



**Delaware  
Health Sciences  
Alliance**  
**STYLE GUIDE**

September 2011

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# OVERVIEW

# OVERVIEW

## Introduction

THE GOAL of the Delaware Health Sciences Alliance (DHSA) Style Guide is to familiarize users with the health sciences brand and guide them to successfully represent DHSA through all audience touchpoints.

While this manual provides definite boundaries and some do's and don'ts, it should be looked at as a guide rather than as a rule book....as an inspiration for creativity rather than a barrier to it.



**Kathy S. Matt, Ph.D.**  
*Executive Director,  
Delaware Health Sciences Alliance*

*Dean, College of Health Sciences  
University of Delaware*



# **BRAND INTRODUCTION**

# BRAND INTRODUCTION

## Introduction

THE GOAL of the Delaware Health Sciences Alliance (DHSA) visual identity system is to establish a distinct brand point of view related to the healthcare industry. Reinforcing the brand in a consistent fashion will maximize the effectiveness of the ongoing marketing efforts. The system supports the overarching objective of establishing the DHSA as the most extraordinary impact health education site in the United States.

This identity guides the foundation of the visual system for the DHSA, as well as the related marketing initiatives of the individual partners and programs. It achieves a unified look that is readily identified as the DHSA and communicates the relationship of its divisions in a clear, powerful, and memorable way.

This identity allows the Alliance and institutions to differentiate themselves from a sea of visual competition in marketing activities and branding communications. It is key that the system be implemented properly and consistently to reinforce the unified look. The following pages provide details on how to utilize the visual language system.

The identity system includes the official logo, tagline, color palette, typographic treatments, and usage samples.

# BRAND INTRODUCTION

## About the brand

**BACKGROUND:** The alliance enables partner organizations to collaborate and conduct cutting-edge biomedical research, to improve the health of Delawareans through access to services in the state and region, and to educate the next generation of health care professionals.

DHSA's unique, broad-based partnership focuses on establishing innovative collaborations among experts in medical education and practice, health economics and policy, population sciences, public health, and biomedical sciences and engineering.



# KEY ELEMENTS



Logo & Tagline



Visual Identity

Key Elements  
Elements Overview

# Delaware Health Sciences Alliance

HEALTHCARE EDUCATION, RESEARCH & SERVICES

.....  
Colors



Logo



Visual Identity

Key Elements

Elements Overview

# Delaware Health Sciences Alliance



Tagline

**Visual Identity**

**Key Elements**  
Elements Overview

# HEALTHCARE EDUCATION, RESEARCH & SERVICES

.....  
Colors



## Primary Colors

### BLUE

C 100 M 69 Y 0 K 11  
R 0 G 82 B 155  
PANTONE 287

### TEAL

C 80 M 13 Y 26 K 0  
R 0 G 82 B 155

### WHITE

C 0 M 0 Y 0 K 0  
R 255 G 255 B 255

### BLACK

C 0 M 0 Y 0 K 100  
R 0 G 0 B 0

## Visual Identity

### Key Elements

#### Secondary

#### COLOR PALETTE

The color scheme is designed to communicate learning, discovery, and engagement that complements the brand character of the DHSA.

The importance of the secondary color, teal, is to complement the identity system that cleanly frames the DHSA's core brand values and would be widely used in the branding promotional touchpoints.

# Visual Identity

## Key Elements

### Secondary

#### Primary Typeface

Optima - Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Optima - Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**Optima - Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

***Optima - Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

**Optima - ExtraBlack**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

#### Auxillary Typeface

Lucida Grande – Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Lucida Grande – Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

#### Primary Typeface

The Optima typeface family is the recommended primary typeface.

It is intended to be used for the name of all DHSA's titles and headlines.

If Optima is not available, Helvetica or Arial should be used.

#### Auxillary Typeface

The Lucida typeface family is the recommended primary typeface.

It is intended to be used for the name of all DHSA's body copy.

If Lucida is not available, Helvetica or Arial should be used.



