



BRAND GUIDELINES

March 2016 | v2.3



Guiding Principles

Brand Guidelines are designed to bring a consistent look and feel to the Salus University brand. They are designed not to inhibit creative thinking, but are, in fact, designed to provide logical parameters for our brand platform that foster a singular voice whenever anyone tells the Salus University brand story. That said, there are a few points to consider:

1. Use of our visual identity is required.
2. These guidelines will be updated periodically as we evolve existing applications and develop new ones.
3. There is a review process for all produced work that communicates the brand. Creators of work should review all materials with the Director of Communications for brand approval.

Message from the President

February, 2015

Trusted Brand Ambassadors:

I am thrilled at what the future holds for Salus University. We are about to tell the world the story of “who Salus is” with a powerful brand platform that sets us apart from any of our competitors, and positions us as the leader in health science post-graduate education that we truly are.

Our refreshed brand is a reflection of everything that is genuine and remarkable about Salus University. And as our brand’s greatest spokespeople, it is important that each of you tell our story with passion, gusto, and perhaps most of all, consistency.

This is why I ask you to become familiar with the Brand Guidelines that follow. They are designed to simplify the expression of our brand, not complicate it. These guidelines enable us—as a group—to carry the brand with a singular voice, regardless of our individual role, title, college or tenure.

Thank you for being part of our brand refresh. We will be successful in our mission to be the category leader of health and well-being only as a committed, connected group. I know that what we will achieve together will be nothing short of amazing.

Dr. Michael H. Mittelman
President

Our Positioning

Our brand platform is designed to position Salus University as a forward thinking, progressive institution, and an undeniable leader in health science post-graduation education.

Inspiration

Salus faculty, students, alumni, staff and some preceptors enthusiastically wanted to protect the integrity of the intellectual capital of Salus University. It is not just a place for practical hands-on knowledge, but an intimate, collaborative, inter-disciplinary environment where students can learn not only from faculty and one another, but can challenge Salus leadership to ensure that the University is driving the best curricula and programs available.

Positioning Objective

Position Salus University as a thought-provoking, intellectual environment that continues to deliver the most progressive thinking in health sciences.

Desired Reaction

"...Sure, Salus University gives each student the best education in their field—but they do more. With the industry's best faculty and curriculum, as well as a commitment to inter-discipline exposure, Salus educates holistic health science professionals who understand what contributes to each person's individual health and well-being..."

Brand Platform

Brand Promise

At Salus University, you will have access to the world of health science and blindness and low vision programs. With a commitment to early exposure to clinical training and comprehensive fieldwork, the most advanced curricula available, and a collaborative, supportive environment, Salus graduates emerge as forward thinkers in the world of health and well-being.

Brand Personality

- Thoughtful
- Intellectual
- Approachable and sophisticated
- Practical meets theoretical
- Independent

Rationale

- The boutique, intimate feel connects with the campus size and independence
- Significantly zags from the “practical” approach of many competitors
- Helps to further elevate the position of the health science, blindness and low vision professions
- Says “innovation” in a more quiet, emotional way

Brand Voice

Salus University speaks in the voice of a leader. We have been at the forefront of health and well-being since 1919, and we want to celebrate our history, while still promising to continue our history of innovation. We make bold concise statements about the world of health science.

Headlines

Headlines drive the umbrella personality of the brand voice. When read, they should feel like a bold promise. Aspirational, but not delusional. They should be proud, but genuine. Lines should provoke thought, and be ambitious. They should encourage action. They do not have to be literal intros into the body copy, but more of an expression of what Salus believes.



Body Copy

Sub Headlines

Sub headlines are a good way to make a conceptual headline feel a bit more literal.

Body Copy

In contrast to deliberateness of the headline, body copy is a little warmer and reassuring. It tells the reader why they should believe the claims that we are making about Salus University. Body copy should be shorter than you may think. We don't have to tell the whole story—but encourage the reader to contact Salus and ask for more information in a one-on-one environment.



Body Copy Improper Use

Do not use ellipses "..."

They represent an unfinished thought. Salus speaks in finished thoughts. Very important in headlines, and highly suggest in body copy.

Do not speak in puns.

Puns lack the sophistication that the brand is designed to evoke.

In general, avoid humor, as it can be risky. Something funny to someone is not always funny to another person, and it conflicts with the brand personality.

That doesn't mean the copy should not be friendly and approachable, just don't overdo it or get too freindly so it becomes comical.

Do not use exclamation points in headlines "!"

The lines should be powerful enough as they are written. Where necessary, exclamation points are OK in body copy.

Tagline

THE FUTURE OF HEALTH SCIENCE SINCE 1919.

Our tagline is a powerful promise to continually lead progressive thinking in the world of health science, just as we have since 1919.



THE IDENTITY SYSTEM



Logo



The Salus University logo is comprised of a **brand mark** and **word mark** lock-up that are used together to communicate a strong and memorable brand identity.

The **brand mark** is designed to position Salus as an experience of ongoing thought and intellectual curiosity. The interconnectivity of the rings in the brand mark design celebrates Salus' commitment to an interdisciplinary experience—and serves to “connect” the individual colleges within Salus University. The shape—using graduated circles—represents ongoing motion and a personalization of the complexities of health science.

The **word mark** typography complements the brand mark with a font style that balances between classic, serious, and a sense of looking forward.

The color combination of the logo (red, gray and orange) was selected to convey energy, rigor and focus.

Logo Two-Line

There are three configurations for the logo. The two-line horizontal logo is **preferred**. The two-line vertical logo can be used to work with “vertical” compositions.

Do not use the wordmark without the brand mark.

TWO-LINE HORIZONTAL

SalusUniv-Logo-Two-Line-Horizontal



TWO-LINE VERTICAL

SalusUniv-Logo-Two-Line-Vertical



Logo One-Line

The one-line logo is available for limited and only specific uses. It should only be applied when no other logo works with the layout and composition of the design.

