENT COLORS

These must not dominate primary colors



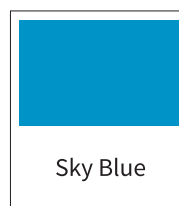
Teal

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



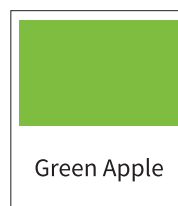
Plum

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
 Division of Medical Engineering
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

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.

#10 ENVELOPE

NOTE CARD

Note Card envelope has return address on back flap.

NOTE PAD*

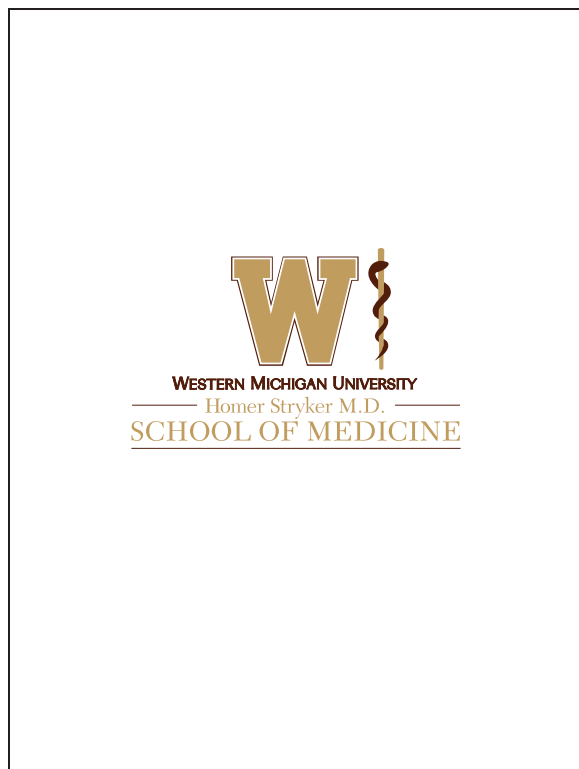
*Note pads are only available for order by the Office of the Dean and individual Department Chairs

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



Laura Eller

Director of Communications

Office: 269.337.4513

1000 Oakland Drive
Kalamazoo, MI 49008-8014

med.wmich.edu
laura.eller@med.wmich.edu



Dilip Patel, MD

Chair and Professor, Department of Pediatric
and Adolescent Medicine

Clinic: 269.337.6400
Administrative: 269.337.6450
Fax: 269.337.6474

1000 Oakland Drive
Kalamazoo, MI 49008-8048

med.wmich.edu
dilip.patel@med.wmich.edu



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

Joseph D'Ambrosio, MD, DMD

Associate Dean for Clinical Affairs
Associate Professor, Departments of Medicine,
and Pediatric and Adolescent Medicine

Clinic: 269.337.6300
Administrative: 269.337.6360
Fax: 269.337.4262

1000 Oakland Drive
Kalamazoo, MI 49008-8046

med.wmich.edu
joseph.dambrosio@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

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

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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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

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

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

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.