



BRAND GUIDELINES

January 2021 | v3.3



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

November, 2019

Trusted Brand Ambassadors:

I am thrilled at what the future holds for Salus University. We continue 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 postgraduate education that we truly are. Our 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. 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.



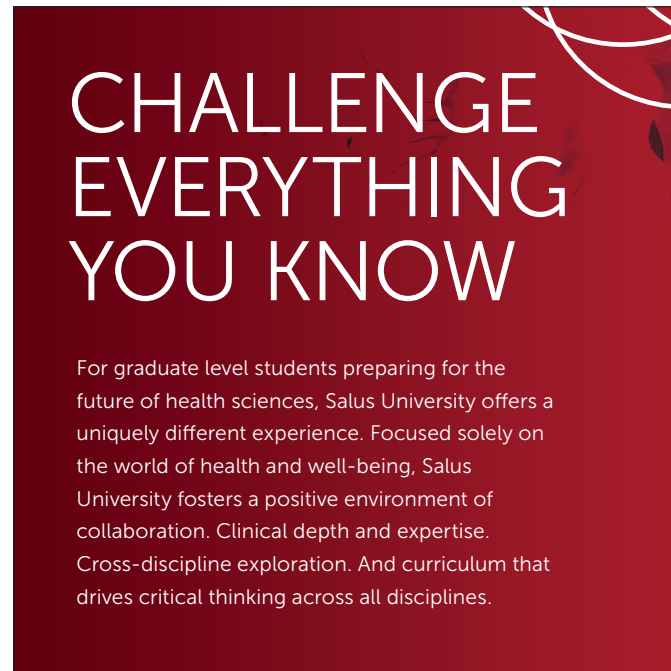
Body Copy

Sub Headlines

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

Body Copy

In contrast to the 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 Salus University tagline should always be written in all caps with a period. Do not reword or change the 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

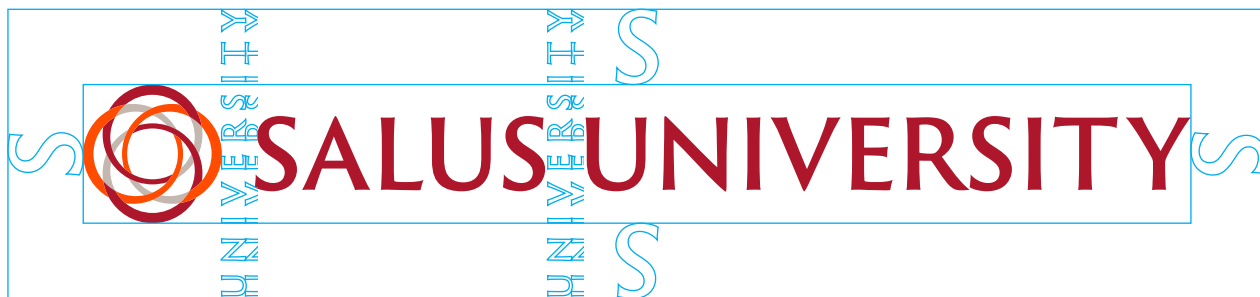
Clear Space

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 landmark in relation to the wordmark



Do not change the size relationship between landmark 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 landmark (see page XX for acceptable options).



Do not change the relationship of the elements within landmark.



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.



