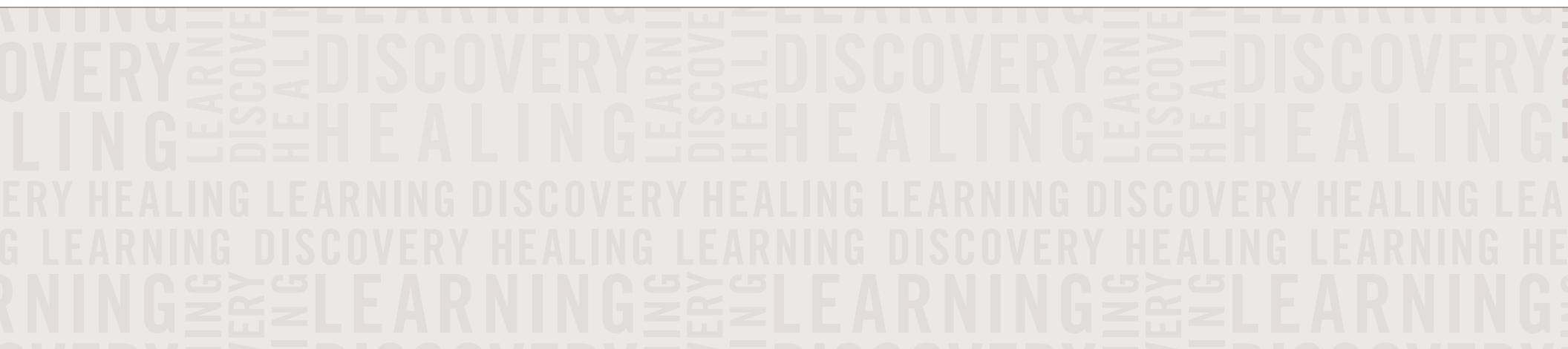




VISUAL IDENTITY
AND NAMING CONVENTIONS



GEISEL
— SCHOOL OF —
MEDICINE
AT DARTMOUTH



VISUAL IDENTITY
AND NAMING CONVENTIONS



GEISEL
— SCHOOL OF —
MEDICINE
AT DARTMOUTH

Geisel School of Medicine Naming Conventions

FIRST REFERENCE:

- + The Audrey and Theodor Geisel School of Medicine at Dartmouth
- OR
- The Geisel School of Medicine at Dartmouth

SECOND AND SUBSEQUENT REFERENCES:

- + Geisel School of Medicine at Dartmouth
- + Dartmouth's Geisel School of Medicine
- + Geisel School of Medicine

THIRD AND SUBSEQUENT REFERENCES:

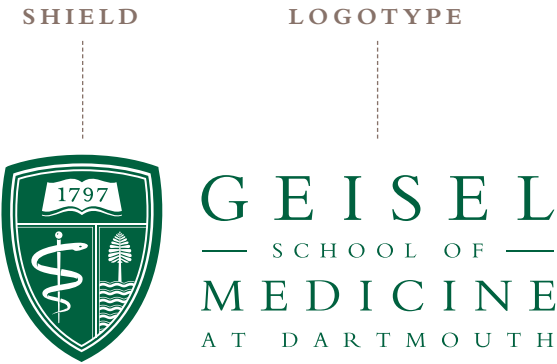
- + The Geisel School

ACRONYMS

- + We will not be using any acronyms, such as GSM or GSOM, at this time. Please use "Geisel School of Medicine" or "The Geisel School" in your communications. You may also use just "Geisel" for third reference or descriptor, such as "a Geisel student." Like Tuck and Thayer, we want to be known by our name not an acronym. Your cooperation is appreciated.

Features

- The Geisel School of Medicine logo consists of two parts:
- + The LOGOTYPE: Customized treatment of typeface: Bembo
 - + The SHIELD: Custom mark



Spacing

VERTICAL

- + The LOGOTYPE in the vertical logo version is centered below the SHIELD.
- + The width of the spacing to the left and right of the SHIELD matches the width of the “staff of Asclepius” section of the SHIELD shape.
- + The measurement from SHIELD to LOGOTYPE is the height of the “M” in MEDICINE.



