

A Guide to the MUSC Brand Family



Symbolism of the Sail

Familiar logos are not read as words, but processed by the brain visually, evoking a complex set of associations much more powerful than words. In this way, MUSC's new graphic icon reflects the positive attributes and aspirations of the entire organization.

Inspired by the curved facade of the Ashley River Tower, the new graphic icon represents the future direction of MUSC.

“The Ashley River Tower is not just a new hospital – it is a compelling expression of what we aspire to be as an institution. It embraces all of our missions and presents them in a beautiful environment that can showcase the dedication and talent of all who work here.”

Raymond S. Greenberg, M.D., Ph.D.
President, Medical University of South Carolina

MUSC Brand Manual 2007

Introduction

The 2007 Medical University of South Carolina Brand Manual has been created as a guide for use of the MUSC and MUSC Health brand names and logos to ensure that a consistent visual image is presented to patients, families, students, vendors, physicians, staff members, the community and other stakeholders.

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MUSC IMAGE

It is vitally important that all MUSC departments, service lines, colleges and programs be presented under one common identity or image. Maintaining a singular brand allows all areas to benefit from the promotion of the corporation as a whole, as well as promotion of individual.

BRANDING

So...what exactly is a brand? Let's talk about breakfast. Corn Flakes® is a product. Kellogg's® is a brand. In the universe of Corn Flakes lovers, most buy Kellogg's Corn Flakes. They will, if necessary, go out of their way to find them, they will pay more for them, and they will swear they taste better.

Why? Because for many years Kellogg's has promised good Corn Flakes and delivered on that promise. Are Kellogg's Corn Flakes really better? It doesn't matter. What does matter is that, in the minds of consumers, Kellogg's evokes feelings of reliability, quality and consistency. The assumption is: If I buy Kellogg's Corn Flakes, I know what I'll get; if I buy no-name corn flakes, I'm not sure what I'll get. And branding is not just for breakfast. People don't buy sneakers, they buy Nike®; they don't buy blue jeans, they buy Levis®; they don't buy cola, they buy Coke®. A product is a thing. Even a service is, in a sense, a thing. A brand, on the other hand, is an idea...a promise...it is what your company stands for in the minds of consumers. A brand cannot change your product. But it can change the public's perception of your product.

The goal of branding — no matter whether the brand belongs to a breakfast cereal, basketball shoes, an automobile line or a health care provider — is to create an automatic association between the brand name and a positive value. Making the association happen in the minds of our audience requires two key ingredients: consistency and repetition. As the most prevalent signature of our institution, the MUSC logo is the premier instrument for communicating our brand. It is the singular element that unites and represents our institution, and its proper use — every time it is used — is fundamental to that representation. The use of a consistent logo and theme for every application from print ads to stationery to employee badges can mean the difference between leveraging the brand for maximum impact and diluting the brand, leaving our audience with no unifying idea of who or what we are. Thus, we become less than the sum of our parts.

Building a brand takes consistency and it takes time. Maintaining the integrity of that brand and leveraging it for its maximum benefit requires discipline and diligence. It isn't a marketing event, but a broad on-going process. And the more carefully we manage and guide the process, the more successful it will be.

LOGO POLICY

MUSC is quickly becoming known as one of the country's finest academic medical centers. In order to accurately reflect MUSC's current — and future — stature on a local, regional and national scale, a new family of logos has been created. To further enhance the MUSC image and promote easier recall of the logo, a readily identifiable graphic icon has been added. The new graphic icon should never be used alone, i.e., without the MUSC logotype, and should never be re-created or altered in any way.

The MUSC university logo serves as the overall corporate logo, as well as the main logo for academic and research-oriented systems. The MUSC Health logo should be used to represent all clinical services.

The university seal is reserved for use as an insignia on stationery for the Office of the President, on diplomas and on graduation rings. It is the graphic standards policy of MUSC that all departments, colleges and programs use the MUSC logo on all collateral material. No other logo, visual or typeface is acceptable for MUSC facilities, programs and products other than the formats outlined in this manual. Please note, MUSC Children's Hospital has its own conforming logo. The Children's Hospital logo is a specialized logo to be used exclusively by Children's Hospital and other MUSC children's health-related services.

This policy is current. No surplus printed materials with old logos or identities should be in use. Preprinted material with old logos, including business cards, letterhead, envelopes and brochures should be discarded, recycled and replaced with materials incorporating the current logo.



MUSC UNIVERSITY LOGO

This logo is designed for use by MUSC areas associated with academics and research, such as the various colleges and student publications, as well as areas funded by research dollars. Areas that focus on clinical trials may use the university logo, the MUSC Health logo or a service line logo. The university logo replaces the seal previously used for the academic and research portions of the university system.

MUSC UNIVERSITY LOGO SPECIFICATIONS

The MUSC university logo is made up of two parts, the graphic icon and MUSC in the Adobe Garamond Pro typeface. Whenever possible, the MUSC logo should appear in 1-color (Pantone® 2955) on a white or light background. The logotype is always Adobe Garamond Pro, Bold, all caps, 70 tracking, with optical custom kerning (in thousandth of an em).

Care should be taken to carefully match this color, regardless of the method of printing or inks used. If the application is 4-color process printing, please use applicable logo for process color. Do not convert the 1-color (Pantone® 2955) logo to process ink within native file applications as this would create different gradient screen color effects from the approved 4-color process version. Each portion of the 1-color logo should appear exactly as shown on page 6. When it is cost-prohibitive or technically impossible to print the logo in Pantone® 2955, the logo can appear in black. It may also be reversed to white from a dark background, illustration or photograph provided that the background is dark enough to allow the logo to be read clearly.

APPROVED VERSIONS OF THE UNIVERSITY LOGO



Color Logo (General) - This is the preferred logo for representing the entire organization to a general audience, which may be local, regional or national. The color is Pantone® 2955. CMYK: 100-c 45-m 0-y 37-k RGB: 0-r 82-g 136 b



Color Logo (Local) - This logo may be used for representing the entire organization to a local or internal audience. The color is Pantone® 2955. CMYK: 100-c 45-m 0-y 37-k RGB: 0-r 82-g 136 b



Black & White Logo (General) - This is the preferred black and white logo for representing the entire organization to a general audience, which may be local, regional or national.



Black & White Logo (Local) - This is the preferred black and white logo for representing the entire organization to a local or internal audience.



Reversed Out Logo (General) - This is the preferred logo for dark background applications when representing the entire organization to a general audience, which may be local, regional or national.



Reversed Out Logo (Local) - This is the preferred logo for dark background applications when representing the entire organization to a local or internal audience.



Solid Logo (General) - This is the preferred logo for embroidery, etching, engraving and small specialty item applications where a more simplified version of the logo - i.e., without the gradient - is needed. This logo should be used for such applications when representing the entire organization to a general audience, which may be local, regional or national.



Solid Logo (Local) - This is the preferred logo for embroidery, etching, engraving and small specialty item applications where a more simplified version of the logo - i.e., without the gradient - is needed. This logo should be used for such applications when representing the entire organization to a local or internal audience.

COLLEGE LOGOS

MUSC's six colleges are branded under the basic university logo. The name of the college should appear in the Adobe Garamond Pro typeface, centered and in all caps under the graphic icon and MUSC typeface. These logos are available in color, black and white and reversed out. A simplified solid version is also available for embroidery, etching, engraving and small specialty items.