# LOGO USAGE

# Visual Identity

## Logo Usage Elements Overview



Minimum size 1"



**THE SIGNATURE**  
Always use the correct artwork for the Delaware Health Sciences Alliance.

The left side is always the University name for independent usage or the name of the division level for lockup usage with Frutiger Black font. The right side can be changed to the name of the college or division with Frutiger Light font.

**CLEAR SPACE**  
The clear space measure remains free of other visual elements and should be applied in all communications whenever possible.

**MINIMUM SIZE**  
In order to maintain legibility, a minimum width of 1" has been established.

## Logo

## Visual Identity

### Logo Usage

#### Improper Usage

Always use the correct artwork for the DHSA signature.

Do not embellish or modify the logo in any way.



DO NOT alter font.



DO NOT alter or emphasize one part.



DO NOT rearrange elements.



DO NOT screen.



DO NOT show any unapproved colors.



DO NOT overlap with busy background.



DO NOT outline.



DO NOT alter or stretch proportions.



DO NOT remove elements.



## Institutional Logos



Phone # / Office / Dept. Name



Phone # / Office / Dept. Name



Phone # / Office / Dept. Name

## Visual Identity

### Logo Usage

Founding Institutions

Primary Marks

Please refer to individual founding institutions for acceptable primary mark policies and usage.



# EXPRESSION





## EXPRESSION

### Overview

#### Introduction

WHEN USED PROPERLY, the visual identity system will create a unified look that readily identifies the DHSA in a powerful and memorable way. It is key that the system be implemented consistently within a range of expressions over a variety of touchpoints.

# EXPRESSION

## Stationery



### Delaware Health Sciences Alliance

HEALTHCARE EDUCATION, RESEARCH & SERVICES

◆ CHRISTIANA CARE HEALTH SYSTEM ◆ NEMOURS ◆ THOMAS JEFFERSON UNIVERSITY ◆ UNIVERSITY OF DELAWARE

Robert L. Barchi, MD, PhD  
President,  
Thomas Jefferson University

Kevin B. Churchwell, MD  
CEO  
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### Delaware Health Sciences Alliance

HEALTHCARE EDUCATION, RESEARCH & SERVICES

◆ CHRISTIANA CARE HEALTH SYSTEM ◆ NEMOURS ◆ THOMAS JEFFERSON UNIVERSITY ◆ UNIVERSITY OF DELAWARE

345 McDowell Hall  
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**EXPRESSION**

**Founding Member Banner**

## EXPRESSION

### Founding Member Banner





## EXPRESSION

### Founding Member Signage

# EXPRESSION


## Web Pages





# EXPRESSION

## Print Collateral



**Delaware  
Health Science  
Alliance**

*Partnerships to Promote  
Healthcare Education, Research & Service*



**Delaware  
Health Sciences  
Alliance**

HEALTHCARE EDUCATION, RESEARCH & SERVICES

**Have you recently  
been diagnosed with  
*Breast Cancer?***



[www.dhsa1.org](http://www.dhsa1.org)

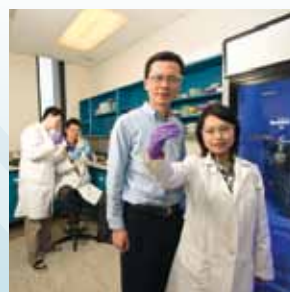
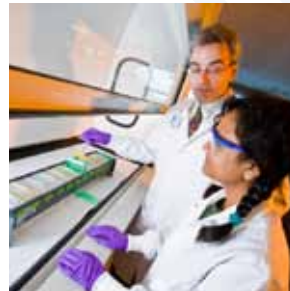


**Delaware  
Health Sciences  
Alliance**



*Partnerships to Promote  
Healthcare Education,  
Research & Service*

[www.dhsa1.org](http://www.dhsa1.org)



## IMAGERY

### Image Style

#### GUIDELINE

Photography should present the DHSA brand essence and convey high-tech, energized, diverse, collaborative, global personalities, thriving in uncharted territory, and seeking solutions that benefit society.

Images can be reproduced in full color, single color (monotone), and black and white.

Images that are used in printed materials should be reproduced at print quality—300dpi / inch.



## For any questions regarding these guidelines, please contact:

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