Cobranding Guidelines

Wake Forest University School of Medicine with Atrium Health

Cobranding – Audience

Appropriate branding speaks to the audience, but sometimes the audience encompasses both the academic and the clinical. As a general rule, use the logo that applies to your primary audience and address a secondary audience in your text. However, when the intended audience or content includes an equal amount of clinical and academic aspects, a 50:50 cobranding solution may be required. In these situations, the primary Atrium Health and Wake Forest University School of Medicine logos are used together in a balanced approach.

Examples of these 50:50 cobranding situations include:

- Clinical trials
- Peer-to-peer communications
- Identification for people who share equal time in both sectors

For some fundraising/communication pieces from the Office of Philanthropy and Alumni Relations, an approved exception to the cobranding rule is allowed based on their audience in the Atrium Health Wake Forest Baptist region.

Cobranding – Logo

In situations when 50:50 cobranding is appropriate, we have developed a single combination logo file to use. It has a sizing convention to achieve visual equity and placement for the two logos. Logo sizes and alignments have been carefully considered and should not be altered. To preserve consistency and correct use, the combination logo file can only be used in templates and materials designed by Creative Communications and approved vendors. Requests from vendors can be directed to brandchampion@wakehealth.edu.

Approved horizontal lockup

Approved vertical lockup
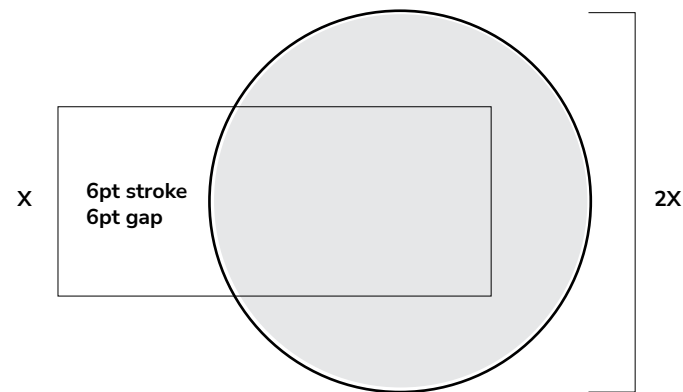
Cobranding – The Connecting Band

We have developed a graphic to represent the connection and collaboration between Atrium Health and Wake Forest University School of Medicine.

The Connecting Band is filled with a gradient from Atrium Health teal to Wake Forest gold, with a bright yellow-green at the center to create a more natural connection.

Usage guidelines:

- The Band is built from a perfect circle but gradient should only fill the visible portion of the arc

- Circle diameter is 2X the length of the side of application it is placed on and centered on that edge

- Band thickness should appear as a 6pt stroke with a 6pt gap between the band and interior circle in all standard size materials. If needed in posters or bigger applications the Band should be scaled up proportionally

- Banded treatment follows same guidelines but applied to band dimensions

Connecting Band construction and placement

X

6pt stroke
6pt gap

2X

Band gradient colors

Atrium Health teal

Yellow-green

Wake Forest gold

Connecting Band

Banded treatment
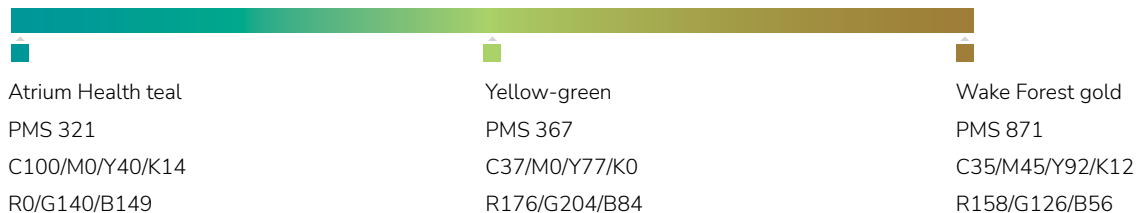
Cobranding – Color Palette

Our color palette is built around our color gradient that spans from Atrium Health teal to Wake Forest gold, with a bright yellow-green at the center to help make the connection more colorful and less muddy. The gradient should only be used in our connecting band graphic. Use RGB builds for on-screen applications and CMYK builds for printed applications. PMS colors are only for reference and should not be used to build artwork.

Our neutral palette provides hierarchy and dimension to communications.