EXAMPLES





MUSC HEALTH LOGO

Encompassing the entire clinical enterprise, the MUSC Health brand was developed to distinguish MUSC's patient care services and make them more accessible to patients. Accordingly, all logos for the clinical departments, services lines and centers of excellence fall under the MUSC Health umbrella.

MUSC HEALTH LOGO SPECIFICATIONS

The MUSC Health logo is made up of two parts, the graphic icon and MUSC Health in the Adobe Garamond Pro typeface. Whenever possible, the MUSC Health logo should appear in 1-color (Pantone® 2955) on a white or light background.

Care should be taken to match these colors, regardless of the printing method or the inks used. If the application is 4-color process printing, please use applicable logo for process color. Do not convert the 1-color (Pantone® 2955) logo to process ink within native file applications as this would create different gradient screen color effects from the approved 4-color process version. Each portion of the 1-color logo should appear exactly as shown on page 12. When it is cost-prohibitive or technically impossible to print the logo in color, the logo can appear in black and white. It also may be reversed to white from a dark background, illustration or photograph, provided that the background is dark enough to allow the type and the mark to be clearly read.

APPROVED VERSIONS OF THE MUSC HEALTH LOGO



Color Logo (General) - This is the preferred logo for representing the clinical enterprise to a general audience, which may be local, regional or national.

The color is Pantone® 2955.

CMYK: 100-c 45-m 0-y 37-k RGB: 0-r 82-g 136 b



Black & White Logo (General) - This is the preferred black and white logo for representing the clinical enterprise to a general audience, which may be local, regional or national.



Reversed Out Logo (General) - This is the preferred logo for dark background applications when representing the clinical enterprise to a general audience, which may be local, regional or national.



Solid Logo (General) - This is the preferred logo for embroidery, etching, engraving and small specialty item applications where a more simplified version of the logo - i.e., without the gradient - is needed. This logo should be used for such applications when representing the clinical enterprise to a general audience, which may be local, regional or national.



Color Logo (Local) - This logo may be used for representing the clinical enterprise to a local or internal audience. The color is Pantone® 2955.

CMYK: 100-c 45-m 0-y 37-k RGB: 0-r 82-g 136 b



Black & White Logo (Local) - This is the preferred black and white logo for representing the clinical enterprise to a local or internal audience.



Reversed Out Logo (Local) - This is the preferred logo for dark background applications when representing the clinical enterprise to a local or internal audience.

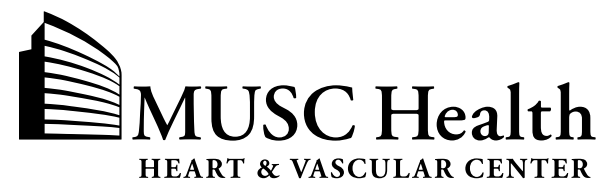
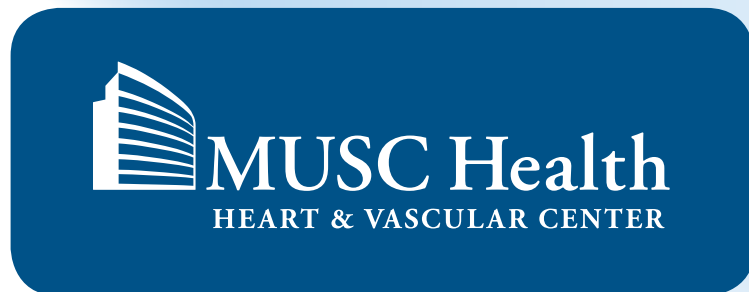
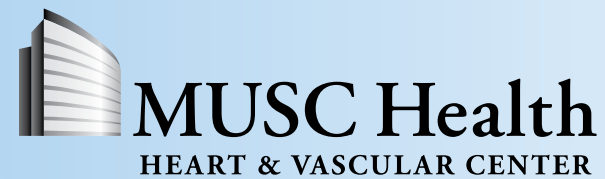
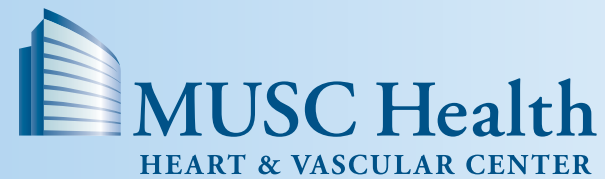


Solid Logo (Local) - This is the preferred logo for embroidery, etching, engraving and small specialty item applications where a more simplified version of the logo - i.e., without the gradient - is needed. This logo should be used for such applications when representing the clinical enterprise to a local or internal audience.

SERVICE LINE LOGOS

Any area of the organization that participates in patient care or is otherwise considered part of the clinical enterprise falls under the MUSC Health brand. Accordingly, all clinical service line and department logos are branded with MUSC Health. The name of the service should appear centered in all caps and in the Adobe Garamond Pro typeface beneath the words MUSC Health. These logos are available in color, black and white and reversed out. A simplified solid version is also available for embroidery, etching, engraving and small specialty items.

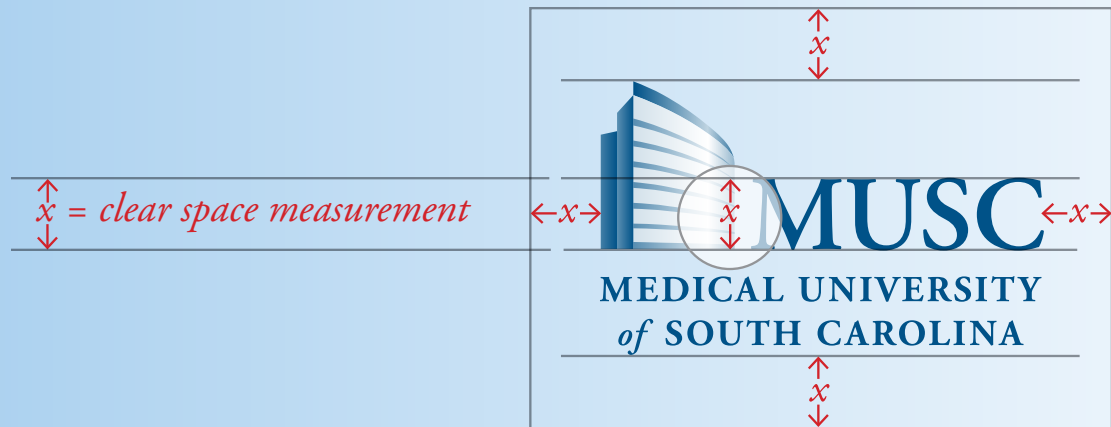
EXAMPLES



APPROVED LIST OF SERVICE LINE LOGOS

The following is a list of clinical service lines that have their own logos. All other areas should use the MUSC University logo.

