

2012

ADVENTIST UNIVERSITY OF HEALTH SCIENCES

GRAPHIC AND EDITING STANDARD MANUAL

A GUIDE FOR PRODUCING AND MANAGING CREATIVE COLLATERAL

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**ADVENTIST UNIVERSITY
OF HEALTH SCIENCES**

Florida Hospital's University

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PURPOSE OF GRAPHIC STANDARDS

WHY DO WE NEED GRAPHIC STANDARDS?

In just 20 years, Florida Hospital College of Health Sciences has transformed from a small local college that offered only associates degrees to a tertiary-level institution. The name change to Adventist University of Health Sciences (ADU) further evidences the school's continued growth and commitment to excellent healthcare education. To continue this trend of success, we strive to continuously improve the university's brand.

Brand integrity and a unified voice are necessary to increase credibility and effectiveness. Every document that displays ADU's name or logo represents the university; therefore, it is important we utilize this manual and consistently exhibit professionalism with our representation.

WHO SHOULD USE THIS GUIDE?

As a member of the ADU family, you are also responsible for ensuring the integrity of the ADU brand. You can do this by following the guidelines in this manual for editing style, the logo, and taglines. Be proactive by recognizing when these guidelines are not followed and take the necessary steps to correct them.

Use this manual to guide your use of the university's name and/or logo. It is designed to answer any questions you may have about ADU's branding components.

Anything that uses the ADU logo needs to be approved by the Marketing & PR department.

Any additional questions, comments, or suggestions should be directed to the Marketing and Public Relations Department.

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ADU STYLE GUIDE

A: Academic degrees If the mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: *John Jones, who has a doctorate in psychology.*

Use an apostrophe in *bachelor's degree, a master's, etc.*, but there is no possessive in Bachelor of Arts or Master of Science.

Also: an associate degree (no possessive)

Use such abbreviations as *B.A., M.A., LL.D. and Ph.D.* only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name—never after just a last name.

When used after a name, an academic abbreviation is set off by commas: *John Snow, Ph.D., spoke.*

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference:

Wrong: *Dr. Pam Jones, Ph.D.*

Right: *Dr. Pam Jones, a chemist.*

Academic departments Capitalize only when using the full name: *Department of Nursing, Department of Radiologic Sciences.* Always use Department of.

Academic titles Capitalize and spell out formal titles such as *chancellor, chairman, etc.*, when they precede a name. Lowercase elsewhere.

An exception for our school is *President*. Capitalize when referring to *President Greenlaw*.

In all other instances, lowercase modifiers such as *department* in *department Chairman* or *Chairperson*.

Adventist University of Health Sciences Use the full name on first reference or when beginning a sentence. On second reference, it's acceptable to use *Adventist University* or *the University*.

Avoid using ADU, especially in pieces intended for the ear.

Attributions On second reference, use last names for individuals.

Alumni Style Always bold alumni names, **Susie Watkins**, '07 and '08, but not the years following their names.

Advisor not adviser.

C: Comma IN A SERIES: Use commas to separate elements in a series: *The flag is red, white, and blue. He would nominate Tom, Dick, or Harry.*

Put a comma before the concluding conjunction in a series, but not if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast.*

Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are*

ADU STYLE GUIDE

whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

D: Doctor Use *Dr.* in first reference as a formal title before the name of an individual who holds a doctoral degree.

However, because the public frequently identifies *Dr.* only with physicians, care should be taken to assure that the individual's specialty is stated in first or second reference. The only exception would be in a story in which the context left no doubt that the person was a dentist, psychologist, chemist, historian, etc.

In some instances it also is necessary to specify that an individual identified as *Dr.* is a physician. One frequent case is a story reporting on joint research by physicians, biologists, etc.

The form *Dr., or Drs.,* in a plural construction, applies to all first-reference uses before a name, including direct quotations.

Do not use *Dr.* before the names of individuals who hold honorary doctorates.

Do not continue the use of *Dr.* in subsequent references.

Degree Programs Do not capitalize. *The school's sonography program. The master of occupational therapy program.*

E: Email not *e-mail*

H: Healthcare not health care.

N: Numbers Spell out all numbers under 10. Use numerals for 10 and higher.

W: Web addresses Lowercase and bold all web addresses, **adu.edu/about**. Remove *www*.

Website not Web site

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USE AP STYLE GUIDE WITH FOLLOWING EXCEPTIONS:

Phone numbers

- ▶ Phone numbers are formatted using dots for the number **407.303.7747**

Time

- ▶ Use :00 when indicating the hour a.m. and p.m appropriately: **7:00 p.m.**

ADU TYPEFACES

Fonts

Garamond Premier Pro is the University's font family of choice.

Helvetica Neue is an alternative University's font of choice for design purposes.

When this option is unavailable, **Arial** may be used as a substitute.