ONE-LINE HORIZONTAL

SalusUniv-Logo-One-Line-Horizontal



Logo

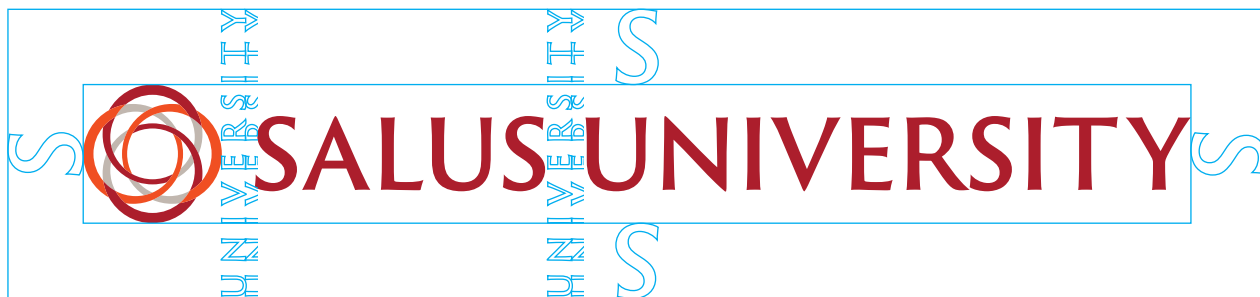
Clear Space

Clear space is the area around the logo that protects it from any other graphics that might interfere with it and dilute the clarity of the identity. The capital letter "S" in the word Salus determines how large that space should be.

TWO-LINE



ONE-LINE



Logo Improper Use

All elements of the logo have a specific design relationship to each other. In order to ensure the most potential for recognition of our logo, it is important to keep these relationships intact.

Artwork is available for all versions of the logo.



Do not change the color of the wordmark.



Do not rotate brandmark in relation to the wordmark.



Do not change the size relationship between brandmark and the wordmark.



Do not align the words within the wordmark.



Do not use a different font for the wordmark.



Do not change the color of brandmark (see page XX for acceptable options).



Do not change the relationship of the elements within brandmark.



Do not distort the logo.



Do not change letters to small caps.

Logo
Color Variations

A number of alternate color versions of the logo are available for use in a number of different production scenarios. The usage is described in the column on the far right.



THREE-COLOR ON WHITE
This is the preferred treatment on white. The three colors are Pantone 187, Pantone 1665 and Pantone Warm Gray 3.



THREE-COLOR ON RED
This is the preferred treatment on red. Note that the brandmark colors are swapped so that the Pantone Warm Gray 3 is on the outside and Pantone 1655 is on the inside.



ONE-COLOR
A one color Pantone 187 version is shown on the left that should be used when printing in a single color.



TWO-COLOR ON GRAY OR DARK NEUTRAL BACKGROUND
The white version is shown on the left when the logo has to reverse out of a dark color or busy (photographic) background.



THREE-COLOR ON LIGHT GRAY OR LIGHT NEUTRAL BACKGROUND
The full color logo with white on the inside rings is an available for use on a light gray background. The three colors are Pantone 187, Pantone 1665 and White.

Logo On Photography

The two color logo can be used on top of photography as long as the contrast allows for easy legibility.



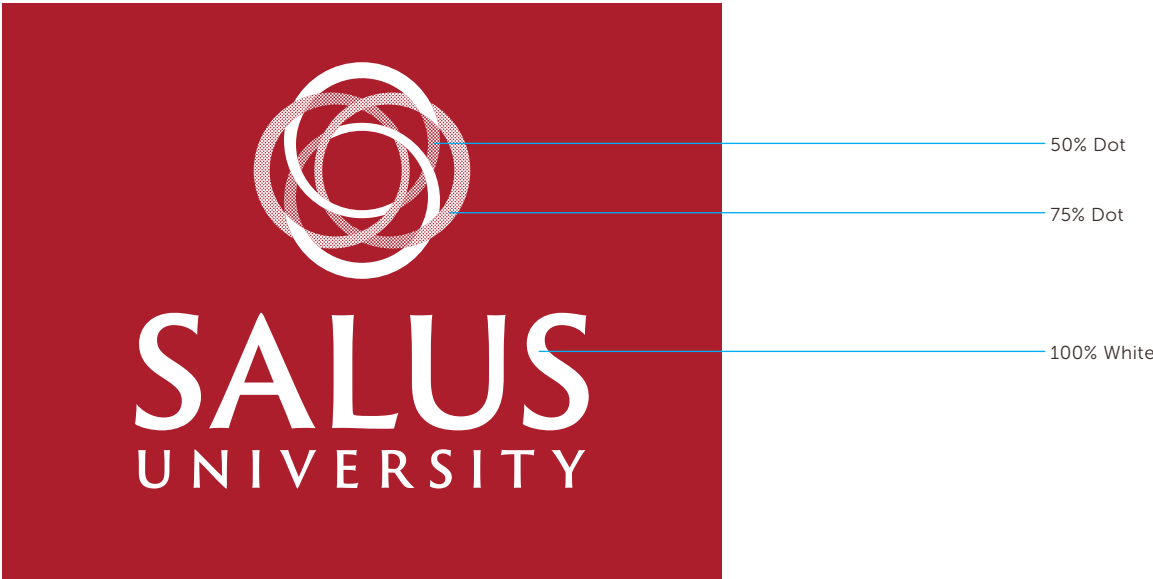
TWO-COLOR ON PHOTOGRAPHY

The white version is shown on the left when the logo has to reverse out of a dark color or busy (photographic) background.

