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Introduction

The EVMS Logo Style & Graphic Standards Guide is a comprehensive tool for anyone designing, printing or producing communication materials. With your help, we can ensure that all communication from our institution is integrated and consistent, making each individual component, as well as our marketing efforts as a whole, stronger and more effective.

This guide provides details about the messaging, creative elements and design specifications that form Eastern Virginia Medical School’s brand identity. These graphic standards have been created with a great deal of flexibility to address the complexities of EVMS, while providing a high degree of consistency and quality.

What are graphic standards and why are they important?

EVMS is comprised of a wide spectrum of people, programs, departments and centers, each with unique qualities but all working toward a common goal. The strongest, most recognizable brand that any EVMS department, program or research center can project is the brand of Eastern Virginia Medical School. Our brand identity reflects our commitment to excellence, our goals and the values that represent the core of this institution. Correct and consistent use of the brand identity unifies the diverse array of EVMS activities, achievements and audiences, and builds a stronger reputation for Eastern Virginia Medical School as a whole.

Consistency is key to successfully conveying the EVMS “brand” to the world. A strong and consistent visual identity helps shape the way key constituents view our school, both now and in the future. That visual identity begins with this EVMS Logo Style & Graphic Standards Guide.

This guide will help EVMS to avoid confusion in a crowded landscape by helping us to clearly define the school and maintain the consistency necessary for effective communication to the public.

Who is this guide for?

This guide has been developed for use by all academic, research, outreach, student services, authorized student organizations and administrative departments of EVMS. All departments must follow these guidelines. Outside agencies that create print or electronic publications, or any other materials, for any EVMS department are also required to abide by the guidelines.

The guidelines are to be applied to all uses of the school logo, whether for advertising, signage, stationery, uniforms, vehicles, web content or other items that carry the EVMS brand to the world.

When applied in tandem with those governing the visual standards of EVMS Medical Group, these guidelines help build a robust, mutually reinforcing foundation for EVMS’ external and internal communications.
The EVMS Logo consists of the mark and logotype. They must be used together and are most effective when used in this configuration. The EVMS Mark can be used separately, but only on communication intended for internal audiences or for approved in-market advertising purposes.

**Clear Space**

This is the area around the logo where nothing else should appear — helping to increase the logo’s impact. The clear space is approximately equal to the width of two “Ms” in EVMS logotype.

**Logotype Space**

The space between the EVMS Mark and the EVMS Logotype letters should not be changed from the EVMS Logo provided. The space between is approximately the size of the width of a the lowercase “t” in the logotype.

**Minimum Size**

To ensure readability, the logo should never be used smaller than 1.4 inches (100 points) in width.
EVMS' primary logo, on white and light surfaces, is represented in one color. See page 7 for specifications for logo representation in reverse. Black logos are acceptable only when the use of the primary logo is not possible.

**EVMS Blue**
- **SPOT COLOR:** Pantone 633C
- **CMYK MIX:** Cyan 83%, Magenta 37%, Yellow 27%, Black 5%
- **RGB:** Red 31, Green 127, Blue 156;
- **WEB COLOR:** Hexidecimal: #367c99

**Black**
- **SPOT COLOR:** Pantone Black or Process Black
- **CMYK MIX:** Cyan 0%, Magenta 0%, Yellow 0%, Black 100%
- **RGB MIX:** Red 0, Green 0, Blue 0
- **WEB COLOR:** Hexidecimal: #000000

*Note:* To maintain consistent quality in the reproduction of the EVMS Logo, always use the electronic art provided at [www.evms.edu/logo](http://www.evms.edu/logo). Do not recreate the logo.
Logo Misuses

DO NOT:

1. Use heavy-handed photoshop effects
2. Screen the logo
3. Change relative scale or alignment
4. Distort the logo
5. Change the color or use color combinations
The preferred use of the EVMS logo in reverse (all-white) is on an EVMS Blue or black background. It also may be used in reverse on photographs with a dark background or on a secondary colors within EVMS’ approved color palette listed on page 19.

**EVMS Blue**
- **SPOT COLOR:** Pantone 633C
- **CMYK MIX:** Cyan 83%, Magenta 37%, Yellow 27%, Black 5%
- **RGB:** Red 31, Green 127, Blue 156;
- **WEB COLOR:** Hexidecimal: 367c99

**Minimum Size**
To ensure readability, the logo should never be used smaller than 1.4 inches (100 points) in width.
Community Focus. World Impact.