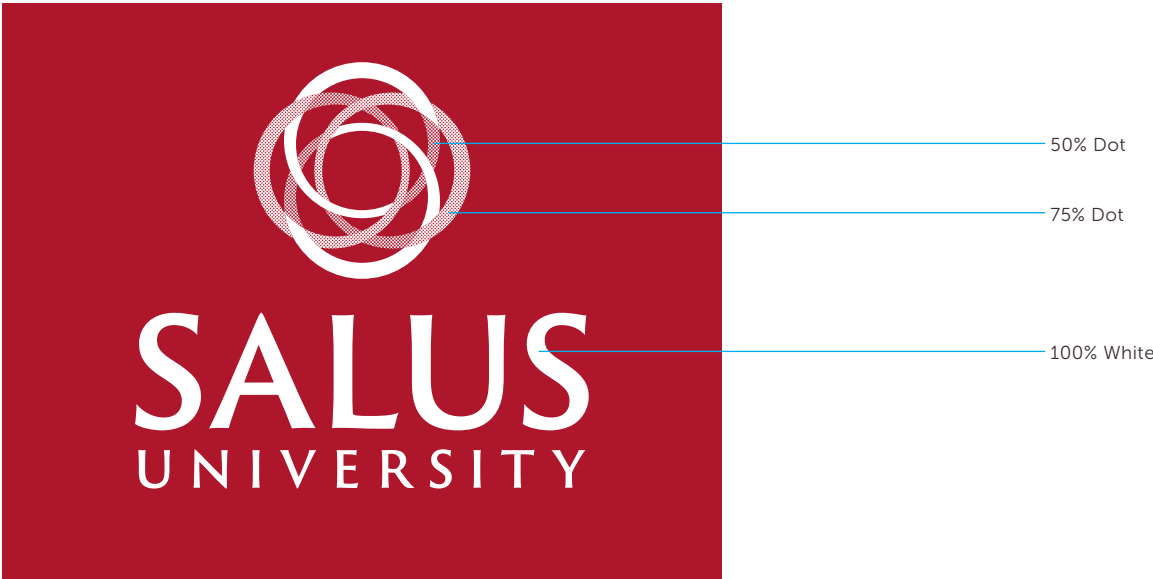
TWO-COLOR ON PHOTOGRAPHY

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

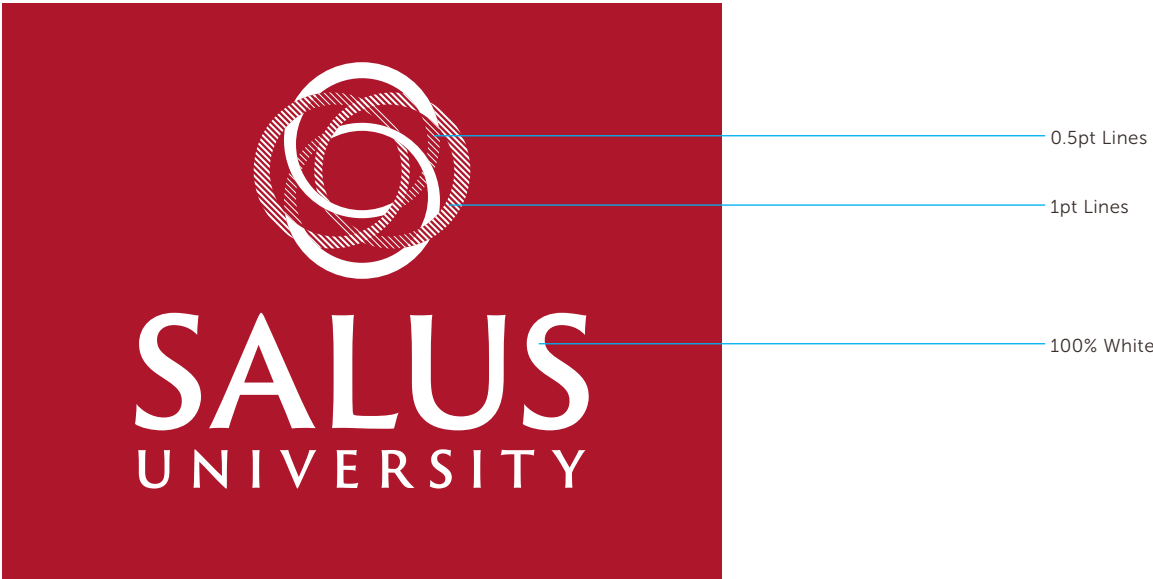
For specific premium, apparel or spot color needs where the logo needs to be white, use the one color logo iteration that is made up of different dot screens. A 75% and 50% screen replaces the orange and gray colors in the landmark.



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 three alternate fonts available for special events, celebrations, and commencement. 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.

Elisabetta is available for purchase from www.creativemarket.com.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Giovale Regular (shown: 20pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Giovale Regular (shown: 20pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Savoye (shown: 20pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Elisabetta (shown: 20pt)

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.

