



# Brand Guidelines

September 2019



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## Brand Guidelines

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# BRAND STRATEGY

SECTION 1

# BRAND STRATEGY

## Introduction/Statement of Purpose

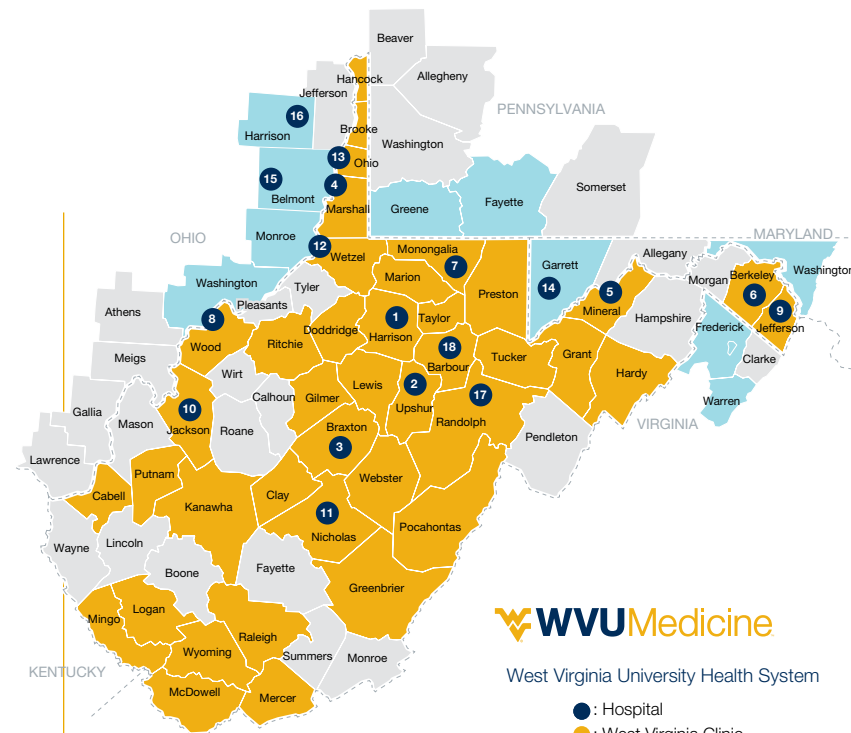
At WVU Medicine, we know we have a special responsibility – to care and to educate. We are here to provide world-class medical care for the people of West Virginia today while educating the health professionals who will care for our state tomorrow. We know how important we are to the people of this state: as caregivers, educators, employers, and advocates for great care.

We have created a system that doesn't forget to care about people as it seeks to understand and repair their bodies. We have built innovative networks and systems that are constantly learning and improving, along with creative processes that help to reinvent the practice of medicine.

We believe the answers to the challenges of healthcare today are found in people – people who work together and care about each other and people who are committed to a team approach that sees patients in their individuality and wholeness, assess every valid option for care, and use all the best medical resources available to ensure the best outcomes.

## Points of Difference

- West Virginia's only academic medical center
- West Virginia's largest private employer
- Our specialists and sub-specialists and the specialized and unique care they provide
- Our comprehensive nature – from primary care to advanced specialty care
- Our affiliation with West Virginia University
- Our tripartite mission of clinical care, research, and teaching
- Our nurses – WVU Medicine J.W. Ruby Memorial Hospital is the only MAGNET-designated hospital in West Virginia and has the most BSN-prepared nurses – 63 percent, a national high mark
- WVU Medicine's Jon Michael Moore Trauma Center, located at J.W. Ruby Memorial Hospital, is the region's only American College of Surgeons-verified Level 1 Trauma Center and state's only pediatric trauma center
- A leading children's hospital linked to a major academic medical center and university
- Vizient ranked WVU Medicine the sixth top academic medical center out of more than 200 participating organizations
- Convenient and accessible outpatient facilities and specialists and sub-specialists who travel to communities to provide specialized care



West Virginia University Health System

- : Hospital
- : West Virginia Clinic
- : Out-of-state Clinic

## Member System Hospitals

- BRIDGEPORT**  
United Hospital Center
- BUCKHANNON**  
St. Joseph's Hospital
- GASSAWAY**  
Braxton County Memorial Hospital
- GLEN DALE**  
Reynolds Memorial Hospital
- KEYSER**  
Potomac Valley Hospital
- MARTINSBURG**  
Berkeley Medical Center
- MORGANTOWN**  
J.W. Ruby Memorial Hospital and WVU Medicine Children's
- PARKERSBURG**  
Camden Clark Medical Center
- RANSON**  
Jefferson Medical Center
- RIPLEY**  
Jackson General Hospital
- SUMMERSVILLE**  
Summersville Regional Medical Center

## Managed Hospitals

- NEW MARTINSVILLE**  
Wetzel County Hospital
- WHEELING**  
Wheeling Hospital
- OAKLAND, MARYLAND**  
Garrett Regional Medical Center
- BARNESVILLE, OHIO**  
Barnesville Hospital
- CADIZ, OHIO**  
Harrison Community Hospital

## Affiliate Hospitals

- ELKINS**  
Davis Health System
- PHILIPPI**  
Broadus Hospital

09/26/19

# BRAND STRATEGY

## Positioning Statement

### Primary Care to Advanced Speciality Care

As West Virginia's only academic medical center, WVU Medicine is a:

- Leader in providing advanced specialty care;
- Partner with patients to keep them healthy to solve their simple and complex medical problems;
- Resource for community physicians to help them care for their patients;
- Team of talented caregivers and researchers, who work tirelessly together to find cures and deliver high-quality care; and
- Servant to the people of West Virginia.

### The Brand Personality

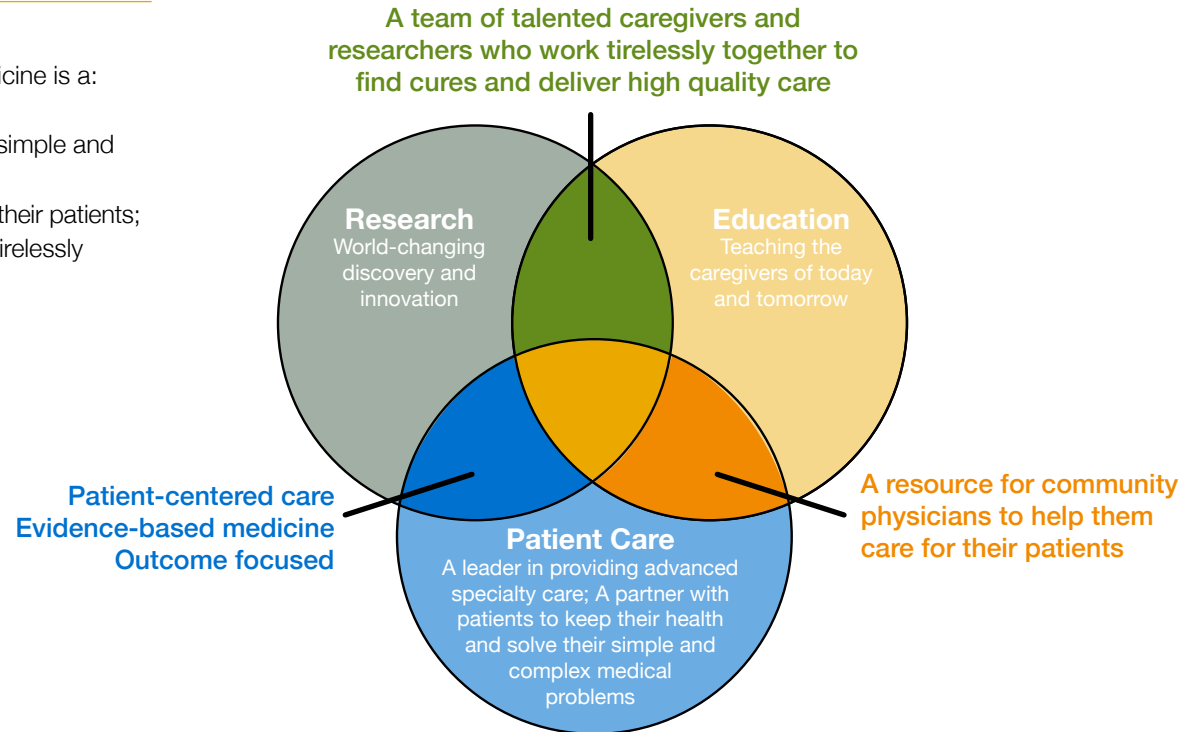
- Innovative
- Tenacious
- Passionate
- Determined
- Pioneering
- Leading

### The Brand Essence

Serving / Leading / Healing

### Tripartite Mission

To improve the lives of West Virginians through excellence in patient care, research, and education



Relentless in our pursuit of solutions and discoveries for our patients

Academic based; Research driven

Most and highest level of professionals in state

A servant to the people of West Virginia

# WVU Medicine Messaging Map

## What We Do

**A tripartite mission of clinical care, research, and teaching built on excellence**

- Innovate by finding new solutions for the most complex medical problems
- Lead the medical community to new answers and fresh ideas
- Inspire and teach the next generation of physician and nurse leaders
- Pioneer new treatments that lead to better outcomes and higher quality care
- Solve the most complex medical problems
- Serve the people of West Virginia
- Reunite people with their lives

## What We Deliver

**Great care, knowledge, empowerment, hope, and answers**

- Great care
- Answers and hope
- Knowledge – to patients, the public, and other physicians
- A broad range of services – from primary care and wellness prevention to highly specialized and advanced services

## Why We Matter

**Great states have great academic medical centers. West Virginia is no different.**

- West Virginia’s only academic medical center
- Servants, whose first obligation is to care for the people of West Virginia, while providing national leadership in medicine, nursing, and the allied health professions
- A one-stop shop that provides a full-range of services, from primary care to advanced specialty care

ATTRIBUTES

BENEFITS

Relentless in our pursuit of solutions and discoveries that matter for our patients

Create the ideas and solutions that shape and advance the practice of medicine in our state, nation, and world and put those ideas to work to reunite our patients with their lives

**CORE MESSAGE**

## What Our Patients and West Virginians Get

- A top-notch academic medical center that provides unique and highly specialized care
- A comprehensive health system that focuses on both wellness and prevention but also provides highly specialized services and critical care to the sickest of patients
- Physicians who are nationally recognized leaders in their fields
- A partner that helps patients through their most difficult health challenges
- A “think tank” that brings together creative and accomplished caregivers, including physicians and nurses, who work together to solve the most complex medical problems

# BRAND STRATEGY

## Brand Architecture

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Brand architecture helps define an organization by rationalizing how businesses and products are communicated—it is not an organizational strategy. An architecture strategy is essential in communicating our breadth and depth of offerings, as well as clarifying the relationship between various entities. It defines the relationships of tangible assets:

- Trademarks
- Names
- Graphic identities

### The Benefits of a Defined Brand Architecture

The WVU Medicine architecture should:

- Create clarity
- Establish WVU Medicine as a leader in healthcare
- Generate cost savings
- Support market-focused branding
- Reinforce the vision of “One WVU Medicine”
- It should help customers find exactly what they are seeking

Through a clear set of rules and an accompanying signature system, we can protect and promote the equity of the WVU Medicine identity.

