



# BRANDING

It's More Than Just a Logo

USU Branding Manual  
2007

## Table of Contents

Introduction.....	1
The LOGO vs. The University Seal.....	2
Uses of the LOGO.....	3
Uses of the Seal.....	4
Business Cards.....	6
Typography.....	7
Power Points.....	8
Tri-Folds.....	9
Posters/Flyers/Banners.....	12
Boiler Plates.....	13

## Introduction

The Uniformed Services University of the Health Sciences is a unique university in terms of its mission and vision. It is imperative that our communications, which take many forms, reflect a consistent, cohesive message. To that end, a “brand” is a powerful tool for reinforcing who we are and what we do to support medical readiness and continuing education for the Military Health System.

A brand is not just a name, a logo, or a product. A brand is a promise that is communicated in every interaction with the public, other organizations, our peers, and one another. This document is the first step in what will be a continuous process of establishing, maintaining, and enhancing the identity of the university through the purposeful use of images and language.

The USU logo and seal, for example, are unique identifiers that have unique uses and restrictions. The consistent application and precise reproduction of the logo and seal will identify and reinforce public awareness of the university, its schools and departments. Combined with consistent language, the logo and seal will be uniquely effective.

The following pages describe the proper use of these tools.



## The LOGO vs. The Seal



The USU logo and seal are unique identifiers that have unique uses and restrictions. Due to the seal's intricate design (typical of most seals), it should be used only in an official capacity at the university. The logo will be used in all other cases. The following defines the uses and restrictions of the logo and seal:

1. The USU logo will be used on all university staff and faculty business cards.
2. The USU logo will be used on all presentations, slides, posters, banners, and other signage except when used in official ceremonies (e.g., commencement, awards) or when other official seals such as Department of Defense (DoD) or service seals are used. In such instances, the USU seal will be used.
3. The USU logo is to be used on marketing material like t-shirts and coffee mugs usually sold in the USU Book Store. This does not preclude the Book Store from using the USU seal for marketing items. However, the logo should now be emphasized as the intended brand for the university.
4. The USU logo will be used in university publications (e.g., brochures, tri-folds, reports, stationery, web pages).
5. The USU seal will not be used in conjunction with departmental sub-brands or logos.
6. The USU logo will not be used on official university letterhead.
7. The USU seal will continue to be used on all official university flags. This does not include banners used to announce events.
8. The USU seal will continue to be used for all official certificates, medals, and awards.



## The LOGO

The USU logo, which has a contemporary and clean design, is more flexible than the seal. The logo is designed as a four quadrant shield. The four quadrants replace the four stars of the seal, representing the Army, Air Force, Navy and Public Health Service. The shield is a “branding shape” that is common to both the academic and military communities. The abbreviation for the university has been incorporated into the shield, and the fourth quadrant includes the combined caduceus/staff.

The primary colors are medium blue, light blue, and maroon. Users should limit the colors to that primary palette.



## The University Seal

Due to the USU seal’s intricate design (typical of most seals), it should be used only in an official capacity at the university. The logo will be used in all other cases.

The USU seal is registered with the Institute of Heraldry and should not be modified. It is designed in the shape of a circle. Care should be given when copying the seal to ensure it is not distorted into an oval. Uses of the seal can be found at the following link:

[www.usuhs.mil/webmaster/template/imagestemplates.html](http://www.usuhs.mil/webmaster/template/imagestemplates.html).

The colors for the seal are from the Pantone Matching System (PMS) and are listed below. Comparable CMYK and RGB colors are additionally provided. The USU seal can be used with or without the motto “Learning to Care for Those in Harm’s Way.”

Seal elements include a three-colored shield, the colors of which represent the medical departments of the Army, Air Force and Navy (maroon, white/silver and dark blue). Four stars represent the Army, Navy, Air Force and Public Health Services.

