



OAKLAND UNIVERSITY WILLIAM BEAUMONT

## **Brand Guidelines**

# OAKLAND UNIVERSITY WILLIAM BEAUMONT SCHOOL OF MEDICINE

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# BRAND IDENTITY

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## Brand Identity | Introduction

One of the most powerful elements of an institution's identity is its visual representation. It supports and strengthens a brand. These guidelines define how OUWB's graphic identity may be represented across a variety of platforms and materials. They are designed to ensure consistent and proper usage of the logo, which is critical in protecting the integrity of the brand.

### **OUWB + Corewell Health Partnership**

The approved verbiage for the partnership between OU and Corewell Health is as follows:

Oakland University William Beaumont School of Medicine is a partnership between Oakland University and Beaumont - now called Corewell Health.

### **Approvals**

All uses of the logo must be approved by OUWB. To request logo files, visit the [website](#) or email [ouwbmarketing@oakland.edu](mailto:ouwbmarketing@oakland.edu).



## Brand Identity | Primary Logo

Primary Logo: 3-color



OAKLAND UNIVERSITY WILLIAM BEAUMONT

The 3-color logo is to be displayed only against a white background. Any other color background would require a 1-color logo.

Primary Logo: 1-color options



All OUWB logos in 1-color are only accepted as shown in black or white. No additional colors available for 1-color logo.

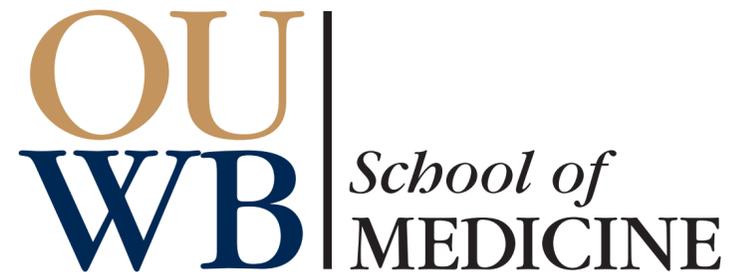
## Brand Identity | Secondary Logos

The two secondary logos may be used in print and digital materials.

The School of Medicine (SOM) logo may be used on collateral where “Oakland University William Beaumont School of Medicine” is written out in another space. It may also be used on social media or other digital platforms, internal documents, or in the instance that the Corewell Health logo also appears.

The block logo may be used on social media or digital platforms, OUWB social media profile imagery, or internal documents. It’s also used on the front covers of publications and books. The block logo should not be used alone in public-facing printed material unless noted by OUWB Communications and Marketing.

School of Medicine Logo



Block Logo



## Brand Identity | Color Palette



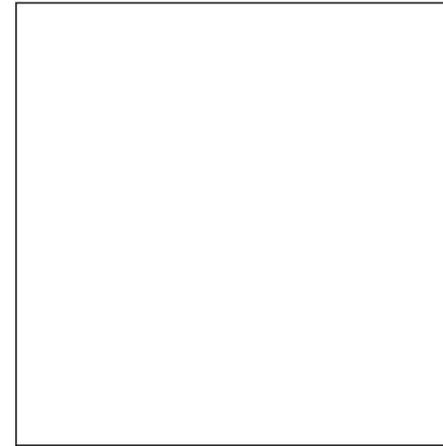
### OU GOLD

PMS 465 C  
CMYK 26 40 73 3  
RGB 188 149 92  
HEX BC945B



### COREWELL BLUE

PMS 295 C  
CMYK 100 69 8 54  
RGB 0 40 85  
HEX 002855



### WHITE

CMYK 0 0 0 0  
RGB 255 255 255  
HEX FFFFFFFF



### BLACK

CMYK 0 0 0 100  
RGB 0 0 0  
HEX 000000



### ADA GOLD

PMS 872  
CMYK 42 47 77 18  
RGB 136 113 73  
HEX 877148

## Brand Identity | Isolation Area + Minimum Size

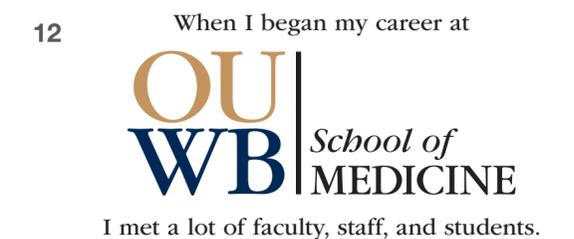
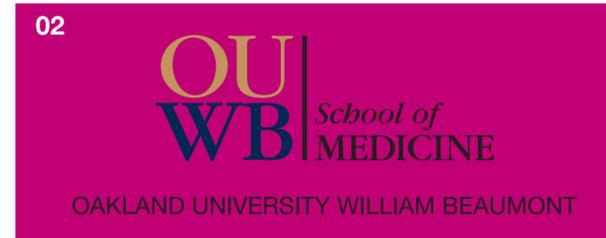
The minimum area of isolation surrounding the primary and secondary logos is the size of the block OUWB. Any artwork or copy may not infringe upon this isolation area.

The minimum size the primary logo may be produced at is 2.375" wide (0.8443" height).



## Brand Identity | Logo Don'ts

- 01 Do not use the logo in color combinations that are not defined in these guidelines.
- 02 Do not use 3-color logo on colored backgrounds.
- 03 Do not place the logo on a pattern.
- 04 Do not adjust the opacity of the logo.
- 05 Do not add a drop shadow to the logo.
- 06 Do not distort proportions of the logo.
- 07 Do not turn the logo into a pattern.
- 08 Do not enclose the logo in a shape.
- 09 Do not alter size or position of logo elements.
- 10 Do not modify fonts within the logo.
- 11 Do not combine with other logos.
- 12 Do not use the logo as part of a sentence.