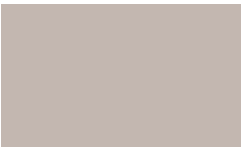
Primary Logo Colors



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

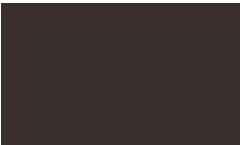


PANTONE WARM GRAY 3 C
C:25 M:24 Y:28 K:0
R:194 G:183 B:175
HEX# C2B7AF

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



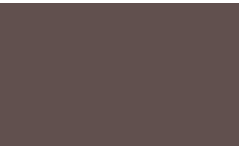
PANTONE 715 C
C:0 M:54 Y:93 K:0
R:247 G:141 B:44
HEX# F78D2C



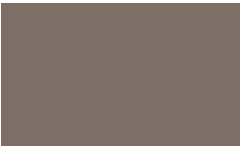
PANTONE 148 C
C:0 M:22 Y:50 K:0
R:254 G:204 B:139
HEX# FECC8B



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



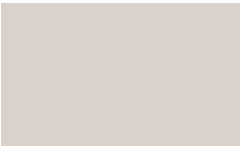
PANTONE 411 C
C:55 M:60 Y:60 K:59
R:97 G:81 B:78
HEX# 61514E



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

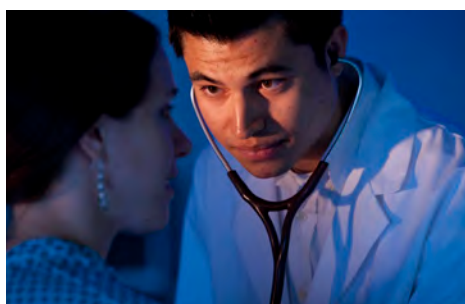
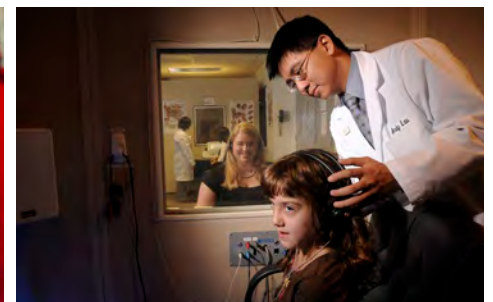
Do use photos of enthusiastic but serious students and faculty.

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.



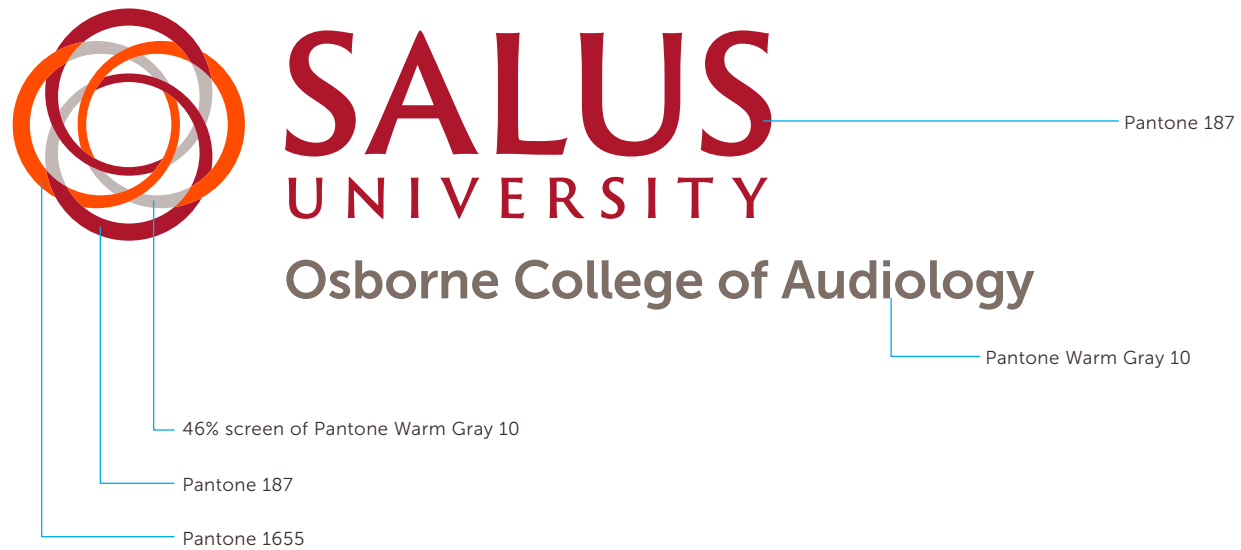
BRAND ARCHITECTURE



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



Logo

Brand Architecture: Clinical Practices Horizontal Satellite Offices

Following the clinical identifiers,
the satellite offices use this layout
and arrangement.