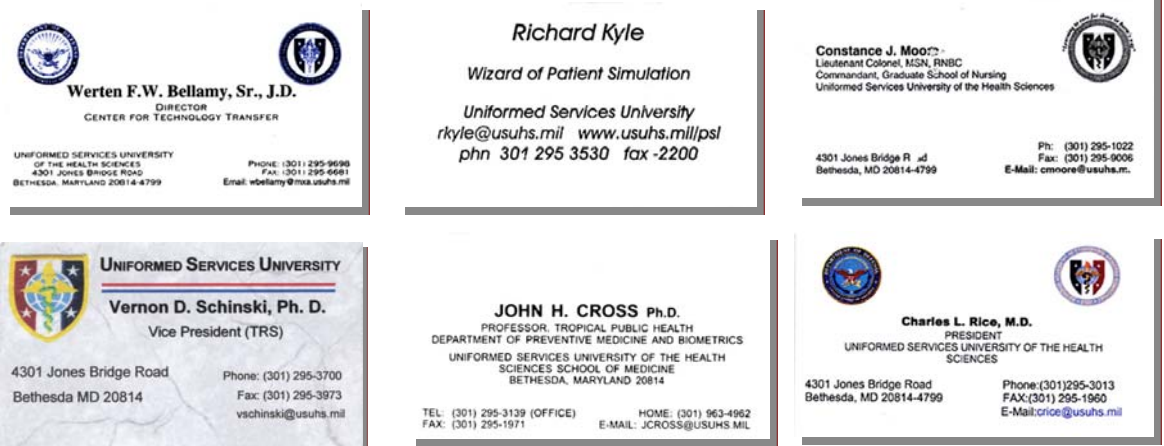
The flaming torch (in gold) is entwined by a green serpent combining the wings, staff (lower torch) and serpent of both the staff of Aesculapius and the caduceus, both of which are symbolic of the medical profession. The

torch also alludes to the USU medical education and research missions as well as the “torch of learning.” The globe (in DOD light blue) represents the capability to use the existing worldwide medical resources of the military medical departments. The color gold symbolizes wisdom and achievement; green denotes health, life, and vitality; it is also the faculty color for medicine. Finally, the shape of the shield represents both academia and the military.

The motto is not an official part of seal; it was added in 2001-2002.

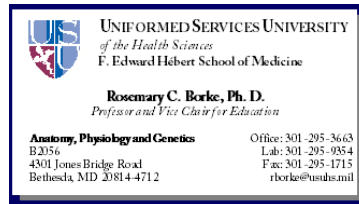
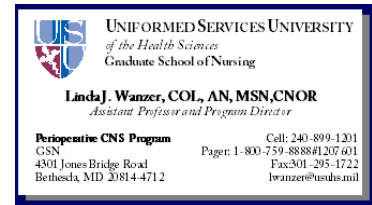
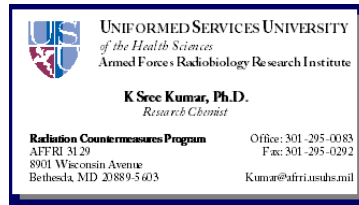
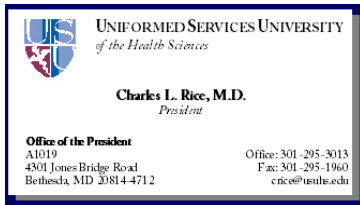
## Uses of the Logo in different formats

### Business Cards



Business cards previously had no standard appearance and did not represent the university in a consistent manner. Standardization of business cards provides that all cards will represent the university using the same color scheme, typeface, font size and graphic (logo).

## Business Card examples



## Typography

When using text with the logo, the use of two typefaces is encouraged. The use of typeface is as much a part of branding as anything else.

