



Brand Guidelines

2022

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Brand Guidelines

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BRAND STRATEGY

SECTION 1

BRAND STRATEGY

Introduction/Statement of Purpose

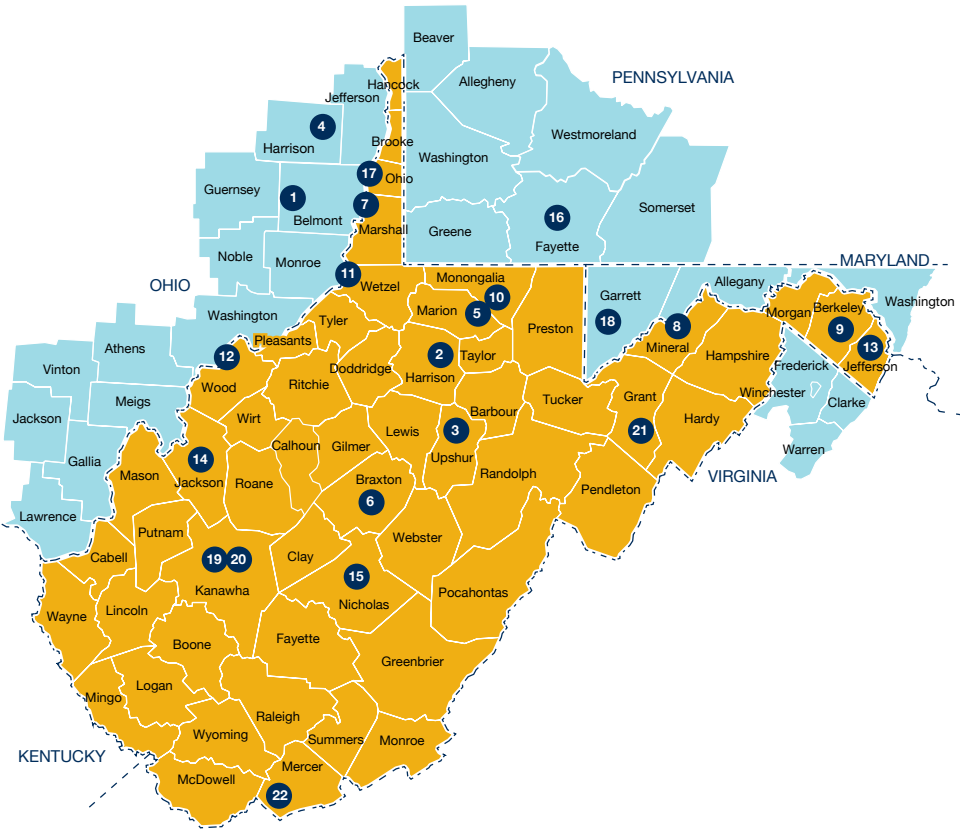
At WVU Medicine, we know we have a special responsibility – to care and to educate. We are here to provide world-class medical care for the people of West Virginia today while educating the health professionals who will care for our state tomorrow. We know how important we are to the people of this state: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



Member System Hospitals

- | | | |
|--|--|---|
| 1. BARNESVILLE, OHIO
Barnesville Hospital | 9. MARTINSBURG
Berkeley Medical Center | 16. UNIONTOWN, PENNSYLVANIA
Uniontown Hospital |
| 2. BRIDGEPORT
United Hospital Center | 10. MORGANTOWN
— J.W. Ruby Memorial Hospital | 17. WHEELING
Wheeling Hospital |
| 3. BUCKHANNON
St. Joseph's Hospital | — Children's Hospital
A CAMPUS OF J.W. RUBY MEMORIAL HOSPITAL | 18. OAKLAND, MARYLAND
Garrett Regional Medical Center |
| 4. CADIZ, OHIO
Harrison Community Hospital | 11. NEW MARTINSVILLE
Wetzel County Hospital | |
| 5. FAIRMONT
Fairmont Medical Center
A CAMPUS OF J.W. RUBY MEMORIAL HOSPITAL | 12. PARKERSBURG
Camden Clark Medical Center | <i>Managed Hospitals</i> |
| 6. GASSAWAY
Braxton County Memorial Hospital | 13. RANSON
Jefferson Medical Center | 19. CHARLESTON
Saint Francis Hospital |
| 7. GLEN DALE
Reynolds Memorial Hospital | 14. RIPLEY
Jackson General Hospital | 20. CHARLESTON
Thomas Memorial Hospital |
| 8. KEYSER
Potomac Valley Hospital | 15. SUMMERSVILLE
Summersville Regional Medical Center | 21. PETERSBURG
Grant Memorial Hospital |
| | | 22. PRINCETON
Princeton Community Hospital |