## Brand Identity | Typography

The two typefaces used within the brand are Helvetica Neue (primary) and ITC Garamond (secondary). The fonts in the logo are ITC Garamond Roman and Italic, and Helvetica Neue 55 Roman.

For headlines, Helvetica Neue 77 Bold Condensed or ITC Garamond Book are typically used.

For body copy, Helvetica Neue 55 Roman is used.

While the Helvetica Neue family consists of 51 variants, the ones used in our brand are shown. While there are eight variants within the ITC Garamond family, the six used are also shown.



### Helvetica Neue

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Helvetica Neue 47 Light Condensed

Helvetica Neue 57 Condensed

Helvetica Neue 67 Medium Condensed

**Helvetica Neue 77 Bold Condensed**

**Helvetica Neue 87 Heavy Condensed**

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

*Helvetica Neue 56 Italic*

Helvetica Neue 65 Medium

*Helvetica Neue 66 Medium Italic*

**Helvetica Neue 75 Bold**

***Helvetica Neue 76 Bold Italic***

**Helvetica Neue 85 Heavy**

### ITC Garamond

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ITC Garamond Light

*ITC Garamond Light Italic*

ITC Garamond Book

*ITC Garamond Book Italic*

**ITC Garamond Bold**

***ITC Garamond Bold Italic***

## Brand Identity | Additional Elements

### Patch

The patch artwork is reserved solely for Corewell Health physician, resident, and OUWB student white coats. The patch is not to be produced on any other type of material or in place of a logo.

Do not use the patch in the following ways: email signatures, research posters, profile images, school apparel, flyers, etc.

### Seal

The seal is an embossed-only mark used for certificates and diplomas. The seal is not to be produced on any other type of material or in place of a logo.

Patch



Seal



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# BRAND STRUCTURE

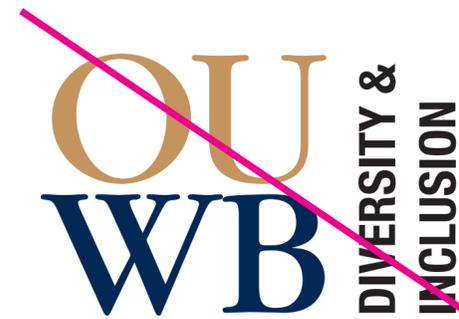
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## Brand Structure | OUWB + Departments

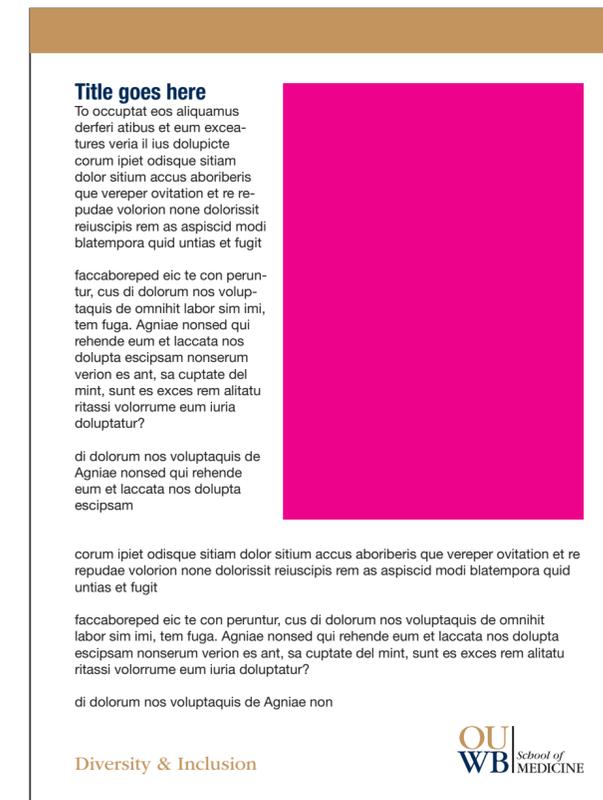
Departments within OUWB do not have specific branding or logo lock-ups. The department name is to be identified in a separate space from the logo and must follow isolation area guidelines.

Incorrect examples are shown on the right.

Correct examples of logo usage with department names are shown on flyers at right.



### Correct



## Brand Structure | OUWB + Corewell Health

When the OUWB logo and Corewell Health logo both need to be present, the treatment is as follows:

When the logos are represented in close proximity, all rules regarding isolation area must still be followed. (See area of isolation on page 6.)

In most cases, when pairing the secondary logo (SOM) with the Corewell Health logo, the length of the SOM logo should match the length of “Corewell Health.”

When pairing the primary logo with the Corewell Health logo, the width of the two logos are equal.



## Brand Structure | OUWB + Eye Research Center

The OUWB Eye Research Center (ERC) is a center under the direction of OUWB. There are two iterations of this mark.

This mark is used as a visual representation of two research entities - the Oakland University Eye Research Institute and the OUWB Eye Research Center.

If the secondary mark is used, “Oakland University William Beaumont School of Medicine” must be written out either in a headline, within copy, or a photo caption on the material.

Stationery set up for the OUWB ERC follows the standard OUWB stationery guidelines. (See page 17.)