Logo

White One Color:
Dot Screen

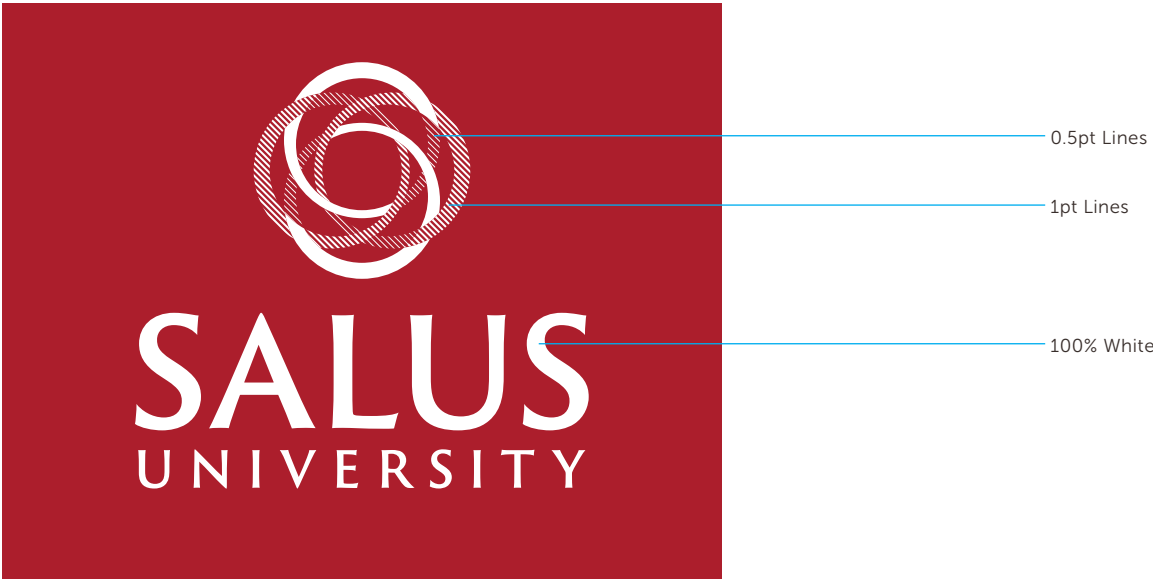
For specific premium, apparel or spot color needs where the logo needs to be white, use the one color logo iteration that is made up of different dot screens. A 75% and 50% screen replaces the orange and gray colors in the landmark.



Logo

White One Color:
Line Screen

For alternate premium and spot color needs where the logo needs to be white, use the one color logo iteration that is made up of different line screens.



Brand Fonts

The primary font for the design platform is **Museo Sans**. A number of weights and styles are available. These font should be used on all print communications and most digital applications (email and social media are exceptions).

Museo Sans is available for purchase from www.myfonts.com and as a licensed webfont from typekit.com.

The secondary font for the design platform is **Trajan Sans Pro**. Only one weight should be used in the design platform.

Trajan Sans Pro (Semibold) is available for purchase from www.adobe.com and as a licensed webfont at typekit.com.

Alternate font: when Museo Sans is not available, use Arial.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Museo Sans 300 (shown: 20pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Museo Sans 500 (shown: 20pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Museo Sans 700 (shown: 20pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Museo Sans 900 (shown: 20pt)

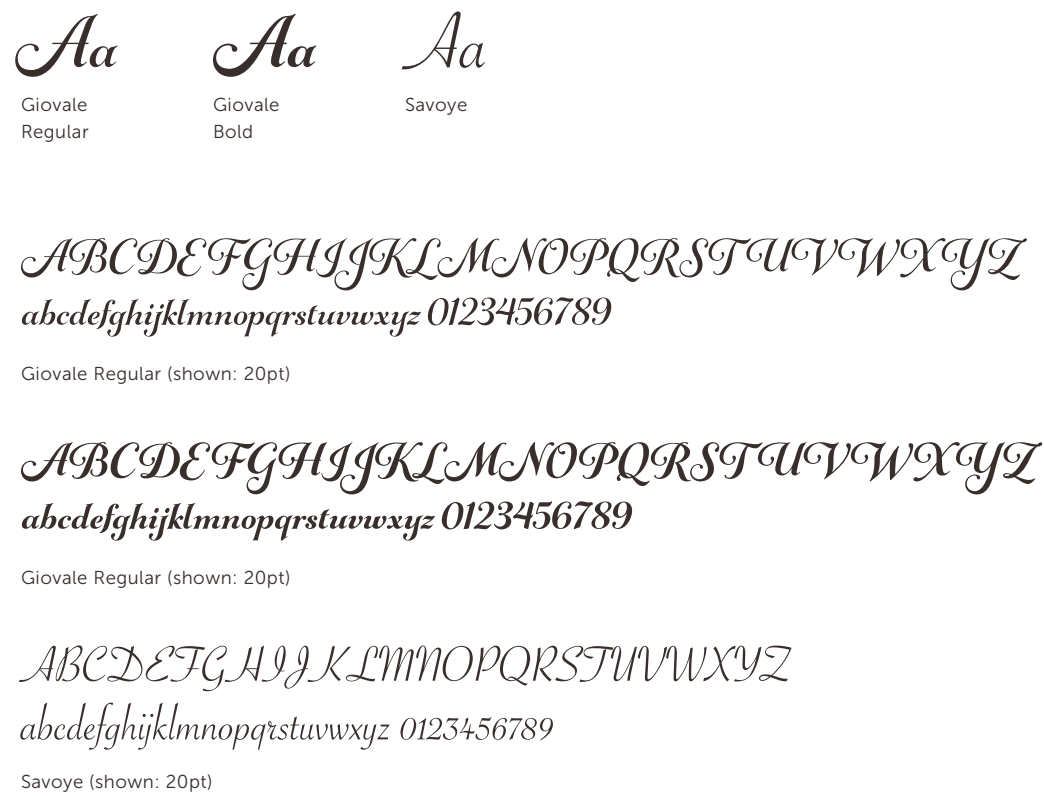
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Trajan Sans Pro Semibold (shown: 20pt)

Alternate Fonts for Special Events

There are two alternate fonts available for special events and celebrations. These should **only** be in utilized with approval from the Director of Communications or the Office of Communications.

Giovale and **Savoye** are available for purchase from www.myfonts.com.



Color Palette

The primary color palette should be used as much as possible in order to promote the Salus logo red, orange and gray as the overarching color combination.

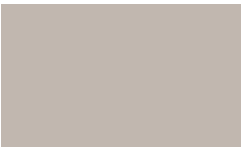
Primary Logo Colors



PANTONE 187 C
C:22 M:100 Y:91 K:14
R:171 G:25 B:45
HEX# AB192D



PANTONE 1655 C
C:0 M:85 Y:100 K:0
R:250 G:76 B:6
HEX# FA4C06

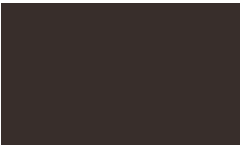


PANTONE WARM GRAY 3 C
C:25 M:24 Y:28 K:0
R:194 G:183 B:175
HEX# C2B7AF

Secondary Colors



C:25 M:100 Y:83 K:61
R:96 G:0 B:15
HEX# 60000F



PANTONE 412 C
C:62 M:65 Y:65 K:62
R:57 G:47 B:44
HEX# 392F2C



PANTONE 715 C
C:0 M:54 Y:93 K:0
R:247 G:141 B:44
HEX# F78D2C



PANTONE 148 C
C:0 M:22 Y:50 K:0
R:254 G:204 B:139
HEX# FECC8B



PANTONE 549 C
C:60 M:24 Y:20 K:0
R:111 G:162 B:184
HEX# 6FA2B8



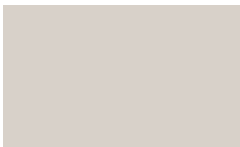
PANTONE 411 C
C:55 M:60 Y:60 K:59
R:97 G:81 B:78
HEX# 61514E



