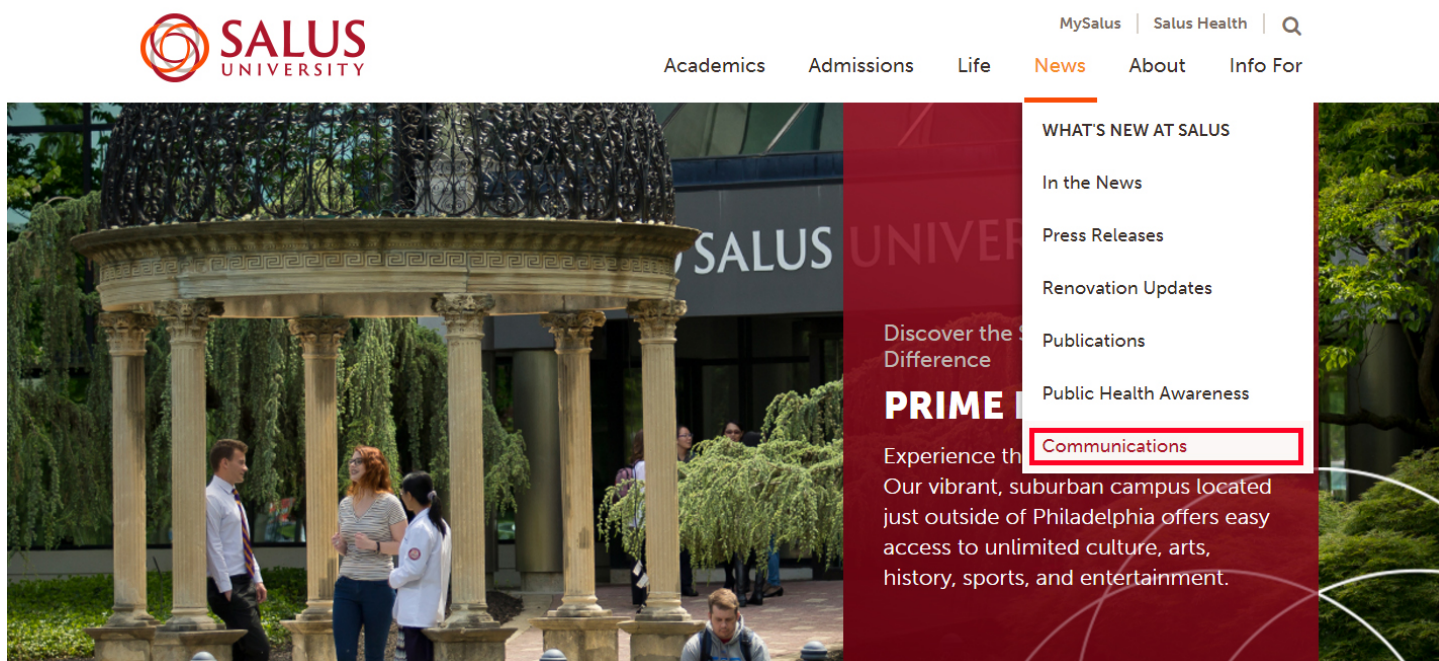
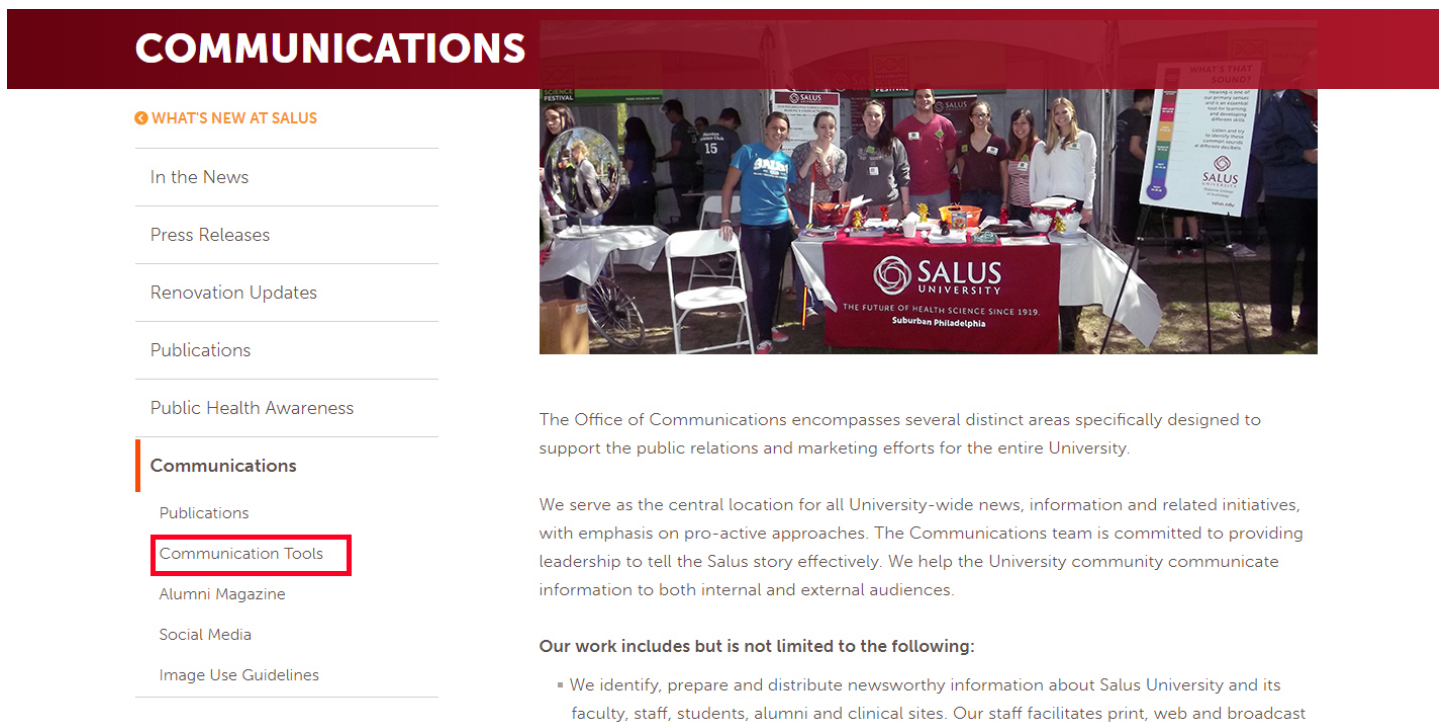