Usage guidelines:

- Color gradient should only be used in the connecting band graphic
- Typography should always appear in 80% black, never full black
- Neutral palette should be used to highlight important information or to define the edge of the banded connecting band treatment

Band gradient colors

Atrium Health teal	Yellow-green	Wake Forest gold
PMS 321	PMS 367	PMS 871
C100/M0/Y40/K14	C37/M0/Y77/K0	C35/M45/Y92/K12
R0/G140/B149	R176/G204/B84	R158/G126/B56

Neutral palette
Our neutral palette is made up of shades of black in 10% increments from 10% to 80%

10%	20%	30%	40%	50%	60%	70%	80%

TWENTY MILLION CANCER SURVIVORS:
We are at the Forefront of Survivorship Care and Research

Cobranding – Typography

To create a simple and easy-to-use visual system, Arial is the only approved typeface and is a system font. This versatile, legible font is used throughout the world as a standard font on most computers. Size, weight and uppercase treatment can be used to create organization and hierarchy as shown in this example.

Arial Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Arial Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Arial Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Arial Bold Itlaic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Our headlines and introductory copy are set in Arial Regular or **Bold UPPERCASE IS ALSO AVAILABLE**

All caps with bold weight emphasizes information in headlines; regular weight with sentence case can also be used simultaneously.

Section Headings are also set in Arial (14/17 pt)

Sometimes it's necessary to create sections within a larger piece of communication. Always set section headings inbold weight. Always use 80% black and all text.

Inline Subhead Bold (same size as body copy)

If the communication is using Section Headings, keep Inline Subheads bold to create typographic hierarchy.

Body copy should be also set in Arial, using regular weight and is set in 80% black at 9/12pt or 10/13pt based on the amount to copy. Larger body copy can be used for vision-impaired audiences or pieces that are typically viewed from a distance. When scaling body copy, keep typographic hierarchy in mind and make adjustments to other elements as necessary to ensure that readability is maintained. Leading should always be scaled in proportion to font size.

"Callouts and pull quotes are set in Arial Regular. They always appear in 80% black."

Attributions and image captions.

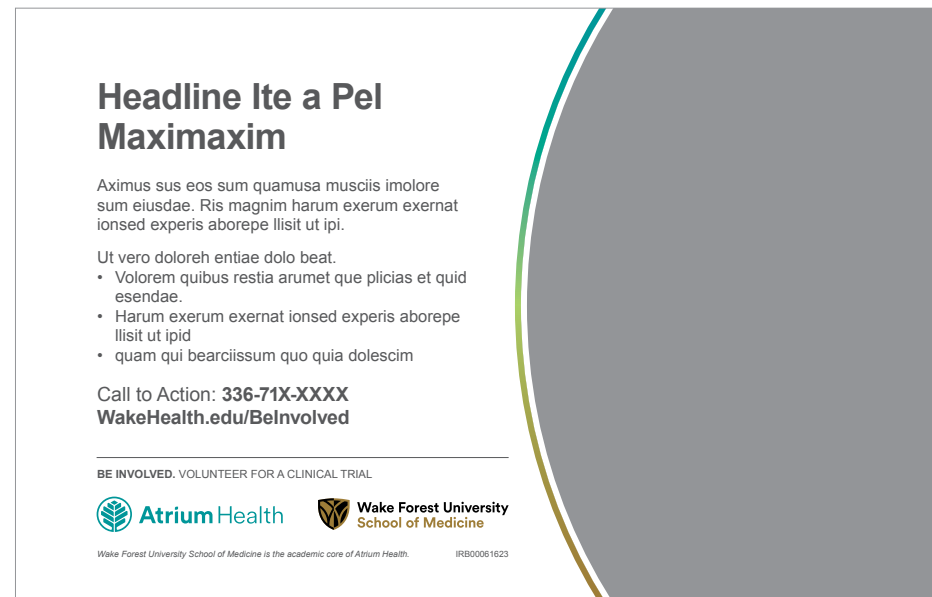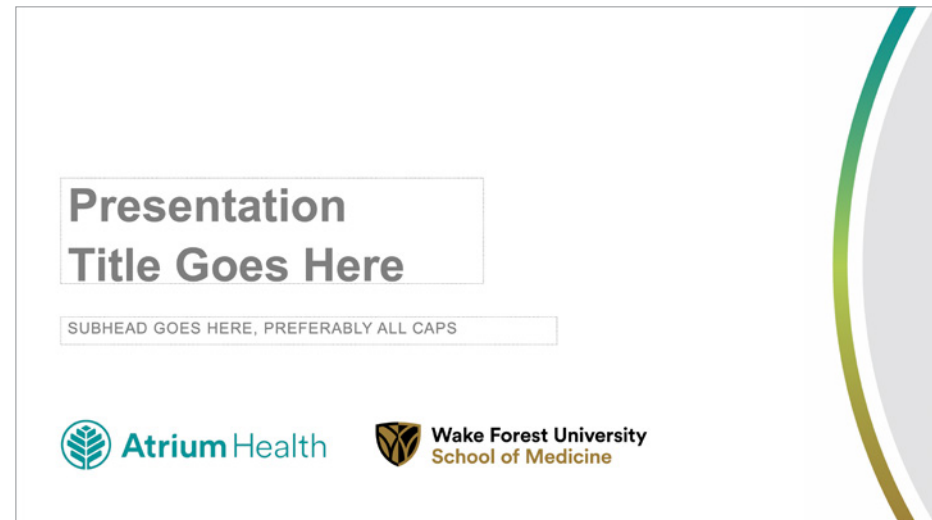These should be set in Arial, in regular weight at 7/9pt.