### Masterbrand Strategy

WVU Medicine enforces a masterbrand strategy to build the WVU Medicine brand.

Locations, institutes, centers, and departments may change through the year, but by keeping everything branded under one master brand, WVU Medicine, the master brand carries more weight from the beginning for current and future divisions and business units.



# VISUAL IDENTITY

SECTION 2

# VISUAL IDENTITY

## The Brandmark

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The master WVU Medicine logo is a combination of the West Virginia University “Flying WV” balanced next to the WVU Medicine wordmark. The master logo is the primary version that should be used across all communications where possible. The “Flying WV” should never be used alone.

The WVU Medicine logo should not be used or provided to a third party without written consent by the WVU Medicine Marketing and Communications Office and the WVU Trademark Licensing Office.

Differentiate ourselves through tripartite mission  
and specialists and sub-specialists



*“Flying WV”*

*Logo Signature*

**Fully Leverage Affiliation With WVU**

Capitalize on key strengths and cachet of being an academic medical center – the trust and credibility factors

**Expertise, Quality, Leadership,  
and Innovation**

Specialists and sub-specialists

## The Brandmark Usage

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### Safe Area

Maintaining ample clear space around the logo ensures that it remains legible and doesn't get lost within the composition.

Photos, text, and graphic elements should never be placed within the pictured clear space.

### Registration Mark

The WVU Medicine Logo must have the registration mark next to the "Flying WV" as shown.

### Trademark

The WVU Medicine Logo must have the trademark next to the word "Medicine" as shown.

### Sizing

There is no maximum size limit, but use discretion when sizing the logo. Never reproduce the logo at widths smaller than 2 inches.



2" wide

# VISUAL IDENTITY

## Secondary Brandmark Usage

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The preferred orientation for the brandmark is horizontal; but in cases where it is not feasible, the stacked variation is appropriate for use. This alternate orientation is approved on a case-by-case basis only.

### Safe Area

Maintaining ample clear space around the logo ensures that it remains legible and doesn't get lost within the composition.

Photos, text, and graphic elements should never be placed within the pictured clear space.

### Registration Mark

The WVU Medicine Logo must have the registration mark next to the "Flying WV" as shown.

### Trademark

The WVU Medicine Logo must have the trademark next to the word "Medicine" as shown.

### Sizing

There is no maximum size limit, but use discretion when sizing the logo. Never reproduce the logo at widths smaller than 15/16 inch.



## Brandmark Color Options

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### Color

Our logotype may appear in four colors only: black, white, gold, and blue. This ensures that our logo remains timeless and is always recognized as the WVU Medicine logo.

Using the logo in a one-color format is common, but only black, white or WVU Medicine's blue is acceptable. Do not use our logo in all gold or any other color. If possible, black and white use should be avoided.

For color palette values, see DESIGN ASSETS/1.



*Full-color logo*



*Two-color logo on dark background*



*One-color black logo*



*One-color logo on gold background*



*One-color white logo on dark background*

# VISUAL IDENTITY

## Logotype Misuses

Because our logotype appears across an endless range of communications, we've compiled a list of improper applications. Adhering to these simple rules will continue to ensure that our logotype is recognizable to all audiences.



*Do not substitute another typeface for WVU Medicine.*



*Do not use the signature without the "Flying WV."*



*Do not rotate the logo.*



*Do not add type or graphic elements to the logotype. Secondary graphics are not permitted.*



*Do not change the scale of the elements in the logotype.*



*Do not remove the registration mark, which must be attached to the "Flying WV."*



*Do not add drop shadows or other visual effects to the logotype.*



*Do not stretch, condense, or change the dimensions of the logotype.*



*Do not place the registration mark in any place other than by the "Flying WV" as shown on pages IDENTITY/2 - 3.*



*Do not put the logotype in a box or otherwise enclose by rules, outlines, shapes, or color.*



*Do not change the colors of the logotype.*



*Do not remove the trademark or place in any position other than the bottom right corner of the logo, next to the letter "e."*



*Do not place the two-color version of our logotype onto backgrounds that render it illegible.*



*Do not place the one-color version of our logotype onto backgrounds that render it illegible.*

## WVU Medicine Children's Logo

The examples of the WVU Medicine Children's logos seen here have been created as final artwork. The usage of the WVU Medicine Children's logo must adhere to the following guidelines to ensure a strong relationship back to the master WVU Medicine brand. The logos are available in the same color options as WVU Medicine.

### Clearspace

Refer to page IDENTITY/2 for clearspace guidelines for all WVU Medicine subordinate logos.

### Registration Mark

The WVU Medicine Logo must have the registration mark next to the "Flying WV" as shown.

### Trademark

The stacked version must have the trademark next to the word "Medicine."  
The horizontal version must have the trademark next to the word "Children's."

### WVU Medicine Children's "Kids" Symbol

When possible, the "kids" symbol should be used in conjunction with the WVU Medicine Children's logo. The "kids" symbol, however, cannot be used alone in place of the WVU Medicine Children's logo. The size and positioning of the "kids" symbol can vary based on usage. The "kids" symbol should not touch or overlap the WVU Medicine Children's logo. For color palette values, see DESIGN ASSETS/2.



*Stacked version*



*Horizontal version*



*Preferred version with kids lockup*

# VISUAL IDENTITY

The examples of the logos for the WVU Medicine member hospitals, institutes, affiliates, and the WVU Dental logo seen on this and the next page have been created as final artwork. The usage of these logos must adhere to the preceding guidelines to ensure a strong relationship back to the master WVU Medicine brand. *Departmental lock-ups can be used on giveaways only. To request a departmental lock-up, contact the WVU Medicine Marketing Department.*

## West Virginia University Health System Logos

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UNITED HOSPITAL CENTER



POTOMAC VALLEY HOSPITAL



BRAXTON COUNTY  
MEMORIAL HOSPITAL



ST. JOSEPH'S HOSPITAL



JEFFERSON MEDICAL CENTER



J.W. RUBY MEMORIAL HOSPITAL



REYNOLDS MEMORIAL  
HOSPITAL



BERKELEY MEDICAL CENTER



CAMDEN CLARK  
MEDICAL CENTER



JACKSON GENERAL HOSPITAL



SUMMERSVILLE REGIONAL  
MEDICAL CENTER



## Institute Logos

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 **WVU** Heart & Vascular  
Institute

 **WVU** Cancer Institute

 **WVU** Eye Institute

 **WVU** Critical Care &  
Trauma Institute

 **WVU** Rockefeller  
Neuroscience Institute

## Affiliate Logos

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**GARRETT REGIONAL MEDICAL CENTER**

AN AFFILIATE OF  
 **WVU** Medicine

**WETZEL COUNTY HOSPITAL**

AN AFFILIATE OF  
 **WVU** Medicine

## WVU Dental Logo

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 **WVU** Dental

# EDITORIAL STYLE

SECTION 3

# EDITORIAL STYLE

## How We Write It

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Following is the style guide for WVU Medicine. This guide addresses first- and second-reference usage and provides key talking points and boilerplate information in addition to providing guidelines for news writing.

Refer to this guide when writing about WVU Medicine or working to promote WVU Medicine to news media. It should also be used as a reference for editorial copy in marketing or advertising materials.

If you are uncertain how to spell a certain word, punctuate a medical degree, or abbreviate a word, the following style guide will help you address these common writing issues. The guide is designed to serve as an editorial standard by providing consistent writing solutions for anyone writing about WVU Medicine. By using

the same style, communicators will achieve consistency in writing and messaging. The style guide, updated regularly, is a supplement to the Associated Press (AP) Stylebook and Libel Manual and Merriam-Webster's Collegiate Dictionary, 2016 Edition, two of the preferred reference guides for journalists today. In general, we follow AP style. When AP style doesn't answer the question, we refer to the Chicago Manual of Style, 16th Edition. We use Merriam-Webster's Collegiate Dictionary, 2016 Edition, for spellings, abbreviations, and place names. When a choice of spelling is given, accept the first.

## About WVU Medicine-West Virginia University Health System

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WVU Medicine-West Virginia University Health System is governed by a board of directors. Effective June 2017, the board members are (alphabetical after officers):

- E. Gordon Gee, Chair
- Patrick D. Deem, Vice Chair
- Kathy Eddy, Secretary
- Mark Nesselroad, Treasurer
- Richard M. Adams
- Jeffrey L. Barger
- Terry Capel, MD
- Ellen S. Cappellanti
- Judy Charlton, MD
- Hon. Kevin J. Craig
- Thomas Heywood
- John P. Keeley
- Clay B. Marsh, MD
- Michael A. Moorehead, MD
- Richard A. Pill
- Eric Radcliffe, MD
- William R. Stone
- H. Wood Thrasher
- Albert L. Wright Jr., PharmD, MHA

# EDITORIAL STYLE

## Writing a Good Story

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### So What?