Primary Logo



Secondary Logo



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# VISUAL COMMUNICATION

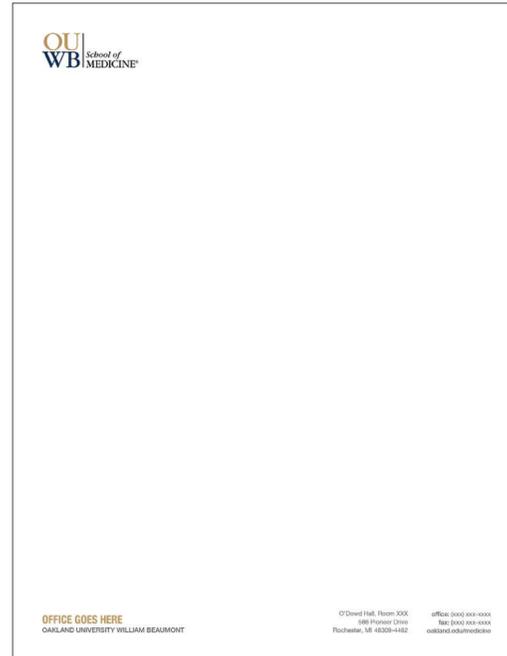
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# Visual Communication | Stationery

OUSB stationery is designed by OUSB Communications and Marketing. Stationery is available via Oakland University Printing Services only with the opportunity to add the department name where applicable.

Digital memo templates are available via OUSB Communications and Marketing. Digital templates are meant to be sent through email and not printed.

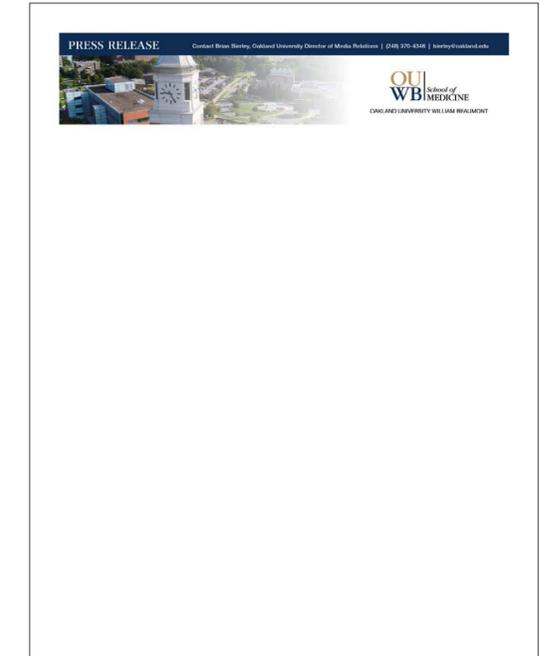
## Printed Letterhead



## Digital Memo



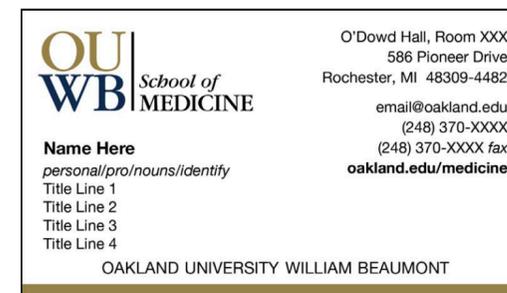
## Digital Press Release



## Printed Envelopes



## Business Cards



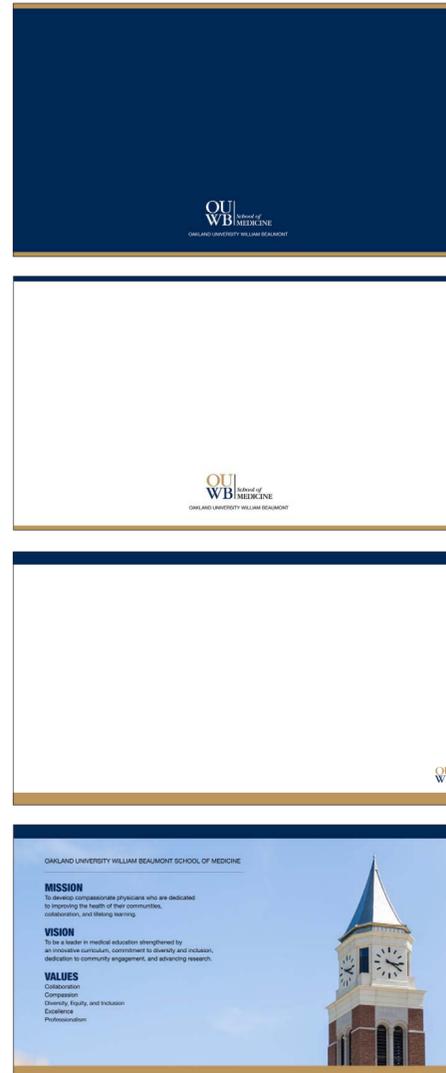
## Visual Communication | Templates

OUIWB offers PowerPoint templates that can be used in PPT or in Google Slides. The templates offer several title slide options as well as content slide options.