PANTONE WARM GRAY 10 C
C:49 M:50 Y:55 K:17
R:124 G:110 B:101
HEX# 7C6E65



PANTONE WARM GRAY 5 C
C:33 M:33 Y:37 K:1
R:175 G:162 B:152
HEX# AFA298



PANTONE WARM GRAY 1 C
C:15 M:14 Y:17 K:0
R:216 G:210 B:202
HEX# D8D2CA

Photography

The photography used should be reflective of the university's diverse student and faculty population in a range of academic, clinical and social situations.

Images should communicate the brand voice and platform:

- thoughtful
- intellectual
- health science
- education
- independent

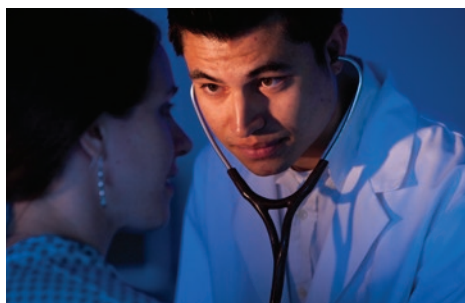
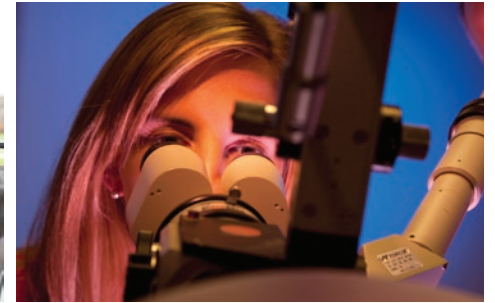
Do use photos of enthusiastic but serious students and faculty.

Do use photos of people in real clinical or educational situations.

Do not use photos of antiquated health science methods.

Do not use photos where people have dated haircuts or clothing.

Do not use clipart unless it is high quality iconography or custom illustration.



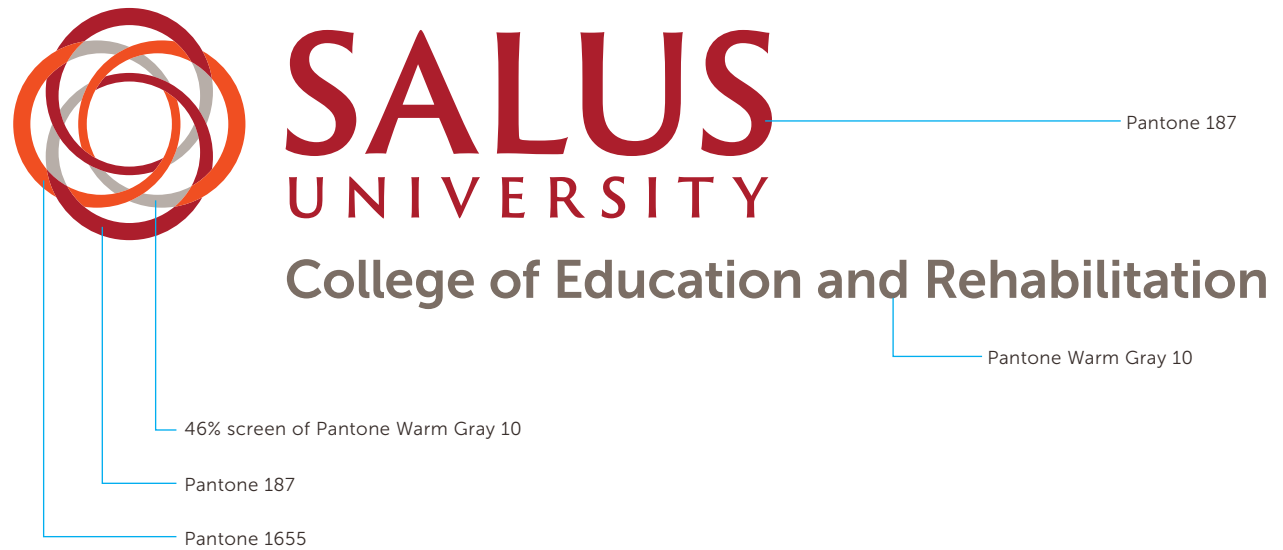
BRAND ARCHITECTURE



Logo

Brand Architecture

The brand architecture assets are provided for usage and they should not be recreated. The grey within the brand mark has been modified to keep the logo to three (3) spot colors.



Logo

Brand Architecture: Colleges Horizontal

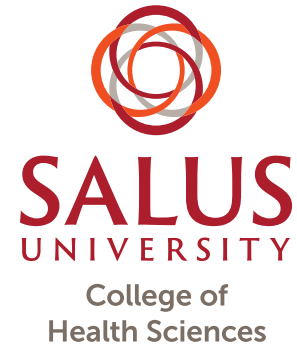
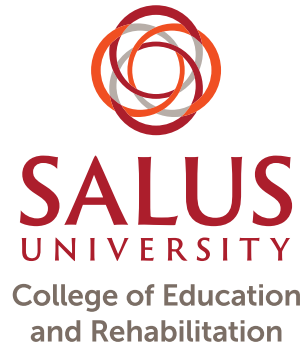
These are a examples of unit identifiers using the two-line horizontal logo and a horizontal college identifier which is the **preferred** configuration.



Logo

Brand Architecture: Colleges Vertical

These are a examples of unit identifiers using the two-line vertical logo and a stacked college identifier which should only be used in limited case..



Logo Brand Architecture: Associations Horizontal and Vertical

These are a examples of unit identifiers using the two-line horizontal logo and a horizontal association identifier which is the **preferred** configuration.



Logo
Brand Architecture:
Clinical Practices
Horizontal

These are a examples of clinical identifiers using the one-line horizontal logo and a horizontal clinical identifier which is the *preferred* configuration.



