



IDENTITY GUIDE

MARCH 2013

OVERVIEW

The following is an outline of the visual identity components for Western Michigan University 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 269.337.4420 or by email at laura.eller@med.wmich.edu.

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INSTITUTION NAME

Western Michigan University 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 School of Medicine. Abbreviations may be used after the full name Western Michigan University 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 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", and "Western's School of Medicine".

The legal name of the organization is "Western Michigan University 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 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 School of Medicine building is located in Kalamazoo."

It is acceptable to include "the WMU 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 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 Intranet for use by internal staff; 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 269.337.4420 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 466
 COATED: c5, m17, y42, k14
 UNCOATED: c10, m20, y50, k10
 RGB: r209, g191, b145



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 466
 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 5 and 6 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 no 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:



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.



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 or uncoated)
Coated: c0, m60, y100, k79
Uncoated: c40, m40, y70, k30

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 eClinicalWorks, 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 9.



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 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



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.



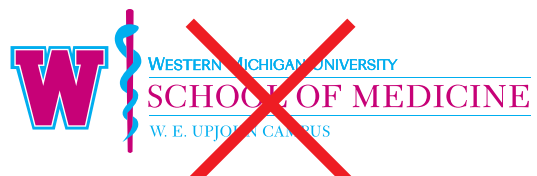
Do not add a shadow to the logo or logotype.



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.

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
z
1234567890

New Caledonia LT STD/Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890**

New Caledonia LT STD/Italics

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
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
z
1234567890

Trade Gothic LT STD/Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890

Univers LT STD/Roman

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890

WEB-SAFE TYPOGRAPHY

Arial is the recommended, web-safe typeface 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. Website headings use Helvetica Neue Condensed Bold (HNCB). Since HNCB is not licensed for embeddable use, the Oswald font face is specified as a fall-back using @font-face embedding. Oswald is provided through the Google fonts service and is available for all modern browsers.

COLOR PALETTE

WMed's official colors are PMS 466 tan and PMS 4625 brown.



PMS 466
COATED: c5, m17, y42, k14
UNCOATED: c10, m20, y50, k10



PMS 4625
COATED: c0, m60, y100, k79
UNCOATED: c40, m40, y70, k30

WMED DEPARTMENT, PROGRAM, UNIT AND CLINIC NAMES

The transition to WMed required the addition of academic department names that reflected a 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
Department of Emergency Medicine
Department of Family and Community Medicine
Department of Medicine
Department of Medical Education
Department of Obstetrics and Gynecology
Department of Orthopaedic Surgery
Department of Pathology
Department of Pediatric and Adolescent Medicine
Department of Psychiatry
Department of Radiology
Department of Surgery

RESIDENCY/FELLOWSHIP PROGRAM NAMES

AOA Traditional Internship
Emergency Medicine
Family Medicine
General Surgery
Internal Medicine
Medicine-Pediatrics
Orthopaedic Surgery
Pediatrics
Psychiatry
Sports Medicine
Transitional Year

ADMINISTRATIVE UNIT NAMES


Accounting
Clinical Business Services
Clinical Research
Continuing Medical Education
Facilities
Health Informatics and Information Management
Human Resources
Information Technology
Laboratory Services
Library
Nursing and Clinical Support Services
Office of Administration and Finance
Office of Communications
Office of Development
Office of the Dean
Office of Educational Affairs
Office of Faculty and Clinical Affairs
Office of Research
Office of Student and Resident Affairs
Patient Billing
Radiology Services
Simulation Center

CLINIC NAMES

Family Medicine
Infectious Disease
Internal Medicine
Internal Medicine Subspecialties
Medicine-Pediatrics
Orthopaedics
Pediatrics
Pediatric Subspecialties
Psychiatry
Surgery

STATIONERY

LETTERHEAD



Department of Medicine Mouth/Date/Year

Name Lastname
Title
Company
123 Address
City, ST 49000

Dear Name,

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 autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisis. Investigaciones demostravertunt lectores legere me luis quod il legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudinum lectorum. Mirum est notare quam littera portabato, quam nunc putamus parum claram, anteposuerunt litterarum formas humanitatis per secula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, hant sollemnes in futurum.

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, fringilla 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.


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.

Sincerely,


Name Lastname
Title

1000 Oakland Drive Kalamazoo, MI 49008-800x
PHONE 269.000.0000 FAX 269.000.0000 WEB med.wmich.edu

#10 ENVELOPE




NOTE CARD



*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*



Elizabeth A. Burns, MD, MA
Associate Dean for Faculty and Clinical Affairs

*Note pads are only available to order by the Dean, Associate Deans, Assistant Deans, and Department Chairs.



Mouth/Date/Year

Name Lastname
Title
Company
123 Address
City, ST 49000

Dear Name,

>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 autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisis. Investigaciones demostravertunt lectores legere me luis quod il legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudinum lectorum. Mirum est notare quam littera portabato, quam nunc putamus parum claram, anteposuerunt litterarum formas humanitatis per secula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, hant sollemnes in futurum.

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, fringilla 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.

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.