- | | |
|-------------------------------------|----------------------------------|
| Anesthesia & Perioperative Medicine | MEDULINE |
| Asthma & Allergy Center | Neurology Services |
| Bone & Joint Center | Neurosurgery Services |
| Carolina Specialty Care | Oral & Maxillofacial Surgery |
| Carolina Family Care | Orthopaedic Services |
| Children's Hospital | Otolaryngology Services |
| Cholesterol Center | Radiation Oncology |
| Dental Services | Radiology Services |
| Dermatology Services | Rehabilitation Services |
| Digestive Disease Center | Spine Center |
| Emergency Services | Storm Eye Institute |
| Family Medicine | Stroke Center |
| Health Connection | Surgical Services |
| Heart & Vascular Center | Therapeutic Services |
| Hollings Cancer Center | Transplant Center |
| Institute of Psychiatry | Urology Services |
| Magill Laser Center | Weight Management Center |
| Medicine | Women's Services |
| MEDUCARE | <i>(formerly Women's Health)</i> |



MUSC AND MUSC HEALTH CLEAR SPACE REQUIREMENTS

Clear areas or control margins have been established for the MUSC and MUSC Health family of logos, and should be maintained around the logos in all reproductions. The clear area around a logo should always be equal to the height of the MUSC logotype (page 18).

The MUSC and MUSC Health logos should never be enclosed within any graphic shape or border for the purpose of enclosure or reversing, as this would be mistaken as part of the identity. Printing the logo over a coarse screen or highly textured background is discouraged, as it might impede readability. Care should be taken when using other graphic shapes or elements near to or in conjunction with the MUSC or MUSC Health logos. It is important that no other elements are perceived to be a part of the logos.

CHILDREN'S HOSPITAL LOGO

The Children's Hospital logo is a specialized logo to be used exclusively by Children's Hospital and other MUSC children's health-related services. 4-color process, black or Pantone® Reflex Blue are strongly preferred.

Whenever possible, the Children's Hospital logo should appear in 4-color process. Otherwise, only solid black should be used. A nonstandard color is permitted only when printed material is in a single color, such as in some newspaper advertisements. The logo may also be reversed to white from a dark background, illustration or photograph, provided that the background is dark enough to allow the logo to be read clearly.

The image of the child in the logo is not to be used in any other form except within the context of the approved logo and under certain approved uses. For more information, call 792-8167.



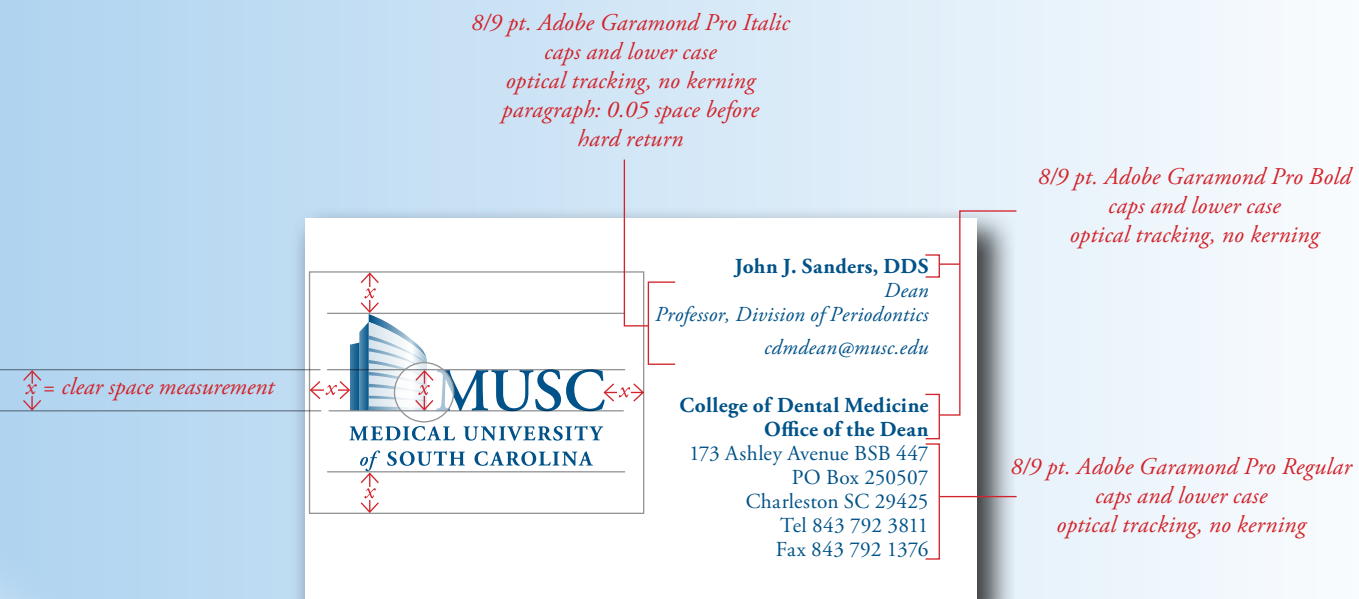
MUSC BUSINESS CARD SPECIFICATIONS

Standard University Business Card*

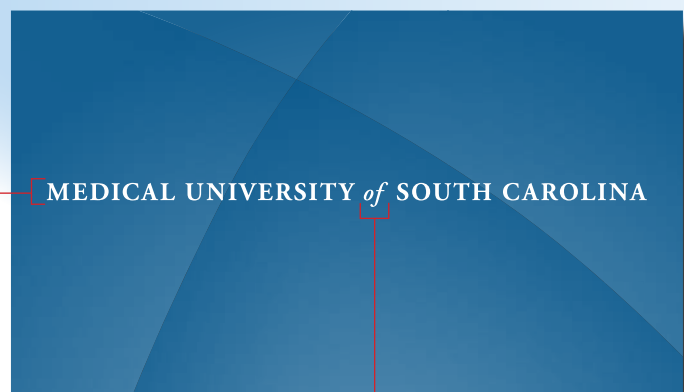
Printing specs

Stock: Strathmore Script, Ultimate White Smooth, 100 Cover
 Printing Method: Offset Lithography
 Size: 3.5" x 2" horizontal business card
 Ink colors: Pantone® 2955 Blue
 Special Directions: Print front and back. The back of the business card, a gradient background design, prints Pantone® 2955 Blue. The type is reversed.

*The business card is shown at 100 percent.



9.5 pt. Adobe Garamond Pro Bold
 all caps, 70 tracking,
 optical custom kerning
 (in thousandth of an em)



9.5 pt. Adobe Garamond Pro Semi Bold
 lower case, optical custom kerning
 (in thousandth of an em)

MUSC HEALTH BUSINESS CARD SPECIFICATIONS

Standard Clinical Business Card*

Printing specs

Stock: Strathmore Script, Ultimate White Smooth, 100 Cover
 Printing Method: Offset Lithography
 Size: 3.5" x 2" horizontal business card
 Ink colors: Pantone® 2955 Blue
 Special Directions: Print front and back. The back of the business card, a gradient background design, prints Pantone® 2955 Blue. The type is reversed.

*The business card is shown at 100 percent.