HORIZONTAL

- + The LOGOTYPE in the horizontal logo version is placed to the right of the SHIELD.
- + The LOGOTYPE is the same height as the inline (white stroke) of the SHIELD shape.
- + The measurement from SHIELD to LOGOTYPE is the width of the “M” in MEDICINE.



Color Variations



GEISEL
— SCHOOL OF —
MEDICINE
AT DARTMOUTH

PRIMARY (1 COLOR)

Use this logo for applications where budget allows for use of spot colors.



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AT DARTMOUTH

4-COLOR

Use this logo for applications where budget allows for use of four-color process.



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MEDICINE
AT DARTMOUTH

BLACK AND WHITE

Use this logo for applications where budget does not allow for use of spot colors or four-color process.

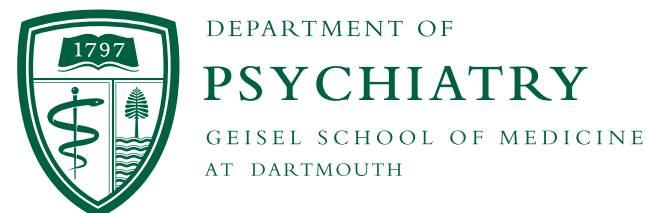
Knockout Version

Use the knockout version of the logo on black or very dark colors and photography. Acceptable knockout colors are black and all other primary and secondary brand colors.



Department, Center, and Lab Variations

Use the below system when adapting to different departments, centers, labs and institutes of Geisel School of Medicine. Department, center, lab or institute name should be most prominent and followed by the school name. Any center, lab or institute with an existing logo should contact the Office of Communications and Marketing to discuss approved visual branding.



Co-branding

Be sure to use an approved Geisel School of Medicine logo when co-branding with other organizations, whether they are affiliated with Dartmouth or not.

When used with the logo of Dartmouth College, Tuck or Thayer, it is acceptable to use the Dartmouth Green color instead of the approved Geisel green (see “Color Usage” on pg. 10).



Co-branding Advertising

PHOTOGRAPHY -----



LOGO -----
LOCK-UP

 GEISEL — SCHOOL OF — MEDICINE AT DARTMOUTH	 <i>The Friends of</i> NORRIS COTTON CANCER CENTER Dartmouth-Hitchcock	Creating physician leaders who will help solve our most vexing challenges in health care. GEISELMED.DARTMOUTH.EDU
SUPPORTING LOGO		

GEISEL
TEXT &
WEBSITE

Typography is a strong extension of the Geisel School of Medicine's brand personality. For this reason, specific typefaces have been selected to support brand development and maintain consistent messaging. The following fonts have been selected for this purpose:

- + TRADE GOTHIC (primary sans serif) use Helvetica as secondary
- + BEMBO (primary serif) use Garamond as secondary

SERIF: Bembo

(examples of use: headlines and body copy)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

These simple, classic faces help us communicate ideas simply and confidently.

We have a few general rules to follow:

- + Use Serif font for body copy and headlines
- + Use Sans serif font for body copy and sub-headlines
- + Do not use all uppercase for any body copy text blocks

SANS SERIF: Trade Gothic

(examples of use: headlines and body copy)

