



OAKLAND UNIVERSITY WILLIAM BEAUMONT

BRAND GUIDELINES



OAKLAND UNIVERSITY WILLIAM BEAUMONT

BRAND IDENTITY

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 Oakland University William Beaumont School of Medicine (OUWB) graphic identity marks may be used on promotional and commonly used materials. They are designed to ensure consistent and proper usage of the logo, which is critical in protecting the integrity of the brand.

It should be noted that the approved verbiage for the partnership between OU and Beaumont is as follows:

Oakland University William Beaumont School of Medicine is a partnership between Oakland University and Beaumont Hospitals.

Standards provided here outline the approved use of:

- Logo / marks
- Graphic elements and applications
- Written references for OUWB

WHEN TO USE THE OUWB LOGO

The Oakland University William Beaumont School of Medicine graphic identity mark(s) may be displayed in print, promotional or website materials directly related to, or in conjunction with, OUWB business, research, events and promotions.

The mark(s) may also be used by OUWB faculty members for presentation and/or publication.

- Letterhead, stationery, envelopes
- Business cards, forms
- Promotional materials (brochures, event programs)
- Magazines, newsletters/ e-newsletters
- Advertising (print, website), website pages
- Merchandise and apparel with ® mark
- Medical poster presentations, slide presentations

Approvals/How to get a logo

All uses of the Oakland University William Beaumont School of Medicine logo must be approved by OUWB. To request logo files, visit oakland.edu/medicine/about/ouwb-communications-marketing and fill out the logo request form. For more information and/or logo approvals and files, contact Michele Jasukaitis at jasukait@oakland.edu.

LOGO/MARKS/NAME

All OUWB materials must display the approved logo in keeping with these guidelines.

Primary Mark

Approved main mark for all OUWB materials. The main mark may appear only as shown in these examples.



OAKLAND UNIVERSITY WILLIAM BEAUMONT

Primary Mark – Main Color usage

The main mark may appear in color usages shown here.

Do not produce the OUWB logo in color combinations other than those outlined in this guide.



OAKLAND UNIVERSITY WILLIAM BEAUMONT

3-color logo



Pantone 465
Oakland University official school pantone
number used in print and promotional items



Pantone 293
Beaumont Hospitals® official corporate pantone
number used in print and promotional items



Black

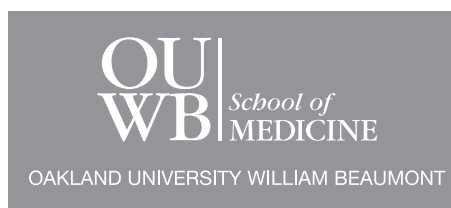
Primary Mark – 1-color usage

One-color options:



OAKLAND UNIVERSITY WILLIAM BEAUMONT

1-color – Black



OAKLAND UNIVERSITY WILLIAM BEAUMONT

1-color – White or reversed

Gray in place to show
reversed mark.








Primary Mark – Special process coloring

All official correspondence should be produced on official letterhead using the official 3-color mark.

Special color values for PMS 465 and PMS 293 may be used for the following applications: video, PowerPoint, Web and short-run presentations.



OAKLAND UNIVERSITY WILLIAM BEAUMONT

OAKLAND UNIVERSITY OFFICIAL CORPORATE COLOR		OUWB Gold: Pantone 465 Oakland University official school pantone number used in print and promotional items. CMYK: 26, 40, 73, 3 RGB: 188, 149, 92 HEX: BC945B
BEAUMONT OFFICIAL CORPORATE COLOR	 SPOT	Pantone 293 C (cobalt blue) Beaumont Health® official corporate pantone number used in print and promotional items
	 CMYK	100C, 69M, 0Y, 4K = CMYK coated and
	 CMYK	93C, 54M, 0Y, 0K = CMYK uncoated □ Beaumont provided equivalents
	 RGB	0R, 61G, 165B = RGB for digital viewing on Web and video
	 HEX	003DA5 = HEX number
PLUS - BLACK	 Black	

Font family

Primary font: ITC Garamond Book. Secondary font: Helvetica Neue 55 Roman



OAKLAND UNIVERSITY WILLIAM BEAUMONT

ITC Garamond Book
and Italic font used

Helvetica Neue 55 Roman

Primary Mark - Incorrect usage

The following visual representations are **VIOLATIONS** of the primary mark logo usage guidelines. In addition, please note:

- The OUWB logo may not be used in editorial copy in place of the words “Oakland University William Beaumont School of Medicine.”
- Do not use OUWB or “Oakland University William Beaumont School of Medicine” in close proximity to any versions of the logo.