9.5 pt. Adobe Garamond Pro Bold
 all caps, 70 tracking,
 optical custom kerning
 (in thousandth of an em)



9.5 pt. Adobe Garamond Pro Semi Bold
 lower case, optical custom kerning
 (in thousandth of an em)

MUSC HEALTH BUSINESS CARD SPECIFICATIONS

Optional Clinical Business Card*

Printing specs

Stock: Strathmore Script, Ultimate White Smooth, 100 Cover

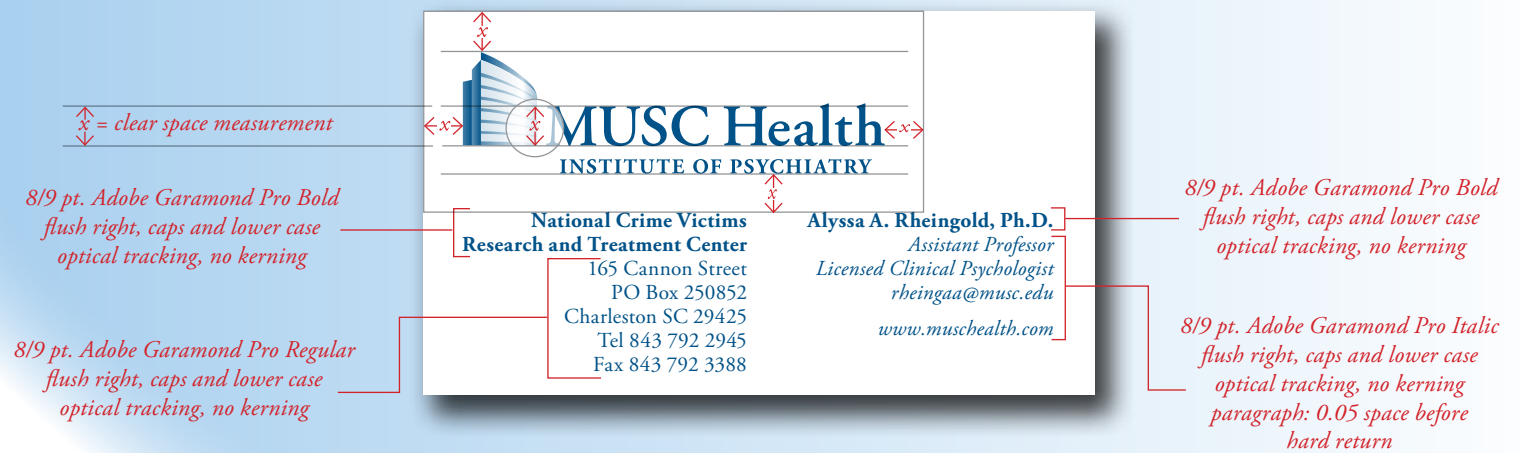
Printing Method: Offset Lithography

Size: 3.5" x 2" horizontal business card

Ink colors: Pantone® 2955 Blue

Special Directions: Print front and back. The back of the business card, a gradient background design, prints Pantone® 2955 Blue. For consistency, the design stays the same, the color application has been lightened for the appointment information. The type is solid.

*The business card is shown at 100 percent.



MUSC BUSINESS CARD SPECIFICATIONS

Standard College Business Card*

Printing specs

Stock: Strathmore Script, Ultimate White Smooth, 100 Cover

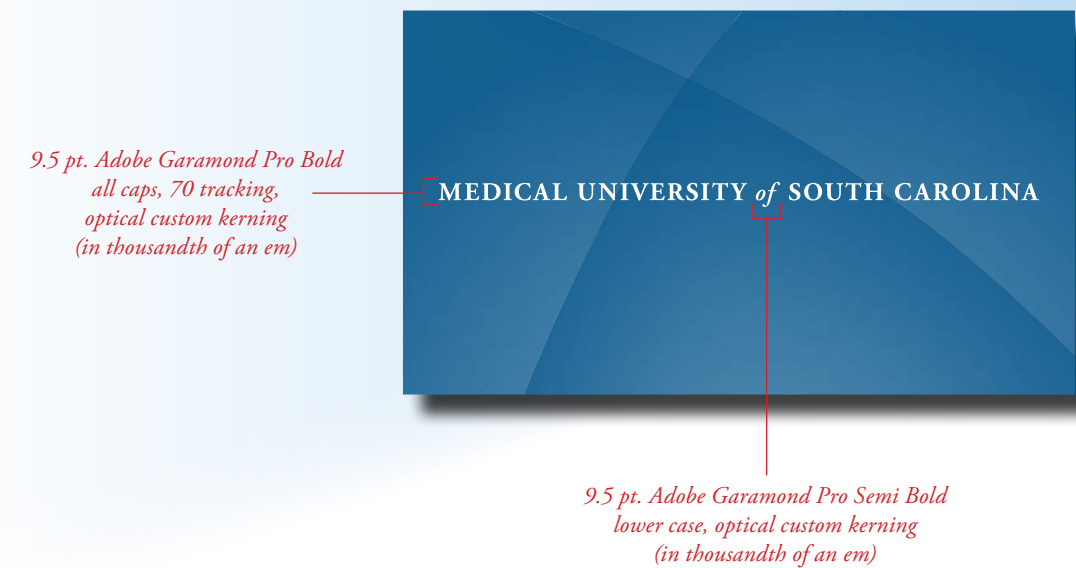
Printing Method: Offset Lithography

Size: 3.5" x 2" horizontal business card

Ink colors: Pantone® 2955 Blue

Special Directions: Print front and back. The back of the business card, a gradient background design, prints Pantone® 2955 Blue. The type is reversed.

*The business card is shown at 100 percent.



MUSC LETTERHEAD SPECIFICATIONS

Standard University Letterhead*

Printing specs

Stock: Strathmore Script, Ultimate White Smooth, 70 Text
Printing Method: Offset Lithography
Size: 8.5" x 11" letterhead; second sheets do not print.
Ink colors: Pantone® 2955 Blue.

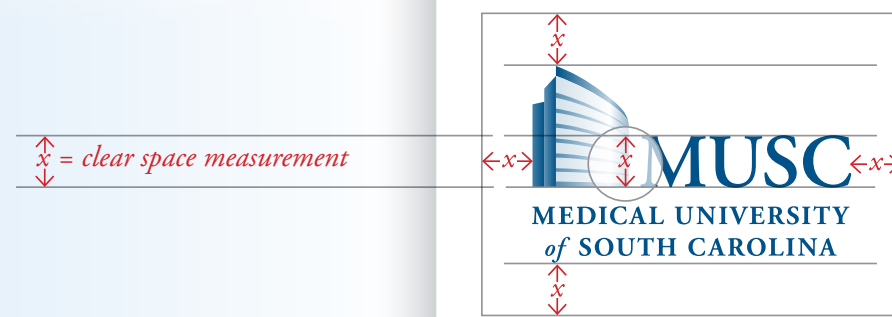
*The letterhead is shown at 100 percent.

The department name, address, fax and telephone numbers should be set in 8/9 (point type over point leading) Adobe Garamond Pro, and should print in Pantone® 2955 blue. These elements should be positioned flush right 0.5 inch down from top trim edge and 0.5 inch from right trim edge. Only the department name should be bold.

The EEOC statement should appear at the bottom center of the page, at 0.375 inch from the bottom trim of the page. It should be set in Adobe Garamond Pro italic 8-point type. It should read as follows:

“An equal opportunity employer, promoting workplace diversity.”

The Web address should be positioned immediately after the street address and read as follows: www.musc.edu.



Letterhead trim edge →

8/9 pt. Adobe Garamond Pro Italic
caps and lower case
optical tracking, no kerning

“An equal opportunity employer, promoting workplace diversity.”

8/9 pt. Adobe Garamond Pro Bold
caps and lower case
optical tracking, no kerning

Office of Public Relations

135 Cannon Street
Suite 403
PO Box 250836
Charleston SC 29425
Tel 843 792 4107
Fax 843 792 6723
www.musc.edu

8/9 pt. Adobe Garamond Pro Regular
caps and lower case
optical tracking, no kerning
paragraph: 0.05 space before
hard return

0.5 in.