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CONDENSED

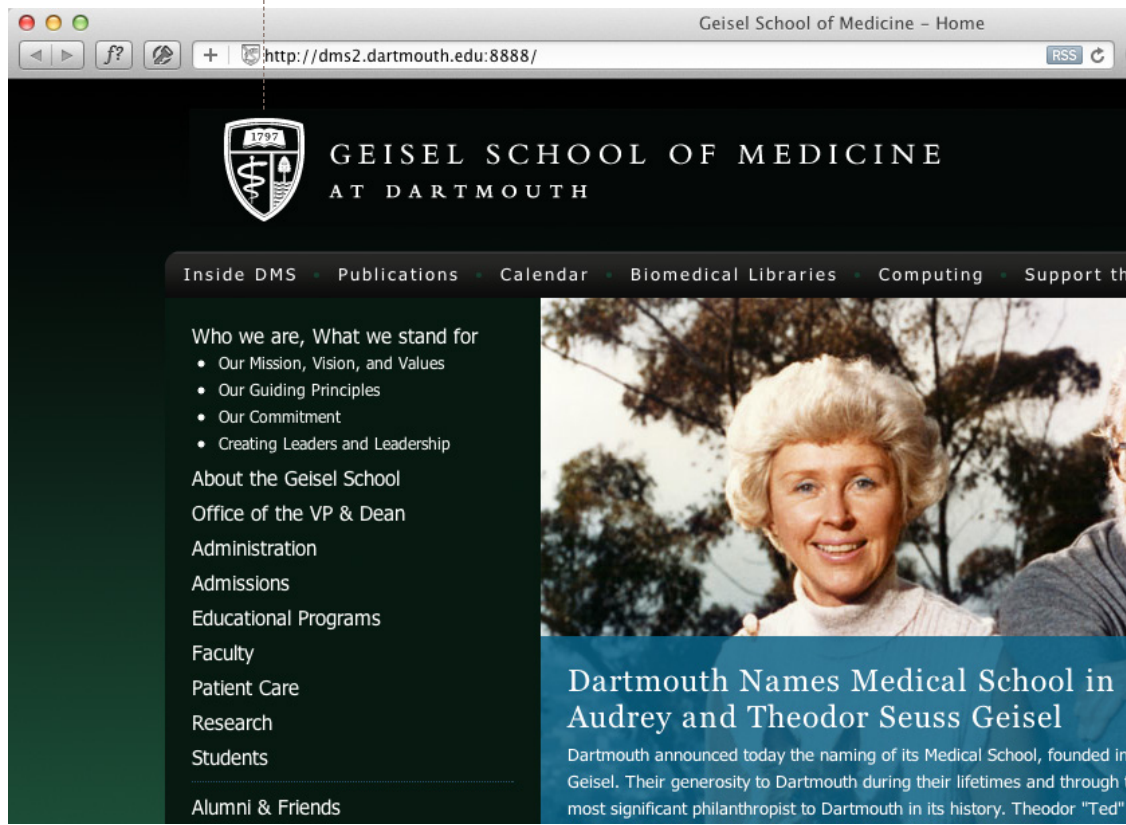
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Website

LOGO (KNOCKOUT)



Color Usage

Color plays an important role in communicating the Geisel School of Medicine brand. The colors for printed materials used in this identity system have been established based on the PANTONE® Matching System, the standards for which are shown in the current edition of the PANTONE Color Formula Guide. PANTONE colors must be specified for correct color matching, and extra care should be taken to control the differences in printing equipment, technologies, inks, threads, and paper (from coated to uncoated) to maintain correct and consistent color.

Primary PALETTE

		} FOR PRINT MEDIA
PANTONE 7728 U	PANTONE Black	
CMYK 93.0.75.55	CMYK 0.0.0.100	
		} FOR ELECTRONIC MEDIA
RGB 0.104.69	RGB 0.0.0	
HEX # 006845	HEX #000000	

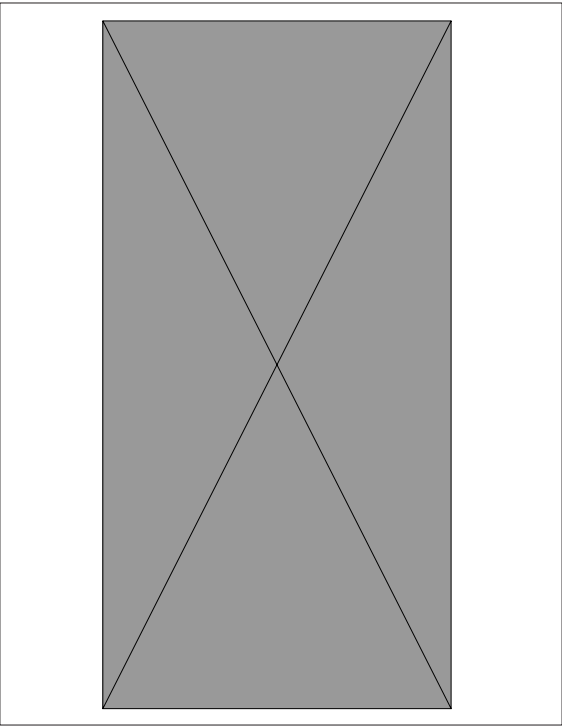
The following colors are currently in the Geisel School of Medicine color palette arsenal. Although not a mandate, they should be considered a guideline when designing a piece within the Geisel School of Medicine brand.