		
<p>Do not use the logo in any other colors or color combinations not specified on the two previous pages.</p>	<p>Do not use the 3-color version of the logo on dark backgrounds. The 1-color white version should be used in these cases.</p>	<p>Do not substitute white text for the black in the 3-color version of the logo. The 1-color white version should be used.</p>
		
<p>Do not place any version of the logo on a background that overpowers the mark.</p>	<p>Do not screen the logo to a lighter value.</p>	<p>Do not apply drop shadow or other effects to the logo.</p>
		
<p>Do not distort or change the shape of the logo.</p>	<p>Do not multiply the logo into a pattern.</p>	<p>Do not enclose the logo in a shape.</p>
		
<p>The logo may not appear on an angle or as a backdrop or background.</p>	<p>Do not use the logo as artwork.</p>	<p>Do not combine the logo with other graphic elements.</p>
		
<p>Elements of the mark may not be altered in any way.</p>	<p>Do not modify the fonts in the logo.</p>	<p>The logo or its elements may not be combined with other marks.</p>

SIZE

The size relationship of the elements of the mark must be maintained as outlined here.

Relationship on “Oakland University William Beaumont”



Use the height of the “M” in medicine as a spacing guide between the main mark OUWB line of copy.

Minimum size of “Oakland University William Beaumont”

OAKLAND UNIVERSITY WILLIAM BEAUMONT

OAKLAND UNIVERSITY WILLIAM BEAUMONT should not be used smaller than 8 pt. Font used is Helvetica Neue, 55 Roman, all uppercase letters.

Area of isolation



Use OUWB block as a guide for area of isolation around the official mark.

Maximum size of “Oakland University William Beaumont” in relationship to logo



OAKLAND UNIVERSITY WILLIAM BEAUMONT should not be used larger than the word MEDICINE in main mark.



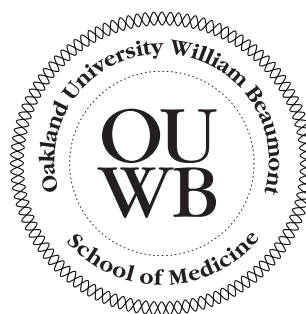
Patch

This is the official patch that represents OUWB on the physician white coats. It should not be used as a substitute for any OUWB logo. The patch artwork is reserved solely for the physician white coats.



Seal

This is an embossed mark used for certificates and OUWB diploma covers only. The seal is not to be produced on any other material.



Secondary Marks – OUWB mark

The OUWB block mark may not stand alone except on signage/notices posted within OUWB suites or on select **approved** items.



The OUWB block works as a carrier to continue the primary look without repeating the main logo. It should only be used in special applications such as pins, PowerPoint presentations, certificates and merchandise. Examples can be seen in the merchandising section of this guide.

This is the correct coloring of the block OUWB secondary mark.

Incorrect usage

The following visual representations are **VIOLATIONS** of the secondary mark usage guidelines.



Do not substitute a color, add an outline or use a drop shadow on any of the primary or secondary marks.



Do not add an outlined box around the secondary mark.



The mark should not be screened to a lighter value except in specific slide presentation applications.



The mark may not appear on an angle or as a backdrop, background or decorative element.



Elements of the mark may not be altered in any way.



The mark may not be combined with other marks or graphic elements.



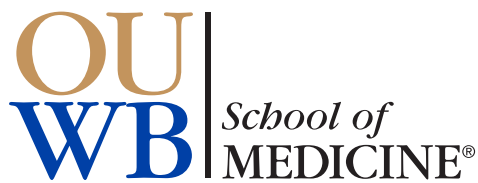
Is located in Oakland County, MI.

