

Faculty of Health Sciences Branding Guidelines

The Faculty of Health Sciences branding guidelines provide support and guidance for those creating communications materials referencing The Faculty of Health Sciences.

A consistent and professional approach to using these guidelines is crucial to building a recognizable brand for The Faculty of Health Sciences. Please follow these guidelines in all materials produced by a department, independent faculty or staff member, student or program representing the Faculty.

Should you have any questions or need assistance with these graphic guidelines or individual projects, please contact: Matt Quin, FHS Communications Specialist at 519-661-2111 ext 82269 or mquin@uwo.ca.

General Information

Our Name

The official name of our Faculty is “The Faculty of Health Sciences”. An acceptable short-form, on second reference or informally, is “Health Sciences” or “FHS”.

Our Mission

The mission of The Faculty of Health Sciences is to “lead in the generation and dissemination of knowledge in the areas of health and health care, rehabilitation, physical activity and sport”.

Our Commitment

The Faculty of Health Sciences is committed to delivering the best student experience among Canada's research-intensive universities.

Strategic Plan

In consultation with many Faculty stakeholders, The Faculty of Health Sciences *Four-Year Strategic Plan* was developed in 2006. This Plan is comprised of a “Solid Foundation” and eight (8) Pillars.

Solid Foundation: To ensure and celebrate a national/international leadership position for each of the Schools/Programs and the three research centres.

Pillars:

1. Heighten interdisciplinary activity in the Faculty and advance our research and teaching missions by increasing Inter- and Intra-Faculty activities.
2. Enrich the student experience to increase student support, engagement and to ensure the “best student experience” for our Faculty of Health Sciences students.
3. Increase collaboration throughout the Faculty to heighten synergy and maximize effectiveness.
4. Foster increased research capacity and productivity across the Faculty
5. Build student program capacity across the Faculty for future success and prosperity as well as advance our teaching and research missions.
6. Lead and impact our respective communities by increasing our community

- and professional outreach.
7. In recognition of the undeniable role that the Sports and Recreation Services program plays in student recruitment, retention, enrichment, engagement and preparation of all Western students, we will seek increased core funding and an alternative administrative home for sports and recreation services. These initiatives will aid in building campus and alumni pride.
 8. Establish The Western Institute for the Interdisciplinary Study of Health Across the Lifespan. Designed to significantly advance research through the development of key intra- and inter-Faculty partnerships, as well as heighten interdisciplinary research activity.

For a complete copy of The Faculty of Health Sciences Four-Year Strategic (Academic) Plan 2006-2010, please visit www.uwo.ca/fhs/deansoffice/

Our Brand

Western not UWO

When referring to The University of Western Ontario in short, we refer to it as “Western” and not “UWO”. This should be reflected in communications materials and web sites. The only exception occurs within web site URLs and email addresses (i.e. www.uwo.ca/fhs).

The Faculty of Health Sciences Tower Logo

University College tower is arguably the most recognizable symbol of The University of Western Ontario. It is unique to Western and in the world. The Tower logo captures this unique building and helps differentiate Western from other Canadian universities graphically.

People are encouraged to use the FHS Tower logo on as much print and electronic media as well as clothing and other items as possible. However, it is crucial that only officially approved versions of the logo be used and used according to these guidelines.

The Tower logo should never be manipulated or redrawn in any way. The logos should be reproduced only in approved sizes and colours.



Approved versions of the Western and Faculty logo are available at http://communications.uwo.ca/comms/graphic_standards/downloads.htm

The Logo – ‘true form’

The Tower logo is most effective when used on a white background. The Tower logo also has a reversed version, however, the quarter circle version is a more appropriate solution for background colours other than white. We recommend that the Tower logo in reverse be used only in rare circumstances. If you have questions about this, please consult with the FHS Communications Specialist.



It is also important to note that the Tower logo should not be reproduced in any colour other than the specified Western purple or white. The logo can, of course, be reproduced in black and white.

Clear space

In all cases, the Tower logo must have a clear space of half an inch all the way around.

Minimum sizes

The Tower logo should never run smaller than half an inch from the front of the “W” to the end of the “n” in the word Western.

The Coat of Arms

The Coat of Arms was the main identifier for Western prior to the introduction of the Tower logo in 1998. The Coat of Arms is **only** used on University degrees and diplomas. The Tower logo should be used as our identifier in all other instances.

Developing Other Logos

Developing logos for your own department, unit or program **is not permitted**.

The Arthur Labatt Family School of Nursing and the Office of Interprofessional Health Education Research are both examples of centrally- approved wordmarks that have been developed for use as identifiers for areas within Health Sciences.