Cobranding – Templates

PowerPoint templates for creating presentations will be available on the Brand Center. Templates for research posters will not be available. Please use the Wake Forest University School of Medicine or appropriate Atrium Health poster template.

Templates for stationery will be available on the Printing Services uStore.

For letters that will not be printed but instead are shared electronically, a Word template will be provided on the Brand Center. It is intended for electronic distribution only and is not to be printed from a desktop printer. Do not print stationery from this template.

NOTE: Additional cobranded templates will be limited; however, templates will be available on the Printing Services uStore.

Cobranding – Applications

Examples of the Wake Forest University School of Medicine with
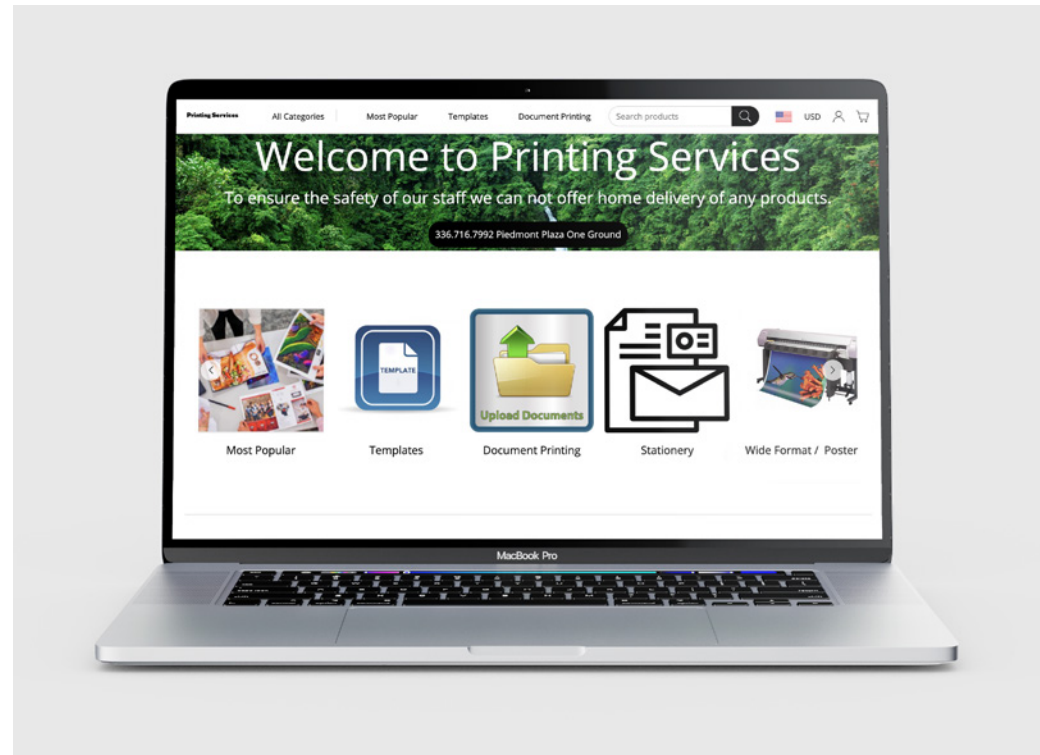Atrium Health cobranded printed materials.

Printing

Printing Services is available to assist with your printing needs. Information can be found [online](#).

[uStore](#) is the new online system for submitting print orders and accessing brand-approved templates. Visit the [uStore](#) to learn what templates and services are available.

In some cases, print projects are better handled by one of Printing Services' approved partners. In these situations, Printing Services will provide cost estimates and timelines.
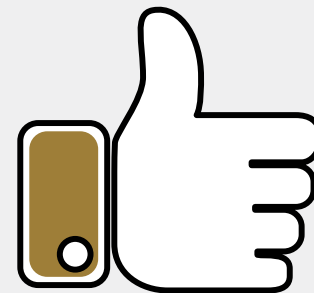
With questions or for more information, call 336-716-7992, opt. 2, or email

Brand Champion Approval

Proofs of all branded materials must be forwarded to Brand Champion at Creative Communications for review and approval prior to production. If you are not using an approved template in uStore, you must submit your material to BrandChampion@wakehealth.edu for brand approval. Please allow three to five business days for a response.

Attachments: Files over 10 MB should not be attached to emails.
Instead, please use a file sharing application/site of your choosing.

Cobranding Guidelines

June 15, 2022