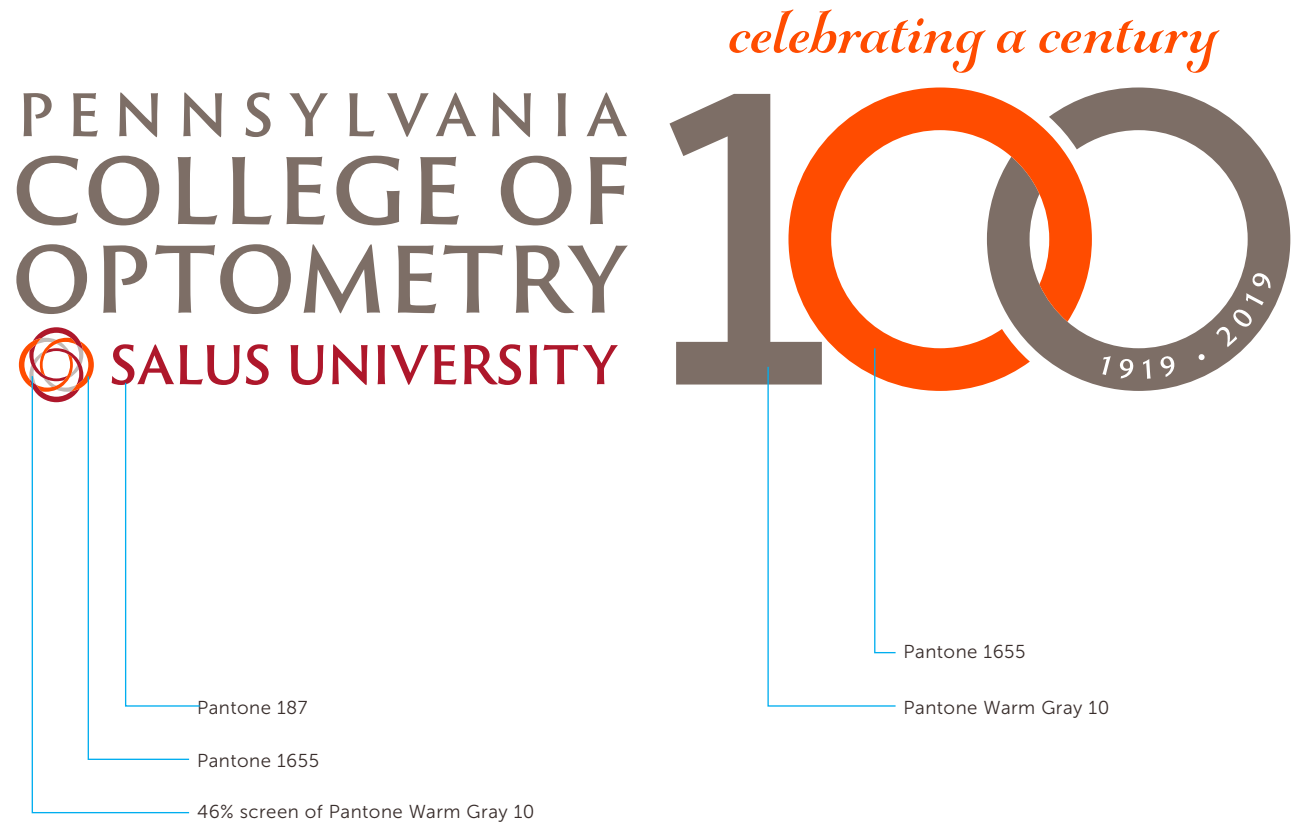




CENTENNIAL IDENTITY



Centennial Logo



The Centennial logo is comprised of the **Salus University logo**, **PCO 100 logo** and the **Centennial Tagline**.

Centennial Logo with Tagline Horizontal

Usage of the Salus University logo and tagline is preferred.