The OUWB mark may not be used in editorial copy in place of the words “Oakland University William Beaumont School of Medicine.”

Do not use the words OUWB or “Oakland University William Beaumont School of Medicine” in close proximity to any versions of the logo.

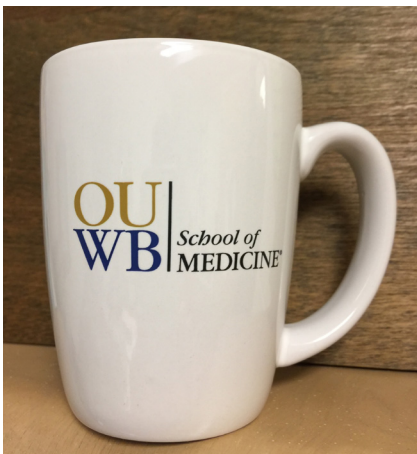
Merchandising

The official mark requires a service mark for all merchandise applications. Examples:



The Oakland University William Beaumont School of Medicine mark is officially registered. Any merchandise produced is required to be processed through Learfield (official trademark management company). ® is mandatory. The Learfield website has these marks available for download for licensed vendors. The ® sizing and placement can be adjusted for best read on product, if necessary.

Student organizations must submit a design mock-up of merchandise to OUWB Communications and Marketing department to ensure proper usage of the OUWB logo. Student Affairs will forward the mock-up on behalf of the student organization.



The Oakland University William Beaumont School of Medicine mark is officially registered. Any merchandise produced is required to be processed through Learfield (official trademark management company). The ® is mandatory. The Learfield website has these marks available for download for licensed vendors. The ® sizing and placement can be adjusted for best read on product, when necessary.

ABBREVIATIONS

Academic Degrees

- Use periods between letters when abbreviating academic degrees with two letters (M.D., D.O., B.S.; Ph.D. is an exception) in all copy.
- Do not use periods between letters for degrees with three letters (MBA) or certifications. Exception: periods in academic degrees may be omitted in directory listings, signage, social media posts (Twitter, Facebook) and advertising.

States

- The names of the 50 U.S. states should be spelled out when in the body of a story or news release, whether standing alone or in conjunction with a city, town or village.
- For Michigan, abbreviate as Mich. in datelines only; spell out in stories.
- Use the two-letter Postal Service abbreviations only with full addresses, including ZIP code.

Other uses of note

- Do not use periods between letters for procedures (VBAC, MRI), unit names (PICU, CCU) or associations (JCAHO, ACS).
- Upon first reference, spell out the full name of any organization, procedure or association. When applicable, follow with the appropriate abbreviation or acronym in parenthesis. For each subsequent reference, you may use the abbreviation or acronym.
- “United States” should be written as “U.S.” in text and US in headlines (no periods). In text, U.S. can be used as a noun or an adjective.

Abbreviating for Oakland University William Beaumont School of Medicine

- Oakland University William Beaumont School of Medicine must appear as the first reference in all written communications, official and unofficial with the exclusion of social media. If writing for an official OUWB social media page, the school may always be referred to as “OUWB.”
- OUWB may be used upon second reference in written communication.
- Acronyms (OUWBSOM; SOM) are not permitted in any official communications (letters, memos, promotional/marketing copy, slide presentations, etc.). Also includes: Oakland University William Beaumont SOM; School of Medicine

ADDRESSES

- Use the abbreviations Ave., Blvd., and St. only with a numbered address (3655 Woodward Ave.). Spell them out and capitalize when part of a formal street name without a number (Woodward Avenue). Lowercase and spell out when used alone or with more than one street name (he lives at the corner of Tienken and Adams roads.).

BULLET LISTS

- If bulleted items are not full sentences, the first letter in the bullet item should not be capitalized (unless it is a proper name), and there should not be a period at the end of the bullet item.
- If bulleted items are full sentences, then the first letter in the bullet should be capitalized, and there should be a period at the end of each sentence.
- Be consistent in use. Do not start a bulleted list with a sentence, then follow it up with phrases and vice/versa.

CAPITALIZATION

Department names

- Capitalize department names, but do not capitalize the word “department” or “division” unless the word is part of the proper name. For example: “...located in the Marketing Communications department” is correct; “...please call the Marketing Department” is incorrect.