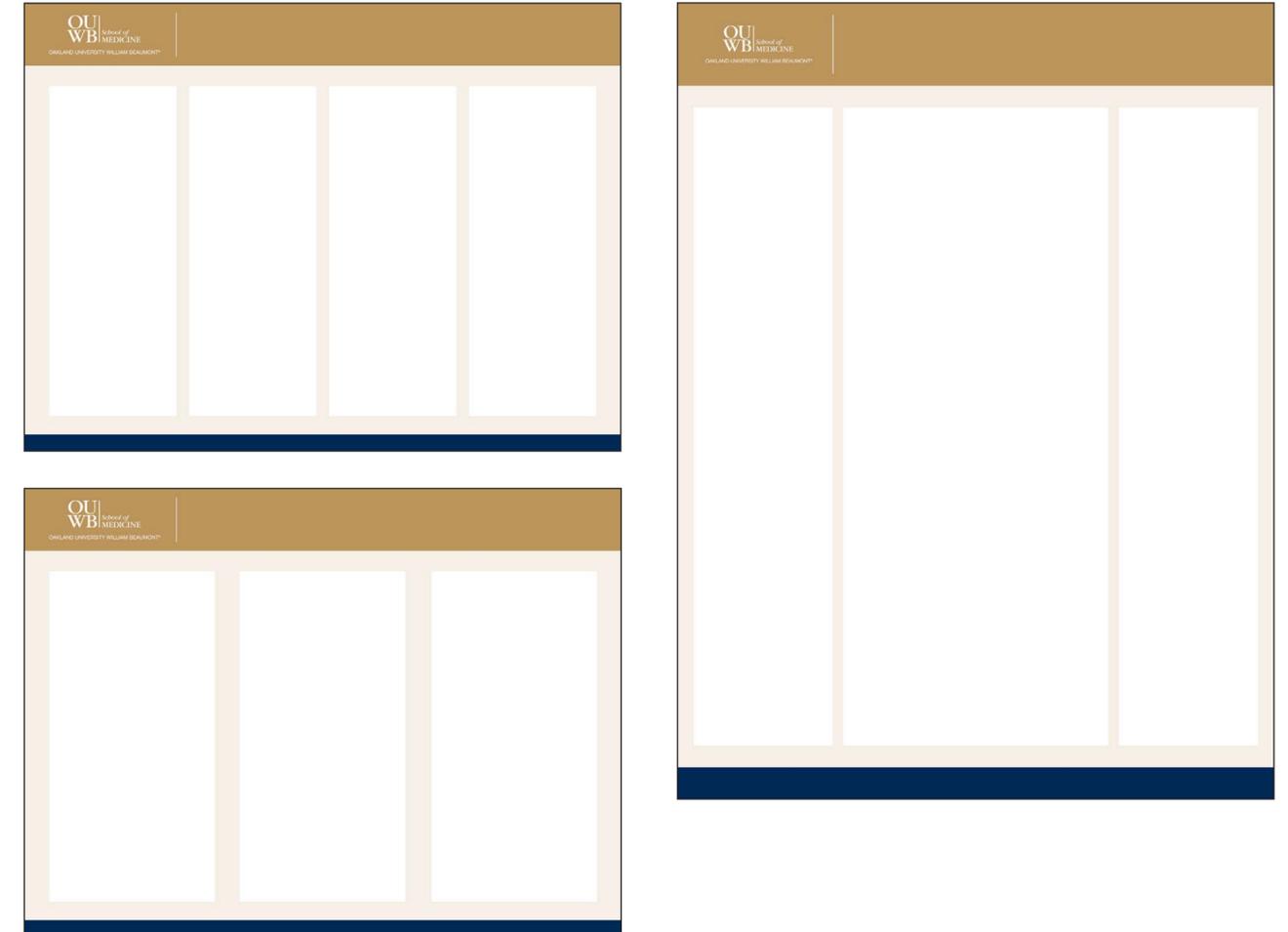
Research poster templates are also available in a variety of sizes.

Templates are available via OUIWB Communications and Marketing.

### PowerPoint Templates



### Research Poster Templates



## Visual Communication | Print Collateral

All printed materials include an OUWB logo.  
Non-single-page documents will be designed with one of the following on the cover:

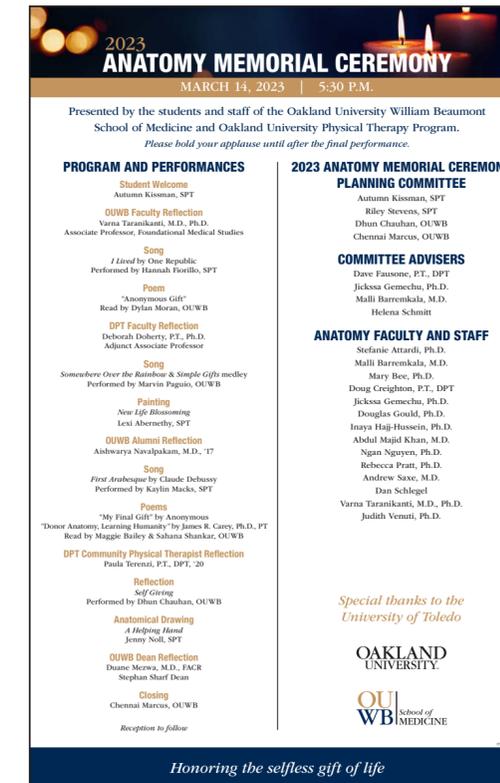
- secondary block logo (example A),
- secondary SOM logo (example B), or
- “Oakland University William Beaumont School of Medicine” spelled out (example C).

The primary logo, which includes the full name of the school, will be placed on the back of the document/publication, not the front.

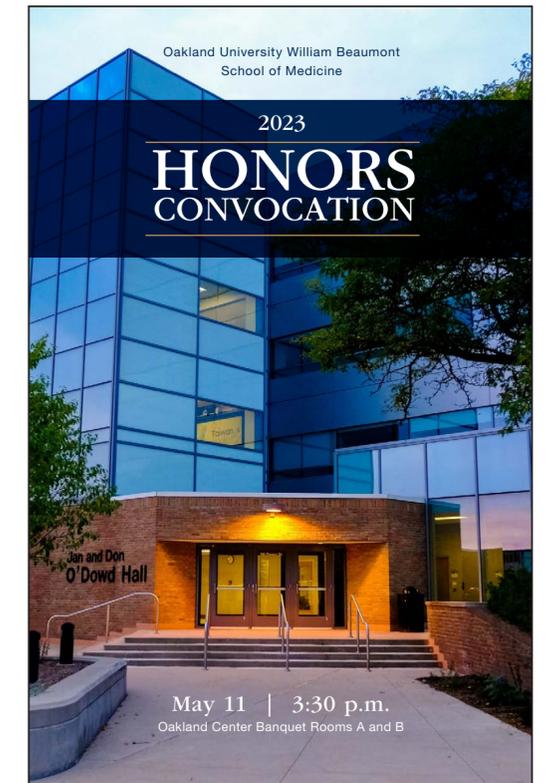
Example A



Example B



Example C



# Visual Communication | Digital Collateral

Digital materials are created for, but not limited to, email headers, social media graphics, web graphics, TVs, and PDFs.

Graphics created for email headers, social media, and TVs will not include the logo as the logo is already present in other areas on these platforms.

**OUWB Blood Drive**  
 Tuesday, Aug. 22 | 10 a.m. to 3 p.m.  
 O'Dowd Hall, 110A

Each donation can impact up to three lives in our community.  
**APPOINTMENTS PREFERRED.**

**MEDICAL LIBRARY**  
*News & Events*

**ODH CONNECTED**

**2023 MATCH DAY**

**2022 MATCH DAY**

**28%** MATCHED IN MICHIGAN

**23** MATCHES IN STATES

**10%** MATCHED AT BEAUMONT

**45%** MATCHED IN PRIMARY CARE

**TOP 5 SPECIALTIES**

Internal Medicine	20%	20%	Internal Medicine
Family Medicine	15%	15%	Family Medicine
Anesthesiology	10%	8%	Pediatrics
Pediatrics	8%	2%	OB/GYN
Emergency Medicine	8%		

**12th Annual William Davidson Medical Education Week**  
 Quality Assessment: Measuring Success in Medical Education  
 May 15-19, 2023

Monday, May 15	Tuesday, May 16	Wednesday, May 17	Thursday, May 18
<p><b>10 a.m. to noon</b>                      Copy-Mixed Data Analysis (Implicit Bias credit) - North Chase, Ph.D.  <a href="#">Zoom Link</a></p>	<p><b>9-10:30 a.m.</b>                      Framework for Implementing an Undergraduate Quality Improvement and Patient Safety Curriculum - Arthur Riba, M.D., Praveen Kumar, M.D.  <a href="#">Zoom Link</a></p>	<p><b>7:30-9:30 a.m.</b>                      Internal Medicine Grand Rounds - William Davidson Lecture keynote speaker - Medical Education at Corewell Health East - Benjamin Schwartz, M.D., MEdA, President, Corewell Health East  <a href="#">Zoom Link</a></p>	<p><b>8-8:45 a.m.</b>                      The Role of the Tumor Microenvironment in Cancer Progression and Treatment - Gerard Madhankar, Ph.D.  <a href="#">Zoom Link</a></p>
<p><b>11 a.m. to noon</b>                      Individualized and Personalized Learner-Teacher Interactions Through Asynchronous Online Modules - Kara Saweynski, Ph.D., Stefanie Altieri, Ph.D., Brianne Lewis, Ph.D.  <a href="#">Zoom Link</a></p>	<p><b>8:45-9:30 a.m.</b>                      Poster Presentations and Breakfast  <a href="#">Zoom Link</a></p>	<p><b>9:30-11 a.m.</b>                      A Review of the Rules to Refine Item Writing - Rebecca Pratt, Ph.D.  <a href="#">Zoom Link</a></p>	<p><b>9-9:45 a.m.</b>                      Muscle Fibrosis Biogenesis in Health and Disease - Nandre Figueredo, Ph.D.  <a href="#">Zoom Link</a></p>
<p><b>1-2 p.m.</b>                      Panel Discussion: Lessons Learned Regarding Developing Quality Assessments - David Thomas, Ph.D., Jickssa Gensho, Ph.D., Sarah Lechtenfeld, Ph.D., Kara Saweynski, Ph.D., Douglas Givels, Ph.D.  <a href="#">Zoom Link</a></p>	<p><b>11:15 a.m. to 1:45 p.m.</b>                      How to Interpret and Apply the Statistical Analysis of the Assessment and Question Performance - Rene Martin, M.D., Gabriela Palms, M.D., Ph.D., Rebecca Pratt, Ph.D., Robin West, M.Ed., MBA  <a href="#">Zoom Link</a></p>	<p><b>10-10:45 a.m.</b>                      Targeting Prostate-Associated Lysosomal Cluster for Early Diagnosis and Therapeutic Intervention for Alzheimer's Disease - Md Galim Dhanraj, Ph.D.  <a href="#">Zoom Link</a></p>	<p><b>1:30-2:15 p.m.</b>                      Motor recovery after stroke and the role of pharmacotherapy - Nandini Karaman, Ph.D., Ph.D.  <a href="#">Zoom Link</a></p>
<p><b>2:30-3:30 p.m.</b>                      The Value and Impact of Student Led Anatomy Mockboards on Medical Students' Performance and Learning in Medical School - Mikala Lee, B.S., Malli Barremkula, M.D., Jickssa Gensho, Ph.D.  <a href="#">Zoom Link</a></p>	<p><b>2-3:30 p.m.</b>                      Curriculum Evaluation: A Focus Session with Past and Present Curriculum Evaluation Subcommittee Chairs - Stephanie Altieri, Ph.D., Ngan Nguyen, Ph.D., Tracey Taylor, Ph.D.  <a href="#">Zoom Link</a></p>	<p><b>4-5 p.m.</b>                      Influence of Online Instructor Presence on Student Performance and Satisfaction - Malli Barremkula, M.D., James Granger, Ph.D., Susan Karel, EdD, DM, Ph.D.  <a href="#">Zoom Link</a></p>	<p><b>11-11:45 a.m.</b>                      Everything Gets Infected - Matthew Sims, M.D., Ph.D.  <a href="#">Zoom Link</a></p>
	<p><b>5:30-7 p.m.</b>                      Improving Family Medicine Resident Comfort with Psychiatric Treatment Through Primary Care Clinic - Stephen Warrick, M.D.  <a href="#">Zoom Link</a></p>	<p><b>2:30-3:15 p.m.</b>                      Human Genome Diversity in Prokaryote and Eukaryote Context - Tara Olszky, Ph.D.  <a href="#">Zoom Link</a></p>	<p><b>3:30-4:15 p.m.</b>                      Evolutionary Origins in the Bladder - Bernadette Zwahlen, Ph.D.  <a href="#">Zoom Link</a></p>

This activity has been approved for AMA CME Category 1 Credits™

**OUI WB MEDICINE**  
 Corewell Health

## Visual Communication | Photography

Photography for editorial work should be authentic, compelling, and support the written word by adding context and depth. Photography for marketing materials may be more stylized while remaining truthful, realistic, and thoughtful.

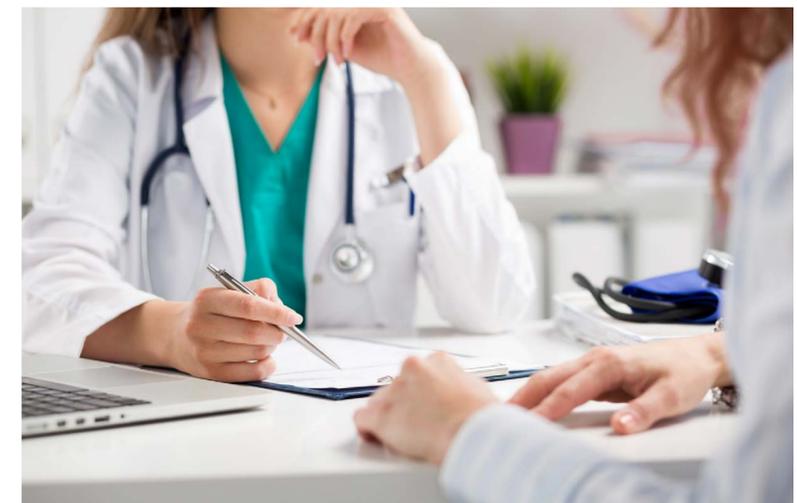
Avoid imagery with added effects, overlays, and excessive editing.

Photography may fall into one of these five categories: events, portraits, action, spaces, and stock.

### Stock

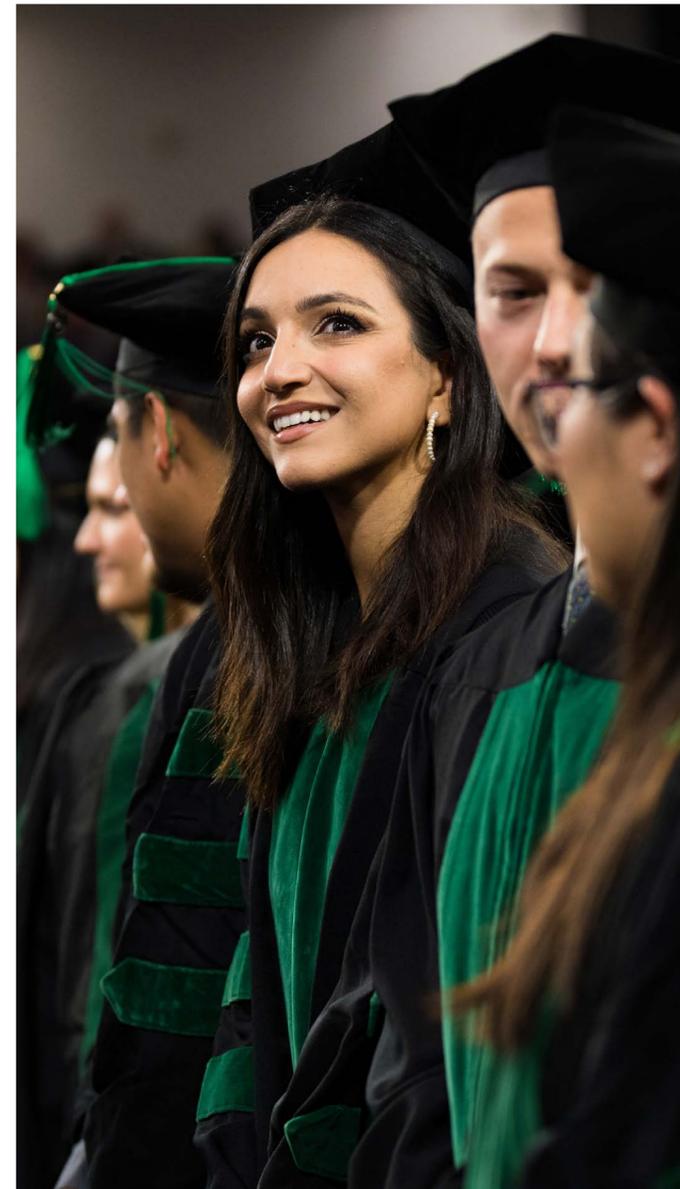
Because we sometimes need to rely on stock photography, chosen images must accurately represent the brand. Consider the elements of the image, including lighting, environment, people (if applicable), and staging. Skip photos that look overly staged, cheesy, or against a flat background, and opt for photos showing a light action or a more abstract representation with clean lighting.