Publication type: Formal vs. Informal (examples)

Serif and San Serif Fonts (2 sets for each)

# Power Point Presentations

## Template examples

Basic with dark background



Basic with light background



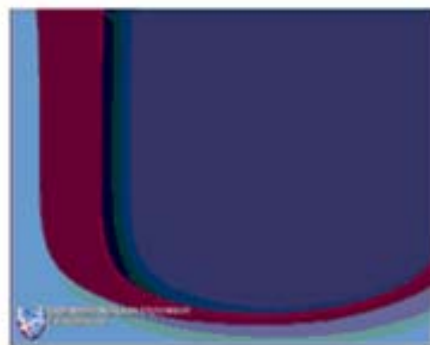
Gradient background



Gradient background w/shadow



Sliding text and images



X-Ray design





## Tri-Folds

### Levels of branding/sub-branding

How a component of the university presents itself in publications depends on where that the component falls within the university organizational structure. The following are examples of tri-folds to assist in choosing the proper level of branding to follow. Text and graphics are affected when branding published materials.

#### Level 1- Represents USU as a whole.

Publications that represent the university as a whole should use a “Level 1” branding strategy.

*Example of Text:* The title (e.g., Military medical careers start at USU) of the publication is listed clearly just below the banner. A line in italics has been provided for a motto, slogan or tag line.

*Example of Graphics:* The USU banner is located at the top of the tri-fold. The four images used in the sample tri-fold display three generic images with a slightly larger university image to the left. The images to the right may be changed to allow for images specific to the title.

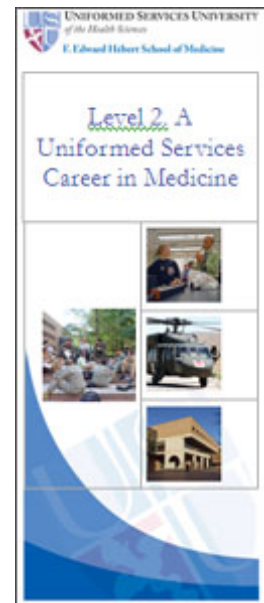


#### Level 2- Components: AFRRI, Brigade, GSN, SOM or USMCI

The second level of branding is intended to directly represent one of the five components: AFRRI, the Brigade, the Graduate School of Nursing, the School of Medicine or the USMCI.

*Example of Text:* The title (e.g., A Uniformed Services Career in Medicine) of the publication is listed clearly just below the banner.

*Example of Graphics:* Each of these components has its own banner, which is displayed in the same manner as the USU banner. The university image is now displayed as the bottom image. The other three images represent the component specifically.



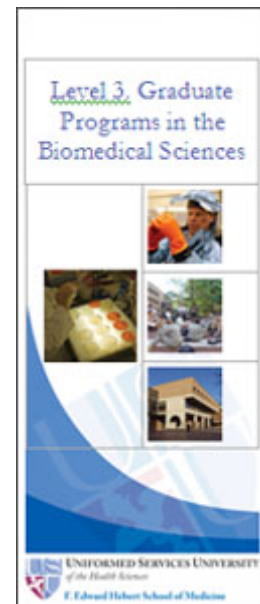
*NOTE: At this level, and subsequent lower levels in the tri-fold example, it is intended that the university image should be displayed as the bottom image. The placement of the university image indicates that this publication represents the university, but allows emphasis to be placed on the component.*

### **Level 3- Represents subcomponents, first “step”**

The third branding level indicates an organization, department or program that falls directly beneath the components in level 2. In this and subsequently lower levels, the component brand is located at the bottom of the tri-fold as the component has been de-emphasized, while the subcomponent has the focus. The example given indicates that the emphasis is placed on the Graduate Programs in the Biomedical Sciences, which fall within the School of Medicine.

*NOTE: Graduate Programs in the Biomedical Sciences is also referred to as Graduate Education, however using the more formal title at this level is preferred.*

*Examples of Text:* Subcomponent title is listed at the top of the tri-fold (e.g., Graduate Programs in the Biomedical Sciences).