Diseases/Procedures

- Do not capitalize diseases or procedures like arthritis, emphysema, leukemia, cesarean section, etc. When a disease or procedure is known by the name of the person identified with it, capitalize only the person’s name (Crohn’s disease, Parkinson’s disease).

Headlines and subheads

- Capitalize the first letter of the headline or subhead. All other words are lowercase (except proper nouns). Note: Use single quotes for quotation marks in headlines.

Specialties

- Medical specialties are not capitalized unless part of a department name or program. For example, “He completed his residency in urology,” vs. “He is director of Urology.”

OUWB-specific exceptions

- Treat the OUWB Values as proper nouns and capitalize them: Compassion, Partnership/Collaboration/Teamwork, Innovation, Professionalism, and Quest for Excellence.
- Consider the words Mission, Vision and Values as proper nouns and capitalize them.

DATES

- 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, conference brochures and in web stories. For examples: The health fair is on June 3.

NAMES

- For physicians or Ph.D., Use first and last name on first reference, with degree afterward (Bruce Jones, M.D.; Anna Smith, Ph.D.). On second reference, use last name (Jones, Smith).
- For OUWB students: their class standings may be written in alternate ways depending on the platform.
 - o In articles for the webpage, or any piece of writing intended to reach a broader audience than OUWB staff, faculty, students and alumni, indicate the student’s current year at OUWB followed by a dash and the word “year” (second-year Rachel Peters).
 - o In formal publications, or when in need of variation, you may use the student’s graduating year (Rachel Peters, class of 2020).
 - o On social media, or when a piece of writing is intended for only OUWB students, staff, faculty and alumni, use the capital letter “M” followed by their year at OUWB (M2 Rachel Peters).
- Do not use Mr., Mrs. or Ms. in copy.

FIRST REFERENCE	SECOND REFERENCE	ABBREVIATED
Beaumont + hospital + comma + location	Beaumont + comma + location	
Beaumont Hospital, Grosse Pointe	Beaumont, Grosse Pointe	B — GP
Beaumont Hospital, Dearborn	Beaumont, Dearborn	B — D
Beaumont Hospital, Farmington Hills	Beaumont, Farmington Hills	B — FH
Beaumont Hospital, Royal Oak	Beaumont, Royal Oak	B — RO
Beaumont Hospital, Taylor	Beaumont, Taylor	B — Taylor
Beaumont Hospital, Trenton	Beaumont, Trenton	B — Trenton
Beaumont Hospital, Troy	Beaumont, Troy	B — Troy
Beaumont Hospital, Wayne	Beaumont, Wayne	B — TW

NAMING CONVENTIONS

Beaumont

- Use “Beaumont Health” on first reference and “Beaumont” on later references.
- When referring to one of the Beaumont Health hospitals specifically, refer to the following chart for guidance on first and second reference. In communications where brevity is required and the full hospital name cannot be used, the abbreviated hospital names outlined below are acceptable for use.

NUMBERS

- Spell out numbers from zero to nine. Use numerals for 10 and above (except for millions – use 1 million). For ages, dates, scores, sums of money and street numbers, use figures.
- Spell out all numbers that begin a sentence. (This sentence structure should be avoided, if possible.)
- For percentages, use the numeral and the word “percent.” For example: “10 percent” not “10%.”
- Decimal units: Use a period and numerals to indicate decimal amounts. Decimalization should not exceed two places in text unless there are special circumstances.
- Fractions: Spell out amounts less than one, using hyphens between the words (two-thirds, four-fifths).
- Use figures for precise amounts larger than one, converting to decimals whenever practical.

PHONE NUMBERS

- Use full nine-digit phone numbers in all external materials [(248) 370-0000]. Put the area code in parentheses. Do not put periods between the numbers or use partial bold numbers.
- If a phone number is an extension, use “ext.” before the number; include the full phone number in parentheses. For example: Call Jason Oliver, Medical Library, ext. 10500 [(248) 551-0500]. Always include the department name.