HOW TO ACCESS SALUS UNIVERSITY'S BRAND GUIDELINES



To find the Salus University brand guidelines, hover over the news tab on the website and select 'Communications'.



Then, select "Communication Tools" in the sidebar.

COMMUNICATION TOOLS

WHAT'S NEW AT SALUS

In the News

Press Releases

Renovation Updates

Publications

Public Health Awareness

Communications

Publications

Communication Tools

Alumni Magazine

Social Media

Image Use Guidelines

Marketing Resources

- [Brand Guidelines](#)
- [Logo Usage | Trademark/Logo Policy](#)
- [Photo Release Form](#)
- [Social Media Policy](#)

Print Resources

- [Fonts/Colors/Photos Guidelines](#)
- [PowerPoint Template](#)
- [Poster Template](#)
- [Stationary Guidelines](#)

Promoting Your News/Events

The Office of Communications is available and happy to assist faculty, staff and student organizations in the promotion of their news and events through vehicles such as press releases, feature stories and event announcements.

The earlier we receive your information the more exposure your event will have.

To help avoid conflicts with major Salus events, please check the [University events calendar](#).

Select **"Brand Guidelines"** for the entire set of guidelines or **"Fonts/Colors/Photo Guidelines"** for the basic information.

SALUS UNIVERSITY FONTS/COLORS

Museo Sans should be installed on all university computers. If not, please contact the help desk.

Personal computers will not have Museo Sans. If you do not have Museo Sans, please use Arial.

Brand Fonts

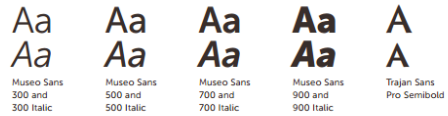
The primary font for the design platform is **Museo Sans**. A number of weights and styles are available. These font should be used on all print communications and most digital applications (email and social media are exceptions).

