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OVERVIEW
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.

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Delaware Health Sciences Alliance

Dean, College of Health Sciences
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BRAND 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.
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.
Tagline

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
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Optima - Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Optima - Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Optima - Bold Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Optima - ExtraBlack
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Auxillary Typeface

Lucida Grande – Regular
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lucida Grande – Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
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.
Visual Identity

Logo Usage
Elements Overview

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.
Improper Usage
Always use the correct artwork for the DHSA signature.
Do not embellish or modify the logo in any way.
Institutional Logos

**Christiana Care Health System**

Phone # / Office / Dept. Name

**Jefferson**

Phone # / Office / Dept. Name

**Nemours**

Phone # / Office / Dept. Name

**University of Delaware**

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
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

Founding Member Banner
EXPRESSION

Founding Member Banner
EXPRESSION

Founding Member
Signage
Have you recently been diagnosed with Breast Cancer?

www.dhsa1.org
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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