PANTONE 349 C	PANTONE 369 C	PANTONE 410 C	PANTONE 7547 C	— PANTONE
CMYK 100.0.91.42	CMYK 59.0.100.7	CMYK 0.18.21.56	CMYK 35.4.0.94	— CMYK (4-COLOR PROCESS)
RGB 0.112.60	RGB 108.179.63	RGB 136.116.106	RGB 23.37.45	— RGB
HEX #00703c	HEX #6cb33f	HEX #88746a	HEX #17252d	— HEXADECIMAL

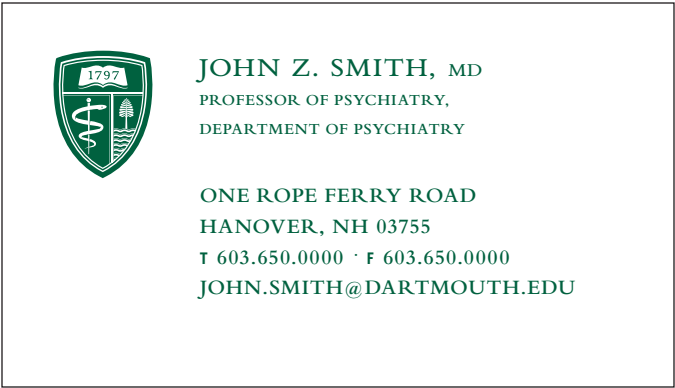
Business System Materials

Stationery is a very important collateral piece to the identity system. It is often the first time someone sees the logo in use—or in a printed environment. Basic layouts are provided. The logo size on the business card front, the letterhead, and the envelope are all one consistent size.

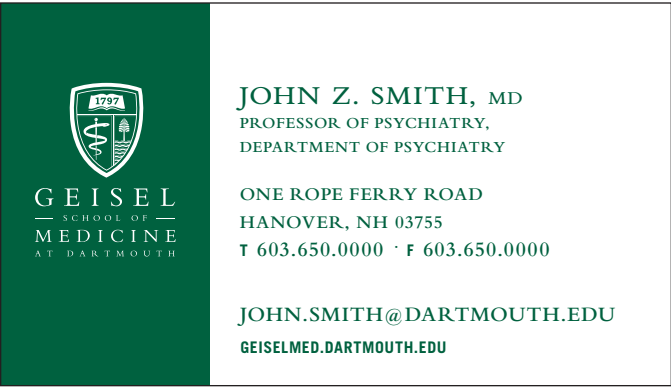
GENERAL LETTERHEAD



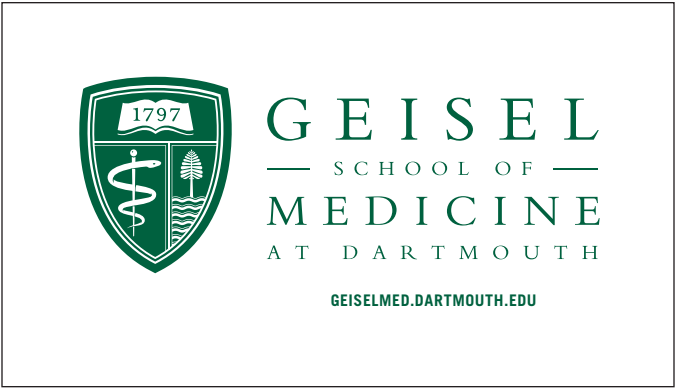
BUSINESS CARD 2-SIDED (FRONT)