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

Primary Logo Colors



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



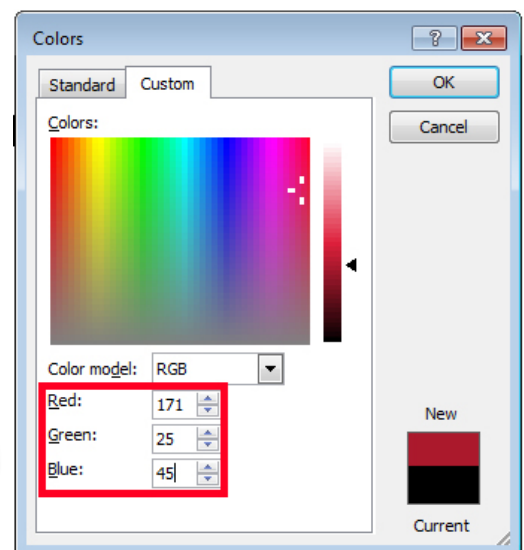
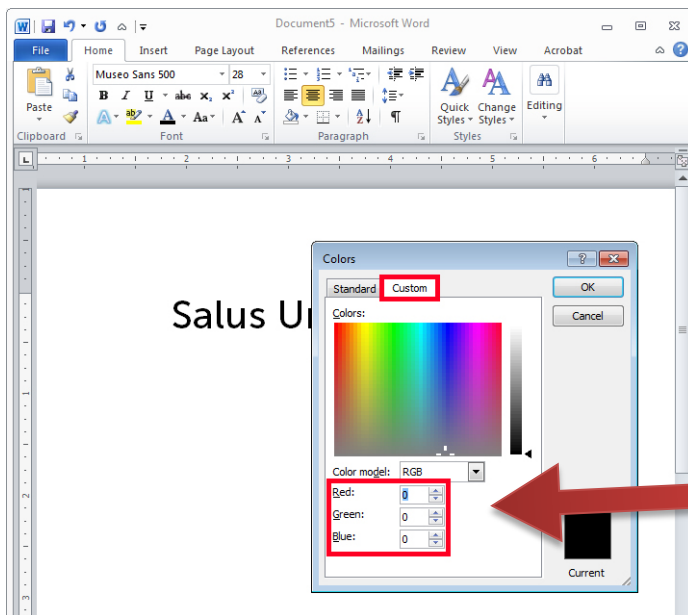
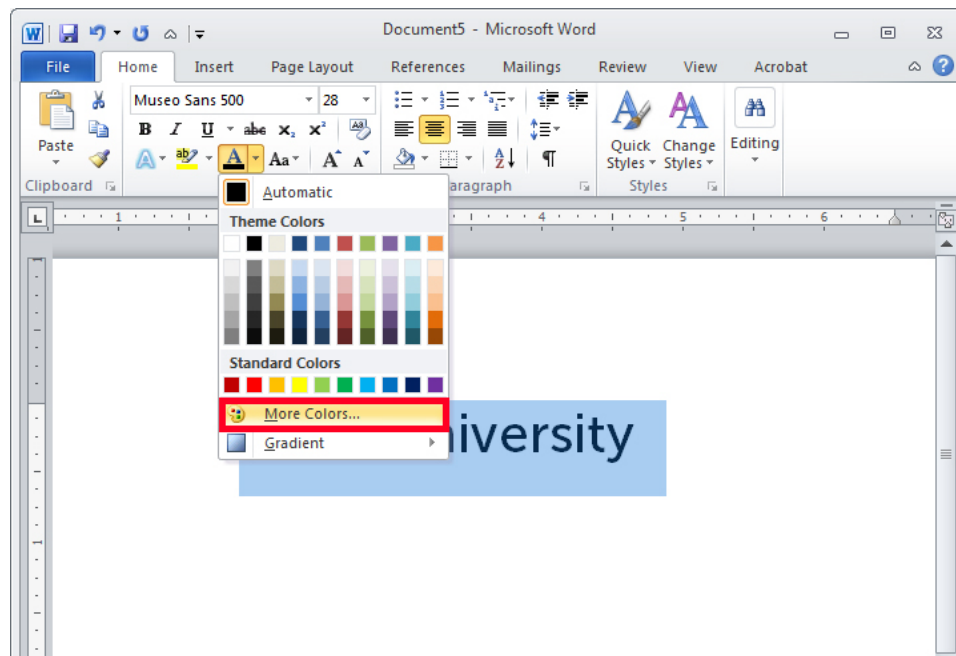
PANTONE 1655 C
C:0 M:85 Y:100 K:0
R:250 G:76 B:6
HEX# FA4C06



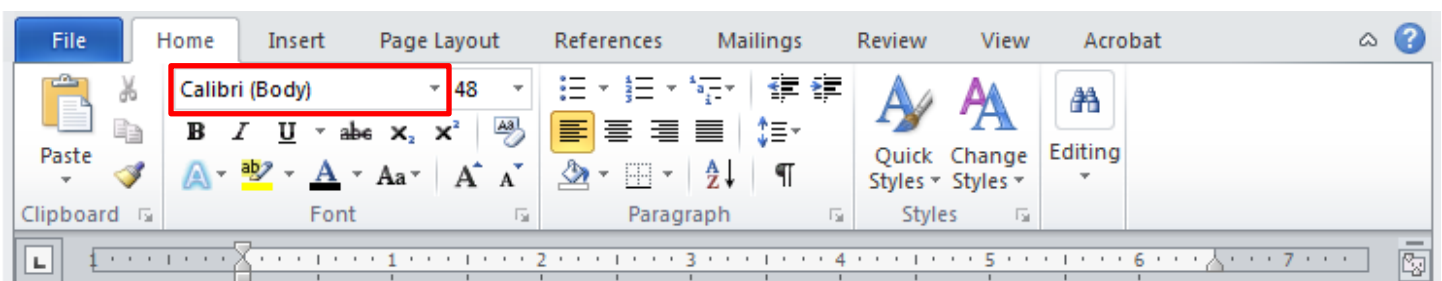
PANTONE WARM GRAY 3 C
C:25 M:24 Y:28 K:0
R:194 G:183 B:175
HEX# C2B7AF

Use these three colors when applying the Salus University brand.

CHANGING COLOR IN MICROSOFT OFFICE (WORD, POWERPOINT, PUBLISHER ETC.)



CHANGING FONT IN MICROSOFT OFFICE (WORD, POWERPOINT, PUBLISHER ETC.)



All Word documents default to Calibri or Cambria. Select the drop down to find Museo Sans.

LOGO USAGE



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. Together, the *brand mark* and the *word mark* create the Salus University *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.

BRAND MARK:



LOGO:

