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Conceptualizing the Brand

When developing design concepts for our brand, it is important to consider our role and position in the community. The Schmidt College of Medicine is advancing the health and well-being of the community by training future generations of humanistic clinicians and scientists and translating discovery to patient-centered care. This list of words embodies our values and strengths and conceptualizes our brand.

DIVERSITY
COLLABORATION
INNOVATION
RESPECT
COMPASSION
LIFELONG LEARNING
EQUITY
SERVICE
ACHIEVEMENT
FAU Medicine Logo

The FAU Medicine logo represents the clinical arm of the Schmidt College of Medicine. Examples of usage for the FAU Medicine logo include stationary, apparel, event materials, etc. Its use is governed by the guidelines in this manual.

Primary Logo Formats

The FAU Medicine logo is presented in different configurations. Acceptable variations are shown. There should never be a deviation from the proportions, layouts and colors shown in this manual.
Acceptable Colors

The FAU Medicine logo has limited color variations. It is preferred that the two-color logo be used whenever possible. The two-color logo can be reproduced in FAU Blue and FAU Red or their process color equivalents. If the two-color version is not possible, it is preferred that the logo be reproduced in FAU Blue. If this is not possible, the logo should be reproduced in black.

The two-color logos, FAU Medicine blue and black, can be used on white or light-colored backgrounds. The FAU Medicine silver/gray or all white logo should only be used on dark color backgrounds, such as blue, black, red, or dark gray. The FAU Medicine logo should never appear in any colors other than blue and red (combination), blue, black, white, or silver/gray. When the logo is used in one color, the line should also be that color.
Customized FAU Medicine Logo Formats

Some of the layout options for the FAU Medicine logo contain additional text to emphasize residency or fellowship programs. Permissible color variations and use on color backgrounds are the same as on page 4. There should never be a deviation from the proportions, layouts and colors shown in this manual.
FAU Medicine Logo Clear Zones

The FAU Medicine logo has established clear zones to maintain the image’s integrity and to avoid visual confusion. No other text type or graphic element should appear within the minimum clear zones shown - the full height of the letter ‘M’ in the word ‘medicine.’

FAU Medicine Logo Minimum Size

Each variation of the FAU Medicine logo has a minimum allowable size. To ensure clear reproduction and legibility, the logos may not be any smaller than the sizes depicted on this page. The logo should be used at these minimum sizes only when necessary. It is preferred that logos appear larger than the minimum sizes provided on this page.

See page 13 for special uses of FAU Medicine for small promotional items.
Schmidt College of Medicine Logo

Examples of usage for the Schmidt College of Medicine logo include items such as stationary, other printed materials, and promotional materials. Its use is governed by the guidelines in this manual.

Primary Logo Formats

The Schmidt College of Medicine logo is presented in different configurations. Acceptable variations are shown. There should never be a deviation from the proportions, layouts and colors shown in this manual.
Acceptable Colors

The Schmidt College of Medicine logo has specific color variations. This page depicts the only permissible logo colors.

- **First preference:** two-color logo
- **Second preference:** FAU Blue (when it’s not possible to use the two-color version)
- **Third preference:** all-black, gray, silver or white (when any of the color versions are not possible)

These guidelines apply to all logo variations. The Schmidt College of Medicine logo should never appear in any colors other than blue with a red line, blue, black, white or silver/gray. When the logo is used in one color, the line should also be that color.
Schmidt College of Medicine Logo Clear Zones

The Schmidt College of Medicine logo and wordmarks have established clear zones. These are intended to maintain the logo’s integrity and avoid visual confusion. No other text or graphic element (including folds, trims, or edges) should fall within the minimum clear zones shown. For all of the wordmarks, the clear zone equals the full height of the letter “F.”

Schmidt College of Medicine Logo Minimum Size

Each variation of the Schmidt College of Medicine logo has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks may not be any smaller than the sizes depicted on this page. The logo should be used at these minimum sizes only when necessary.
FAU Wordmark
The wordmark represents the University and is used for specific items within the Schmidt College of Medicine as outlined on this page.