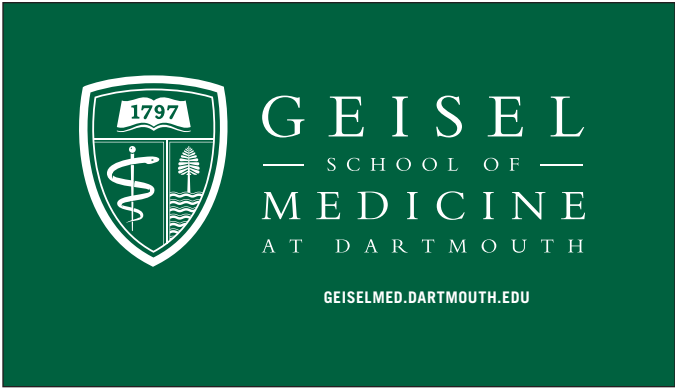
BUSINESS CARD 1-SIDED



BUSINESS CARD 2-SIDED (BACK A)



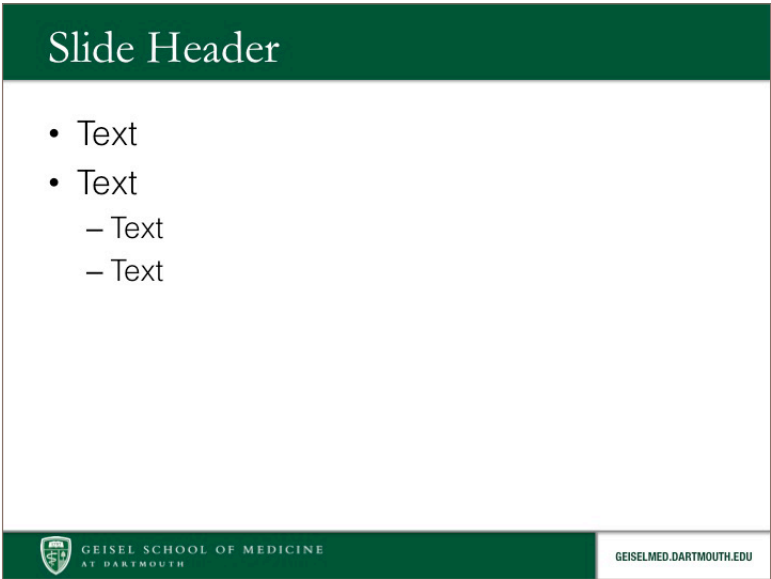
BUSINESS CARD 2-SIDED (BACK B)



PowerPoint Slides

Here is the recommended PowerPoint template that all Geisel School of Medicine faculty and staff should use.

PHOTOGRAPHY
SELECTION



Ad

These are examples of how ads should look within our visual identity guidelines.

PHOTOGRAPHY

BEMBO
SMALL CAPTEXT
DESCRIPTION

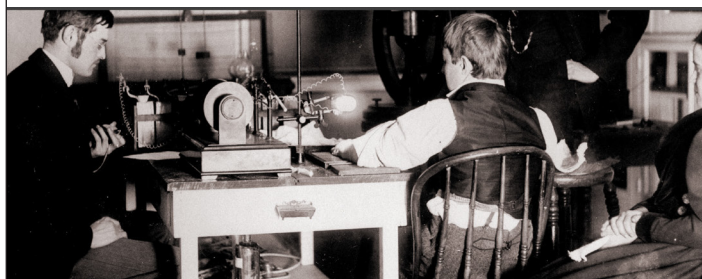
CREATING PHYSICIAN LEADERS WHO WILL HELP SOLVE
OUR MOST VEXING CHALLENGES IN HEALTH CARE.

From creating the first clinical x-ray in America in 1896 to developing
the world's first Center for Health Care Delivery Science in 2010, the
Geisel School of Medicine at Dartmouth boldly pursues innovations
that improve lives.



GEISEL
— SCHOOL OF —
MEDICINE
AT DARTMOUTH

GEISELMED.DARTMOUTH.EDU



With gratitude from Dartmouth

AMERICA'S FOURTH OLDEST MEDICAL SCHOOL
HAS A NEW NAME.