### Stock



# Visual Communication | Photography

**Events** | Capture all aspects of events including attendees, speakers, wide environmental shots, and close-up ones showcasing participants interacting.

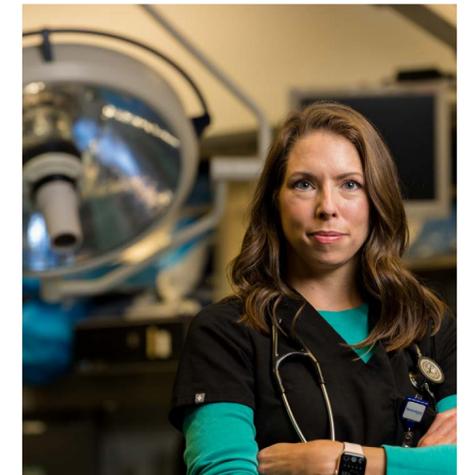


Portraits - Headshots



Headshots are taken on campus against a white background by an OU-appointed photographer by appointment only.

Portraits - Environmental



Environmental portraits are staged in the individuals applicable environment or an appropriate environment to add depth and context to their stories. This type of photography may be more stylized depending on creative direction.

## Visual Communication | Photography

**Action** | Photos should depict authenticity, compassion, and confidence through hands-on, immersive learning.



# Visual Communication | Photography

Spaces | Photos should have blue skies, portray seasonal elements, and have clean natural lighting.



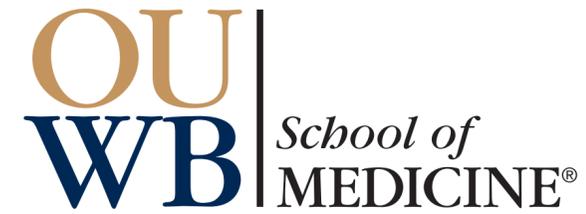
## Visual Communication | Merchandise

The logo requires a service mark for all merchandise applications.

The OUWB logo is officially registered. Any merchandise produced is required to be processed through CLC (official trademark management company). The ® is mandatory. CLC has these logos with the mark available for licensed vendors only. The ® sizing and placement may be adjusted for best read on product if necessary, with approval by OUWB Communications and Marketing.

When the name of the school is spelled out rather than the logo, a “TM” must be placed after “Medicine.”

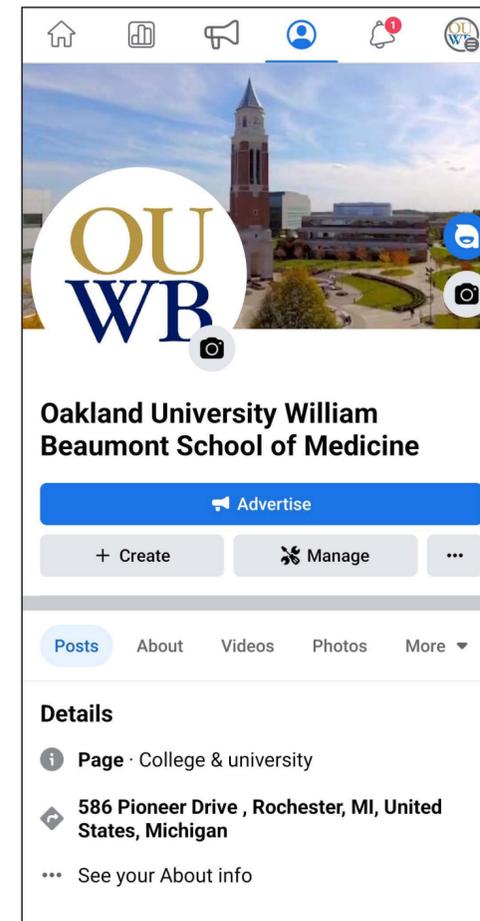
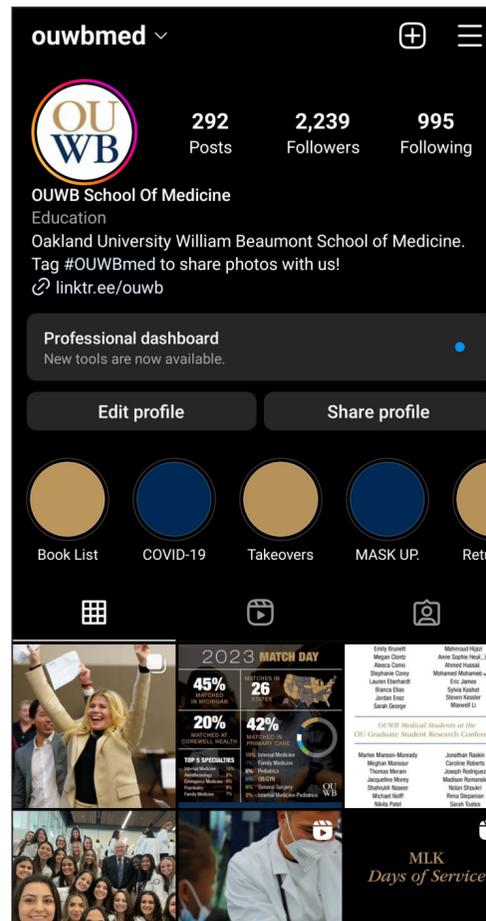
For any departments or student organizations seeking merchandise, the artwork must come through OUWB Communications and Marketing for use of the registered logo, and must be produced through a licensed vendor.