The line is an essential part of the logo and must always be included.

Seals and Spirit mark
FAU spirit mark and COM and FAU seals are secondary marks and can only be used for special purposes as outlined on this page and only in conjunction with a primary logo, such as the Schmidt College of Medicine, or Florida Atlantic University.

FAU Wordmark
for use on standard business cards and letter heads.

INITIAL MARK
for use in videos, standard and custom size envelopes, mailers.

COM SEAL
for Commencement materials only. The seal is a secondary mark and must be used in conjunction with the college logo.

FAU SEAL
for use on university flags, diplomas, commencement related items: banners, regalia, commencement program

SPIRIT MARK is reserved for usage by central Public Affairs only to use on coordinated college efforts such as college social media pages.

Spirit mark cannot be used in conjunction with any College of Medicine wordmark or logo.
WHEN TO USE EACH LOGO

CARE
- Residency Clinics (hospital-based or standalone)
- Specialty Clinics
- Clinical Research
- Practice Plan
- Marcus Institute of Integrative Health
- Primary Care Practice

KNOWLEDGE
- Clinical Skills Simulation Center
- Wet Lab Research
- Advancement/Community Engagement
- Educational Programs
WHEN TO USE EACH LOGO

• Gift agreements and other official college documents, such as academic transcripts
• Diplomas and Certificates

FAU

CHARLES E. SCHMIDT COLLEGE OF MEDICINE
Florida Atlantic University

• Appointment cards – 4th yr students
• Email signatures
• Promotional items
• Banners, brochures, flyers, folders, donor materials
• Internal document header
• Lecture PowerPoint Presentation
• Printed/electronic advertisements, newsletters, announcements, and videos
• Other event materials (signage, table cards, promotional items)
• Awards
• White coats - students, teaching and research faculty and staff
• Musical groups
• Scientific posters
• Event save the dates, invitations and programs
• Biography flyers
• Student Curriculum forms

FAU

SCHMIDT COLLEGE OF MEDICINE
Florida Atlantic University

• Appointment cards - residents, primary care practice
• Promotional items
• Banners, brochures, flyers, folders, donor materials
• Internal document header
• Lecture PowerPoint Presentation
• Printed/electronic advertisements, newsletters, announcements, and videos
• Other event materials (signage, table cards, promotional items)
• Awards
• White coats - residents, faculty practicing at clinics
• Resident Curriculum forms
• Musical groups
• Scientific posters
• Primary care practice materials

FAU

MEDICINE.
FLORIDA ATLANTIC UNIVERSITY

• Appointment cards – 4th yr students
• Email signatures
• Promotional items
• Banners, brochures, flyers, folders, donor materials
• Internal document header
• Lecture PowerPoint Presentation
• Printed/electronic advertisements, newsletters, announcements, and videos
• Other event materials (signage, table cards, promotional items)
• Awards
• White coats - students, teaching and research faculty and staff
• Musical groups
• Scientific posters
• Event save the dates, invitations and programs
• Biography flyers
• Student Curriculum forms
LOGO STANDARDS

The FAU Medicine logo without Florida Atlantic University written underneath is restricted to small promotional items like pens, flash drives and pins.

*No other text can be used in conjunction with this particular logo.*

**Incorrect logo usage**

Some examples of unacceptable uses of the Schmidt College of Medicine and FAU Medicine logos are shown on this page.

- Do not use unapproved color combinations
- Do not stretch logo out of proportions
- Do not add graphic elements to the logo
Official FAU Colors

The FAU colors on this page are the only official and approved identity colors. The Schmidt College of Medicine and FAU Medicine logos should not be reproduced in any other colors.

Our primary colors are FAU Blue and FAU Red. FAU Blue should be the dominant color in all University communications. FAU Red can be used to complement FAU Blue.