*Examples of Graphics:* The component banner has been placed at the bottom of the tri-fold. The university image is placed as the bottom image. The other images may represent the component or subcomponent; however, the image on the left should directly represent the subcomponent (e.g., Graduate Education).

### **Level 4- Represents subcomponents, second “step”**

The fourth level indicates an organization or program that falls directly beneath the subcomponent specified at level 3. In this example, the focus of the publication is on Medical & Clinical Psychology, a program within Graduate Education.

*NOTE: Graduate Programs in the Biomedical Sciences can now be referred to as Graduate Education since the emphasis is now placed on a program within Graduate Education.*

*Examples of Text:* Subcomponent title is listed at the top of the tri-fold (e.g., Graduate Education) in smaller text, while the title emphasizes that the focus is on another sublevel (e.g., Medical & Clinical Psychology).

*Examples of Graphics:* Component banner is located at the bottom, which “brands” the publication to that particular component, while allowing emphasis to be placed on sublevels of the component. The university image is placed as the bottom

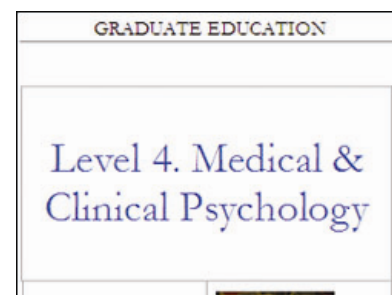
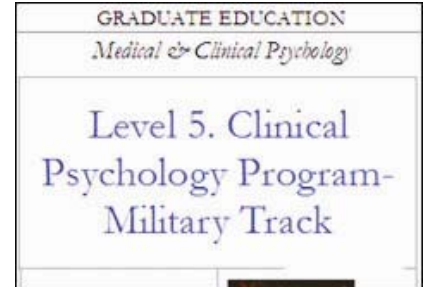


image. The other images may represent the component or subcomponent; however, the image on the left should directly represent the sublevel (e.g., Medical & Clinical Psychology).

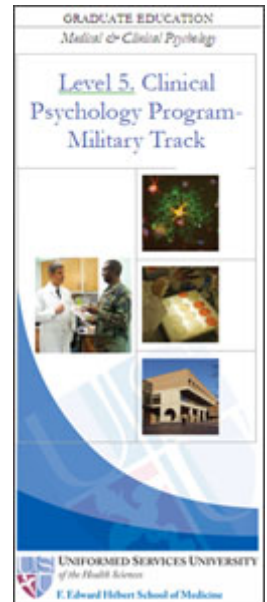
### **Level 5- Represents subcomponents, third “step”**

The fifth level indicates an organization or program that falls beneath the sublevel of the subcomponent specified at level 4. In this example, the focus of the publication is on the Clinical Psychology Program-Military Track, which falls within Medical & Clinical Psychology, a program within Graduate Education.



*Examples of Text:* The subcomponent title is listed at the top of the tri-fold (e.g., Graduate Education) in smaller text. The first sublevel is listed directly beneath it, also in smaller, italicized text (e.g., Medical & Clinical Psychology), while the title emphasizes that the focus is on a further sublevel (e.g., Clinical Psychology Program- Military Track).

*Examples of Graphics:* The component banner is located at the bottom, which “brands” the publication to that particular component, while allowing emphasis to be placed on sublevels of the component. Each sublevel has been indicated; however, the focus has not been diminished from the main topic of the tri-fold. The university image is placed as the bottom image. The other images may represent the component or subcomponent; however, the image on the left should directly represent the sublevel (e.g., Medical & Clinical Psychology).



These sample tri-folds indicate how various levels of branding have been addressed, and they provide further guidance on adding tables, images, text and tri-fold elements.