— THE —
AUDREY AND THEODOR GEISEL
SCHOOL OF MEDICINE
AT DARTMOUTH

BEMBO
SMALL CAP

IN RECOGNITION OF THEIR LIFETIME OF GENEROSITY AND
REMARKABLE IMPACT ON DARTMOUTH.

BEMBO
FONT

The creative passion of Audrey and Theodor "Ted" Geisel (Dartmouth Class of 1925), known
worldwide as the author and illustrator "Dr. Seuss," continues to raise children's literacy and
development around the world by educating, entertaining and amusing. Their life's work serves
as a timeless example for future physicians at the Geisel School of Medicine.

FOOTER
LOCK-UP

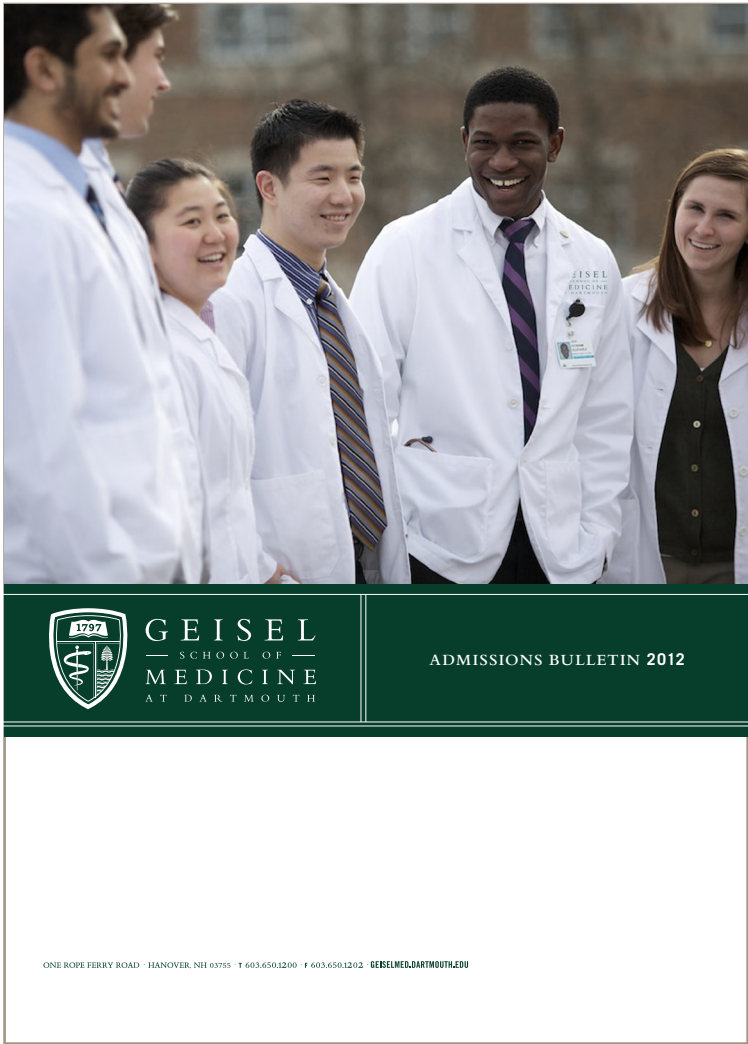
From creating the first clinical x-ray in America in 1896 to
developing the world's first Center for Health Care Delivery
Science in 2010, the Geisel School of Medicine at Dartmouth
boldly pursues innovations that improve lives.



GEISEL
— SCHOOL OF —
MEDICINE
AT DARTMOUTH

Creating physician leaders
who will help solve our
most vexing challenges in
health care.
GEISELMED.DARTMOUTH.EDU

Brochure



Pocket Folder

TYPOGRAPHY
TREATMENT

LOGO



DEPARTMENT

Gear

These are examples of the logo could be used on clothing and merchandise.

The shield should always be accompanied by the school name somewhere on the item.



Back of hat reads:
Geisel School of Medicine at Dartmouth

Coat

LOGOTYPE

SHIELD