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

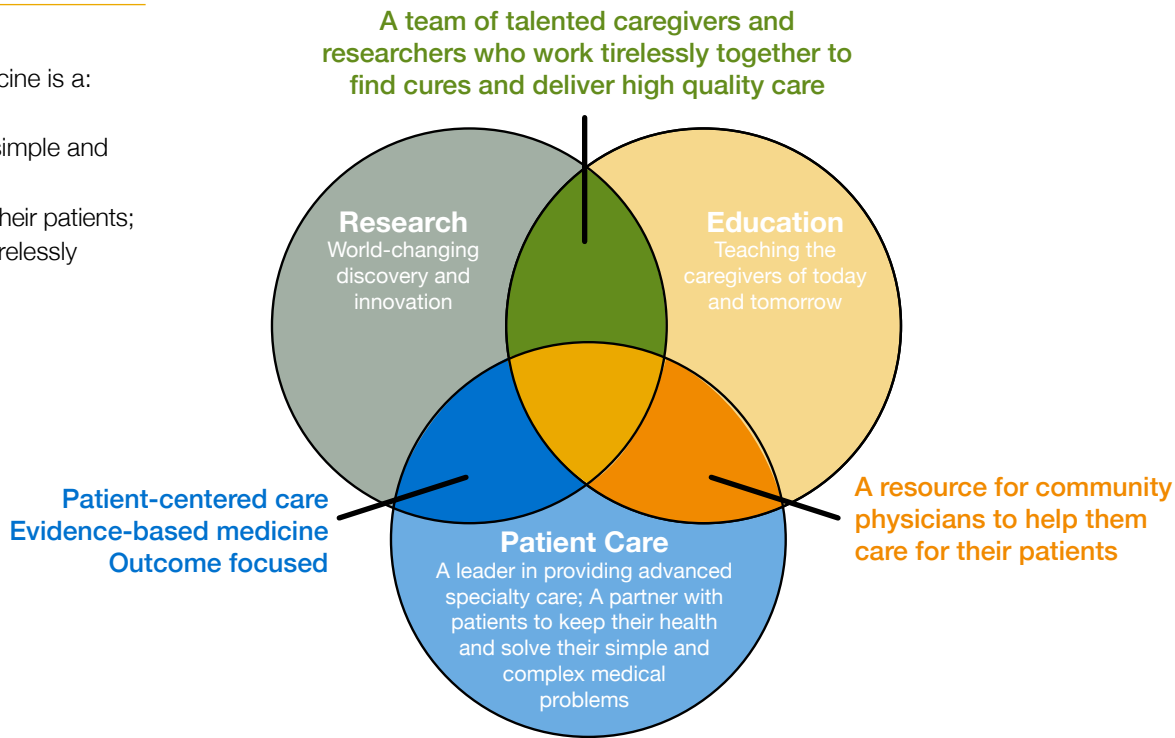
- Innovative
- Tenacious
- Passionate
- Determined
- Pioneering
- Leading

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

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

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



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

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

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 (or commonly referred to as "reversed")



One-color black logo



One-color 295 blue logo



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. These rules apply to the entire family of WVU Medicine logos.