Centennial Logo Horizontal

The centennial logo is supplied without the Salus University logo, but should be used only in limited cases. Consult with Communications department to confirm usage.



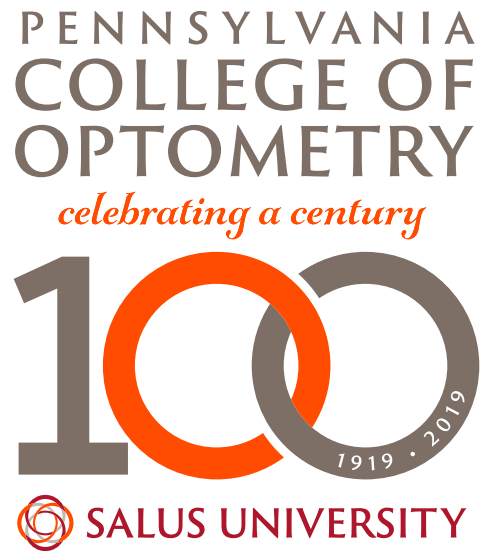
Centennial PCO Logo Horizontal

The centennial logo is supplied without the Salus University logo, but should be used only in limited cases. Consult with Communications department to confirm usage.



Centennial Logo with Tagline Vertical

Usage of the Salus University logo and tagline is preferred.



Centennial PCO Logo Vertical

The centennial logo is supplied without the Salus University logo, but should be used only in limited cases. Consult with Communications department to confirm usage.



Centennial Logo Color Variations

A number of alternate color versions of the Centennial 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 10.



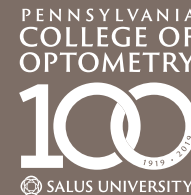
TWO-COLOR ON RED

This is the preferred treatment on red. Note that the O is 1655.



ONE-COLOR

A one color black version is shown on the left that should be used when printing in a single color.



ONE-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.

STATIONERY SYSTEM



Stationery Business Card

To order business cards, please contact the Communications department.

Do not print your own cards.

Front



Back



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.	

Centennial Stationery Letterhead

Do only use the supplied Centennial letterhead until 2020 or unless otherwise directed by the Communications department.

	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 Day, 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. 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.		
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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		
Page 2		

PENNSYLVANIA
COLLEGE OF
OPTOMETRY
celebrating a century
100
SALUS UNIVERSITY

The Centennial logo is already supplied in the correct position on letterhead. Do not move or adjust the position of the logo.

Centennial Stationery Letterhead: Colleges

Do only use the supplied
Centennial letterhead until 2020
or unless otherwise directed by the
Communications department.


SALUS
UNIVERSITY
Osborne College of Audiology

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 Day, Year

Recipient's name
 Recipient's title
 Recipient's company
 Recipient's company address

Recipient's Name:

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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

Page 2

PENNSYLVANIA
 COLLEGE OF
 OPTOMETRY
celebrating a century

 SALUS UNIVERSITY

The Centennial logo is already supplied in the correct position on letterhead. Do not move or adjust the position of the logo.

Centennial Stationery Letterhead: Clinical Practices

Do only use the supplied
Centennial letterhead until 2020
or unless otherwise directed by the
Communications department.



SALUS UNIVERSITY
The Eye Institute

T 215.276.6000
 F 215.276.6297
SalusUHealth.com/TEI

CHESTNUT HILL
 7630 Germantown Avenue
 Chestnut Hill Plaza, #4
 Philadelphia, PA 19118-7013

OAK LAKE
 1200 West Godfrey Avenue
 Philadelphia, PA 19141-3323

EAST FALLS
 3300 Henry Avenue, Suite 104
 One Falls Center
 Philadelphia, PA 19129-1121

HORRISTOWN
 Norristown Regional
 Health Center
 1401 DeKalb Street
 Norristown, PA 19401

Month Day, Year

Recipient's name
 Recipient's title
 Recipient's company
 Recipient's company address

Recipient's Name:

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Final paragraphs should tell readers what you want them to do or what you will do for them.