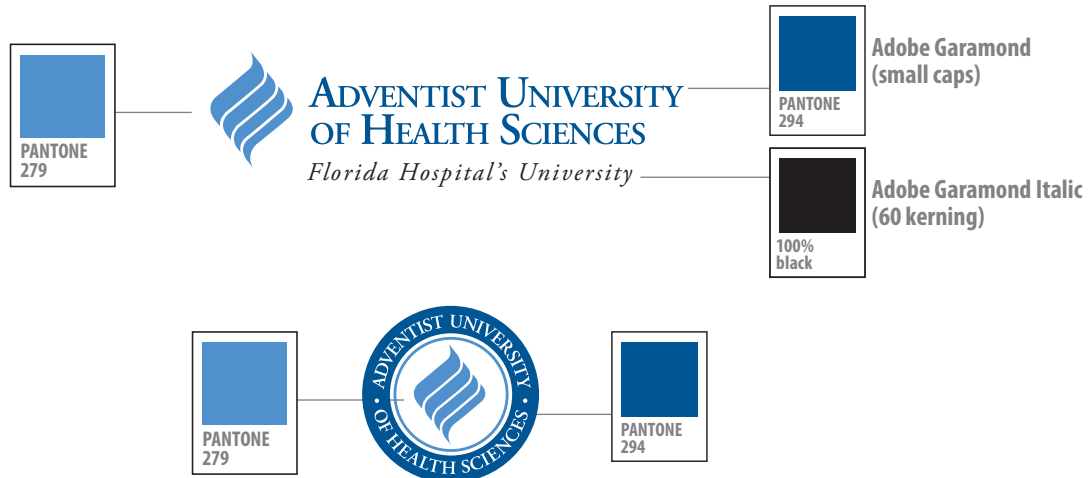
ADU LOGO

The Adventist University of Health Sciences logo with the four flames symbol and the tagline “*Florida Hospital’s University*” is the official logo of Adventist University of Health Sciences. Inclusion of the tagline is mandatory.

Fonts and colors

For a four-color piece, change all spot colors to process (CMYK) colors.

System logo



Size and spacing

The horizontal Adventist University of Health Sciences logo with tagline should be no smaller than 1.5 inches across, and no longer than 4 inches across. The logo without the tagline may be used smaller on very small promotional items. The area of non-interference is defined by the distance between the four flames icon and the words Adventist University. The circular logo should be no smaller than 1 inch, and no longer than 3 inches across.



Minimum size: 1 inches



Minimum size: 1.5 inches



Area of non-interference:
Equals the distance between the
flames and Adventist University

Tagline

The tagline “*Florida Hospital’s University*” is part of the logo and must be used on all Adventist University of Health Sciences marketing collateral and advertising. Any exception to the logo and tagline needs to be approved by Marketing prior to use.

Note: Colors shown throughout this guide are not intended to match the PMS color standards. For printing processes or materials, please match colors to the PMS number for coated stock listed on this page. PMS is a registered trademark of Pantone, Inc.

ADU LOGO

The Adventist University logo is to be used when you are referencing or promoting any aspect of the University.

Three-color logo

The standard three-color logo with the words “Adventist University of Health Sciences” in PMS 294 should be used in all four-color printed pieces. For a four-color piece, change PMS 294, PMS 279, and Black to a process (CMYK) color.



Two-color logo (Circular)

The circular logo should be no smaller than 1 inch across and no longer than 3 inches on a standard size sheet of paper. The standard two-color logo with the words “Adventist University” in PMS 294 should be used in all four-color printed pieces. For a two-color piece, change PMS 294 and PMS 279 to a process (CMYK) color.



One-color logo

The all 100% black logo is the standard logo for black and white pieces.



One-color reversed logo

A white reversed-out logo should be used on dark, contrasting-colored backgrounds. (Blue Family PMS 294)



ADU LOGOS

Logo



Mark



ADU LOGO GUIDELINES

SPECIAL LOGO USAGE

Campus signage, billboards, marketing & promotion materials and all need to be approved by Marketing.

If you need signage and do not have access to a high resolution version of the logo. DO NOT have a sign company create the logo. A request must go through Adventist University Marketing Team and be approved by the Director of Marketing.

The University logo and the mark should never be used side by side.

Promotional Items

When ordering promotional items with the Adventist University of Health Sciences logo, be sure the logo will be readable. Many times the logo is too small and the items are less effective marketing tools. The tagline may or may not be used on these items due to limited space, but if there is enough space then the tagline should be included.

Make sure the **logo stays proportionate** when printed on marketing items or printed materials.

IMPROPER USE OF ADU LOGOS

IMPROPER USES OF THE ADVENTIST UNIVERSITY OF HEALTH SCIENCES LOGO



DO NOT USE the four flames symbol over the words "Adventist University of Health Sciences" or change the relationship of the four flames to the words "Adventist University of Health Sciences" in any way.



DO NOT STRETCH the logo. Keep logo proportions accurate when resizing.



DO NOT USE the four flames symbol as a design element. The four flames symbol is only to be used as part of the logo and always to the left of the Adventist University of Health Sciences name. The four flames should NEVER be used alone.



DO NOT MAKE the logo any other colors.



DO NOT POSITION the logo at an angle.



DO NOT PUT any borders around the logo.

ADVENTIST UNIVERSITY

Additions will be made to this manual as necessary.



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