When tasked with writing a story, think about it from the reader's perspective, and ask yourself why he or she should care about the topic. For example, say you're tasked with writing about a new procedure that we're offering. What's the "so what?" In this case, it could be that our patients no longer have to go to another facility to receive this care and/or that we're now providing a safer, less invasive version of a procedure, which results in faster recovery time.

### Audience

Not everyone reading your story will be familiar with WVU Medicine, the medical condition, treatment, etc. The audience will determine the way the story is written. If the person you interview uses a lot of scientific and technical terms, it is your job to write the story in a manner that is easily understood. Using jargon is the equivalent of writing in a different language. Explain all unknown terms with definitions in everyday language.

### Story Form

#### • Vehicles

Not all stories should follow the same format. Some are brief and to the point. Others are longer and require significant detail and explanation. Some have photos. Others are better told through video. And, some will require a combination of these. To determine with route to take, ask yourself what would best attract and hold someone's attention.

#### • Platform

Once the story is completed, where will it go? Is it a press release to be distributed to local and/or statewide media? Will it be a web feature? Is it a newsletter story? What are the accompanying elements – text to support video, video to accompany text, photo(s) to support text, etc?

### Story Components

#### • Awards

The receipt of an award is our opportunity to showcase the work done at WVU Medicine. Some granting organizations require that we follow a specific style or template. When that happens, there isn't much else we can do. When there is no template, use award stories to tell the story of the individual, the department, etc. and the work that went into achieving the honor.

#### • Guests

When WVU Medicine is welcoming a speaker, presenting an award, etc., in most instances, a few lines or a paragraph of biographical information is sufficient. There's no need to tell a person's life story. If necessary, provide a link for readers to visit for additional information. Be sure to edit bios provided to you as they often contain grammar and spelling errors.

#### • Quotes

When seeking a quote from a source, ask questions that will get you the answers that you want. Don't ask yes/no questions. Ask open-ended questions that require the source to explain his/her opinions and feelings on the topic. Ask the person what matters to him/her and why. See the source as a human first and a healthcare professional or patient second.

### Working with Sources

While your plan and direction for a story will be geared toward advancing WVU Medicine, your source may have different ideas on what he or she would like to see. Always put your best efforts into every story that you write. Your story is meant to serve more than the source. Engage the readers.

## News Style

Press releases are written in accordance with the Associated Press Stylebook. Those who are regularly writing press releases should have a hard copy of the AP Stylebook or should subscribe to the online version, which is updated frequently. This style is only for press release writing. For writing style guidelines for marketing, see EDITORIAL STYLE/6.

### Some Common Misconceptions

- **When writing times, use lower case letters.**

Use periods with time abbreviations. Also, there's no need to include zeroes for a time that falls on the hour. Do not use 12 noon or 12 midnight. Noon or midnight is sufficient. There should be a space between the number and the a.m./p.m.

*Example:*

4 p.m.      6:30 a.m.      ~~4:00 p.m.~~      ~~6:30AM~~

- **When writing dates, several months are abbreviated when paired with a day: Jan., Feb., Aug., Sept., Oct., Nov., and Dec.**

All other months are not abbreviated.

*Example:*

The event will be held Oct. 4.      The event is on August 20.

Months are not abbreviated when they stand without the day.

*Example:*

They went skiing in January 2010. They will go on vacation in August.

They visited their mother in Oct. 2017.

Also, the current year is always understood. So please do not write “July 9, 2017.” Write “July 9” unless you are referring to a year other than the current one.

- **When writing phone numbers:**

Follow the following format. Parentheses are not used around the area code.

*Example:*

304-555-5555, ext. 55

- **All ages of persons or animals with names should be expressed in numbers.**

*Example:*

Heather is 6 years old. Jennifer is 5 months old.

Other numbers are generally spelled out until you reach 10.

*Example:*

She is purchasing five apples and 11 bananas.

- **Spell out the names of all 50 states when used in the body of a story, whether the standing alone or used in conjunction with the name of a city, town, etc.** Use AP Style abbreviations for states in datelines. Since the majority of WVU Medicine stories will have West Virginia datelines, use the abbreviation W.Va. It is not necessary to use the name of the state in the body of the story if it is the same as the dateline. The names of eight states are never abbreviated – in datelines or in text. The are: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. Avoid using state abbreviations in headlines whenever possible.

- **On first reference, doctors' names should be followed by their credentials.**

*Example:*

John Smith, M.D.	Mary Jones, Ph.D.
Bob Brown, D.N.P.	Sally Hill, Pharm.D.

On a second reference, doctors should be referred to as Dr. Lastname. On third and subsequent references, they should be referred to only by their last names. Note: This is a departure from AP Style, which only uses Dr. for M.D.'s.

*Example:*

Dr. Smith	Dr. Jones
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# EDITORIAL STYLE

## News Style

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- **Titles that follow a person's name should not be capitalized.**

*Example:*

Albert Wright, Jr., president and CEO of the WVU Medicine-West Virginia University Health System, came to Morgantown in 2014.

Capitalize most titles before a name.

*Example:*

Speak to Chief Medical Officer Judie Charlton, M.D., about the matter.

- **Specialties are not capitalized unless they contain the name of an official WVU Medicine department.**

*Example:*

She has been seen by a neurologist. He works in radiology. She has an appointment at WVU Medicine Neurology.

- **After establishing a dateline in West Virginia, for example MORGANTOWN, W.Va., it's understood that only towns that are not in West Virginia will be distinguished by city and state.**

*Correct example:*

"Walla Walla, Washington"

*Incorrect example:*

"Fairmont, West Virginia"

- **When writing about a patient, always find out that patient's hometown.**

If it does not fit in the story, it can be placed in an editor's note at the top of the story. Often this will determine whether an outlet selects your story for publication.

- **When attributing a quote, please add the attribution following the first sentence of the quote, not at the end of an entire paragraph.**

This helps the reader quickly identify who is speaking.

*Correct example:*

"I became a doctor because of my family history of heart disease," Sally Jones, M.D., WVU Medicine cardiologist, said. "I want to help other people the way my family has been helped."

*Incorrect example:*

"WVU Medicine strives to provide patients with the highest quality care available. Our patients are our first priority," WVU Medicine-WVU Hospitals Chief Operating Officer Ron Pellegrino, M.D., said.

- **Serial commas.**

When writing a list of three or more, always use the serial comma.

*Note: This is a departure from AP Style, which does not use the serial comma.*

*Example:*

Sally brought flowers, balloons, and games to John when she visited him.

- **More than vs. over:**

Use "over" when referring to spatial relationships.

*Example:*

HealthNet flew over the hospital.

Use "more than" with numerals.

*Example:*

This brings the total donated to WVU Medicine Children's to more than \$1 million.

*Note: This is a departure from AP Style, which now uses the terms interchangeably.*

## News Style

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### WVU Medicine

WVU Medicine is the official name of the consumer brand. Unlike the University itself, West Virginia University is NOT spelled out on first or subsequent references to WVU Medicine. However, it is spelled out when referring to academics.

*Correct example:*

Dr. Smith works at WVU Medicine. She is a graduate of the West Virginia University School of Medicine. Her husband received his degree from the WVU School of Nursing.

*Incorrect example:*

Dr. Smith works at West Virginia University Medicine. She is a graduate of the WVU School of Medicine. Her husband received his degree from the WVU School of Nursing.

### Acronyms

On first reference, spell out the name of the organization, entity, etc. on first reference followed by its initials or acronym in parentheses.

*Example:*

Centers for Disease Control and Prevention (CDC);  
Jon Michael Moore Trauma Center (JMMTC).

On second and subsequent reference, use of only the initials or acronyms is acceptable. *Note: This is a departure from AP Style.*

*Example:*

The CDC requested information from JMMTC.

### Attributions

When attributing a quote or statement to someone, please use “he/she said” instead of “said he/she.”

Examples:

“Her prognosis is excellent,” Dr. Jones said.

“We are always looking for talented individuals to join our team,” Leeann Cerimele, vice president for human resources and chief human resources officer, said.

### Headlines

When possible, include WVU Medicine in the headline of a news media story. Media outlets receive press releases from a variety of organizations. We want them to instantly identify WVU Medicine as the source of the information. Headlines should only have the first word and any proper nouns capitalized. All other words should be lowercased.

### Links

Every story must have hyperlinks to internal WVU Medicine and WVU webpages. Link to the WVU Medicine homepage, the departments or schools mentioned in the story, a doctor’s Find-A-Doc profile page, or the pages of other individuals who have WVU pages and are pertinent to the story. If it has a WVU Medicine or WVU page and is mentioned in the story, link to it. As a rule, do not link to outside institutions. Exceptions include links to event information hosted on other sites and bio information on visitors/guests coming to Morgantown for an event.

Linking is important for search engines, such as Google. The more links you have in a story, the more easily the story will be found online.

# EDITORIAL STYLE

## Writing for Marketing

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The recommendations for writing a good story in the news writing section can be applied to writing for marketing.

However, writing for marketing purposes – ads, brochures, newsletters, websites, etc. – should follow the Chicago Manual of Style, 14th edition.

### Key Differences/Similarities Between AP and Chicago Styles

#### • Credentials

Do not use periods in credentials.

*Example:*

Mary Smith, MD, Joe Jones, PharmD, and Bill Brown, DNP, attended the meeting.

#### • Time of day

Do not use periods when referring to times.

*Example:*

The free cancer screenings will begin at 4 pm. The clinic opens at 9 am.

#### • Serial commas

When writing lists of three or more, always use the serial comma.