Do not substitute another typeface for WVU Medicine.



Do not use the signature without the “Flying WV.”



Do not use the logo in all gold.



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.



Do not rotate the logo.

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. The font for the word “Children’s” is Helvetica Rounded.

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



Reversed



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



BARNESVILLE HOSPITAL



FAIRMONT MEDICAL CENTER
a campus of J.W. Ruby Memorial Hospital



POTOMAC VALLEY HOSPITAL



UNIONTOWN HOSPITAL



BERKELEY MEDICAL CENTER



JACKSON GENERAL HOSPITAL



REYNOLDS MEMORIAL HOSPITAL



UNITED HOSPITAL CENTER



BRAXTON COUNTY MEMORIAL HOSPITAL



JEFFERSON MEDICAL CENTER



ST. JOSEPH'S HOSPITAL



WETZEL COUNTY HOSPITAL



CAMDEN CLARK MEDICAL CENTER



J.W. RUBY MEMORIAL HOSPITAL



SUMMERSVILLE REGIONAL MEDICAL CENTER



WHEELING HOSPITAL



GARRETT REGIONAL MEDICAL CENTER



HARRISON COMMUNITY HOSPITAL

Institute Logos



WVU Cancer Institute



WVU Critical Care & Trauma Institute



WVU Eye Institute



WVU Heart & Vascular Institute



WVU Rockefeller Neuroscience Institute

Affiliate Logos

PRINCETON COMMUNITY HOSPITAL

AN AFFILIATE OF



WVU Dental Logo



EDITORIAL STYLE

SECTION 3

EDITORIAL STYLE

How We Write It

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

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

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 course, 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

EDITORIAL STYLE

News Style

- **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

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

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

WVU Cancer Institute Cancer Institute	WVU Medicine Clark K. Sleeth Family Medicine Center Family Medicine Center
WVU Critical Care and Trauma Institute Critical Care and Trauma Institute	WVU Medicine Fairmont East Clinic Fairmont East Clinic
WVU Eye Institute Eye Institute	WVU Medicine Fairmont Regional Cancer Center Fairmont Regional Cancer Center
WVU Heart and Vascular Institute Heart and Vascular Institute	WVU Medicine Healthy Minds Center Healthy Minds Center
WVU Medicine Berkeley Medical Center Berkeley Medical Center	WVU Medicine Jefferson Medical Center Jefferson Medical Center
WVU Cancer Institute Betty Puskar Breast Care Center Betty Puskar Breast Care Center Breast Care Center	WVU Medicine Jon Michael Moore Trauma Center (JMMTC) Jon Michael Moore Trauma Center or JMMTC Trauma Center or JMMTC
WVU Medicine Camden Clark Medical Center Camden Clark Medical Center Camden Clark	WVU Medicine J.W. Ruby Memorial Hospital Ruby Memorial Hospital Ruby Memorial Ruby
WVU Medicine Center for Integrative Pain Management Center for Integrative Pain Management	WVU Medicine Marion Medical Associates Marion Medical Associates
WVU Medicine Center for Joint Replacement Center for Joint Replacement	WVU Medicine Medical Center Pharmacy Medical Center Pharmacy
WVU Medicine Center for Reproductive Medicine Center for Reproductive Medicine	WVU Medicine Morgantown ENT Clinic Morgantown ENT Clinic ENT Clinic
WVU Medicine Chestnut Ridge Center Chestnut Ridge Center Chestnut Ridge	WVU Medicine Mountaineer Pharmacy Mountaineer Pharmacy
WVU Medicine Children’s	

EDITORIAL STYLE

First, Second, and Subsequent References for WVU Medicine Facilities

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

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.

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.

