# Salus at Drexel University

# Brand Guidelines Cheat Sheet

## COLORS

| HEX #07294D | HEX #FFC600 |
|---|---|

Drexel University's official colors are Pantone 294C (blue) and Pantone 7548C (yellow). Always use blue and yellow as your main colors, while using complementary colors sparingly.

## COMPLEMENTARY COLORS

| #006298 | #6CACE4 | #B7BF10 | #FF8F1C | #971B2F |
|---|---|---|---|---|
| #F4F4F4 | #C5C5C5 | #757575 | #5A5A5A | #333333 |

## FONTS

Futura offers a wide range of weights and expresses the approachable and contemporary qualities of the Drexel University brand.

Miller offers a wide range of weights and expresses the classic, academic and collegiate qualities of the Drexel University brand.

Arial, Akzidenz Grotesk, and Univers are alternate sans serif typefaces, and Times New Roman is an alternate serif typeface that may be used in unofficial applications such as email, letterhead copy, documents, PowerPoint presentations, etc. These should only be used when the primary typefaces are unavailable.

To download communications materials such as powerpoint templates and poster templates or submit a request for fonts and logos, visit **salus.edu/communications**

To learn more about Salus at Drexel University branding and identity, visit **drexel.edu/identity**

For additional questions, please contact the Office of Marketing Communications at **communications@salus.edu**

*Pending USED and third party approvals.

# Naming Conventions

**University Programs and Clinics** *from 7/1/24 until further notice*

## ACADEMIC PROGRAMS

Written as: **Program, then Salus at Drexel University**
- ex: Salus will be known as <u>Salus at Drexel University</u> or <u>Salus at Drexel University, Elkins Park</u>
- ex: <u>Osborne Audiology, Salus at Drexel University</u>
- ex: <u>Occupational Therapy, Salus at Drexel University</u>

PCO: <u>Pennsylvania College of Optometry, Salus at Drexel University</u>; second reference is <u>PCO/Salus at Drexel</u>

## CLINICAL FACILITIES

Written as: **Clinical facility name then "of Salus at Drexel University"**
- ex: <u>Speech-Language Institute of Salus at Drexel University</u>

<u>Never</u> "at Salus at Drexel University"

## Academic Programs and Titles: Salus at Drexel University

**WHEN WRITING ABOUT A SALUS AT DREXEL PROGRAM**, **always capitalize the program**
- ex: Salus at Drexel University offers a wide range of degree programs in <u>Optometry, Audiology, Physician Assistant Studies...</u>

**WHEN WRITING ABOUT THE PROFESSION AS A WHOLE**, **capitalization is not necessary**
- ex: As one of the nation's fastest-growing occupations, <u>optometry</u> as a profession is taking on more of a holistic approach to ocular health to meet the demands of the population

**CAPITALIZE TITLES OF DEGREE AND PROGRAM** **in formal program names**
- ex: <u>Doctor of Optometry, Master of Science degree in Occupational Therapy</u>

**LOWERCASE** **in general references**
- ex: He already has a <u>master's degree</u>.

## Graduation Years

**GRADUATES:** list degree before year, with a comma and a space
- ex: Bisant Labib, OD '14

**CURRENT STUDENTS:** list year before program with no space and no comma
- Pelashia Moore Rhodes '18OD

**FORMER RESIDENTS:** list the program they performed their residency in, note them as a resident, then their graduation year
- Christin DeMoss, OD, Resident '17

## Dates and Times

Use AP style for most instances
- ex: May 10, 2017
- ex: This event happened on May 10, 2017, and ...
- ex: We will be hosting hearing screenings from 8 a.m. to 6 p.m.
- For special invitations, style may be broken (example: LOFK invites)

## Healthcare Language Preferences

- Healthcare is one word
- Use healthcare over medical
- Use profession over field

## Shortened Name References

- "<u>Salus at Drexel</u>" and "<u>Salus/Drexel</u>" are acceptable; always capitalize both