*Example:*

Sally brought flowers, balloons, and games to John when she visited him.

#### • Dates

Unless there are space constraints, days of the week and months of the year are spelled out when writing dates.

*Examples:*

The next Doctors On Call will air live on Thursday, November 8.

The new pharmacy will open Monday, June 1.

When faced with space constraints (especially for design purposes), month abbreviations are as follows: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. March, April, May, June, and July are not abbreviated.

#### • State abbreviations

When using the name of a state by itself, spell out the name of the state.

*Example:*

WVU Medicine J.W. Ruby Memorial Hospital is the only MAGNET-designated hospital in West Virginia.

When using the name of a state in conjunction with a city, use the postal abbreviation for the state.

*Example:*

The new clinic is open in Summersville, WV.



## First, Second, and Subsequent References for WVU Medicine Facilities

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### **WVU Cancer Institute**

Cancer Institute

### **WVU Critical Care and Trauma Institute**

Critical Care and Trauma Institute

### **WVU Eye Institute**

Eye Institute

### **WVU Heart and Vascular Institute**

Heart and Vascular Institute

### **WVU Medicine Berkeley Medical Center**

Berkeley Medical Center

### **WVU Cancer Institute Betty Puskar Breast Care Center**

Betty Puskar Breast Care Center

Breast Care Center

### **WVU Medicine Camden Clark Medical Center**

Camden Clark Medical Center

Camden Clark

### **WVU Medicine Center for Integrative Pain Management**

Center for Integrative Pain Management

### **WVU Medicine Center for Joint Replacement**

Center for Joint Replacement

### **WVU Medicine Center for Reproductive Medicine**

Center for Reproductive Medicine

### **WVU Medicine Chestnut Ridge Center**

Chestnut Ridge Center

Chestnut Ridge

### **WVU Medicine Children's**

### **WVU Medicine Clark K. Sleeth Family Medicine Center**

Family Medicine Center

### **WVU Medicine Fairmont East Clinic**

Fairmont East Clinic

### **WVU Medicine Fairmont Regional Cancer Center**

Fairmont Regional Cancer Center

### **WVU Medicine Healthy Minds Center**

Healthy Minds Center

### **WVU Medicine Jefferson Medical Center**

Jefferson Medical Center

### **WVU Medicine Jon Michael Moore Trauma Center (JMMTC)**

Jon Michael Moore Trauma Center or JMMTC

Trauma Center or JMMTC

### **WVU Medicine J.W. Ruby Memorial Hospital**

Ruby Memorial Hospital

Ruby Memorial

Ruby

### **WVU Medicine Marion Medical Associates**

Marion Medical Associates

### **WVU Medicine Medical Center Pharmacy**

Medical Center Pharmacy

### **WVU Medicine Morgantown ENT Clinic**

Morgantown ENT Clinic

ENT Clinic

### **WVU Medicine Mountaineer Pharmacy**

Mountaineer Pharmacy

# EDITORIAL STYLE

## First, Second, and Subsequent References for WVU Medicine Facilities

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### **WVU Medicine Physician Office Center**

Physician Office Center  
POC

### **WVU Medicine Potomac Valley Hospital**

Potomac Valley Hospital  
Potomac Valley

### **WVU Medicine Pediatric and Internal Medicine**

Pediatric and Internal Medicine

### **WVU Medicine Reynolds Memorial Hospital**

Reynolds Memorial Hospital  
Reynolds

### **WVU Medicine Rosenbaum Family House**

Rosenbaum Family House  
Family House

### **WVU Medicine Sleep Evaluation Center**

Sleep Evaluation Center

### **WVU Medicine Sports Medicine Center**

Sports Medicine Center

### **WVU Medicine St. Joseph's Hospital**

St. Joseph's Hospital  
St. Joseph's

### **WVU Medicine Student Health**

Student Health

### **WVU Medicine United Hospital Center**

United Hospital Center  
UHC

### **WVU Medicine United Summit Center**

United Summit Center

### **WVU Medicine University Healthcare**

University Healthcare

### **WVU Medicine Urgent Care**

Urgent Care

### **WVU Medicine Wound Management Center**

Wound Management Center

## Boilerplates

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Each press release should end with a boilerplate.

There is a broad-scope boilerplate for WVU Medicine and a specific boilerplate for WVU Medicine Children's.

### **WVU Medicine**

WVU Medicine unites the physicians and scientists of the West Virginia University Health Sciences Center with the hospitals, clinics, and health professionals of the West Virginia University Health System. Together, they are a national leader in patient safety and quality and are unified and driven to provide the most advanced healthcare possible to the people of West Virginia and beyond. WVU Medicine includes the physicians, specialists, and sub-specialists of the West Virginia University School of Medicine; the affiliated schools of the WVU Health Sciences Center; four community hospitals; three critical access hospitals; and a children's hospital, all anchored by a 645-bed academic medical center that offers tertiary and quaternary care. For more information, visit [wvumedicine.org](http://wvumedicine.org).

### **WVU Medicine Children's**

WVU Medicine Children's – located on the sixth floor of J.W. Ruby Memorial Hospital, WVU Medicine's flagship hospital – provides maternal, infant, and pediatric care for West Virginia and the surrounding region, giving care to high-risk mothers, premature infants, and children with life-threatening conditions through adolescence to adulthood. For information on WVU Medicine Children's, see [WVUkids.com](http://WVUkids.com).

# EDITORIAL STYLE

## Press Release Format

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**Headline: Arial, 20 pt., bold, flush left**

***Sub-headline: Arial, 14 pt., bold and italic, flush left***

DATELINE, W.Va. – Now here's the lead of the story in Arial 12 pt. font.

And it keeps going on.

And there's more.

*Photo caption (if applicable): Arial 12 pt. italic.*

*Boilerplate*

—WVU MEDICINE—

**For more information: (Arial, 10 pt., bold)**

**Angela Knopf, Corporate Director of Media Relations  
and Public Affairs, 304-285-7259**

**knopfa@wvumedicine.org**

17-xxx (10 pt.; xxx will be filled in when release is distributed)

author's initials: MM-DD-YY

## Media Advisory Format

---

### Headline

WHO:

Names and titles of participating individuals (one name/title per line)

WHAT:

Brief description of what is happening

WHEN:

Date and time

WHERE:

Location of event (including address)

WHY:

Brief explanation of why event is happening

—WVU MEDICINE—

**For more information: (Arial, 10 pt., bold)**

**Angela Knopf, Corporate Director of Media Relations**

**and Public Affairs, 304-285-7259**

**knopfa@wvumedicine.org**

17-xxx

initials: MM-DD-YY

# DESIGN ASSETS

SECTION 4

# DESIGN ASSETS

## Color Palette

Our colors say a lot about who we are. They help identify us at a glance and set the tone for our communications, from bold and powerful to inspirational and passionate.

### Primary Palette

Instantly recognizable as WVU Medicine, our core colors should dominate all communications, including:

- Publication covers
- Website pages
- Billboards
- Digital and print advertisements
- Formal invitations
- Recruitment materials

#### PMS 124 C

CMYK: 0, 30, 100, 5  
RGB: 234, 170, 0  
WEB: #EAAA00  
Sherwin Williams Paint:  
4075 Solar Yellow

#### PMS 295 C

CMYK: 100, 69, 8, 54  
RGB: 0, 40, 85  
WEB: #002855  
Sherwin Williams Paint:  
6804 Dignity Blue

### Neutral Palette

Our neutral palette is a perfect complement to our primary colors, and can also appear separate from the primary palette in specific instances, including:

- Non-recruitment materials
- Internal communications
- Interior pages of University publications  
(including brochures and magazines)

#### BLACK

CMYK: 0, 0, 0, 100  
RGB: 44, 42, 41  
WEB: #2C2A29

#### WARM GRAY 11 C

CMYK: 26, 36, 38, 68  
RGB: 110, 98, 89  
WEB: #6E6259

#### WARM GRAY 7 C

CMYK: 16, 23, 23, 44  
RGB: 124, 115, 106  
WEB: #7C736A

#### WARM GRAY 3 C

CMYK: 9, 11, 13, 20  
RGB: 191, 184, 175  
WEB: #BFB8AF

# DESIGN ASSETS

## Color Palette

Our accent palette adds balance and flexibility to our communications, while keeping the brand fresh. The accent palette is available but not required – these colors, when included, should be used sparingly. This palette never replaces the primary palette.

### Accent Palette

**PMS 286 C**

CMYK: 100, 75, 0, 0  
RGB: 0, 51, 160  
WEB: #0033A0

**PMS 629 C**

CMYK: 36, 0, 9, 0  
RGB: 155, 211, 221  
WEB: #9BD3DD

**PMS 300 C**

CMYK: 99, 50, 0, 0  
RGB: 0, 94, 184  
WEB: #005EB8

**PMS 7476 C**

CMYK: 89, 22, 34, 65  
RGB: 13, 82, 87  
WEB: #0D5257

**PMS 558 C**

CMYK: 36, 3, 28, 4  
RGB: 154, 190, 170  
WEB: #9ABEAA

**PMS 144 C**

CMYK: 0, 51, 100, 0  
RGB: 237, 139, 0  
WEB: #ED8B00

**PMS 180 C**

CMYK: 3, 91, 86, 12  
RGB: 190, 58, 52  
WEB: #BE3A34

**PMS 166 C**

CMYK: 0, 76, 100, 0  
RGB: 205, 76, 8  
WEB: #CD4C08

**PMS 115 C**

CMYK: 0, 6, 87, 0  
RGB: 253, 218, 367  
WEB: #FDDA24

**PMS 5625 C**

CMYK: 46, 18, 44, 37  
RGB: 101, 122, 104  
WEB: #657A68

The WVU Medicine Children's "Kids" symbol uses a combination of the primary and accent palette.