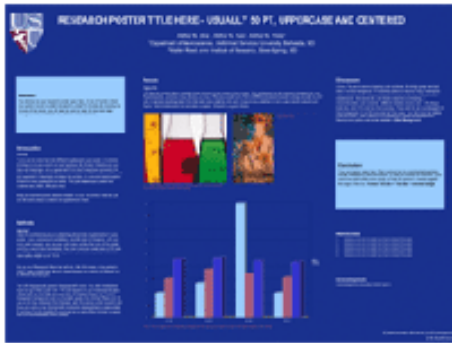
Tri-folds, logos, banners and templates are available for use at <http://www.usuhs.mil/webmaster/template/imagestempltes.html>.

For further assistance or instruction on the use of brands and sub-brands within university publications, please contact the USU webmaster: [webmaster@usuhs.mil](mailto:webmaster@usuhs.mil).

# Posters/Banners

---

## Poster (4x6)- dark background (PPT)



## Poster (4x6)- light background (PPT)



## Boiler Plate Statements

### USU

Located on the grounds of Bethesda's National Naval Medical Center ([NNMC](#)) and across from the National Institutes of Health ([NIH](#)) in Maryland, USU is the nation's federal school of medicine and graduate school of nursing. Students are active-duty uniformed officers in the Air Force, Army, Navy, and Public Health Service, who are being educated to deal with wartime casualties, national disasters, emerging infectious diseases, and other public health emergencies.

- USU educates healthcare professionals dedicated to career service in the Department of Defense (DoD) and the United States Public Health Service ([USPHS](#)). The university provides education that is relevant to the military and public health as well as research, service, and consultation to the nation and the world, pursuing excellence and innovation during times of peace and war. Many of its graduates are supporting operations in Iraq, Afghanistan, and elsewhere, offering their leadership and expertise. Approximately one-fourth of all active-duty military medical officers are USU graduates.
- The university grants the degrees of M.D., Ph.D., Dr.P.H., M.P.H., M.S., and M.S.N. USU is a traditional academic health center with a unique focus on health promotion and disease prevention. It also has a specialized mission of educating healthcare practitioners to deal with peace and wartime casualties, national disasters, emerging infectious diseases, and other public health emergencies. Applicants to the School of Medicine include uniformed military personnel as well as civilians who, upon matriculation, become uniformed military officers. Applicants to the Graduate School of Nursing include uniformed military personnel and civilian federal employees (Ph.D. program only).
- USU is a partner in planning and establishing the Walter Reed National Military Medical Center (WRNMMC), a 21<sup>st</sup> century academic health institution. This new institution will provide quality healthcare, education, and research across all the services; closely collaborate with the National Institutes of Health and the U.S. Public Health Service; and set a new standard for intergovernmental collaboration. USU will be the academic core of this new entity with

WRNMMC as a premier teaching hospital and clinical care center serving the nation and our uniformed beneficiaries.

## F. Edward Hébert School of Medicine

The Uniformed Services University of the Health Sciences was established by Congress in 1972 under the Department of Defense. The F. Edward Hébert School of Medicine (SOM) provides the nation with physicians dedicated to career service in the Department of Defense and the U.S. Public Health Service.

The School of Medicine has a year-round, four-year curriculum, which is nearly 700 hours longer than that of other U.S. medical schools. These extra hours focus on epidemiology, health promotion, disease prevention, tropical medicine, leadership and field exercises, and other subjects that relate to the unique requirements of career-oriented military physicians. Of the university's more than 4,000 physician alumni, the vast majority serve on active duty in the U.S. Air Force, Army, Navy, and U.S. Public Health Service.

## Preventive Medicine

Health promotion and disease prevention are at the forefront of research and education at USU. The university's School of Medicine (SOM) includes one of the nation's largest preventive medicine programs. The Department of Preventive Medicine and Biometrics hosts Graduate Medical Education (GME) programs in Occupational and Environmental Medicine (OEM) and General Preventive Medicine (GPM) and includes a two-year Graduate Preventive Medicine Residency to produce highly competent specialists who are eligible to be certified by the American Board of Preventive Medicine. The department's unique program includes research on infectious disease and vaccine development. USU faculty are nationally recognized for their smoking and obesity research programs that are being taught in the classroom. USU also houses the Center for Traumatic Stress, which focuses on mental health, diagnosis, treatment and suicide prevention. The university values the fundamental role of disease and injury prevention and health promotion in optimizing military readiness in its mantra "prevention as the first line of defense."