EDITORIAL STYLE

Press Release Format

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



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



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 publications (including brochures and magazines)



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



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



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



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	PMS 629 C	PMS 300 C	PMS 7476 C	PMS 558 C
CMYK: 100, 75, 0, 0 RGB: 0, 51, 160 WEB: #0033A0	CMYK: 36, 0, 9, 0 RGB: 155, 211, 221 WEB: #9BD3DD	CMYK: 99, 50, 0, 0 RGB: 0, 94, 184 WEB: #005EB8	CMYK: 89, 22, 34, 65 RGB: 13, 82, 87 WEB: #0D5257	CMYK: 36, 3, 28, 4 RGB: 154, 190, 170 WEB: #9ABEAA
PMS 144 C	PMS 180 C	PMS 166 C	PMS 115 C	PMS 5625 C
CMYK: 0, 51, 100, 0 RGB: 237, 139, 0 WEB: #ED8B00	CMYK: 3, 91, 86, 12 RGB: 190, 58, 52 WEB: #BE3A34	CMYK: 0, 76, 100, 0 RGB: 205, 76, 8 WEB: #CD4C08	CMYK: 0, 6, 87, 0 RGB: 253, 218, 367 WEB: #FDDA24	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.

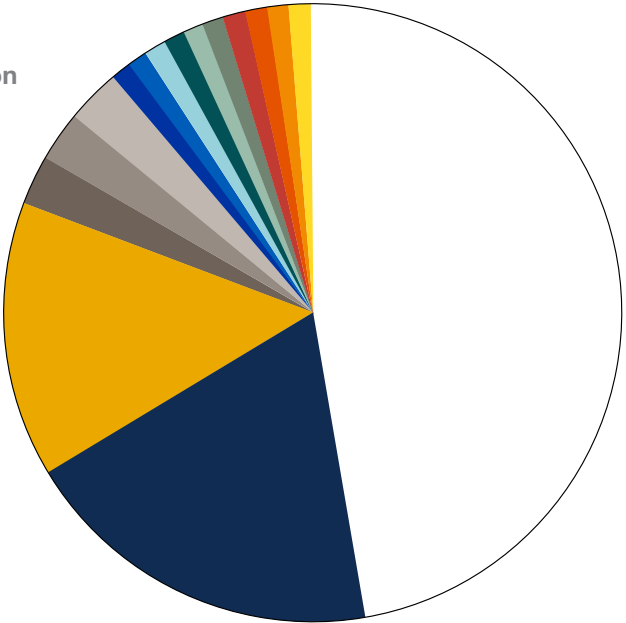


PMS 144 C, PMS 300 C, PMS 124 C, PMS 180 C

Color Proportion

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 WVU 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 family 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 family 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

Helvetica Neue Condensed Black

Helvetica Neue Rounded Bold (Children’s only)

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 with leading that keeps an open feel to the page. Do not use a font size smaller than 8pt.

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.