- **Blue:** wisdom, trust, Atlantic ocean
- **Red:** boldness, vibrancy, spirit

Additional identity colors are FAU Silver (metallic) and FAU Gray (non-metallic).

FAU Silver is always preferred, but when a metallic ink is not practical or possible, FAU Gray may be substituted.

- **Silver:** dignity, illumination
- **Gray:** formal, intelligence

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**FAU BLUE**
PANTONE: 295  
CMYK: 100 - 78 - 26 - 28  
WEB SAFE/RGB: 003366

**FAU RED**
PANTONE: 200  
CMYK: 20 - 100 - 81 - 10  
WEB SAFE/RGB: CC0000

**FAU SILVER**
PANTONE: 877  
NO CMYK  
NO WEB SAFE/RGB

**FAU GRAY**
PANTONE: 428  
CMYK: 23 - 16 - 14 - 0  
WEB SAFE/RGB: CCCCCC
COLOR PALETTE

Secondary Colors

When designing various collateral, refer to colors in these secondary palettes as suggested complements (accents) to the primary identity colors.

INTEGRATIVE HEALTH GREEN
PANTONE: 375
CMYK: 47 - 0 - 100 - 0
WEB SAFE/RGB: 9D500

LIGHT BLUE
PANTONE: 292
CMYK: 56 - 16 - 0 - 0
WEB SAFE/RGB: 65B2E8

TURQUOISE
PANTONE: 7466
CMYK: 95 - 0 - 31 - 0
WEB SAFE/RGB: 00ADB8

OCEAN BLUE
PANTONE: 7689
CMYK: 95 - 35 - 0 - 0
WEB SAFE/RGB: 0085CA

TEAL
PANTONE: 320
CMYK: 80 - 25 - 35 - 2
WEB SAFE/RGB: 1E929E

DARK MAGENTA
PANTONE: 254
CMYK: 45 - 100 - 0 - 0
WEB SAFE/RGB: 9A258F

OLIVE
PANTONE: 619
CMYK: 38 - 34 - 100 - 7
WEB SAFE/RGB: 00ADB8

BRIGHT GREEN
PANTONE: 361
CMYK: 75 - 0 - 100 - 0
WEB SAFE/RGB: 39B54A

PURPLE
PANTONE: 266
CMYK: 70 - 88 - 4 - 0
WEB SAFE/RGB: 6C4395

SLATE GRAY
PANTONE: 5425
CMYK: 56 - 32 - 24 - 0
WEB SAFE/RGB: 7B98AB

BEIGE
PANTONE: 580
CMYK: 24 - 6 - 42 - 0
WEB SAFE/RGB: C5D5A4

SAGE
PANTONE: 590
CMYK: 24 - 6 - 42 - 0
WEB SAFE/RGB: C5D5A4

N. ANTON BORJA, D.O.
Director, Marcus Institute of Integrative Health at FAU Medicine
Assistant Professor, Department of Integrated Medical Sciences
Schmidt College of Medicine
Dr. Borja earned her DO degree from the Ohio State University and completed residencies in Preventive Medicine and Family Practice. She specializes in Integrative Health clinical services that include acupuncture, nutraceuticals, vitamin & supplement infusions, mind-body practices, nutrition and osteopathic manipulation.

JOANNA DROWOS, D.O.
Associate Chair, Department of Integrated Medical Sciences
Schmidt College of Medicine
Dr. Drowos earned her DO and Master of Public Health Degrees at Nova Southeastern University College of Osteopathic Medicine. She completed residencies in Preventive Medicine, Family Practice and Public Health, followed by a Preventive Medicine Fellowship in Integrative Medicine at the Palm Beach County Health Department. She is board certified in Preventive Medicine, Family Medicine and Medical Quality. She received her Master’s in Business Administration from Florida Atlantic University in 2008.
Palatino

ABCDEFghijklmnopqrstuvwxyz 1234567890!?  

Palatino is a classic serif typeface used in the University logo and seal, it is the first choice for all formal FAU communications.

