VISUAL IDENTITY
AND NAMING CONVENTIONS
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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

**Primary (1 Color)**
Use this logo for applications where budget allows for use of spot colors.

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

**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

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

GEISLAMED.DARTMOUTH.EDU
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)

Geisel School of Medicine – Home

Who we are, What we stand for
- Our Mission, Vision, and Values
- Our Guiding Principles
- Our Commitment
- Creating Leaders and Leadership

About the Geisel School
Office of the VP & Dean
Administration
Admissions
Educational Programs
Faculty
Patient Care
Research
Students
Alumni & Friends

Dartmouth Names Medical School in Audrey and Theodor Seuss Geisel

Dartmouth announced today the naming of its Medical School, founded in 1787, in honor of Audrey and Theodor Seuss Geisel. Their generosity to Dartmouth during their lifetimes and through their wills is the most significant philanthropic gift in the institution’s history. Theodor “Ted” Geisel, better known as Dr. Seuss, is the author of iconic children’s books and a Dartmouth alumnus.
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
CMYK 93.0.75.55

PANTONE Black
CMYK 0.0.0.100

FOR ELECTRONIC MEDIA

RGB 0.104.69
HEX #006845

RGB 0.0.0
HEX #000000
Color Palette: Print

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.

Secondary Palette

- **PANTONE**
  - 349 C
  - 369 C
  - 410 C
  - 7547 C

- **CMYK**
  - 100.0.91.42
  - 59.0.100.7
  - 0.18.21.56
  - 35.4.0.94

- **RGB**
  - 0.112.60
  - 108.179.63
  - 136.116.106
  - 23.37.45

- **HEX**
  - #00703c
  - #6cb33f
  - #88746a
  - #17252d
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
PowerPoint Slides
Here is the recommended PowerPoint template that all Geisel School of Medicine faculty and staff should use.

Slide Header
- Text
- Text
  - Text
  - Text
Ad

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