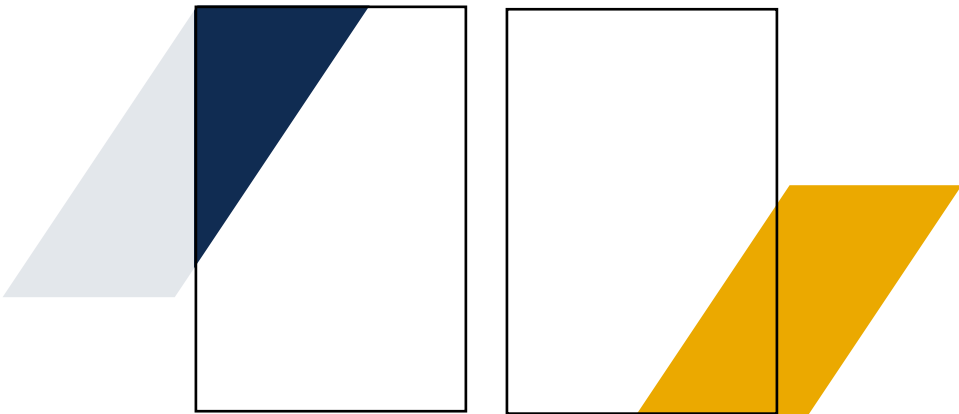
Elements / Graphic Devices

Diagonal Line

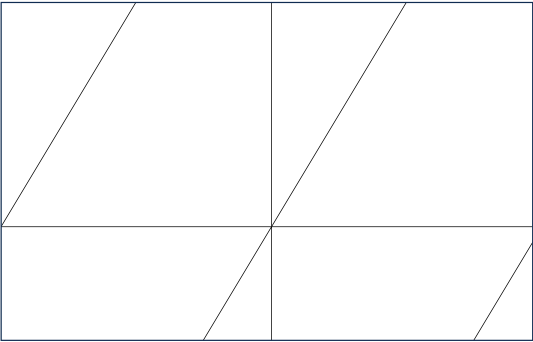
The diagonal line is a nod to our “Flying WV” symbol and emphasizes our constant pursuit of progress. It can be applied in multiple ways depending on audience, message, and compositional needs. The diagonal line should only appear in one of our primary colors.



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.

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

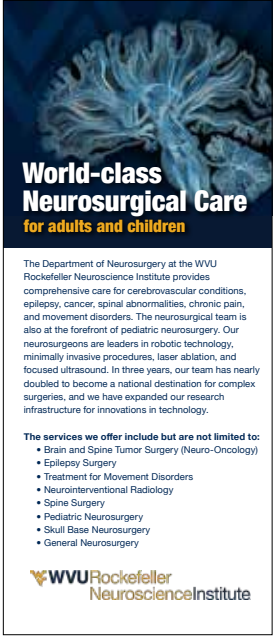
Authentic images are used in context of the environment. The idea of satisfaction and health is portrayed. NOTE: All patients must sign a consent form prior to being photographed. Due to privacy and usage rights, it is acceptable to use stock photography.



Layouts

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

Rack Card



Brochure

Tri-fold



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.



Advertisement



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"

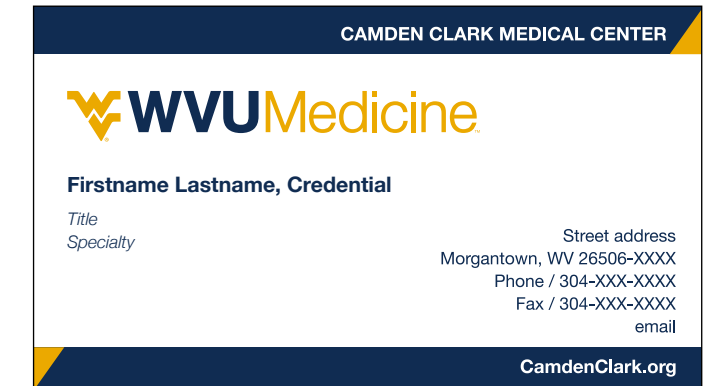
Advanced Professional Degree Designation

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).

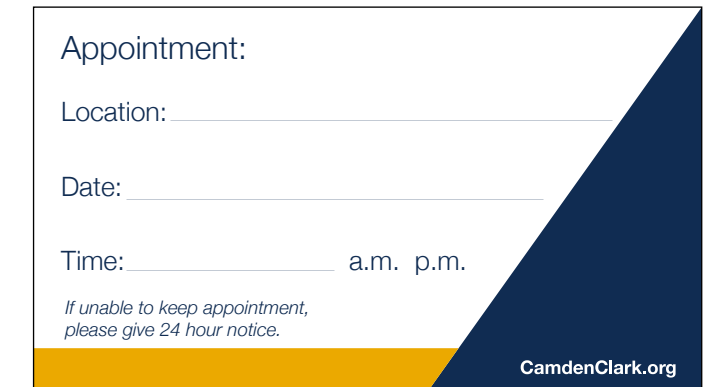
Stationery, business cards, and related materials can be ordered through each department's administrator. Orders are fulfilled through HiTouch Business Services (formally Bulldog Office Products).

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 wyprint@mail.wvu.edu.