The above examples of logos and wordmarks have been approved by the Vice President (External). All logos must be approved by the Vice President (External) to be considered an official Western logo. Please contact the FHS Communications Specialist (Matt Quin, ext. 82269) for more information.

The Logo and Photographs

To use the Faculty of Health Sciences logo over top of a photograph, ensure that the area around the logo is clear. Only use the logo on background images that are high in contrast and have an even tone. Graphics or images should not be visible behind or running through the logo.

Colour Guide

The official colours for The University of Western Ontario and The Faculty of Health Sciences is Pantone 266 purple, the same colour as the Western Tower logo. It is crucial that only this official Western purple is used to reproduce the logo.

Purple and silver (grey) are the two most dominant colours that make Western unique from other universities.

Colour	Pantone Number	CMYK Value	RGB Value	Web
Western Purple	266	C-79 M-90 Y-0 K-0	R-85 G-66 B-149	66 00 99
Western	877	C-0 M-0 Y-0	R-153 G-153 B-	

Please note that Pantone colours are not accurately represented in digital form. Pantones are only truly represented in professionally printed materials where these Pantones have been specified.

CMYK stands for Cyan-Magenta-Yellow and Black and is a colour model used in four-colour process professional printing.

RGB stands for Red, Green, and Blue. A computer monitor requires separate signals for each of these three colours. When using JPEG or GIF images for the web, they need to be saved in RGB colour.

You can also customize your colour palette in Microsoft Office programs using the RGB values. For assistance, please contact the Communications Specialist.

When creating Web elements it is important to use 66 00 99 as the appropriate Web-safe colour for Western's purple.

NOTE: When printing items on an inkjet printer the colour representation will not be accurate. The only true way to achieve accurate colour representation is to it professionally printed. However, there are several templates available for use in Microsoft Word and PowerPoint that will help you achieve the best possible results with your in-house equipment. Please contact the FHS Communications Specialist for further information about these files.

Literature Overview

In all cases, from small three-fold brochures to larger full-colour glossy booklets, it is important that all printed materials be produced at a high quality and in a professional manner using the basic elements outlined above.

The FHS Communications Specialist (Matt Quin) should be consulted before producing **any** FHS materials for external consumption.

Stationary

The University of Western Ontario and The Faculty of Health Sciences uses an approved supplier for stationary orders (The DATA Group). Templates and designs have been developed for easy ordering and consistency. If you require stationary to be ordered, please contact the main office for your school or program. Orders should only be placed by this main office.

If there is not a template or design available for your particular needs, please contact FHS Communications Specialist Matt Quin (x82269, mquin@uwo.ca) to have one developed and approved.

PowerPoint

An FHS PPT template has been developed and is currently available for use at www.uwo.ca/fhs/branding.

Web

The application of solid, consistent standards for good markup, accessibility, and graphic design for the Web is very important. Before designing or redesigning your web site, please contact the Faculty of Health Sciences Communications Specialist for assistance and guidance.

The graphic standards outlined above for print publications must also be adhered to for the Web. Various FHS logo options have also been designed specifically for the Web.

If your lab, centre, program, etc. requires a new website, please contact the FHS Communications Officer.

Photography

Every picture tells a story, so careful consideration of photography when producing promotional materials for the University is important. Photography can be used in various ways, from purely informative (showing the campus, buildings) to inspirational images used to promote a prospectus or as part of a campaign.

Not every project will warrant commissioning new photography, but do consider that larger projects (e.g., brochures, campaigns, displays, etc.) would benefit from the creativity and control you have when you involve good designers and photographers.

The consistency of style, colour and tone is important across a series of images and commissioning one photographer to take all the photos for a specific project helps keep a consistent overall feel.

As a general rule, try not to use images that have come from a wide variety of sources on the same project. It can be glaringly obvious when you have one professional high-resolution image and another taken by a disposable or departmental digital camera.

The University is best represented in a natural, bright and 'real' way with clarity and honesty. As a rule, we only use real Western people for photography in our communications materials – it is an important part of telling an open and honest story about what really makes the University special.

Finding the right image can be difficult, and finding the right image on a budget means that a four-page leaflet doesn't always justify a photo shoot.

For further information about photography or for advice regarding images, please contact the FHS Communications Specialist.

Image Resolution

It is important that you are aware of resolution and file size when you are dealing with digital images.

The basic rules are: Images used for printed materials need to be a minimum of 300 dpi

(dots per inch). Images used for Web sites need to be around 72 dpi. Therefore 300 dpi images can be too large for Web use and 72 dpi images are not a high enough quality for print.