The EVMS tag line is “Community Focus. World Impact.” The tag line may be used in conjunction with the EVMS logo in a horizontal or vertical format.

**Horizontal format**

- **FONT:** Myriad Pro Bold with leading 120 percent of the font size
- **ALIGN:** Flush Left/Ragged right.
- **SCALE:** The tag line is set on two lines to fill a vertical space 85 percent of the EVMS Mark. The tag line sits on the baseline of the EVMS Mark, and is offset from the EVMS Mark by the width of the “E” in the EVMS Mark. The tag line is separated from the logo by a vertical rule midway between the logo and tag line. This rule extends above and below the logo by the height of the “M” in the EVMS logotype.

**Vertical format**

- **FONT:** Myriad Pro Bold with leading 120 percent of the font size
- **ALIGN:** Flush Left/Ragged right.
- **SCALE:** The tag line is set on two lines to fill a horizontal space 85 percent of the EVMS Mark. The tag line is positioned below the logotype, aligned flush left with the logotype and separated from the logotype by the height of the “W” in the tag line.

**Clear Space**

The clear space for both versions is the same as the EVMS logo. See page 4.

**Minimum Size**

To ensure readability, the logo should never be used smaller than 1.4 inches (100 points) in width.

**Color**

Logo with tag line may be displayed in Pantone 633C, black or white.
EVMS has many constituent centers, institutes, programs and departments. These entities benefit from their association with EVMS. Additionally, they help create a stronger reputation for EVMS as a whole. To maximize the strength of all entities, it is important to establish a consistent approach for using the names together.

All department names should be placed below the EVMS Mark. Program taglines may not be used. Placement of program, center and institute names should follow these guidelines as well, except in instances when space is limited. When such spacing issues are a concern, please contact Creative Services in the Office of Marketing & Communications at 446.7070.

**Sub-Brand Typography**

**FONT:** Granjon Small Caps & Old Style Figures  
**ALIGN:** Flush Left/Ragged right.  
**SCALE:** 25% of the height of EVMS Mark. Except for special cases determined by Marketing & Communications, lettering should not extend beyond the EVMS Mark justification zone, the area equal to half the space of the letter “S” extended to the right of the EVMS Mark. Long department/program names will use multiple lines.  
**COLOR:** Pantone 167C (EVMS Rust)

**Clear Space**

The clear space is the same as the EVMS logo. See page 4.

**Minimum Size**

To ensure readability, sub-brand logo should never be used smaller than 1.125 inches in width.

**Note:** EVMS Medical Group’s branding standards will be applied to any designs intended for clinical purposes, such as patient information, patient recruiting, physician referrals and practice promotion.
Here are the optional ways EVMS Sub-Brand logos may appear.

1. Two color, PMS 633C and PMS 167C.
   This is the preferred display of a clinical practice logo.

**EVMS Blue**
- **SPOT COLOR:** Pantone 633C
- **CMYK MIX:** Cyan 83%, Magenta 37%, Yellow 27%, Black 5%
- **RGB:** Red 31, Green 127, Blue 156;
- **WEB COLOR:** Hexadecimal: #367c99

**EVMS Rust**
- **SPOT COLOR:** PMS 167C
- **CMYK MIX:** Cyan 10%, Magenta 77%, Yellow 100%, Black 4%
- **RGB MIX:** Red 212, Green 91, Blue 37
- **WEB COLOR:** Hexadecimal: #cd5932

1. All EVMS Blue, this is the preferred display in one color.
2. All black, use primarily in black and white printing.
3. The preferred usage for all-white (reverse) logos is on EVMS Blue or black backgrounds. The reverse logo also be used on photographs with a dark background and on the secondary colors within EVMS' approved color palette listed on page 19.
Sub-Brand Logo Misuses

DO NOT:

1. Extend a single line of department/program text beyond predetermined justification zone. Contact EVMS Marketing & Communications Creative Services at 757.446.7070 or creativeServices@evms.edu if text will not fit within specifications.

2. Use INITIAL CAPS.

3. Change the font.


5. Change alignment of text.

6. Change relative size.

Note: Sub-Brand logos for all EVMS academic and administrative departments will be available in EPS, PNG, PDF and JPEG file formats. Go to www.evms.edu/templates to download logos.
EVMS Seal

The EVMS Seal is used only by the Office of the President on select official school documents, such as diplomas, transcripts, certificates and other formal or ceremonial documents.