## Graduate Education

The graduate programs in biomedical sciences and public health in the USU School of Medicine are open to civilian and military applicants. The graduate programs are committed to excellence in the didactic and research training of masters and doctoral degree students.

## Graduate School of Nursing

The Graduate School of Nursing (GSN) was established within USU in 1993. It offers programs in Certified Registered Nurse Anesthesia, Family Health Nurse Practitioner, and Perioperative Clinical Nurse Specialist leading to the Master of Science in Nursing—the only Perioperative Clinical Nurse Specialist program in the nation that incorporates perioperative specific knowledge throughout the entire program of study. The GSN also offers a full- and part-time Ph.D. in Nursing Science option that began in 2003 and graduated its first class in 2006.

In a dynamic educational environment, the GSN prepares graduate nursing students to provide care, teach, and conduct research for the uniformed services and the federal health care system during peace, disaster, war, and other contingencies. The GSN has graduated more than 300 students with 142 currently enrolled. Students are uniformed officers and civilian federal employees (Ph.D. program only).

The Ph.D. program has a research-intensive focus within the areas of population health and outcomes, operational readiness, and clinical decision making. The GSN is committed to promoting clinical excellence and furthering research and scholarship in healthcare. It enjoys interdisciplinary relationships with the School of Medicine and other nearby research institutes.

## Armed Forces Radiobiology Research Institute

The Armed Forces Radiobiology Research Institute (AFRRI), a triservice laboratory chartered by the U.S. Congress in 1961, conducts research in the field of radiobiology and related matters essential to the operational and medical support of the U.S. Department of Defense (DoD) and the military services.

Part of the Uniformed Services University of the Health Sciences (USU) since March 2006, the Institute is charged with executing the DoD Medical Radiological Defense Research Program. The civilian and active duty military personnel include scientists and healthcare professionals. AFRRRI researchers seek to understand the biological effects of ionizing radiation and to develop means of protecting against the effects, determining levels of exposure, and assessing risks associated with radiation injury combined with other battlefield threats.

The physicians, health physicists, biodosimetrists, and nuclear engineers, as part of the Medical Radiobiology Advisory Team and in conjunction with the Defense Threat Reduction Agency, respond to radiological crises and consequence management missions. Their expertise is available to Defense Department and other federal, state, and local activities following a nuclear or radiological accident or incident.

The AFRRRI Medical Effects of Ionizing Radiation (MEIR) Course improves the operational capabilities of the military services by providing medical and operational personnel with up-to-date information concerning the bio-medical consequences of radiation exposure, how the effects can be reduced, and how to medically manage casualties. The training includes nuclear incidents that can occur on or off the battlefield and that go beyond nuclear weapons events.

## Research

The university conducts sponsored research in the combined sciences, including militarily relevant research in parasitology, infectious diseases, treatment of traumatic injury, and other issues related to health, war, and national disaster.

USU is home to the Armed Forces Radiobiology Research Institute (AFRRRI) that is charged with executing the Department of Defense (DoD) Medical Radiological Defense Research Program. Its civilian and active-duty military personnel conduct exploratory and developmental research to identify and develop medical countermeasures against ionizing radiation. Core areas of study include prevention, assessment, and treatment of radiological injuries, seeking to develop prophylactic and therapeutic drugs that prevent and treat



radiation injuries. AFRRI's radiation sources are licensed by the U.S. Nuclear Regulatory Commission.

The university's nationally ranked military and civilian faculty conduct cutting edge research in the biomedical sciences and in areas specific to the DoD healthcare mission such as combat casualty, infectious diseases, and radiation biology. The university is committed to technology transfer to ensure that the results of research are made widely available. The university holds more than 289 patents or pending patents.