← 0.5 in. →

← 0.5 in. →

0.375 in.

MUSC LETTERHEAD SPECIFICATIONS

Personalized University Letterhead*

Printing specs

Stock: Strathmore Script, Ultimate White Smooth, 70 Text
 Printing Method: Offset Lithography
 Size: 8.5" x 11" letterhead; second sheets do not print.
 Ink colors: Pantone® 2955 Blue.

*The letterhead is shown at 100 percent.

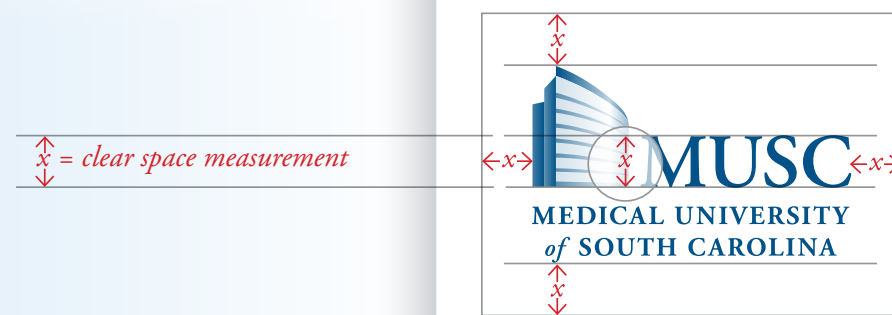
Personal letterhead – with a single name only – is reserved only for center directors, deans, department administrators, managers and directors, M.D.s, including those with emeritus standing, Ph.D.s, D.D.S.s, D.M.D.s and vice presidents.

The department name, address, fax and telephone numbers should be set in 8/9 (point type over point leading) Adobe Garamond Pro, and should print in Pantone® 2955 blue. These elements should be positioned flush right 0.5 inch down from top trim edge and 0.5 inch from right trim edge. Only the department name and personal names should be bold.

The EEOC statement should appear at the bottom center of the page, at 0.375 inch from the bottom trim of the page. It should be set in Adobe Garamond Pro italic 8-point type. It should read as follows:

“An equal opportunity employer, promoting workplace diversity.”

The Web address should be positioned immediately after the street address and read as follows: www.musc.edu.



x = clear space measurement

← 0.5 in. →

Letterhead trim edge →

8/9 pt. Adobe Garamond Pro Italic
 caps and lower case
 optical tracking, no kerning

“An equal opportunity employer, promoting workplace diversity.”

0.375 in.

8/9 pt. Adobe Garamond Pro Bold
 caps and lower case
 optical tracking, no kerning

John J. Sanders, DDS
 Dean
 Professor, Division of Periodontics
cdmdean@musc.edu

College of Dental Medicine
 Office of the Dean

173 Ashley Avenue BSB 447
 PO Box 250507
 Charleston SC 29425
 Tel 843 792 3811
 Fax 843 792 1376
www.musc.edu

8/9 pt. Adobe Garamond Pro Regular
 caps and lower case
 optical tracking, no kerning

8/9 pt. Adobe Garamond Pro Italic
 caps and lower case
 optical tracking, no kerning
 paragraph: 0.05 space before
 hard return

0.5 in.

← 0.5 in. →

MUSC LETTERHEAD SPECIFICATIONS

Standard College Letterhead*

Printing specs

Stock: Strathmore Script, Ultimate White Smooth, 70 Text
Printing Method: Offset Lithography
Size: 8.5" x 11" letterhead; second sheets do not print.
Ink colors: Pantone® 2955 Blue.

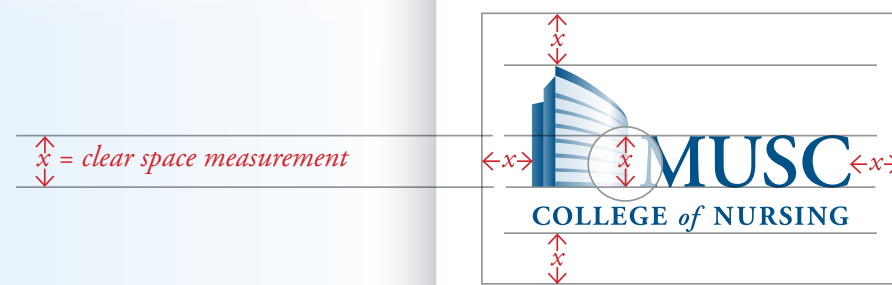
*The letterhead is shown at 100 percent.

The department name, address, fax and telephone numbers should be set in 8/9 (point type over point leading) Adobe Garamond Pro, and should print in Pantone® 2955 blue. These elements should be positioned flush right 0.5 inch down from top trim edge and 0.5 inch from right trim edge. Only the department name should be bold.

The EEOC statement should appear at the bottom center of the page, at 0.375 inch from the bottom trim of the page. It should be set in Adobe Garamond Pro italic 8-point type. It should read as follows:

“An equal opportunity employer, promoting workplace diversity.”

The Web address should be positioned immediately after the street address and read as follows: www.musc.edu.



Letterhead trim edge →

8/9 pt. Adobe Garamond Pro Bold
caps and lower case
optical tracking, no kerning

Office of the Dean
99 Jonathan Lucas Street
Charleston SC 29425
Tel 843 792 3941
Fax 843 792 0504
www.musc.edu

8/9 pt. Adobe Garamond Pro Regular
caps and lower case
optical tracking, no kerning
paragraph: 0.05 space before
hard return

← 0.5 in. →

← 0.5 in. →

8/9 pt. Adobe Garamond Pro Italic
caps and lower case
optical tracking, no kerning

“An equal opportunity employer, promoting workplace diversity.”

↑
0.375 in.
↓

MUSC HEALTH LETTERHEAD SPECIFICATIONS

Standard Clinical Letterhead*

Printing specs

Stock: Strathmore Script, Ultimate White Smooth, 70 Text
Printing Method: Offset Lithography
Size: 8.5" x 11" letterhead; second sheets do not print.
Ink colors: Pantone® 2955 Blue.

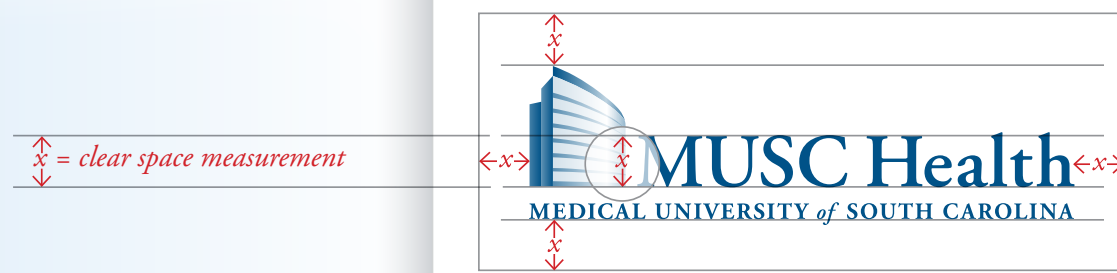
*The letterhead is shown at 100 percent.

The department name, address, fax and telephone numbers should be set in 8/9 (point type over point leading) Adobe Garamond Pro, and should print in Pantone® 2955 blue. These elements should be positioned flush right 0.5 inches down from top trim edge and 0.5 inches from right trim edge. Only the department name should be bold.