PMS 144 C, PMS 300 C, PMS 124 C, PMS 180 C

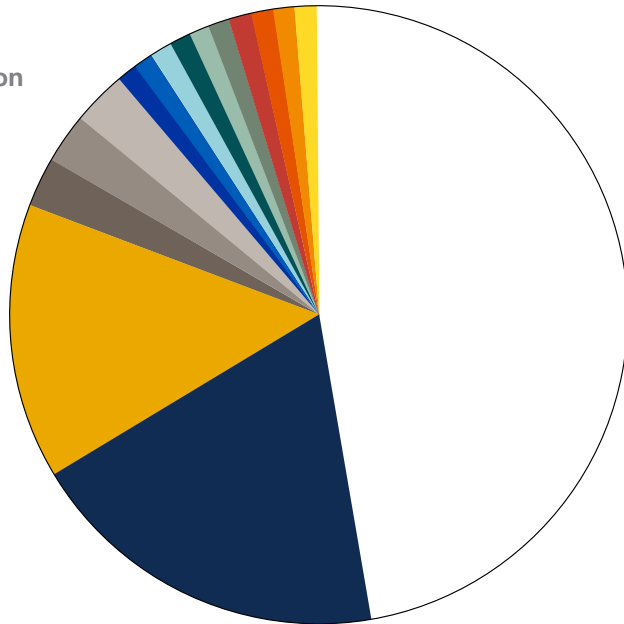


## Color Proportion

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To consistently achieve the right balance of color throughout our communications, refer to the color wheel below for proper proportions. It's not a precise mathematical system, but this chart should provide an idea of relative use.

### Primary and Accent Palette Proportion



### Gradients

Our gradient palette can add depth or variety to our communications.



Gradient created with PMS 124 and PMS 115



Gradient created with PMS 295 and PMS 285

# DESIGN ASSETS

## Typography

---

Our words carry weight and so does our typography. The size, font, and style of the typeface we choose is one of the most recognizable aspects of the WWU Medicine brand. It can reinforce our bold and inspirational voice or back up a smart and insightful idea. The following will help you decide how to match type with message. These are the only approved font weights that can be used.

Our main typeface is Helvetica Neue. It can be used in all instances, including subheads and body copy.

*Alternate Font: When Helvetica Neue is not available, use Helvetica or Arial as a suitable replacement.*

Our secondary typeface is Iowan Old Style. Like Helvetica Neue, Iowan Old Style is compelling enough for headlines and legible enough for large amounts of smaller copy.

*Alternate Font: When Iowan Old Style is not available, Times New Roman is a suitable replacement.*

### HELVETICA NEUE

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue Light

*Helvetica Neue Light Italic*

Helvetica Neue Regular

*Helvetica Neue Italic*

**Helvetica Neue Bold**

***Helvetica Neue Bold Italic***

### IOWAN OLD STYLE

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Iowan Old Style Regular

*Iowan Old Style Italic*

**Iowan Old Style Bold**

***Iowan Old Style Bold Italic***

## Typography Hierarchy

---

Our main typeface is Helvetica Neue.

# Our main typeface is Helvetica Neue.

---

### It can be used in all instances, including subheads, and body copy.

The headline can be creatively designed to reflect the look of the piece. It is best to use PMS 295, black, or PMS Warm Gray 11 for the headlines. PMS 124 can be used when size and specifications allow for clear legibility. Subheads can be set in bold or light with a choice of color that compliments the piece.

Sometimes a rule in PMS 124 may be necessary to create a pleasing design.

Call outs can be set to best compliment the piece - bold, light, **reverse.**

Body copy for marketing collateral and digital and magazine advertisements should be Helvetica Neue Light with leading that keeps an open feel to the page. Body copy can be in black or PMS Warm Gray 11.

For newsprint body copy, Helvetica Neue Regular in black only should be used for legibility.

*Alternate Font: When Helvetica Neue is not available, use Helvetica or Arial as a suitable replacement.*

# DESIGN ASSETS

## Typography Hierarchy

---

Our secondary typeface is Iowan Old Style. Like Helvetica Neue, Iowan Old Style is compelling enough for headlines and legible enough for large amounts of smaller copy.

## Iowan Old Style Regular could be used for headlines.

---

*Iowan Old Style can be used for headlines, subheads, and call-outs in Roman or Italic.*

The headline can be creatively designed to reflect the look of the piece. It is best to use PMS 295, black, or PMS Warm Gray 11 for the headlines. PMS 124 can be used when size and specifications allow for clear legibility.

**Subheads can be set in Helvetica Neue bold or in Iowan Old Style Roman or italic with a choice of color that compliments the piece.** Iowan Old Style Bold and Bold Italic should be used with constraint.

Body copy should always be Helvetica Neue Light or Regular. Body copy can be in black or PMS Warm Gray 11.

Sometimes a rule in PMS 124 may be necessary to create a pleasing design.

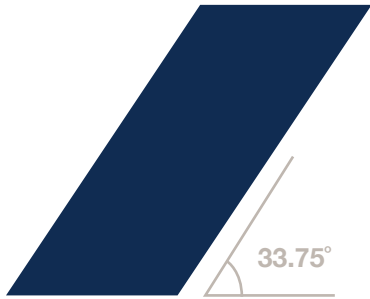
Call outs can be set to best compliment the piece - Iowan Old Style Roman, *Italic*, or **reverse** or in **Helvetica Neue bold**, light, **reverse.**

*Alternate Font: When Iowan Old Style is not available, Times New Roman is a suitable replacement.*

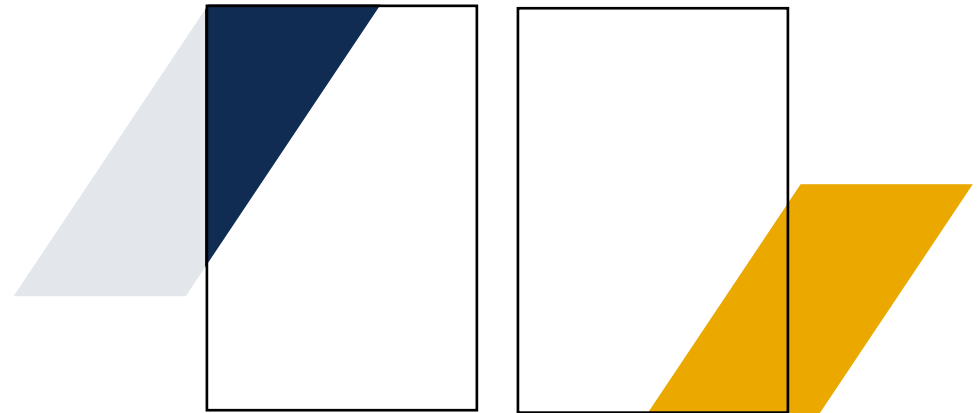
## Elements / Graphic Devices

### Diagonal Line

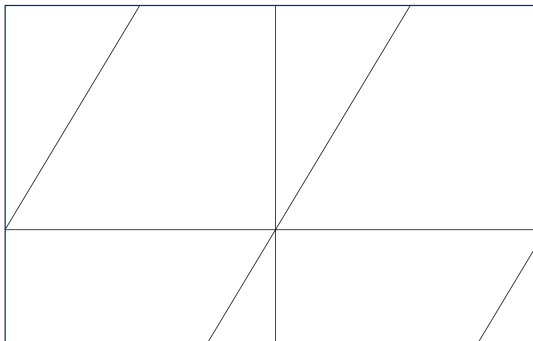
The diagonal line is a nod to our “Flying WV” symbol and emphasizes our constant pursuit of progress. It can be applied in multiple ways depending on audience, message, and compositional needs. The diagonal line should only appear in one of our primary colors.



The diagonal line should only appear at a 33.75 degree angle to the right.



A line-only version of the “Flying WV” background is available to assist with layout and can create a container or grid system for content. Unlike the colored backgrounds, this version can be cropped more closely and altered to fit specific compositional needs.



The diagonal line can be trimmed to appear as a triangle as shown above. The angle must remain at 33.75 degrees and should only slant to the right.

# DESIGN ASSETS

## “Flying WV” Backgrounds

WVU Medicine shares the “Flying WV” symbol with the University, therefore sharing its background for selected uses creates a good tie in with our academic medical mission. The backgrounds indirectly reinforce the University logo and provide flexibility for designers—helping our visual language to remain cohesive and fresh. The “Flying WV” backgrounds should be used sparingly for WVU Medicine marketing materials. It is important to remember that the WVU Medicine color proportions indicate an abundance of white in the design.

Patterns should not deviate from the ones pictured here and should be comprised of monochromatic color schemes or line graphics only.

Colored patterns should not be cropped in a way that renders the “Flying WV” logo unrecognizable.



The above patterns are available from the WVU Medicine Marketing team.



## Photography

Photography is the primary method of introducing emotion, vibrancy, and texture into our communication materials. It is preferable to let photography have as much scale as possible for maximum visual impact. In most cases, use fewer photos at a larger size. When presenting photos within a piece, it is preferable to have the photo bleed off at least one side of the format.

Photography should:

- Communicate close interaction between the primary subjects in the composition.
- Be photo journalistic in nature but still feel dramatic.
- Keep subjects as a focal point.
- Use natural light when possible.
- Use selective focus when appropriate.
- Magnify details when relevant.
- Use models from many origins.

### Sense of Place

Real locations are preferred, reflecting the true demographics of our patients or employees.

### Look and Feel

Photography should have a premium feel but still be relatable and active, warm and honest. Avoid healthcare clichés and obvious poses. Look for unexpected compositions that feel more like a captured moment rather than a staged scene. The emotion of the photo should be in line with the tone of the piece being created. For example, the subjects in a photo for an ad related to cancer care should not be smiling and laughing as if they were at a celebration.

### Photographic Style

The look is bright and clean with a focus on the action relationship of caregiver to patient; researcher working in a lab; etc. Subject matter can range from close and intimate to wide and contextual. However, a more intimate composition will allow for an emotional connection with the subject, providing a sense of trust. Strive for imagery that is rich but still bright, open, and airy, never dark or somber.