### Accreditation

The Middle States Commission on Higher Education ([MSCHE](#)) accredits the Uniformed Services University of the Health Sciences ([USU](#)) at the institutional level. Seventeen other professional organizations accredit the university's schools, programs, and/or facilities. They include the Nuclear Regulatory Commission ([NRC](#)) and the Association for Assessment and Accreditation of Laboratory Animal Care ([AAALAC](#)).

- The university's continuing education programs are accredited by the Accreditation Council for Continuing Medical Education ([ACCME](#)), the American Nurses Credentialing Center ([ANCC](#)), the Maryland State Board of Social Work Examiners ([BSWE](#)), the American Psychological Association ([APA](#)), the Accreditation Council for Pharmacy Education ([ACPE](#)), and the American College of Healthcare Executives ([ACHE](#)).
- The F. Edward Hébert School of Medicine education programs are accredited by the Liaison Committee on Medical Education ([LCME](#)), the American Psychological Association Committee on Accreditation ([CoA](#)), the Council on Education for Public Health ([CEPH](#)), and the Accreditation Board for Engineering and Technology ([ABET](#)).
- The Graduate School of Nursing education programs are accredited by the National League for Nursing Accrediting Commission ([NLNAC](#)), the Council on Accreditation of Nurse Anesthesia Programs (COA), and the American Association of Colleges of Nursing Commission on Collegiate Nursing Education ([AACN/CCNE](#)).

- The Online Preparedness Education Program has been planned and implemented in accordance with ACCME and the ANCC's Commission on Accreditation. Both agencies accredit the university to provide continuing medical education (CME) for physicians and continuing nursing education (CNE) contact hours for nurses. A certificate of completion with continuing education credits is available to participants not eligible to receive CME or CNE. Up to 16 CME hours or 19 CNE hours will be honored to participants who register and successfully complete program requirements.
- The Medical Effects of Ionizing Radiation ([MEIR](#)) Course offered by the Armed Forces Radiobiology Research Institute (AFRRI) is accredited by the Accreditation Council for Continuing Medical Education ([ACCME](#)) for postgraduate instruction for healthcare providers, disaster-preparedness personnel, and operational planners.
- The National Capital Consortium and its residency programs are accredited by the Accreditation Council for Graduate Medical Education ([ACGME](#)) and by the American Board of Obstetrics and Gynecology ([ABOG](#)).

## Background History

### USU/SOM

The Uniformed Services University of the Health Sciences was established by Congress in 1972 under the Department of Defense. The School of Medicine was named for Congressman Hébert (D-LA), who in 1947 was the first to advocate the concept of a "West Point for doctors." He became chairman of the House Armed Services Committee in 1971 and reintroduced his vision of a military medical academy. The Health Professions Revitalization Act became law in 1972, establishing the Armed Forces Health Professions Scholarship Program and chartering USU.

### GSN

The Graduate School of Nursing (GSN) is the newest School at USU. In the fall of 1992, the Department of Defense received the authority along with an appropriation to plan and implement a nurse practitioner education program at USU. The intent of the legislation was to meet the needs for advanced

practice nurses in the Uniformed Services, which include the Army, Navy, Air Force and U.S. Public Health Service.

Because graduate degrees in nursing are granted only by a school of nursing, the creation of a graduate school of nursing at USU was appropriate to grant the Master of Science in Nursing (MSN) degree. Initially, the GSN had one degree program (MSN) with two options: Family Nurse Practitioner and Nurse Anesthesia. The Family Nurse Practitioner (FNP) Program admitted its first students in August 1993, and the Nurse Anesthesia (NA) program admitted students the following year, in June of 1994. A third MSN option, the Perioperative Clinical Nurse Specialist Program, admitted students in June of 2003. In 2002, the Ph.D. in Nursing Science was approved and the first students matriculated in August 2003.