The EEOC statement should appear at the bottom center of the page, at 0.375 inch from the bottom trim of the page. It should be set in Adobe Garamond Pro italic 8-point type. It should read as follows:

“An equal opportunity employer, promoting workplace diversity.”

The Web address should be positioned immediately after the street address and read as follows: www.muschealth.com.



x = clear space measurement

← 0.5 in. →

Letterhead trim edge →

8/9 pt. Adobe Garamond Pro Bold
caps and lower case
optical tracking, no kerning

**Business Development
& Marketing Services**

135 Cannon Street
Suite 402
PO Box 250836
Charleston SC 29425
Tel 843 792 7499
Fax 843 792 9568
www.muschealth.com

0.5 in.

8/9 pt. Adobe Garamond Pro Regular
caps and lower case
optical tracking, no kerning
paragraph: 0.05 space before
hard return

← 0.5 in. →

8/9 pt. Adobe Garamond Pro Italic
caps and lower case
optical tracking, no kerning

“An equal opportunity employer, promoting workplace diversity.”

0.375 in.

MUSC HEALTH LETTERHEAD SPECIFICATIONS

Personalized Clinical Letterhead*

Printing specs

Stock: Strathmore Script, Ultimate White Smooth, 70 Text
 Printing Method: Offset Lithography
 Size: 8.5" x 11" letterhead; second sheets do not print.
 Ink colors: Pantone® 2955 Blue.

*The letterhead is shown at 100 percent.

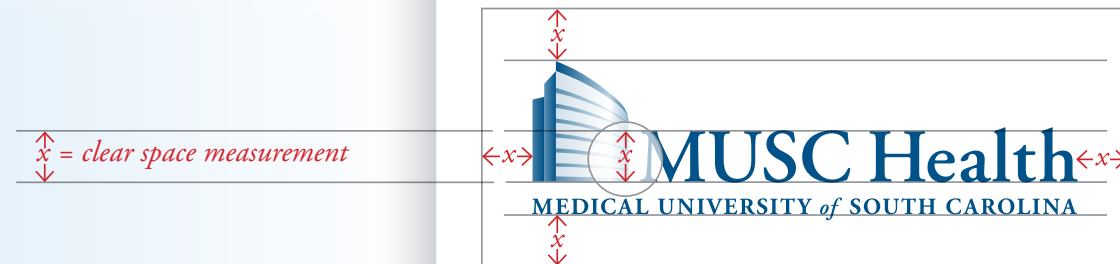
Personal letterhead – with a single name only – is reserved only for center directors, deans, department administrators, managers and directors, M.D.s, including those with emeritus standing, Ph.D.s, D.D.S.s, D.M.D.s and vice presidents.

The department name, address, fax and telephone numbers should be set in 8/9 (point type over point leading) Adobe Garamond Pro, and should print in Pantone® 2955 blue. These elements should be positioned flush right 0.5 inch down from top trim edge and 0.5 inch from right trim edge. Only the department name and personal names should be bold.

The EEOC statement should appear at the bottom center of the page, at 0.375 inch from the bottom trim of the page. It should be set in Adobe Garamond Pro italic 8-point type. It should read as follows:

“An equal opportunity employer, promoting workplace diversity.”

The Web address should be positioned immediately after the street address and read as follows: www.muschealth.com.



*8/9 pt. Adobe Garamond Pro Bold
 caps and lower case
 optical tracking, no kerning*

*8/9 pt. Adobe Garamond Pro Regular
 caps and lower case
 optical tracking, no kerning*

Patrick J. Cawley, MD, FACP
Executive Medical Director
cawleypj@musc.edu

Medical Center
 169 Ashley Avenue
 PO Box 250332
 Charleston SC 29425
 Tel 843 792 9537
 Fax 843 792 0762
www.muschealth.com

*8/9 pt. Adobe Garamond Pro Italic
 caps and lower case
 optical tracking, no kerning
 paragraph: 0.05 space before
 hard return*

← 0.5 in. →

← 0.5 in. →

Letterhead trim edge →

*8/9 pt. Adobe Garamond Pro Italic
 caps and lower case
 optical tracking, no kerning*

“An equal opportunity employer, promoting workplace diversity.”

↑ 0.375 in. ↓

MUSC HEALTH LETTERHEAD SPECIFICATIONS

Standard Clinical Letterhead*

Printing specs

Stock: Strathmore Script, Ultimate White Smooth, 70 Text
Printing Method: Offset Lithography
Size: 8.5" x 11" letterhead; second sheets do not print.
Ink colors: Pantone® 2955 Blue.

*The letterhead is shown at 100 percent.

The department name, address, fax and telephone numbers should be set in 8/9 (point type over point leading) Adobe Garamond Pro, and should print in Pantone® 2955 blue. These elements should be positioned flush right 0.5 inches down from top trim edge and 0.5 inches from right trim edge. Only the department name should be bold.

The EEOC statement should appear at the bottom center of the page, at 0.375 inch from the bottom trim of the page. It should be set in Adobe Garamond Pro italic 8-point type. It should read as follows:

“An equal opportunity employer, promoting workplace diversity.”

The Web address should be positioned immediately after the street address and read as follows: www.muschealth.com.



Letterhead trim edge →

8/9 pt. Adobe Garamond Pro Bold
caps and lower case
optical tracking, no kerning

Division of Cardiology
135 Rutledge Avenue
Suite 1201
PO Box 250592
Charleston SC 29425
Tel 843 792 3355
Fax 843 792 7771
www.muschealth.com

8/9 pt. Adobe Garamond Pro Regular
caps and lower case
optical tracking, no kerning
paragraph: 0.05 space before
hard return

← 0.5 in. →

← 0.5 in. →

8/9 pt. Adobe Garamond Pro Italic
caps and lower case
optical tracking, no kerning

“An equal opportunity employer, promoting workplace diversity.”