### Modern and Progressive

The style of photography should be youthful and modern. This will help solidify our brand promise of forward-looking innovation. The uniqueness of each and every photo will help to reiterate the independent spirit and drive that is WVU Medicine.



*If it is necessary to source stock photography, please adhere to the same photography guidelines as when shooting original material.*



# DESIGN ASSETS

## Photography

---

### People

Our portraits should engage through the warm, honest portrayal of individuals or groups. Always strive to tell WVU Medicine's rich story of a diverse demographic in your photography selection. Avoid staged situations, stereotyping, and overly formal images.

### The Diagonal Bar

The diagonal element allows for a greater degree of open space in most layouts, while at the same time speaks to a more modern, progressive, and approachable WVU Medicine.

### Clinical Photography

Authentic images are used in context of the environment and engaged with their discoveries or with their viewer with an appealing look. It is important that there is a mix a professional diversity among staff, support functions, medical students, and physicians.

### Patient Photography

Authentic images are used in context of the environment. The idea of satisfaction and health is portrayed. NOTE: All patients must sign a consent form prior to being photographed. Due to privacy and usage rights, it is acceptable to use stock photography.





## Layouts

These examples demonstrate how type, imagery, color, and illustration can be combined to create a distinct WVU Medicine look and feel.

## Newsletter

**Medicine Cabinet**  
News for our community

**WVU Medicine**  
Volume 27 Issue 4 / 2018

### Mohs Surgery

**The highest potential cure for skin cancer**

Did you know that only five Americans will develop skin cancer over the course of their lifetime, and the odds are continuing to shift? No one wants to be diagnosed with skin cancer, but if you are, WVU Medicine offers one of the most effective treatments available. Mohs surgery.

Mohs surgery is a highly specialized procedure in which your surgeon removes successive thin layers, examining the tissue immediately after each layer is removed. WVU Medicine's Mohs Surgery is a specialized procedure that allows for the most precise removal of skin cancer. It is the most effective treatment for skin cancer, and it has the lowest risk of recurrence.

"Mohs surgery has revolutionized the way we treat skin cancer," says Dr. [Name], a board-certified dermatologist and Mohs surgeon at WVU Medicine. "It is the most effective treatment for skin cancer, and it has the lowest risk of recurrence."

Other effective treatment options for skin cancer include cryotherapy, radiation therapy, and topical treatments. However, Mohs surgery offers the highest cure rate, with a 98% success rate for basaloid skin cancer and a 95% success rate for squamous cell carcinoma.

For more information, contact your dermatologist or call 855-WVU-CARE.

**Min Ding**

WVU Medicine | 855-WVU-CARE

WVU Medicine

6. WVU Medicine

WVU Medicine

WVU Medicine

## Rack Card

**Student Health**  
900 Welch Street • Morgantown, WV  
WVU Medicine and Education Building

Appointments: 304-286-7200

We know your health is important during the semester, and you want a doctor's office that you can trust with all your healthcare needs. You're glad to know that WVU Medicine is the provider of medical health services to WVU students.

**We offer:**

- Immunizations
- On-site lab testing
- On-site X-ray
- Physicals (sports, pre-employment, preparticipation)
- Primary care
- Expanded hours (before and after classes)

WVU Medicine

Monday-Friday 8 am-6 pm • Saturday 10 am-4 pm  
Hours may be subject to change during Spring, Summer, and other breaks.  
On-site parking | Easy Print Access | Large Student Union Center  
Close proximity to downtown Morgantown

WVUHS | WVU Medicine.org

## Advertisement

**BONE and JOINT HOSPITAL**

### WE'RE MORE THAN HIP

The WVU Medicine Bone and Joint Hospital provides an array of complex orthopedic surgical procedures, including total hip or knee replacement, by nationally recognized, fellowship-trained orthopedic surgeons.

APPROXIMATE AREAS OF EXPERTISE INCLUDE: musculoskeletal trauma, traumatic injuries, orthopedic bone cancer, minimally-invasive orthopedic spine, joint regeneration, cartilage regeneration, sports injuries, spine, arthroscopy, and hand and shoulder disorders.

Appointments:  
**855-WVU-CARE**

**WVU Medicine**  
WVU Medicine.org

## Billboard

Keep in mind, when designing billboards, the average time a person has to gather information is only three seconds. Therefore, keep your visuals interesting and your text to a minimum. Make it a point to not include headshots of providers or group photos and instead use images that grab attention quickly.

For when your family catches something unexpected

**WVU Medicine**

**855-WVU-CARE / PRIMARY CARE**

# BUSINESS SUITE

SECTION 5

# BUSINESS SUITE

## WVU Medicine Business Card

The main purpose of a business card is to make it easy for people to contact you. Include only the contact information that is absolutely necessary. For example, email, phone, cell, website, address, name, and job title. You don't need to provide a long list of services or every single mailing address if your company has multiple locations. Business cards are not small resumes. There is very limited space on a business card, so by limiting the amount of textual information, the overall design will be cleaner and easier to read.

### Typography

*Hospital or Physician Corporation:* Helvetica Neue Bold, 8 pt, white

*Name:* Helvetica Neue Bold, 8 pt, PMS 295

*Title/Specialty (NO DEPARTMENTS - Departments should have University branded cards):*

Helvetica Neue Light Italic, 6.5 pt, PMS 295

Set all text upper and lower case, flush left, ragged right, normal tracking

*Address/Phone/Email:* Helvetica Neue Light, 6.5/8.5 pt, PMS 295

Set all text upper and lower case, flush right, ragged right, normal tracking

Use two letter, all capital abbreviations for states

### Logo Width

2.5"

### Advanced Professional Degree Designation

Advanced professional degree designation should be used only for situations in which there is a strong business reason. Only advanced degrees approved for use (SEE SECTION 7, PAGE 1 for list).



Various backers are available depending on the use of the card.



Stationery, business cards, and related materials can be ordered through each department's administrator. Orders are fulfilled through Bulldog Office Products. **Please note that these materials are for WVU Medicine only.** WVU faculty members can order faculty-affiliated stationery and business cards by contacting Digital Document and Copier Services at 304-293-6366 or [wvprint@mail.wvu.edu](mailto:wvprint@mail.wvu.edu).

# BUSINESS SUITE

## WVU Medicine Letterhead

### Typography

*Hospital or Physician Corporation:* Helvetica Neue Bold, 9 pt, PMS 295

*Dept Name/Address/Phone/Email:* Helvetica Neue Light, 9 pt, PMS 295

Set all text upper and lower case, flush right

Use two letter, all capital abbreviations for states

### Logo Width

2.5"

*Stationery, business cards, and related materials can be ordered through each department's administrator. Orders are fulfilled through Bulldog Office Products. **Please note that these materials are for WVU Medicine only.** WVU faculty members can order faculty-affiliated stationery and business cards by contacting Digital Document and Copier Services at 304-293-6366 or [wvprint@mail.wvu.edu](mailto:wvprint@mail.wvu.edu).*



HOSPITAL/PHYSICIAN CORPORATION

**Clinic Name**  
PO Box 8263  
One Medical Center Drive  
Morgantown, WV 26506-8263  
Phone / 304-XXX-XXXX  
Fax / 304-XXX-XXXX

Dear Sir,  
Venihit et pe num soloratquo maximintias nem denietu rionemquam quasper speraes mos et liquam, ent aut eraturi omnis dolorec tinulpa deligenis nias moloreicab in rectur rem que estruptata volecaese pa dipsant quist ped qui voloratecum faciamustem aut ma nusamet as vero eostia doluptaeris aute natectem ducium harum sus estrum ad eos ut aut autendam vendit ma vit facia nonsed ma voluptas dicidem incidus molo vel il magnamus.

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**Firstname Lastname, Credentials**  
West Virginia University Hospitals  
[name@wvmedicine.org](mailto:name@wvmedicine.org)

WVUMedicine.org

## WVU Medicine Envelope

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### Typography

*Hospital or Physician Corporation:* Helvetica Neue Bold, 9 pt, PMS 295

*Dept Name/Address/Phone/Email:* Helvetica Neue Light, 9 pt, PMS 295

Set all text upper and lower case, flush left under the “W” in “WVU”

Use two letter, all capital abbreviations for states

### Logo Width

2.5”

*Stationery, business cards, and related materials can be ordered through each department's administrator. Orders are fulfilled through Bulldog Office Products. **Please note that these materials are for WVU Medicine only.** WVU faculty members can order faculty-affiliated stationery and business cards by contacting Digital Document and Copier Services at 304-293-6366 or [wvprint@mail.wvu.edu](mailto:wvprint@mail.wvu.edu).*



# BUSINESS SUITE

## WVU Medicine PowerPoint

Templates can be obtained by emailing the Marketing Department at [branding@wvumedicine.org](mailto:branding@wvumedicine.org).



Ecusaped quundae dunt ipsaperchil  
im qui cones dolo

**Molupid maion esti omnihatatum earci ipsametum as dest**



Ecusaped quundae dunt ipsaperchil  
im qui cones dolo

**Molupid maion esti omnihatatum earci ipsametum as dest**

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- Nonseri onsequendis cus conimagnis eos modi sa suntios
- Atis mosam, audam aut ent litates simus, vel ipidebist as id quis ma volendus asped
- Exceata in nonsequi rem labor am ventur si cone cus esse laborporerum quatqui assitibus nieni tota qui con cons

## WVU Medicine Children's Business Card

The main purpose of a business card is to make it easy for people to contact you. Include only the contact information that is absolutely necessary. For example, email, phone, cell, website, address, name and job title. You don't need to provide a long list of services or every single mailing address if your company has multiple locations. Business cards are not small resumes. There is very limited space on a business card, so by limiting the amount of textual information, the overall design will be cleaner and easier to read.