Sincerely,

Name Lastname
Title

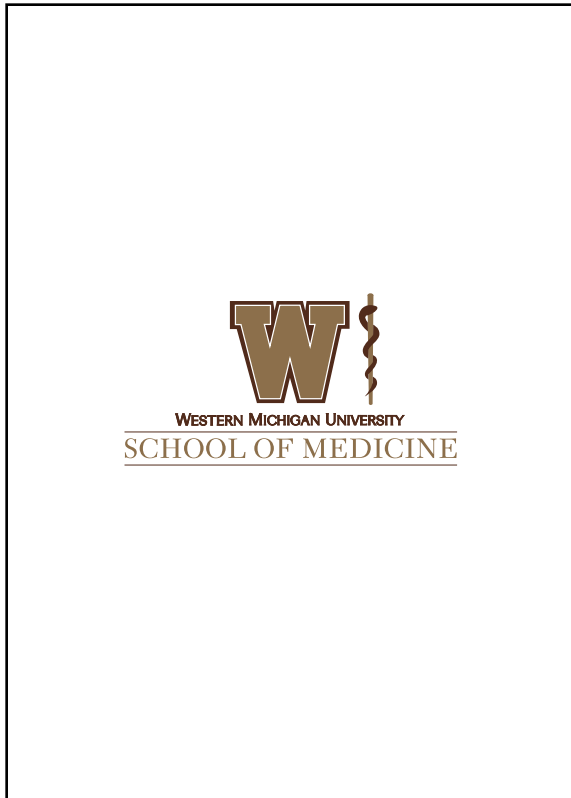
Department of Surgery
1000 Oakland Drive Kalamazoo, MI 49008-800x
PHONE 269.000.0000 FAX 269.000.0000 WEB med.wmich.edu

Letterhead templates will be located in the "Template" folder on the Intranet under the Communications Department folder.

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

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 cards 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 are not appropriate for use on business cards. Advanced degrees (e.g. JD, MCP, MTS) can be included if they fit on one line with the name.

Laura Eller

Director of Communications

Office: 269.337.4420

Fax: 269.337.4469

1000 Oakland Drive
Kalamazoo, MI 49008-8014

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



Joseph D'Ambrosio, MD, DMD

Assistant Professor, Departments of Medicine, and
Pediatric and Adolescent Medicine
Program Director, Medicine-Pediatrics Residency and
Transitional Year Internship

Clinic: 269.337.6345

Administrative: 269.337.6360

Fax: 269.337.4262

1000 Oakland Drive
Kalamazoo, MI 49008-8046

med.wmich.edu
joseph.dambrosio@med.wmich.edu



Donald E. Greydanus, MD, Dr HC (Athens)

Chair and Professor, Department of Pediatric and Adolescent Medicine
Program Director, Pediatrics Residency

Clinic: 269.337.6400

Administrative: 269.337.6450

Fax: 269.337.6474

1000 Oakland Drive
Kalamazoo, MI 49008-8048

med.wmich.edu
donald.greydanus@med.wmich.edu



TEMPLATES

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

Letterhead

PowerPoint

Presentation Poster

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
Western Michigan University School of Medicine
1000 Oakland Drive
Kalamazoo, MI 49008-8010
Office: 269.387.9020
Fax: 269.387.9050
med.wmich.edu
Michele.Serbenski@med.wmich.edu

Laura Eller
Director of Communications
Western Michigan University School of Medicine
1000 Oakland Drive
Kalamazoo, MI 49008-8014
Office: 269.337.4420
Fax: 269.337.4469
med.wmich.edu
Laura.Eller@med.wmich.edu

Dilip Patel, MD, CPE
Professor, Department of Pediatric and Adolescent Medicine
Sports Medicine
Neurodevelopmental Pediatrics
Western Michigan University School of Medicine
1000 Oakland Drive
Kalamazoo, MI 49008-8014
Office: 269.337.6395
Clinic: 269.337.6400
Fax: 269.337.6474
med.wmich.edu
Dilip.Patel@med.wmich.edu

If necessary, please add “Cell” and “Pager” numbers between the “Office” and “Fax” numbers.

The approved font styles are not currently available to choose in the GroupWise font library. For visual consistency in electronic communication, it is recommended that all e-mail signature/footers use 10 pt. Tahoma. Arial is also an acceptable font choice.

UNIFORMS AND APPAREL ITEMS

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



THE PREFERRED LOGO IS THE STANDARD VERTICAL 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.

UNIFORMS AND APPAREL ITEMS

APPAREL ITEMS

WMed provides an online apparel website to permit faculty, residents, and staff to purchase WMed branded merchandise. Items will have the official logo for the WMU School of Medicine. No customization of these items will be permitted. Colors available will reflect the WMed color palette.

This site, located on the WMed Intranet under Applications/Organizational Applications, is for personal purchases only, and those purchase costs are not reimbursable by WMed. A portion of the proceeds from each logowear purchase will support a WMed scholarship fund.

Uniforms or other attire required for the work area will continue to follow our purchase order process.



ADDENDA

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

- WMed Style Manual
- Mail Code System - Zip + 4

TRADEMARK AND LICENSING

WMed trademarks are the property of WMU School of Medicine. All uses - print, electronic, imprinting, embroidery, etc. - must be approved in advance by the Office of the Dean. 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 874 (gold) 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.