↑
0.375 in.
↓

MUSC ENVELOPE SPECIFICATIONS

Standard University Envelope*

Printing Specs

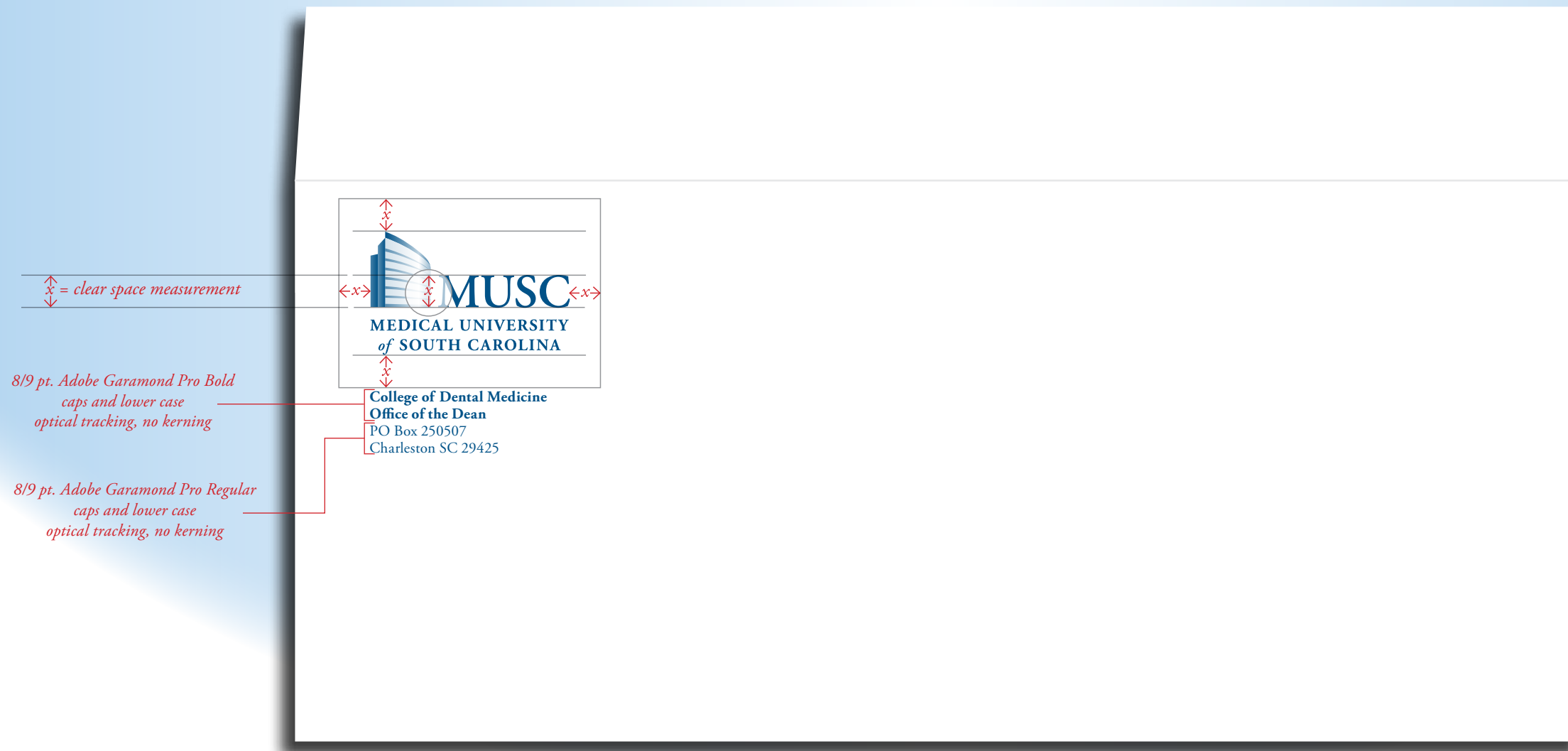
Stock: Strathmore Script, Ultimate White Smooth, 70 Text

Printing Method: Offset Lithography

Size: No. 10 Business Envelopes

Ink colors: Pantone® 2955 Blue.

**The envelope is shown at 100 percent.*



MUSC HEALTH ENVELOPE SPECIFICATIONS

Standard Clinical Envelope*

Printing Specs

Stock: Strathmore Script, Ultimate White Smooth, 70 Text

Printing Method: Offset Lithography

Size: No. 10 Business Envelopes

Ink colors: Pantone® 2955 Blue.

*The envelope is shown at 100 percent.



AVAILABLE ASSISTANCE

MUSC Business Development and Marketing Services

MUSC Business Development and Marketing Services Department is a specialized division devoted to the strategic business planning, market evaluation and communications functions that market MUSC in the highly competitive and continuously changing health care industry. Resources are available to assist administrative offices, departments, faculty and staff for planning, developing and executing communications to external audiences. MUSC Business Development and Marketing Services staff members are available to develop promotional brochures, outreach efforts, along with print, radio and television advertisements and other collateral materials to attract patients and business to MUSC. When the department's in-house resources are not available or a project falls outside the scope of the department's purpose, contractual graphic design, writing and production services will be made available. There is no charge for these consultative services. For assistance, call 792-8167.

MUSC Public Relations

MUSC Department of Public Relations staff members are available to facilitate interaction between MUSC faculty, staff and the news media. In addition, the Public Relations Department promotes internal communications through a variety of vehicles such as The Catalyst (a weekly newspaper including news and feature items of interest to the MUSC community), the Blue Sheet (a weekly listing of lectures and seminars on campus), and Broadcast Messages (a daily e-mail communication to the university community). For assistance, call 792-3621.

MUSC Art Services & Digital Imaging

The MUSC Art Service & Digital Imaging office provides support to MUSC faculty and staff for special projects including illustration and graphic design for items such as exhibit layouts, tabletop exhibits, conference fliers, publications and other design needs. In-house graphic design services also are available to develop creative materials. There is a cost for production. For assistance, call 792-3000.

Outside Vendors

When going outside the MUSC system, it is important to choose design professionals and vendors familiar with the new logos for creating and developing communications materials, advertising, signage, exhibits, interiors or any other materials not specifically covered in this manual. Local vendors can download logos and use this document for reference whenever they are providing graphic services for MUSC. The logos should never be recreated by the vendor.

These can be obtained by contacting MUSC Print Shop at 792-2591, MUSC Art Services & Digital Imaging at 792-3000 or MUSC Business Development & Marketing Services at 792-8167.

UNAUTHORIZED/UNACCEPTABLE APPLICATIONS OF THE LOGO



⊘ Never use the graphic icon alone. Use it only with the approved logotype in the proper special relationship and proportion.

MUSC

⊘ Do not use the MUSC or MUSC logotype without the graphic icon.



⊘ Do not tilt, angle or rotate a logo in relation to surrounding art or typographic elements.



⊘ Never substitute typefaces or otherwise reconfigure the elements of a logo. (NOTE: All logos are composed of graphic art and are not composed of standard typeface. Never attempt to create an MUSC logo from scratch, so to speak.)



⊘ Never alter the height-to-width ratio or otherwise distort the shape or proportions of a logo.



⊘ Do not add drop shadows or outlines to a logo. Observe the clear space requirements as set forth in this manual.



⊘ Never add a frame or border to the logo. Do not allow elements of another graphic to appear within a logo's minimum clear area.



⊘ Never apply a logo over a graphic element or background that "breaks the lines" of any element of a logo.



⊘ Always show all elements of a logo as solids. Do not use outlines.



⊘ Never add highlights, decorations or other graphic embellishments to a logo.



⊘ Never use shades of gray for the entire logo.



⊘ Never use colors for any part of a logo other than the one specified in this manual (Pantone® 2955 or its 4-color build).



⊘ Avoid using a logo on a clashing color background or on a background which detracts from logo legibility or impact. In general, exercise good judgment when a logo must be applied to a color background or surface.



⊘ Avoid using the logo on patterned, multi-colored, uneven or coarse backgrounds.

MUSC HEALTH LETTERHEAD SPECIFICATIONS

Standard Letter Margins*

Specifications

Margin area: 6.75 x 8.25

Font: Adobe Garamond Pro (*preferred alternative fonts: Garamond or Times*)

Font Size: 11.5 points (*minimum 10 point*)

Leading: 14 points (*minimum 13 point*)

Colors: Standard Black 100%

**The letterhead is shown at 100 percent.*

When drafting a letter on MUSC or MUSC Health stationery, it is important to keep in mind the page margins shown in the sample letter at right. Care has been taken in planning the overall look and feel of the MUSC and MUSC Health stationery. The one inch left margin of the page and the edge of the building in the logomark should always line-up. The two inch top margin gives ample space between the preprinted stationery elements and the body of the letter.

For additional space to any letter, type or print the remainder of the letter on an existing second sheet and collate it behind the stationery page.