### Typography

*Name:* Helvetica Neue Bold, 8 pt, PMS 295

*Title/Specialty (NO DEPARTMENTS - Departments should have University branded cards):*

Helvetica Neue Light Italic, 6.5 pt, PMS 295

Set all text upper and lower case, flush left, ragged right, normal tracking

*Address/Phone/Email:* Helvetica Neue Light, 6.5/8.5 pt, PMS 295

Set all text upper and lower case, flush right, ragged right, normal tracking

Use two letter, all capital abbreviations for states

### Logo Width

2.5"

### Advanced Professional Degree Designation

Advanced professional degree designation should be used only for situations in which there is a strong business reason. Only advanced degrees approved for use (SEE SECTION 7, PAGE 1 for list).



Various backers are available depending on the use of the card.



Stationery, business cards, and related materials can be ordered through each department's administrator. Orders are fulfilled through Bulldog Office Products. **Please note that these materials are for WVU Medicine only.** WVU faculty members can order faculty-affiliated stationery and business cards by contacting Digital Document and Copier Services at 304-293-6366 or [wwprint@mail.wvu.edu](mailto:wwprint@mail.wvu.edu).

# BUSINESS SUITE

## WVU Medicine Children's Letterhead

### Typography

Dept Name/Address/Phone/Email: Helvetica Neue Light, 9 pt, PMS 295

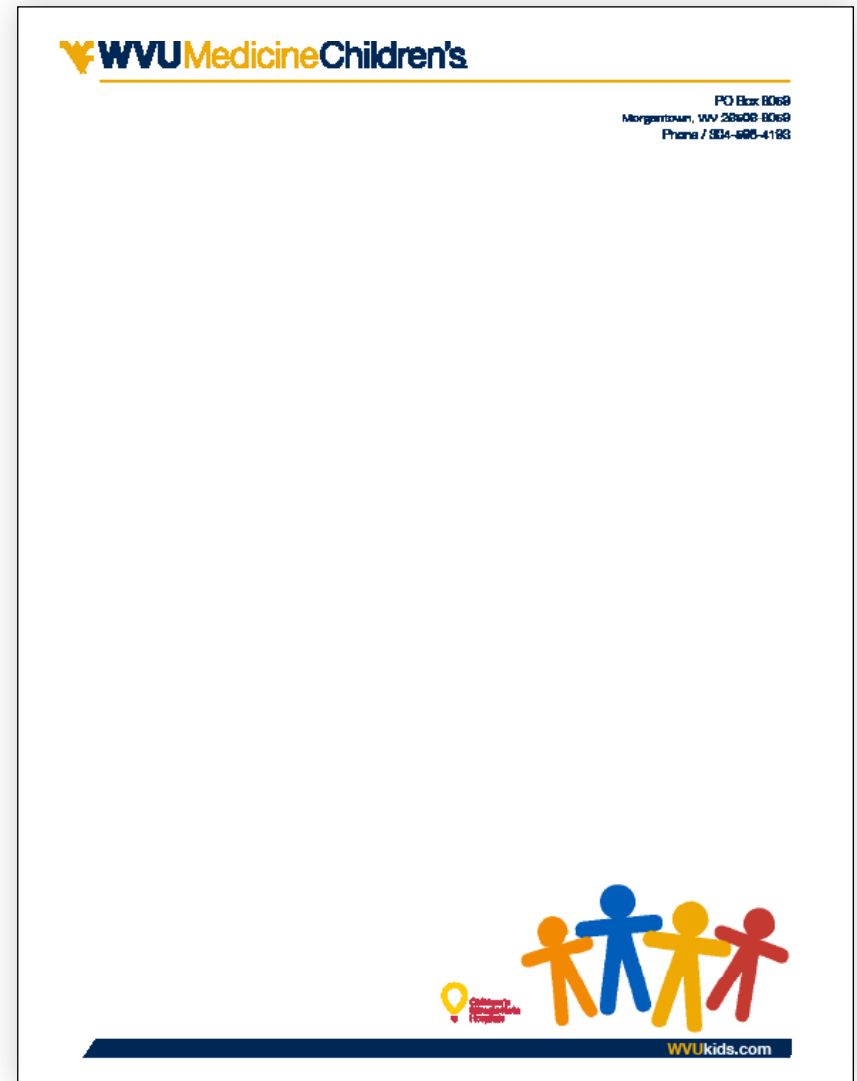
Set all text upper and lower case, flush right

Use two letter, all capital abbreviations for states

### Logo Width

2.5"

*Stationery, business cards, and related materials can be ordered through each department's administrator. Orders are fulfilled through Bulldog Office Products. **Please note that these materials are for WVU Medicine only.** WVU faculty members can order faculty-affiliated stationery and business cards by contacting Digital Document and Copier Services at 304-293-6366 or [wvprint@mail.wvu.edu](mailto:wvprint@mail.wvu.edu).*





## WVU Medicine Children's Envelope

### Typography

Dept Name/Address/Phone/Email: Helvetica Neue Light, 9 pt, PMS 295

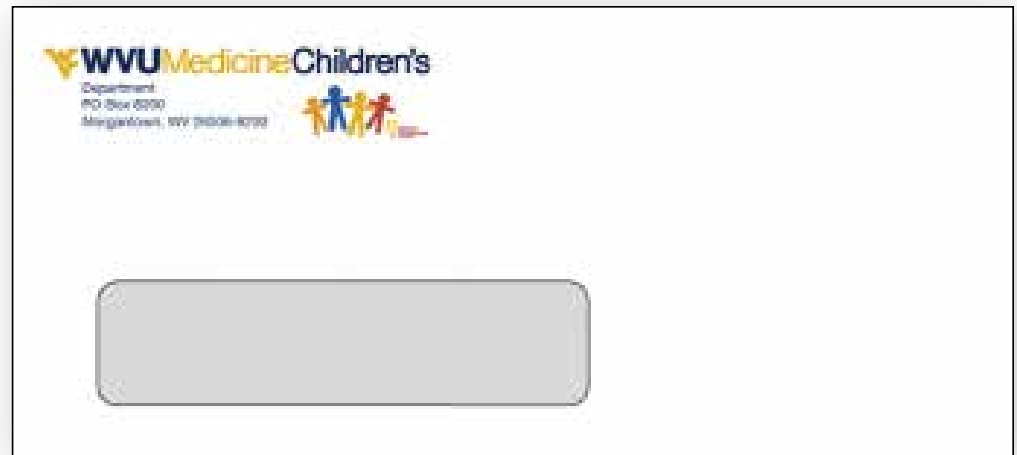
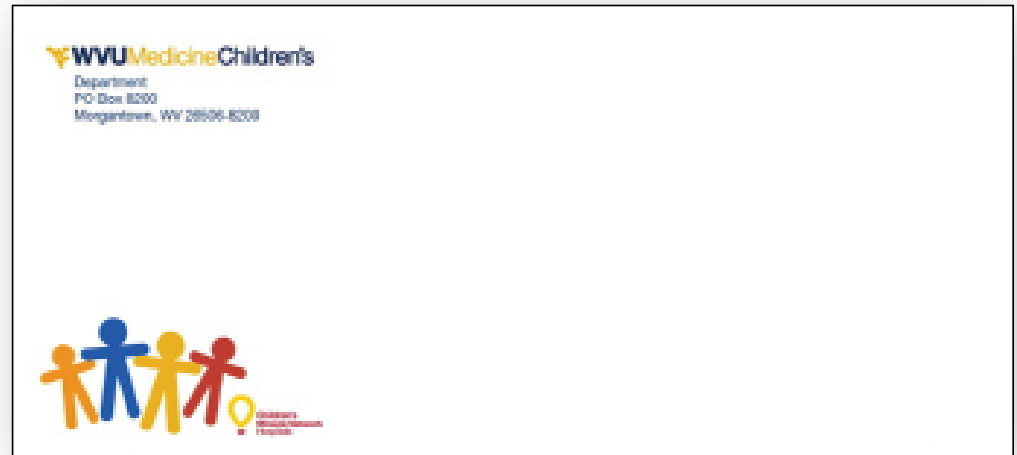
Set all text upper and lower case, flush left under the "W" in "WVU"

Use two letter, all capital abbreviations for states

### Logo Width

2.5"

Stationery, business cards, and related materials can be ordered through each department's administrator. Orders are fulfilled through Bulldog Office Products. **Please note that these materials are for WVU Medicine only.** WVU faculty members can order faculty-affiliated stationery and business cards by contacting Digital Document and Copier Services at 304-293-6366 or [wwprint@mail.wvu.edu](mailto:wwprint@mail.wvu.edu).



# BUSINESS SUITE


## WVU Medicine Children's PowerPoint

Templates can be obtained by emailing the Marketing Department at [branding@wvumedicine.org](mailto:branding@wvumedicine.org).