Sincerely,

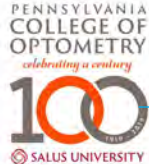
Signature

Name

Enclosure

cc: Name to receive copy

Page 2



PENNSYLVANIA
 COLLEGE OF
 OPTOMETRY
celebrating a century
100
 YEARS
 SALUS UNIVERSITY

The Eye Institute is the clinical practice of the Salus University Pennsylvania College of Optometry.

The Centennial logo is already supplied in the correct position on letterhead. Do not move or adjust the position of the logo.

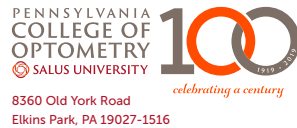
Centennial Stationery No. 10 Envelope

Do only use the supplied Centennial envelopes until 2020 or unless otherwise directed by the Communications department.



Centennial Stationery No. 10 Envelope: PCO

The Centennial PCO envelope should only be utilized for specific PCO-only communications and approved by the Communications department.



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.

1.25"	3.25"	1"	1.0625"
1.75"	 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

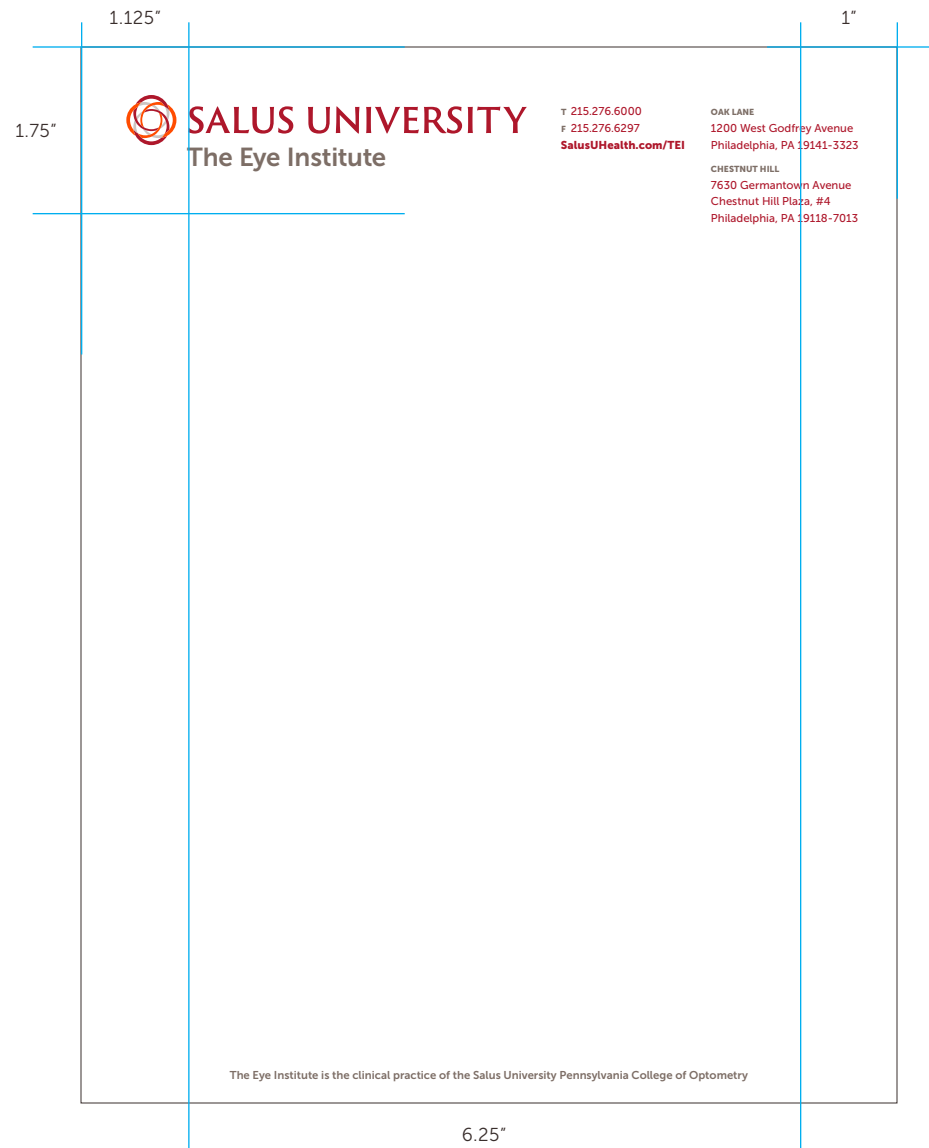


Stationery Letterhead: Clinical Practices

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
Pronouns: (she/her/hers)
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)
Email: name@salus.edu
www.salus.edu