These simple principles can be applied to all images that you source or are supplied to you. Apart from these basic rules there can be a lot more than meets the eye when assessing digital imagery needs. For example, exhibition panels can require huge image sizes to achieve the right quality. We recommend that if you are in doubt you should seek advice from the Communications Department. Communications has established a good working relationship with several local photographers and can provide advice on which photographer is best for your needs.

Contact

For further assistance please contact:

Matt Quin, FHS Communications Specialist, ext. 82269, mquin@uwo.ca

Branding Tools available to You

Many FHS branded communications tools have already been developed.
Please visit www.uwo.ca/fhs/branding for copies of these items.

If you are need of something not listed above, please feel free to contact the FHS
Communications Specialist (x82269, mquin@uwo.ca) for help in creating and appropriate
tool.

Glossary of Terms

EPS

Abbreviation of *Encapsulated PostScript*. Pronounced as separate letters, EPS is the graphics file format used for printing documents on laser printers, but it can be adapted to produce images on other types of computer devices. This format is the standard for desktop publishing because it is supported by *image setters*, the very high-resolution printers used by companies to produce camera-ready copy.

When creating clothing or other merchandise, the supplier you will work with will require the logo in .eps format.

TIF/TIFF

Acronym for **tagged image file format**, one of the most widely supported file formats for graphical images on personal computers (both PCs and Macintosh computers). TIFF graphics can be any resolution, and they can be black and white, grayscale, or colour. Files in TIFF format often end with a .tif extension. TIFF files use virtually no compression and consequently have quite large file sizes. TIFF files are commonly used in desktop publishing and serve as an interface to numerous scanners and graphic arts packages.

JPEG/JPG

Short for *Joint Photographic Experts Group*, the original name of the committee that wrote the standard. JPG is one of the image file formats supported on the Web. JPG is a lossy compression technique (eliminates redundant or unnecessary information) that is designed to compress colour and grayscale continuous-tone images. The information that is discarded in the compression is information that the human eye cannot detect.

JPG images support 16 million colours and are best suited for photographs and complex graphics. The user typically has to compromise on either the quality of the image or the size of the file. JPG does not work well on line drawings, lettering or simple graphics because there is not a lot of the image that can be thrown out in the lossy process, so the image loses clarity and sharpness.

GIF

Short for *Graphics Interchange Format*, another of the graphics formats supported by the Web. Unlike JPG, the GIF format is a lossless compression technique (no data is lost) and it supports only 256 colours. GIF is better than JPG for images with only a few distinct colours, such as line drawings, black and white images and small text that is only a few pixels high.

PNG

Short for *Portable Network Graphics*, the third graphics standard supported by the Web (though not supported by all Web browsers). PNG is an improvement on the GIF technique. An image in a lossless PNG file can be 5%-25% more compressed than a GIF file of the same image. Saving, restoring and re-saving a PNG image will not degrade its quality

Pixel

Short for *Picture Element*, a pixel is a single point in a graphic image. Computer monitors

display pictures by dividing the display screen into thousands (or millions) of pixels, arranged in rows and columns. The pixels are so close together that they appear connected.

The number of bits used to represent each pixel determines how many colours or shades of gray can be displayed. For example, in 8-bit colour mode, the colour monitor uses 8 bits for each pixel, making it possible to display 2 to the 8th power (256) different colours or shades of gray.

On colour monitors, each pixel is actually composed of three dots -- a red, a blue, and a green one. Ideally, the three dots should all converge at the same point, but all monitors have some convergence error that can make colour pixels appear fuzzy.

Resolution

Refers to the sharpness and clarity of an image. The term is most often used to describe monitors, printers, and bit-mapped graphic images. In the case of dot matrix and laser printers, the resolution indicates the number of dots per inch. For example, a 300-dpi (dots per inch) printer is one that is capable of printing 300 distinct dots in a line 1 inch long. This means it can print 90,000 dots per square inch.

CMYK

Short for **Cyan-Magenta-Yellow-Black**, and pronounced as separate letters. CMYK is a colour model in which all colours are described as a mixture of these four process colours. CMYK is the standard colour model used in offset printing for full-colour documents. Because such printing uses inks of these four basic colours, it is often called four-colour printing.

RGB

Short for *red, green, blue monitor*, a computer monitor requires separate signals for each of the three colours. All colour computer monitors are RGB monitors. When using JPEG or GIF images for the Web, they need to be saved in RGB colour.

Pantone (PMS)

A popular color matching system used by the printing industry to print spot colors. Most applications that support color printing allow you to specify colors by indicating the Pantone name or number. This assures that you get the right color when the file is printed, even though the color may not look right when displayed on your monitor.

For Further Information

For more information about these branding guidelines or any of the information within please contact Matt Quin, Communications Specialist, Faculty of Health Sciences, mquin@uwo.ca, x82269.