Logo
Brand Architecture:
Clinical Practices
Vertical



STATIONERY SYSTEM




Stationery

Business Card

To order business cards, please contact the Communications department.

Do not print your own cards.

Front




SALUS
UNIVERSITY

Nancy Griffin
Associate Director of Admissions

T 800.824.6262
F 215.780.1336
griffin@salus.edu
admissions@salus.edu

8360 Old York Road
Elkins Park, PA 19027-1516
www.salus.edu



SALUS
UNIVERSITY

College of Health Sciences

John J. Fitzgerald III, DO
Director of Clinical Programs
Associate Professor
Physician Assistant Program

T 215.780.1520
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jfitzgerald@salus.edu

8360 Old York Road
Elkins Park, PA 19027-1516
www.salus.edu

Back

THE FUTURE OF HEALTH SCIENCE SINCE 1919.



salus.edu

Stationery

Business Card: Clinical Practices

Front

	SALUS UNIVERSITY The Eye Institute Chestnut Hill
TELEPHONE 215.276.6111	7630 Germantown Avenue
AFTER HOURS EMERGENCY 215.276.3035	Chestnut Hill Plaza, #4
	Philadelphia, PA 19118-7013
	www.TElvision.com
The Eye Institute is the clinical practice of the Salus University Pennsylvania College of Optometry	

Back

NEXT APPOINTMENT	
WITH DR: _____	
INTERN: _____	
MODULE: _____	
DATE: _____	TIME: _____
FOR: _____	
If you are unable to keep your appointment, please call 215.276.6111 at least five days in advance so that we may give the time to someone else.	

Stationery Letterhead

Follow these margins for printing on letterhead.

Do use Museo Sans 500 or Arial for the body copy of the letter.

Do use Museo Sans 500 for the office and department information.

The letterhead is also provided in digital Microsoft Word templates.

1.75"	1.25"	3.25"	1"	1.0625"
	 SALUS UNIVERSITY		Office of in this Area Department in this Area T 000.000.0000 F 000.000.0000 name@salus.edu	8360 Old York Road Elkins Park, PA 19027-1516 www.salus.edu
	Month XX, YEAR			
	Recipient's name Recipient's title Recipient's company Recipient's company address Recipient's Name: People read business letters quickly. Therefore, get to the point in the first paragraph--the first sentence, if possible. In other words, state what you want up front. Single space your letters and use a serif typeface. Skip a line between paragraphs. Because people read business letters quickly, use shorter sentences and paragraphs than you would in a longer document. Sentences should average fewer than twenty words, and paragraphs should average fewer than seven lines. Space your letter on the page so that it does not crowd the top. However, if possible, keep your letter to one page. Second pages often are not read. Send copies to anyone whose name you mention in the letter or who would be directly affected by the letter. Space your letter on the page so that it does not crowd the top. However, if possible, keep your letter to one page. Second pages often are not read. Send copies to anyone whose name you mention in the letter or who would be directly affected by the letter. People read business letters quickly. Therefore, get to the point in the first paragraph--the first sentence, if possible. In other words, state what you want up front. Final paragraphs should tell readers what you want them to do or what you will do for them. Sincerely, Signature Name Enclosure cc: Name to receive copy			
	6.25"			

Department and office information can be placed on letterhead, but must be in this location. Five lines are available as needed. Only delete this box if there is no department information. Move this box to the left in increments of 0.25" only if there is more room needed for this information. Any adjustments to this placement should be approved by the Communications department.

Font: Museo Sans 500
 Size: 8.5 point
 Line Spacing: 1.22
 Color: #4E3F3D

Office information and department phone and fax numbers should be treated with a capital letter and a double space, and always periods between the numbers and email addresses should always be lowercase. See example below:

T 215.780.0000
 name@salus.edu

Use either

Font: Museo Sans 500
 Size: 11 point
 Line Spacing: 1

or

Font: Arial Regular
 Size: 11 point
 Line Spacing: 1

Stationery
Letterhead:
Colleges

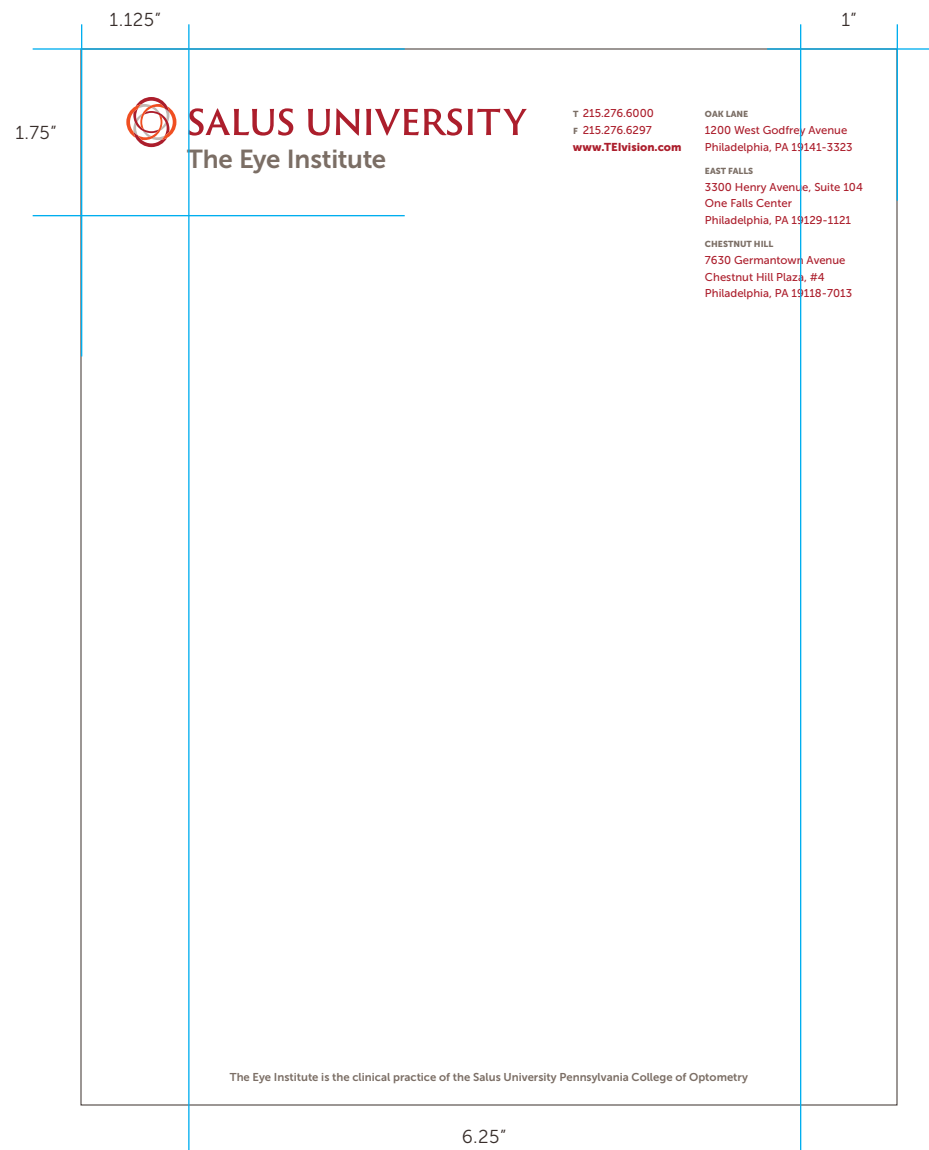


Stationery Letterhead: Clinical Practices

Follow these margins for printing on letterhead.

Do use Museo Sans 300 or Arial for the body copy of the letter.

The letterhead is also provided in digital Microsoft Word templates.



Stationery

No. 10 Envelope



8360 Old York Road
Elkins Park, PA 19027-1516

Stationery

No. 10 Envelope: Colleges

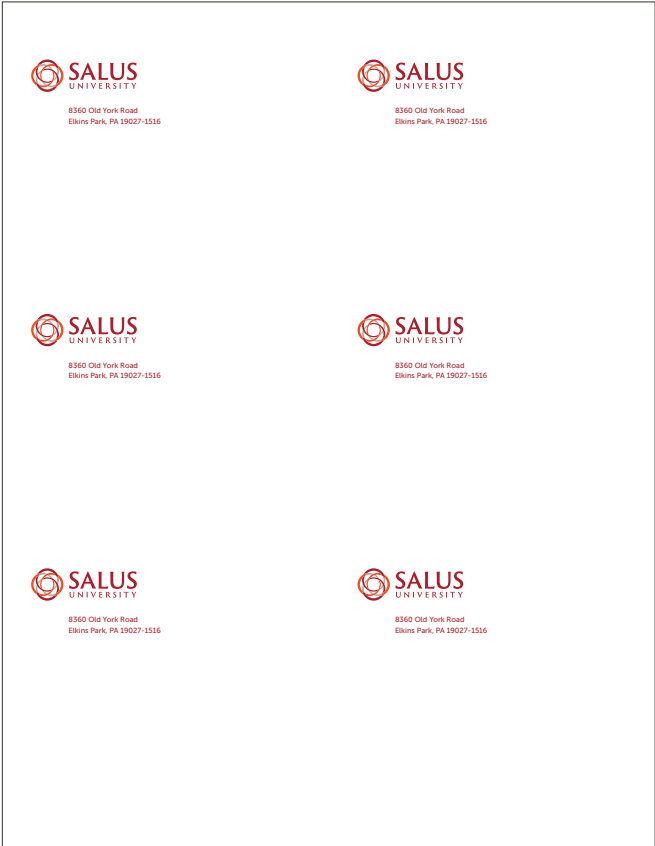


Pennsylvania College of Optometry
8360 Old York Road
Elkins Park, PA 19027-1516

Stationery

Mailing Labels

Use Avery 5164 Labels.



Email Signatures

On the right are two email signatures. The top version is the standard signature for Salus University emails.

The version below is for the individual colleges with the only difference being the addition of the college name below "Salus University".

Note: the sizes shown are larger than actual size as they apply to 72dpi screens.

Fax and cell phone numbers are optional.

FONT USAGE

The font **Arial** should be used for the body of the email at 11pt.

The font **Arial** should be used for the signature.

Font sizes and colors should not be changed.

Firstname Lastname, BA, MA

Position and Title

Department

Salus University

8360 Old York Road

Elkins Park, PA 19027-1516

T: [215.000.0000](tel:215.000.0000)

F: [215.000.0000](tel:215.000.0000)

name@salus.edu

www.salus.edu

Firstname Lastname, BA, MA

Position and Title

Department

Salus University

Pennsylvania College of Optometry

8360 Old York Road

Elkins Park, PA 19027-1516

T: [215.000.0000](tel:215.000.0000)

F: [215.000.0000](tel:215.000.0000)

name@salus.edu

www.salus.edu

————— Add the college if your signature necessitates.



DESIGN PLATFORM





STAY IN FRONT OF THE FUTURE

Consistently outpace the changing world of health and well being. With extraordinary curriculum and clinical experience, Salus University prepares tomorrow's health science leaders for the future of advanced care.

THE FUTURE OF HEALTH SCIENCE SINCE 1919. salus.edu



OPEN MINDS FULL OF SOLUTIONS

Salus University is committed to educating tomorrow's health science leaders with a progressive, holistic approach to clinical and practical care.



THE FUTURE OF HEALTH SCIENCE SINCE 1919. salus.edu



salus.edu



CHALLENGE EVERYTHING YOU KNOW

For graduate level students preparing for the future of health sciences, Salus University offers a uniquely different experience. Focused solely on the world of health and well-being, Salus University fosters a positive environment of collaboration. Clinical depth and expertise. Cross-discipline exploration. And curriculum that drives critical thinking across all disciplines.



Design Platform Example No. 1



LOGO

The two-line horizontal logo is preferred.



IMAGE

Full width image used in this design.

LARGE HEADLINE

Use the font Museo Sans 700 at **65%** opacity in all caps.

GRADIENT BLOCK

Use the red gradient background to contain the secondary message and have it positioned up against the image.

Consistently outpace the changing world of health and well being. With extraordinary curriculum and clinical experience, Salus University prepares tomorrow's health science leaders for the future of advanced care.