Musculoskeletal Service
171 Ashley Avenue
Charleston, SC 29425
www.mushealth.com

July 2008

Dear Colleague:

We are writing to inform you of an opportunity for your osteoporosis patients who are intolerant of oral bisphosphonates. The multi-specialty practice at the MUSC Bone & Joint Center, 2125 Charlie Hall Blvd. in West Ashley, is very interested in bone health and the management of osteoporosis. We have an active infusion center and have been infusing zoledronic acid (Reclast). As you know, zoledronic acid (Reclast) was recently granted FDA approval for the treatment of post-menopausal osteoporosis. It is administered as an intravenous infusion over 15 minutes on an annual basis.

Fracture data indicate that this annual treatment is at least as effective as weekly or monthly oral bisphosphonates in preventing osteoporotic fractures, and the once yearly infusion dosing schedule will hopefully improve patient compliance with bisphosphonate therapy.

We would be happy to see your patients in the office and perform the required paperwork to obtain insurance company approval for the infusion of zoledronic acid. If you are interested, please contact us through MUSC MEDULINE, our physician to physician referral line, by calling 792-2200. The patient will be scheduled to see a rheumatologist or endocrinologist with specific expertise in metabolic bone disease to initiate therapy.

Thank you very much for your interest. Please feel free to contact us with any questions.

Sincerely,

Marcy B. Bolster, M.D.
MUSC Rheumatology & Immunology
Medical Director, Musculoskeletal Service Line

2.0 in.

1.0 in.

0.75 in.

Letterhead trim edge

0.75 in.



↑
 z = equal measurement
 ↓



MUSC & MUSC HEALTH PROGRAM / DEPARTMENT LOGO SPECIFICATIONS

One of the quickest ways to dilute and blur brand identity is to create and use multiple logos. Accordingly, creating additional logos is discouraged. In some cases, however, it may be appropriate to create logos for specific departments and programs. To ensure consistency, all such logos should follow the guidelines set forth herein.

Department and program logos are made up of four parts: the graphic icon, MUSC or MUSC Health in the Adobe Garamond Pro typeface, a straight horizontal line underneath, followed by the name of the specific program or department spelled out in the Legacy typeface.

NEVER ATTEMPT TO CREATE YOUR OWN LOGO.

If circumstances require that a department- or program-specific logo be created, please contact Alex Sargeant at sargean@musc.edu and one will be designed for you according to graphic standards.

Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MUSC & MUSC HEALTH PRIMARY FONT

The primary family of type for MUSC and MUSC Health is Adobe Garamond Pro. The family includes all type sizes and styles of the typeface (regular, italic, bold, semibold, etc.).

Adobe Garamond Pro is a typical Old Style face, having very little contrast between the thicks and thins, heavily bracketed serifs, and oblique stress. The letterforms are open and round, making the face extremely readable.

News Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

News Gothic Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

News Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

News Gothic Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSC & MUSC HEALTH SECONDARY FONTS

The secondary family of type for MUSC and MUSC Health is News Gothic. The family includes all type sizes and styles of the typeface (book, italic, medium, bold, etc.).

Sans serif types in general have relatively little stress and the strokes are optically equal. News Gothic is a Contemporary Style typeface. Morris Fuller Benton is credited with the design of this sans serif typeface in 1908. Benton was born into the type business. His father, Linn Boyd Benton, was a type-founder and the inventor of the matrix-cutting machine, which revolutionized printing.

ITC Legacy Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Legacy Sans Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Legacy Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Legacy Sans Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Legacy Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Legacy Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PROGRAM/DEPARTMENT FONTS

Program and department logos are made up of four parts: the graphic icon, MUSC or MUSC Health in the Adobe Garamond Pro typeface, a straight horizontal line underneath, followed by the name of the specific program or department spelled out in the ITC Legacy Sans typeface.

ITC Legacy Sans is a Contemporary Style typeface. Although Legacy Sans has a large x-height and narrow letters, its clean design makes it very readable. Sans serif types in general have relatively little stress and the strokes are optically equal. Because there is no serif to aid the horizontal flow that is necessary for optimal reading, sans serif type should always be leaded.

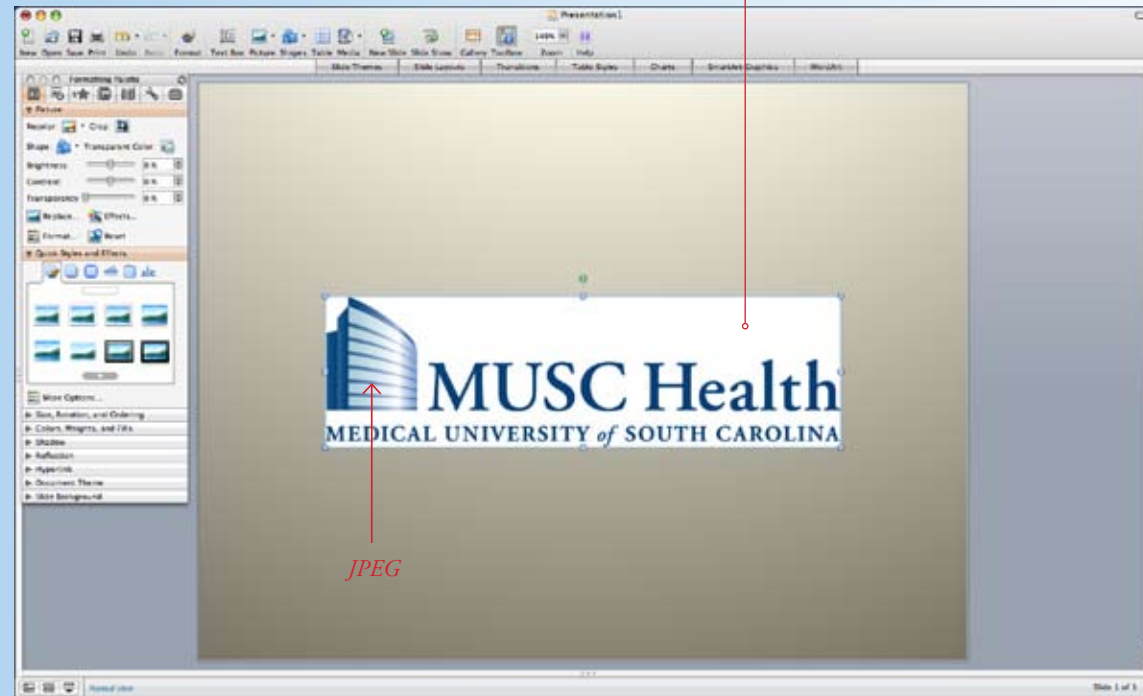


MUSC HEALTH PRESENTATION SLIDES

MUSC and MUSC Health PowerPoint® templates are available for easy downloading at www.musc.edu/graphicstandards. For service line or department specific templates, please contact Alex Sargeant at sargean@musc.edu.



Native application with picture inserted from file showing opaque background. File type: JPEG



TRANSPARENT LOGO APPLICATIONS

The transparent application, shown at left, illustrates the different file types placed within a Microsoft® PowerPoint® presentation. The JPEG file does not import with a transparent background — creating a white opaque box around the logo. The PNG (Portable Network Graphic) file imports with a transparent background making it ideal for presentations. Please make sure to scale the logo in equal percentage proportions.

Native application with picture inserted from file showing transparent background. File type: PNG (Portable Network Graphic)