Alternatives: Minion Pro, Georgia

Optima

ABCDEFghijklmnopqrstuvwxyz 1234567890!?  

Optima is a sans serif typeface used in some of the University wordmarks and is best reserved for formal applications.

Alternatives: Lucida Sans, Myriad Pro

Avenir

ABCDEFghijklmnopqrstuvwxyz 1234567890!?  

Avenir is a sans serif typeface used in both print and digital applications, it is versatile and able to convey informal and formal messaging.

Alternatives: Arial, Helvetica, Century Gothic
PHOTOGRAPHY

Photography is a key element of our identity. Photos should be unique, inspiring, uplifting and warm.

Photos to Avoid

Photos can distract from our core message. Here are a few examples of what to avoid when creating marketing materials or sending photos to media for press releases.

- Do not use photos with needle injections.
- Do not use photos with blood and/or bodily fluids.
- Do not use photos of cadavers and/or individual organs.
- Do not use pictures with people consuming alcohol.

To request photography, visit comsupport.fau.edu/new-ticket to fill in a communications request form.
Videos that display or convey information about the Schmidt College of Medicine or FAU Medicine, its programs, activities, events, etc. must adhere to the following guidelines.

- FAU’s Public Affairs Video team maintain first right of refusal for all hired, professional video requests.

- Before contacting an external vendor, please contact COM Communications to discuss options. Visit comsupport.fau.edu/new-ticket to fill in a communications request form.
Requirements for videos created by external vendors:

- Final videos must be submitted to COM Communications to review and submit to Public Affairs for approval. Please allow 24-48 hours for review.
- The Schmidt College of Medicine logo or FAU Medicine logo should appear in 1 of 4 corners, represent 5%-10% of the screen, appear evenly spaced on all sides, and retain an opacity of between 25%-100%.
- All videos must be transcribed and captions must be available.
- All images and on-screen text must be in compliance with this manual.

Requirements to request an informal video produced by the Schmidt College of Medicine staff:

- Visit comsupport.fau.edu/new-ticket to fill in a communications request form.
- COM Communications must submit the final video to Public Affairs for approval. Please allow 24-48 hours for review.
FAU Medicine Custom Stationary

Visit [comsupport.fau.edu/new-ticket](comsupport.fau.edu/new-ticket) to fill in a communications request form.
FAU Stationary

Standard FAU stationary, including #10 envelopes, 8.5x11 letterhead, and business cards can be ordered directly through Workday. The fillable PDF forms to add address and info can be found on the Purchasing site: www.fau.edu/controller/purchasing/forms
Residency Graduation Materials

All the residency programs at the Schmidt College of Medicine have a unified graduation invitation package.

- **Save the Date:** electronically distributed
- **Formal invitation with an envelope:** 5x7 inches, 1 color print
- **RSVP insert with a return envelope:** 4x6 inches, 1 color print
- **Graduation Program:** optional

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**Surgery Residency Graduation Program**

**Program Director Welcome**
Dr. Thomas Genuit

**Dean Welcome**
Dean Phillip M. Boiselle

**Program Director Awards**
Teacher of the Year
Resident of the Year
Program Director’s Award for Achievement in Scholarship
Program Director’s Award for Outstanding Medical Knowledge

**Resident Presentations**

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**Florida Atlantic University**
Charles E. Schmidt College of Medicine
This is to certify that
Ryan Daniel Reusche, M.D.
has served and satisfactorily completed the academic and clinical requirements of an internship in general surgery
From July 1, 2017 to June 30, 2018

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**FAU MEDICINE**

SAVE THE DATE

General Surgery Residency Graduation

THURSDAY
JUNE 18, 2020
6:00 P.M.