PUNCTUATION

Periods, exclamation points and question marks:

- Periods always go inside quotation marks.
- Limit the use of exclamation points in your writing.
- Use ampersands (&) for internal use only if in a proper name or when a person has two or more titles.

Commas

- Use a comma after “says” when introducing a direct quotation that is one sentence long: Lindsay says, “I studied all night for the exam.”
- Use a comma after words in a series but not before the “and” unless the meaning would be unclear: He bought apples, oranges, bananas and grapes. An example of when the meaning would be unclear: He bought a can of corn, a can of peas and carrots, and a can of beans.

Dashes and Hyphens

- When using dashes or hyphens, please make note of the guidelines for use:
 - o A hyphen (-) is used to join words (self-evidently), separate syllables of a word (it’s pronounced “hos-pi-tal-it-tee”) or hyphenate a name (Shannon Walker-Smith).
 - o An en-dash (–) is used to connect items that are related or a range of values (pages 25 – 26 are important).
 - o An em-dash (—) is used as a stand-in for a comma or parentheses (Ryan — the doctor’s son — made cookies for everyone).
- Follow AP style and Webster’s for prefix usage. Generally, do not hyphenate when using a prefix with a word starting with a consonant.

Quotation Marks

- Place periods and commas inside closing quotation marks: “OUWB employs the best and the brightest,” says John Smith. “We are committed to doing this.” Note: If you are tagging a quote with the speaker’s last name only, place the word “says” first. If you are tagging a quote with more detail, place the word “says” at the end of the sentence. For example: “I was inspired by the OUWB alumni,” Smith says. vs. “I was inspired by the OUWB alumni,” says John Smith, a rising M2 interested in family medicine.
- Place semicolons and colons outside closing quotation marks. For example: The recipe book had several “home runs”: a pumpkin pie, a chocolate cake and a cherry cobbler.
- Place question marks and exclamation points inside closing quotation marks if they are part of the quotation, outside if they are not.
- Use single quotes for quotation marks in headlines.

SPACING

- Separate sentences with a single space.

TIME

- For times, use figures except for noon and midnight (5:30 p.m., the clock struck noon).
- Use a colon to separate hours from minutes.
- The a.m. and p.m. designation should always be lowercase with periods between the letters. Exception: periods may be omitted between am and pm in social media posts.
- Do not indicate a.m. or p.m. after the first time listed if the second time is in the same time frame. For time ranges, use a dash without spaces to indicate a.m. and p.m. ranges, 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.
- Do not use zeros on the hour (4 p.m.)
- Do not use military time.

TITLES

- Earned Degrees, certifications:
 - In materials intended for a clinical audience, use certifications that help distinguish the individual's role (for example: John Smith, M.D., FACP).
 - In all other materials, use the academic degree, according to AP style (M.D, D.O., O.D.). A licensing designation may be used if it helps differentiate the individual's role (RN, CRNA, NP, PA, MSW, etc.). Note that no periods are used in abbreviating licensing designations.
- Physician specialties: Physician specialties should not be capitalized whether they are before or after the physician's name (Beaumont cardiologist Bob Smith, M.D.).
- Job titles: 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). Exception: Titles may be capitalized in listings and in a signature line.
 - Do not capitalize job descriptions (John smith is a phlebotomist; operator Bob Jackson).

WRITING STYLE

- Use active voice.
- Avoid use of jargon or buzzwords.
- When using complex medical or business terminology, include a definition.

QUOTATIONS

- Tense: Use present tense in quotes (says, not said) unless you are reporting something someone said in the past.
- Ellipses: Use ellipses (. . .) only when condensing a quote or not completing a thought. Treat ellipses as a three-letter word, constructed with three periods and two spaces.

EMMA EMAILS

- An Emma headline should not be italicized, unless there is a video, book or presentation title in in. In this scenario, only italicize the name of said video, book or presentation.
- Ensure that the footer contains a relevant phone number, email address and website.
- See EMMA style guide for more details.

COMMON ERRORS

USE THIS	NOT THIS
would have	would of
health care	healthcare
board of directors	Board of Directors
co-worker	coworker
people with diabetes	diabetics
family member	loved one
nonprofit	non-profit
X-ray	x-ray