CROPPED BRAND GRAPHIC

A graphic iteration of the brand mark is supplied and can be enlarged and cropped as a supporting a design element (typically only once in a design). On a dark background or image, the color must be all white (on a light or white background it can be the Pantone Warm Gray 3). The stroke weight should be lighter than the logo being used or appear to be a "fine" line in the design (e.g. 2pt). The crop of the brand mark can be on a centered axis or in a way that only shows the partial graphic. The brand mark, in this use, should not be shown in its entirety in a design.

TAGLINE

Only use the approved tagline.

THE FUTURE OF HEALTH SCIENCE SINCE 1919. **salus.edu**

Design Platform Example No. 2

**IMAGE**

Full width image used in this design.

CROPPED BRAND GRAPHIC

Note that the cropping aligns with the center of the graphic.

HEADLINE

Use the font Museo Sans 900 at 100% opacity in all caps.

GRADIENT BLOCK

Use a red gradient background to contain the secondary message and set the background to "multiply" to blend over the image.

TAGLINE

Only use the approved tagline.

LOGO

The two-line logo is preferred.

Design Platform

Example No. 3



IMAGE

Full width image used in this design.

GRADIENT BLOCK

Use the gray gradient background as secondary option for a design. Notice that the direction of the gradient is rotated to work better with the composition.

LOGO ON A DARK BACKGROUND

Use of the Salus logo on a dark background requires the type to be white and outer rings on the brandmark to white, while what was originally gray stays the same. Use the two-line vertical logo in this case since it compliments the composition in the design. The brand mark can also overlap an image but do so meaningfully as it's shown here.

Design Platform

Example No. 4



IMAGE

Full width image used in this design.

CROPPED BRAND GRAPHIC

Note that the cropping aligns with the center of the graphic.

HEADLINE

Use the font Museo Sans 300 at 100% opacity in all caps.

GRADIENT BLOCK

Use the red gradient background to contain the entire message and set the background to "multiply" to blend over the image.

BODY TEXT

Use the font Museo Sans.

LOGO ON A DARK BACKGROUND

Use of the logo on a dark background requires the type to be white and outer rings on the brandmark to white, while what was originally gray stays the same.

Design Platform

Example No. 5



LOGO

The one-line logo is used here due to the constraints of the composition.

IMAGE

Full width image used in this design.

HEADLINE

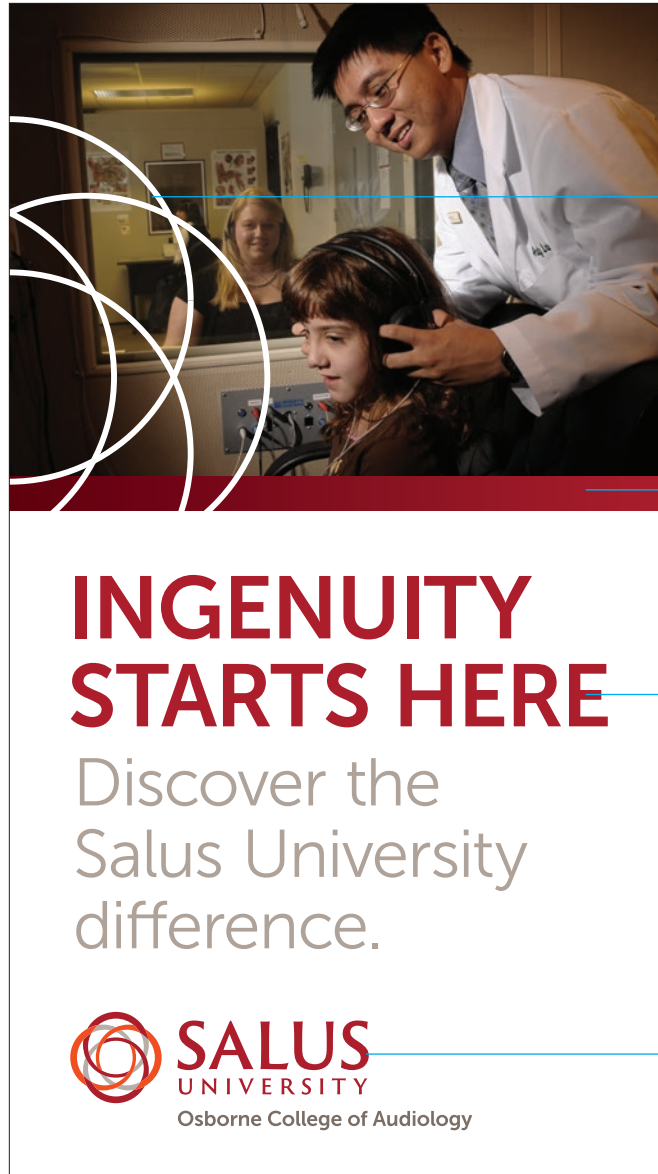
Use the font Museo Sans 700 at 65% opacity in all caps.

CROPPED BRAND GRAPHIC

GRADIENT BLOCK

Use the red gradient background to contain the secondary message.

Design Platform Example No. 6



CROPPED CIRCLE GRAPHIC

GRADIENT BLOCK

An alternate use for this is to have no text inside the gradient block use it as a separator from the text and image.

HEADLINE

Use the font Museo Sans 700 100% opacity in all caps. An example of a headline and text that's on white background.

LOGO WITH COLLEGE

An example use of the logo with a college identifier.

Design Platform

Example No. 7

**LOGO ON A DARK BACKGROUND**

Use of the logo on a dark background requires the type to be white and outer rings on the brandmark to white, while what was originally gray stays the same.

HEADLINE

Use the font Museo Sans 700 at 100% opacity in all caps.

GRADIENT BLOCK

Use the red gradient background to contain the secondary message and set the background to "multiply" to blend over the image.

IMAGE


Full height image used in this design.



DESIGN TEMPLATES




PowerPoint Low Vision



TITLE OF PRESENTATION GOES HERE

Presented by John Smith
March 24, 2015



TITLE OF PRESENTATION GOES HERE

Presented by John Smith
March 24, 2015


AN EXAMPLE OF TWO LINE TITLE IS SHOWN HERE THREE COLUMN

A SUB HEADER CAN GO HERE


At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis.

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DIVIDER




AN EXAMPLE OF ONE LINE TITLE

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PHOTO

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis.




AN EXAMPLE OF ONE LINE TITLE

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PETER SMITH
HEAD OF MARKETING

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi.

- Sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi.
- Id est laborum et dolorum fuga. Et harum quidem rerum facilis.




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A SUB HEADER CAN GO HERE

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis.


- Et harum qui officia deserunt mollitia animi
 - Similique sunt in culpa qui officia deserunt
- Deserunt mollitia animi et harum qui officia
 - Et harum qui officia deserunt mollitia animi



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A SUB HEADER CAN GO HERE


- At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis.
- Et harum qui officia deserunt mollitia animi
 - Similique sunt in culpa qui officia deserunt
- Deserunt mollitia animi et harum qui officia



AN EXAMPLE OF ONE LINE TITLE

A SUB HEADER CAN GO HERE

TITLE ONE	TITLE TWO	TITLE THREE
Item one	90%	Perspiciatis unde
Item two	76%	At vero eos et accusamus
Item three	45%	Perspiciatis unde
Item four	23%	Temporibus autem
Item five	11%	Perspiciatis unde
Item six	23%	Temporibus autem
Item seven	32%	Temporibus autem



AN EXAMPLE OF ONE LINE TITLE


A SUB HEADER CAN GO HERE

ADDRESS
830 Old York Road
Elkins park, PA 19027

PHONE
215.780.1400


EMAIL
john.smith@yourcompany.com

PHOTO



THANK YOU.

ANY QUESTIONS?



Design Templates

Fact Sheet



8360 Old York Road
Elkins Park, PA 19027-1516
www.salus.edu

BIOMEDICINE PROGRAM

In response to increased demand for graduate training in biomedicine, Salus University has developed graduate master's and doctoral level competency-based programs designed with flexibility and choice in mind for those individuals who wish to secure either a doctoral or master's research credentials and/or currently work (or intend to work) in the health sciences in medicine, optometry, audiology, physician assistant, rehabilitation, and related fields, such as public health or occupational therapy.

DATES TO REMEMBER

Application Period (2015-2016 Entering Year)
Applications accepted year round (Entering Fall Term)
Interview Period for Selected Candidates
Rolling basis throughout the year
Notice of Acceptance
Rolling basis after admissions interview

Students in biomedicine at Salus will be trained and then challenged to demonstrate effective means of reviewing the literature; of finding and mastering the most specific and sensitive techniques; of producing and managing data with sensitivity to quality assurance; ethical and confidentiality mandates, and to publish findings using methods that maintain the integrity of the research and its interpretation. The Master of Science (MSc) degree program is designed to have research completed in 18 full-time months. The Doctor of Philosophy (PhD) degree program is designed to have research completed in three full-time years. Each allows additional time to complete the dissertation. Part time options are available for both degree programs.

Applications are accepted on a continuous basis throughout the year. During the review process, the academic background of the applicant is assessed to determine academic eligibility for the Master of Science in Biomedicine (MSc) or the Doctor of Philosophy in Biomedicine (PhD). Each candidate is evaluated by the Biomedicine Admissions Committee and the evaluation includes a formal interview.

Since courses are offered once a year, the decision will be made in consultation with the primary mentor and the applicant as to the specific program of study. Each entering class begins at the fall term. To apply, please submit an online application at www.salus.edu/biomedicine/biomedicine_applyOnline.html.

Requirements for admission into the program include the following:

- Educational Resume/Curriculum Vita
- Life Experience Essay
- Statement of Interest Essay
- Official transcripts of all college course work completed
- International students: must submit a course-by-course credential review from an accredited evaluation agency, which evidences all post-secondary studies.

FINANCIAL INFORMATION

Tuition & Fees: Tuition is same for the Biomedicine MSc and PhD programs: \$910.00 (per credit hour). The MSc program is 36 credits total; the PhD program is 89 credits total. Tuition and fees are due and payable at the start of each session and are subject to change.

Application Fee: an online, non-refundable fee of \$100. Activity Fee: \$270 and includes allocation for professional fees. Charged at the beginning of each academic year, activity fees will be pro-rated for on-campus terms. University Technology Fee (per term registered): \$120. Laboratory fee: \$500 minimum fee per on-campus term. Commencement Fee: \$180. This fee is billed in the first term of the year in which the student graduates.

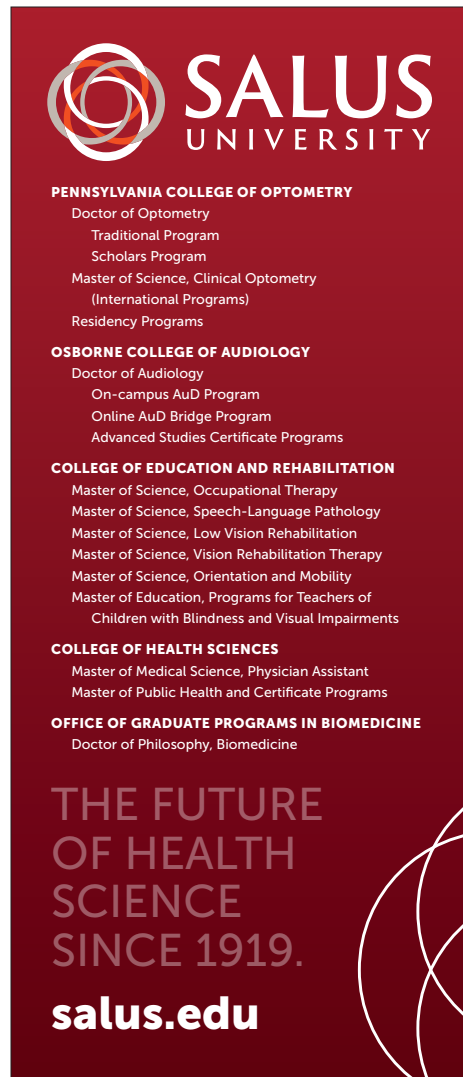
FOR MORE INFORMATION

Salus University Office of Admissions welcomes inquiries by prospective students. For further information, contact (800) 824-6262 (option 1) or visit our web page at www.salus.edu.

Salus University, by choice, declares and reaffirms its policy of complying with federal and state legislation and does not in any way discriminate in educational programs, employment or in services to the public on the basis of race, color, creed or religion, sex, national origin, age or physical or mental handicap. In addition, the University also complies with federal regulations issued under Title IX of the Educational Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973, as amended.

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Poster





DESIGN MOCKUPS