The Addison,
2 E Camino Real,
Boca Raton, FL 33432

Formal invitation to follow

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You’re Invited

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KINDLY RSVP BY MAY 22, 2020

RSVP ONLINE:
tinyurl.com/fausurgery

FOR MORE INFORMATION, CONTACT:
Hillary Cohen | (561) 297-2216 | hcohen@health.fau.edu

Valet Parking Available
White Coats

Coat lapels should not cover the logo.

The logo should appear on the left side of coat. If the individual’s name is included, it should be on right side of lab coat (not under the logo.)

Use only one logo per lab coat for clear branding.

The two-color logo should be used (see pages 4, 8.)

Scrubs

For dark colored scrubs, the logo should appear in white. For light colored scrubs, the 2 color logo can be used.
Policy Statement
The administration of the Schmidt College of Medicine recognizes that social media websites and applications, Facebook, Instagram, Snapchat, Tumblr, Twitter, Pinterest, LinkedIn and YouTube are an important and timely means of communication. Faculty, staff, employees, residents, fellows, volunteers, and students should be aware that posting certain information may be illegal or look unprofessional. Violation of existing statutes and administrative regulations may expose the offender to criminal and civil liability, and the punishment for violations may include fines. Offenders also may be subject to adverse employment actions, disciplinary sanctions and/or academic actions that may include, but not be limited to, a verbal or written reprimand, probation, and suspension or dismissal from employment, school and/or resident training. All faculty, staff, employees, residents, fellows, volunteers and students in the College are also subject to University policies and/or regulations on social media, (i.e. http://www.fau.edu/publicaffairs/marketing/social-media.php)

Administration of all social media platforms is centralized within the college. Requests for new platforms require a formal request and approval by Public Affairs.

For post requests visit comsupport.fau.edu/new-ticket to fill in a communications request form. The request should include the desired posting date, a 1 sentence blurb, relevant links if applicable, and a picture. The maximum allowed characters are 280. A link uses 23 characters and any hashtags also use characters.

Please refer to the photography section of this guide for appropriate and inappropriate photos.
The Schmidt College of Medicine and FAU Medicine websites are maintained and managed by the college's Marketing and Communications team and populated with content provided by corresponding units.

Units are strongly encouraged to include photos, videos and other visual aids with their content submissions. Photos originating from College of Medicine events are ideal and can be found on the college's photo platform [www.flickr.com/photos/134373002@N06/albums](http://www.flickr.com/photos/134373002@N06/albums)

For all web requests, visit [comsupport.fau.edu/new-ticket](http://comsupport.fau.edu/new-ticket) to fill in a communications request form.
Unapproved Logo Usage on Items

Some examples of unacceptable uses of the Schmidt College of Medicine and FAU Medicine logos are shown on this page.

FAU discourages the use of puns as it detracts from the mission of the university, these posters mention Florida Atlantic University at the bottom which is an unauthorized use of the University name.

Incorrect FAU Medicine logo and unauthorized secondary mark next to a logo.

Incorrect FAU Medicine logo usage.

An established logo must appear on all promotional items.

Additional words must appear on the back of a t-shirt.

Text must maintain even distance around the logo (see page 7), incorrect FAU Medicine logo.

Incorrect logo usage.

Do not create new logos.

Do not put graphic elements next to the program name, makes it appear as a new/unauthorized logo.

Welcoming text.

Comprehensive Center for Brain Health.
Items intended for promotional purposes (i.e., to be given away) or retail (i.e., intended to be sold to the public), which bear any Schmidt College of Medicine logo or FAU Medicine trademark, must be produced by an approved licensee (see fau.edu/otlm for licensee information). These items must be purchased using a purchase order and shall adhere to the guidelines set forth in this manual.

1) select a licensed vendor (see website above)
2) request a quote
3) open a purchase requisition in Workday
4) visit comsupport.fau.edu/new-ticket
to fill in a communications request form for logo and to approve vendor mock-up

Medical Student purchases go through the GPSA Office. First, please get an approval from COM Communications Office (see item 4 above), then start the requisition process using Owl Central.

Online Store
Click here to visit our online store to purchase approved merchandise.