Firstname Lastname, BA, MA
Pronouns: (she/her/hers)
Position and Title
Department

Salus University
Pennsylvania College of Optometry ————— Add the college if your signature necessitates.
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)
Email: name@salus.edu
www.salus.edu



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 brandmark 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 brandmark, 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

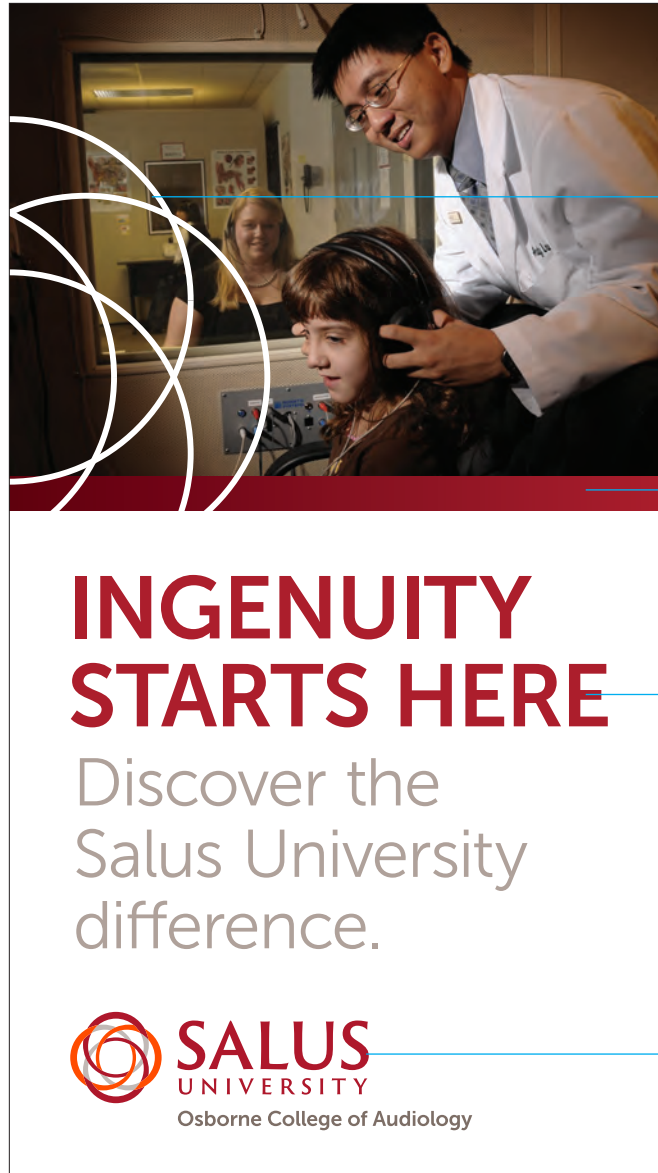
Use the font Museo Sans 700 at 65% opacity in all caps.

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



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



THE FUTURE OF
HEALTH SCIENCE
SINCE 1919.

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.

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.

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.



THE FUTURE OF HEALTH
SCIENCE SINCE 1919.

DIVIDER



AN EXAMPLE OF ONE LINE TITLE

A SUB HEADER CAN GO HERE

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.



THE FUTURE OF HEALTH
SCIENCE SINCE 1919.

AN EXAMPLE OF ONE LINE TITLE

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.



THE FUTURE OF HEALTH
SCIENCE SINCE 1919.

AN EXAMPLE OF TWO LINE TITLE IS SHOWN HERE

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 mollitia animi et harum qui officia
- Deserunt mollitia animi et harum qui officia
 - Et harum qui officia deserunt mollitia animi



THE FUTURE OF HEALTH
SCIENCE SINCE 1919.

AN EXAMPLE OF TWO LINE TITLE IS SHOWN HERE TWO 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.