Ecusaped quundae dunt ipsaperchil im qui cones dolo

**Molupid maion esti omnihitatum earci ipsamet**

- Santiusda sani cusaper untioire vendionsequo ommolorro bla vel este velique nissi im
- Tictore cum harciende pero et am qui aut faccus
- Nonseri onsequendis cus conimagnis eos modi sa suntios
- Atis mosam, audam aut ent litates simus, vel ipidebist as id quis ma volendus asped
- Exceata in nonsequi rem labor am ventur si cone cus esse laborporerum quatqui assitibusa nieni tota qui con cons




WVU Medicine Children's

Ecusaped quundae dunt ipsaperchil im qui cones dolo

**Molupid maion esti omnihitatum earci ipsamet**

- Santiusda sani cusaper untioire vendionsequo ommolorro bla vel este velique nissi im
- Tictore cum harciende pero et am qui aut faccus
- Nonseri onsequendis cus conimagnis eos modi sa suntios
- Atis mosam, audam aut ent litates simus, vel ipidebist as id quis ma volendus asped
- Exceata in nonsequi rem labor am ventur si cone cus esse laborporerum quatqui assitibusa nieni tota qui con cons



WVU Medicine Children's



WVU Medicine Children's

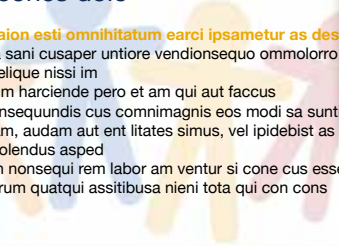
Ecusaped quundae dunt ipsaperchil im qui cones dolo

**Molupid maion esti omnihitatum earci ipsamet**

Ecusaped quundae dunt ipsaperchil im qui cones dolo

**Molupid maion esti omnihitatum earci ipsamet**

- Santiusda sani cusaper untioire vendionsequo ommolorro bla vel este velique nissi im
- Tictore cum harciende pero et am qui aut faccus
- Nonseri onsequendis cus conimagnis eos modi sa suntios
- Atis mosam, audam aut ent litates simus, vel ipidebist as id quis ma volendus asped
- Exceata in nonsequi rem labor am ventur si cone cus esse laborporerum quatqui assitibusa nieni tota qui con cons



WVU Medicine Children's



WVU Medicine Children's

Ecusaped quundae dunt ipsaperchil im qui cones dolo

**Molupid maion esti omnihitatum earci ipsamet**

## Email Signature

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Every communication we send out reflects on the WVU Medicine brand — from direct mail to email. So when signing emails, sign them consistently. Email signatures should not include backgrounds, quotes, colored text, or slogans. An example of an acceptable email signature is shown below.

**/ Firstname Lastname, MD**

Title, Department  
WVU Medicine  
Hospital or Physician Corporation  
PO Box 9083  
Morgantown, WV 26506-9083  
304-293-0630  
name@wvumedicine.org  
WVUMedicine.org

**/ Firstname Lastname, MD**

Title, Department  
WVU Medicine Children's  
PO Box 9083  
Morgantown, WV 26506-9083  
304-293-0630  
name@wvumedicine.org  
WVUkids.com

**Name**

12 pt. Helvetica Bold

**Contact Info**

10 pt. Helvetica Regular

Website should be a working link.

# MARKETING/SIGNAGE

SECTION 6

# MARKETING

## Social Media

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WVU Medicine and WVU Medicine Children's are represented on various third-party social media platforms, including Facebook, Twitter, YouTube, and Instagram. All existing brand rules apply to these sites. The organization's expectations for conduct on social media can be found in the **WVU Medicine Blogging/Social Networking Policy**, which is posted on Connect for WVU Medicine-WVU Hospitals employees. Those outside of Morgantown can request a copy of the policy by emailing [branding@wvumedicine.org](mailto:branding@wvumedicine.org).

**Creation of new social media accounts for WVU Medicine entities without the permission of the Marketing and Communications Office is prohibited.** However, departments/units within WVU Medicine and/or WVU Medicine Children's can suggest content for posting on social media by contacting the Marketing and Communications Office at [branding@wvumedicine.org](mailto:branding@wvumedicine.org).



# MARKETING

## Marketing Communications

### Collateral/Ads

Whether in print or digital, the WVU Medicine brandmark must be easily identifiable on all collateral and advertisements.

### Billboards

Certain applications, production processes, and media, such as billboards, may require special consideration for improved visibility. A larger percentage of blue may be used in the design. Keep in mind, when designing billboards, the average time a person has to gather information is only three seconds. Therefore, keep your visuals interesting and your text to a minimum. Make it a point to not include headshots of providers or group photos and instead use images that grab attention quickly. Always consult with one of the branding experts listed on the last page of this document.

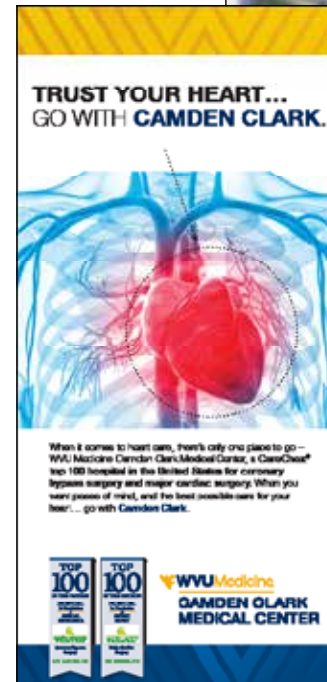
### Billboards



### Digital Ads



### Print Ad



## Merchandise and Apparel

The WVU Medicine brandmark may be placed on various promotional items.

**When used on apparel only, the WVU Medicine logo should have a registration mark at the end instead of the trademark symbol.** Approved colors for apparel are limited to navy, gray, or royal blue. Departmental lock-ups can be used on giveaways only. To request a departmental lock-up, contact the WVU Medicine Marketing Department.

Only licensed vendors approved by WVU are permitted to produce items bearing the WVU Medicine mark. As part of their approval, licensed vendors have access to the WVU Medicine logo. Vendors requesting the logo are often not licensed. For a list of approved vendors, visit <http://trademarklicensing.ur.wvu.edu>

Approved branded tablecloths and tradeshow pieces can be ordered through Signs Plus by contacting Steve O'Yenik at 304-296-7172 or [steve@signsplus.com](mailto:steve@signsplus.com).

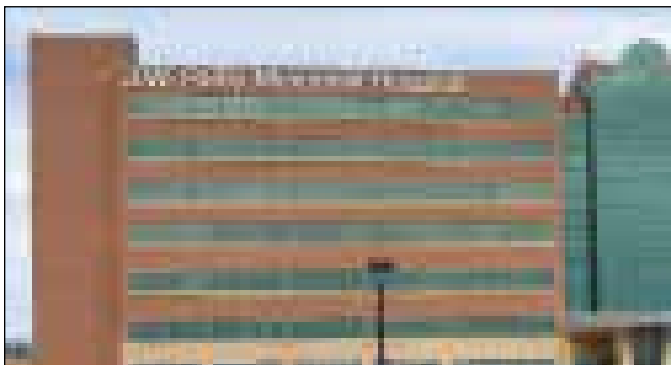
Departments can request art for promotional pieces from the WVU Medicine Marketing and Communications Office by emailing [branding@wvumedicine.org](mailto:branding@wvumedicine.org).



# SIGNAGE

## Examples

For signage needs, contact the Marketing and Communications Office at [branding@wvumedicine.org](mailto:branding@wvumedicine.org).





# PROFESSIONAL ATTIRE

SECTION 7

# PROFESSIONAL ATTIRE

## Lab Coats, Scrub Tops, and Fleece Jackets

Lab Coats – White only

Fleece Jackets – Grey, Navy, or Royal Blue

Scrub Tops – colors vary across the system

*(The registration ® mark will need to replace the TM at the end of logos on lab coats and fleece jackets.)*

Approved branding for left chest – WVU Medicine, WVU Medicine Children's, WVU Cancer Institute, WVU Critical Care and Trauma Institute, WVU Eye Institute, WVU Heart and Vascular Institute, WVU Rockefeller Neuroscience Institute, and any approved logo for system partner hospitals as seen on page 7 of Visual Identity.

The following degrees are pre-approved for use:

APRN	CNP	DO	MD	PA	RCS	RT(N)
AuD	CNS	DPM	MPH	PA-C	RD	RT(R)
BSN	CRNA	DPT	MSN	PharmD	RDCS	RT(T)
BSW	CRNP	ENP	MSW	PhD	RDMS	RVS
CCP	CST	FNP	NP	PhT	RN	RVT
CCRP	DDS	LMT	NNP	PNP	RPFT	SLP
CNM	DMD	LPN	OTA/L	PT	RPh	
CNMT	DNP	MBA	OTR/L	PTA	RRT	

*Note: Affiliations and certifications, such as FACS or CPAN, or degrees that are not specifically medical are not appropriate on a lab coat. In all cases, consider what is the most important and which degree provides immediate clarity from the patient's perspective. In general, degrees listed on lab coats should be limited to state medical board certifications.*

For information on how to order apparel, contact Friends Gift Shop in Morgantown at 304-598-4133 or email [davism@wvumedicine.org](mailto:davism@wvumedicine.org). Those outside of Morgantown can order lab coats and scrubs from any licensed WVU vendor. For a list of approved vendors, visit <http://trademarklicensing.ur.wvu.edu>.



# Lab Coats, Scrub Tops, and Fleece Jackets

## Naming Specifications

### Rule Spacing

Space is the total width of the letter "H"

Cameron D. Robison, MD

DIGESTIVE DISEASES

### Rule

PMS 124  
Width of rule = the thickness of letter "I" and as wide as the name

### RIGHT SIDE

#### Name

Helvetica Neue Regular  
Upper/Lower  
Flush left  
Tracking set to -10  
PMS 295

#### Specialty, Location

Helvetica Neue Regular  
All caps  
Flush left  
Tracking set to +10  
PMS 295

### LEFT SIDE



Two-color logo used on all three apparel colors



Blue kid varies depending on background color



# CONTACT

SECTION 8

# CONTACT

## Contact Information

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This guide is meant to be used as a reference tool when faced with logo, style, format, editorial, and other basic questions as you promote WVU Medicine. It is not all encompassing and may be updated periodically.

### **Design and Marketing**

Any suggestions, questions, or comments regarding design and marketing, including logos, colors, design, etc., can be emailed to Autumn Hill, creative services manager, at [hilla@wvumedicine.org](mailto:hilla@wvumedicine.org).

### **Editorial Content**

Any suggestions, questions, or comments regarding editorial content can be emailed to Angela Jones-Knopf, media relations manager, at [knopfa@wvumedicine.org](mailto:knopfa@wvumedicine.org).

### **WVU Trademark Licensing**

Questions about trademark licensing can be emailed to [trademarklicensing@mail.wvu.edu](mailto:trademarklicensing@mail.wvu.edu).