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

The image shows the back of a business card with a white background and a dark blue diagonal stripe on the right side. The card contains an appointment form with the following fields: "Appointment:", "Location:", "Date:", and "Time:". The "Time:" field has "a.m." and "p.m." options. Below the form, the text "If unable to keep appointment, please give 24 hour notice." is printed in a small, dark font. At the bottom right of the card, the text "CamdenClark.org" is printed in white on a dark blue background.

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 HiTouch Business Services (formally 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 vvprint@mail.wvu.edu.



WVU Medicine Envelope

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 HiTouch Business Services (formally 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 vvprint@mail.wvu.edu.



BUSINESS SUITE

WVU Medicine PowerPoint

Templates can be obtained by emailing the Marketing Department at branding@wvumedicine.org.



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"

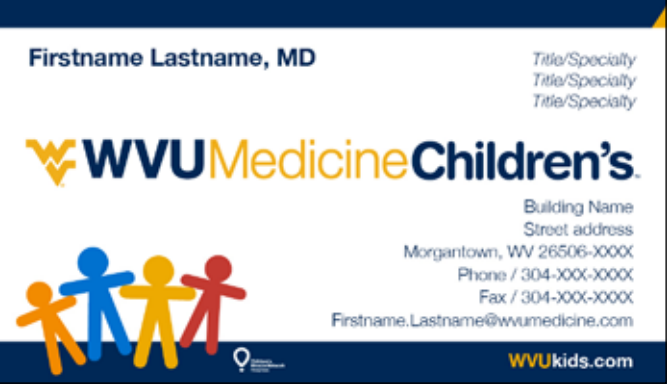
Advanced Professional Degree Designation

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).

Stationery, business cards, and related materials can be ordered through each department's administrator. Orders are fulfilled through HiTouch Business Services (formally 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.



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

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 HiTouch Business Services (formally 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 vvprint@mail.wvu.edu.



PO Box 8200 (ROC 2)
Medical Center Drive
Morgantown, WV 26506-8200
Phone / 304-598-4346
Fax / 304-598-4452

**HAS WVU MEDICINE CHILDREN'S TOUCHED YOUR LIFE?
ARE YOU WILLING TO TELL YOUR STORY?
YOUR STORY CAN HELP OTHERS!**

Each person touched by WVU Medicine Children's has a unique and compelling story to tell. We invite you to share yours to help us tell our story better.

Our staff travels throughout the state and region for a variety of fundraising events – radiothons, golf tournaments, private dinners, and many others. Having current and former patients share their stories helps individuals, corporations, and communities understand why WVU Medicine Children's is so important to our state and region.

All of the money raised at these events is used to help pay for the specialized equipment, critical programs, and vital services offered by WVU Medicine Children's. Every dollar raised stays right here in our area and helps to support our patients.

We are not asking you for a donation. We are only seeking your willingness to share your story.

If you are interested in assisting us, please fill out both sides of the enclosed form and return it as soon as possible. Feel free to use additional paper or send in photos. Unfortunately, photos and documents cannot be returned. If you have any questions, please feel free to call me at 304-598-4346 ext. 9.



Please note that returning a completed story form does not obligate you or your family in any way. Your story will not be used unless otherwise approved by your family representative.

We are always amazed at the stories that our patients and their families share with us. We can't wait to hear yours!

Sincerely,

Erin E. Blake
Community Relations Coordinator

Enclosures



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 HiTouch Business Services (formally 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 vvprint@mail.wvu.edu.





Department
PO Box 8200
Morgantown, WV 26506-8200





Department
PO Box 8200
Morgantown, WV 26506-8200





BUSINESS SUITE

WVU Medicine Children's PowerPoint

Templates can be obtained by emailing the Marketing Department at branding@wvumedicine.org.



Email Signature

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

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.

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.