## Visual Communication | Social Media

OUWB has six social media platforms, including Instagram, Facebook, X, YouTube, Threads, and LinkedIn. In order to cultivate a cohesive, brand-forward approach that maintains alignment with the school's communications, OUWB Communications and Marketing remains the sole owners of these platforms and publishes content accordingly.

Accounts that are not an official OUWB account owned by Communications and Marketing should never use any iteration of the logo, patch, or seal as a profile picture, nor should they begin the handle/account name with "OUWB." This acronym is reserved for our main OUWB accounts.



## Visual Communication | Email Signature

Below are a few examples of how an email signature can be treated with and without the logo.

### General, logo

**Name A. Lastname** (pronouns)  
Title, Department  
Oakland University William Beaumont School of Medicine  
O'Dowd Hall, Room XXX  
586 Pioneer Drive, Rochester, MI 48309  
  
(XXX) XXX-XXXX Office  
(XXX) XXX-XXXX Cell  
[oakland.edu/medicine](http://oakland.edu/medicine)



### General, no logo

**Name A. Lastname** (pronouns)  
Title, Department  
Oakland University William Beaumont School of Medicine  
O'Dowd Hall, Room XXX  
586 Pioneer Drive, Rochester, MI 48309  
  
(XXX) XXX-XXXX Office  
(XXX) XXX-XXXX Cell  
[oakland.edu/medicine](http://oakland.edu/medicine)

### Simple, logo

**Name A. Lastname** (pronouns)  
Title, Department  
Oakland University William Beaumont School of Medicine  
  
(XXX) XXX-XXXX Office  
[oakland.edu/medicine](http://oakland.edu/medicine)



### Simple, no logo

**Name A. Lastname** (pronouns)  
Title, Department  
Oakland University William Beaumont School of Medicine  
  
(XXX) XXX-XXXX Office  
[oakland.edu/medicine](http://oakland.edu/medicine)

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# WRITTEN LANGUAGE

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Making our mark in medicine.

The many ways that OUWB-trained physicians make their mark in medicine inspires us. Building our messaging around the brand personality and communication elements will maintain consistency and clarity of the OUWB brand.

**TRUSTWORTHY**  
**COMPASSIONATE**  
**PROFESSIONAL**  
**LEADERS**

If OUWB-trained physicians greeted you at the hospital, these are the words you would use to describe them. These are the qualities that help OUWB graduates make their mark on medicine, and sets us apart from other medical schools.

## PROFESSIONALISM

**People know when they encounter OUWB-trained physicians.**

They value integrity and ethical conduct when engaging with patients, faculty, staff, and the community they serve.

## LEADERSHIP

**Medical students are natural born leaders.**

OUWB alumni walk the halls of some of the nation's leading medical institutions, and have been known to serve as chief residents, fellows, and in academic leadership positions.

OUWB's approach to physician development prepares students for a lifetime of success.

## LEARNING

**OUWB students demonstrate academic aptitude and excel in the study of medical science.**

They are immersed in a diverse and inclusive learning environment where they learn how to be physicians who are competent, compassionate, and culturally-aware.

## SERVICE

**OUWB-trained physicians are ready to serve.**

We focus on navigating connections with local, regional, national and global communities, and assist medical students with meeting their learning objectives while serving our community.

## So what?

Ask yourself why anyone would spend their time reading this story.

## Keep it conversational.

Approach writing as if you are talking to an acquaintance. Use short sentences to make your story easily digestible.

## Know your audience.

Tailor content to whom you want to communicate.

## Details, details, details.

Do attribute sources and facts, and remember the who, what, when, where and why of the message.

Don't editorialize or leave the reader hanging with unanswered questions.

## Say what you need to say.

Be aware of the reader's interest, time and attention span.

Choose active voice and don't bog down stories with superfluous content.

## Abbreviations

- » Oakland University William Beaumont School of Medicine must appear as the first reference in all written communications, official and unofficial.
- » OUWB may be used upon second reference. Acronyms (OUWBSOM; SOM; OUWB School of Medicine) are NOT permitted in any communications.

## Academic degrees and titles

- » Use periods between letters when abbreviating academic degrees with two letters (M.D., D.O., B.S.; Ph.D. is an exception).
- » Use first and last name with degree afterward (Bruce Jones, M.D.)  
When addressing the individual in later instances, use their last name.
- » Do not use periods between letters for degrees with three letters (MBA) or certifications.
- » Separate credentials with a comma.
- » Physician specialties should not be capitalized (Corewell Health cardiologist Bob Smith, M.D.).
- » Capitalize titles only when they precede the person's name. Titles should precede a name when they are two words or fewer (Hospital Director Bob Smith vs. Bob Smith, hospital director).

## Dates and time

- » When used with a specific date, abbreviate the following months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (Dec. 2, 2016). Do not abbreviate when the month appears with the year only (September 2013).
- » The year is not necessary on materials or editorial copy promoting an event happening that year; exceptions can be considered for invitations.
- » For times, use figures except for noon and midnight.
- » For time ranges, use a dash without spaces, and “to” for events that begin in the morning and end in the afternoon. For example: from 4-6 p.m.; from 9 a.m. to 6 p.m.; from 9 a.m. to noon.
- » Do not use zeros on the hour (4 p.m.).
- » Do not use military time.

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For a more detailed editorial style guide, see the editorial style guide on the OUWB Communications and Marketing GDrive or contact [ouwmarketing@oakland.edu](mailto:ouwmarketing@oakland.edu).