EXPIRED LOGO

The logo shown below has been retired and is not to be used in any way, shape or form as a way of officially representing EVMS.
White Coat Patches

All white coats worn by faculty must carry the correct EVMS patch. Older patches with the Presidential Seal do not comply with current brand standards and must be replaced by the current patch. Embroidering on white coats should be black or a dark blue color as close to Pantone 547C as available (see page 22).

Faculty or staff needing new coats may order them through the EVMS Bookstore in Lewis Hall, which can be reach by phone at 757.446.5819. EVMS Marketing & Communications has current patches available at no cost for those who need to replace an outdated one.
One front and back design is available for general use.

Order business cards online from B&B Printing. Go to www.evms.edu/templates for ordering information.
Two letterhead designs are available for general use.
Order letterhead online from B&B Printing.
Go to www.evms.edu/templates for ordering information.

1. Basic Letterhead
2. Letterhead with staff names and/or multiple location addresses
One note card design is available for general use. Order note cards online from B&B Printing. Go to www.evms.edu/templates for ordering information.
Two envelope designs are available for general use. Order envelopes online from B&B Printing. Go to www.evms.edu/templates for ordering information.

1. General EVMS envelope
2. Academic/Administrative Department envelope
PowerPoint TEMPLATES

Each of these background templates is available online at www.evms.edu/templates.
Brochures

**TEMPLATES**

Templates are available at [www.evms.edu/templates](http://www.evms.edu/templates). Use these designs as a starting point, customizing as needed to communicate your message.

Contact EVMS Marketing & Communications Creative Services at 757.446.7070 or creativeServices@evms.edu for templates when creating advertising designs.

**Note:** Any deviation from supplied template requires approval from Marketing & Communications.
The families of MyriadPro and Granjon are recognized as official EVMS fonts. Examples are shown to the left. These fonts are recommended but not required, as they are not available for free. They must be purchased through an official font vendor. Contact Creative Services for assistance identifying the correct fonts if you need to purchase them. If you are paying for advertising, correct fonts must be used.

### Radiology
The quick brown fox jumps over the lazy dog.

### Urology
*The quick brown fox jumps over the lazy dog.*

### Surgery
*The quick brown fox jumps over the lazy dog.*

### Family Medicine
The quick brown fox jumps over the lazy dog.

### ObGyn
*The quick brown fox jumps over the lazy dog.*

### Dermatology
The quick brown fox jumps over the lazy dog.

**Fonts**

The families of MyriadPro and Granjon are recognized as official EVMS fonts. Examples are shown to the left. These fonts are recommended but not required, as they are not available for free. They must be purchased through an official font vendor. Contact Creative Services for assistance identifying the correct fonts if you need to purchase them. If you are paying for advertising, correct fonts must be used.

- **MyriadPro Regular**: Use primarily in text
- **MyriadPro Italic**: Use primarily to highlight text
- **MyriadPro Bold**: Use in headlines
- **Granjon LT Std Roman**: Use primarily in text
- **Granjon LT Std Italic**: Use primarily to highlight text
- **Granjon LT Std Bold**: Use in headlines

If you do not have these fonts available, use the following sans-serif fonts in place of MyriadPro, and serif fonts in place of Granjon. You may not substitute any fonts in the logo itself.

<table>
<thead>
<tr>
<th>SIMILAR SANS-SERIF FONTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tahoma</td>
</tr>
<tr>
<td>ABCdefg123</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SIMILAR SERIF FONTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garamond</td>
</tr>
<tr>
<td>ABCdefg123</td>
</tr>
</tbody>
</table>
The official EVMS colors are Pantone 633C blue and Pantone 167C rust.

The secondary color palette complements the official EVMS colors. These accent colors should be used in addition to the official blue and rust, not to replace them. These accent colors may be used as solid color or as a tint of the color.
Contact Information

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The Office of Marketing & Communications supports and advances the goals of Eastern Virginia Medical School by promoting the school’s brand, fostering a sense of community, and generating media coverage that will strengthen the image and reputation of EVMS.

Creative Services in the Office of Communications provides knowledge and expertise to guide the EVMS community in the creation of marketing and communications collateral, ranging from printed materials to web sites and digital media.