MARKETING

Marketing Communications

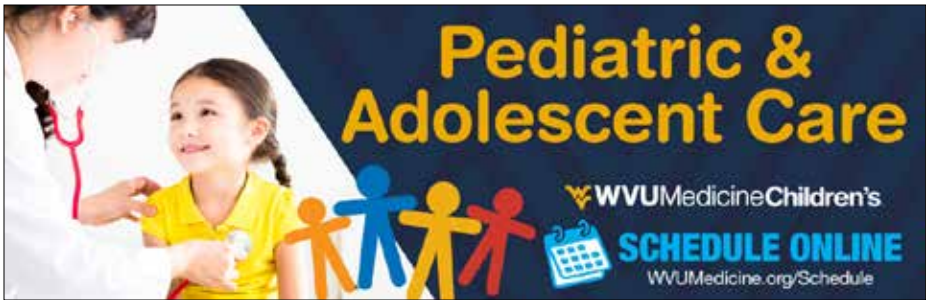
Collateral/Ads

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

WVUMedicine

Keep making your wishes

SINUS & ALLERGY CENTER

If you or someone in your family is bothered by allergies, hearing problems, or other ear, nose, or throat conditions, WVU Medicine specialists can help. We offer comprehensive care for many conditions, including:

- ✓ Allergies from pollen or other sources
- ✓ Balance disorders and dizziness
- ✓ Hearing loss in children and adults
- ✓ Sinus issues
- ✓ Sleep apnea
- ✓ Voice and swallowing conditions

LOCATIONS

Physician Office Center 1 Medical Center Drive Morgantown, WV 26506	Fairmont ENT 1377 Locust Avenue Fairmont, WV 26554
Suncrest Towne Centre 1065 Suncrest Towne Centre Drive Morgantown, WV 26505	Uniontown ENT 10 Highland Park Drive Uniontown, PA 15401

855-WVU-CARE | WVUMedicine.org/ENT

You can now schedule many of your appointments online at **MyWVUChart.com**
Sign-up for an account today!

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.

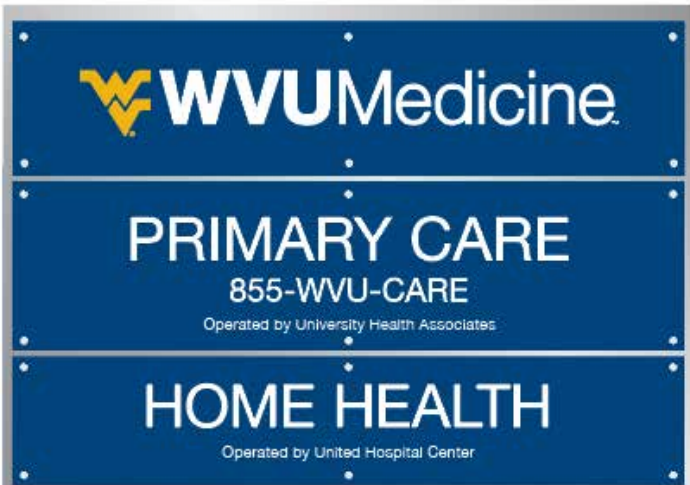
Departments can request art for promotional pieces from the WVU Medicine Marketing and Communications Office by emailing branding@wvumedicine.org.



SIGNAGE

Examples

For signage needs, contact the Marketing and Communications Office at 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. 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

Specialty, Location

Helvetica Neue Regular
All caps and 1/2 height of WVU Medicine logo
Flush left
Tracking set to +10
PMS 295

RIGHT SIDE

Name

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

LEFT SIDE

WVU Medicine

Two-color logo used on all three apparel colors



Blue kid varies depending on background color



CONTACT

SECTION 8

CONTACT

Contact Information

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 autumn.hill@wvumedicine.org.

Editorial Content

Any suggestions, questions, or comments regarding editorial content can be emailed to Angela Jones-Knopf, media relations manager, at knopf@wvumedicine.org.

WVU Trademark Licensing

Questions about trademark licensing can be emailed to trademarklicensing@mail.wvu.edu.