- 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 mollitia animi et harum qui officia
- Deserunt mollitia animi et harum qui officia



THE FUTURE OF HEALTH
SCIENCE SINCE 1919.

AN EXAMPLE OF ONE LINE TITLE

STUDENTS

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti in culpa.

DESIGN

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti in culpa.

STRATEGY

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti in culpa.

PROGRAM

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti in culpa.

DEPARTMENT

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti in culpa.

COLLEGE

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti in culpa.



THE FUTURE OF HEALTH
SCIENCE SINCE 1919.

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



THE FUTURE OF HEALTH
SCIENCE SINCE 1919.

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



THE FUTURE OF HEALTH
SCIENCE SINCE 1919.

THANK YOU.

ANY QUESTIONS?



Design Templates

Fact Sheet



ABOUT SALUS

Facilities

Elkins Park, PA Campus - 11.5 acres; 195,000 sq. ft.

Haftner Student Community Center - 30,000 sq. ft.

Oak Lane Campus (The Eye Institute) - 70,000 sq. ft.

Students

A total of 1,188 students are enrolled in the 2018-2019 academic year.

Operating Budget & Endowment

The 2018-2019 operating budget is \$48.8 million. The University's endowment stands at approximately \$43 million.

Clinical Facilities in Greater Philadelphia

- **The Eye Institute** - Oak Lane (main)
Satellite Locations - Chestnut Hill, East Falls, Norristown and USciences
Patient base: 42,000+ appointments
- **Pennsylvania Ear Institute** - Elkins Park, PA; patient base: 1,650+
- **Speech-Language Institute** - Elkins Park, PA; patient base: 1,630+

Since 1919, Salus University (home of the Pennsylvania College of Optometry) has been educating professionals in the fields of health science and rehabilitation. Salus currently enrolls students both on-campus and around the world with more than 14,000 alumni.

Salus University's four colleges offer distinctly innovative curricula that feature interprofessional education and early exposure to clinical training and fieldwork. Hands-on skills are learned in state-of-the-art teaching laboratories, and direct patient care is mastered in our community-based clinical facilities as well as hundreds of participating practice sites across the country and many around the world.

Total Staff: 350 Employees


SALUS
UNIVERSITY

salus.edu

Design Templates Fact Sheet

SALUS UNIVERSITY
A BRIEF HISTORY

Salus University continues a nearly century-long legacy beginning in Philadelphia when our founding college, Pennsylvania College of Optometry (PCO), was established.

Today, the University offers professional, graduate, and certificate programs to more than 1,200 students, both on-campus and around the globe, with a network of more than 34,000 alumni worldwide.

1919: PCO welcomes its first class of 33 students at 1809 Spring Garden Street in Philadelphia.

1932: PCO's growth requires a move to a large, 32-acre campus in the Oak Lane section of the city.

1933: PCO is the first school of Optometry in the United States to award a Doctor of Optometry degree.

1978: The Eye Institute (TEI) opens.

1983: PCO is the first college to offer graduate degree and certificate programs in Blindness and Low Vision.

1998: The College moves to an 11.5 acre main campus in the Philadelphia suburb of Elkins Park.

2000: The PCO School of Audiology is founded by Dr. George S. Osborne.

Job Outlook/Professional Highlights

Optometry is a dynamic and challenging profession that provides practitioners the opportunity to help people and at the same time, achieve personal growth, gain community respect, enjoy great work-life balance and financial success.

- Optometry is one of top ten income-earning professions in the country today
- Diagnose and treat eye diseases, prescribe optical devices, direct pre-and post-operative care of refractive and laser surgery patients, help children with learning disabilities through vision training, provide vision rehabilitation services to people with severe vision impairments

Professional options include:

- Private and group practice
- Private industry
- Public health services
- Armed Forces
- Community health centers
- Health maintenance organizations

About Salus

- Commitment to interprofessional education and interdisciplinary training
- Primary care philosophy and holistic approach that assess the whole patient for prevention, treatment, and rehabilitation
- Exceptional clinical training sequence that begins early and includes externships and fieldwork in a variety of healthcare delivery settings
- Innovative learning strategies that include small group, interactive, and self-directed learning experiences as well as clinical problem-solving
- Integration of cutting-edge technologies to prepare students for ever-evolving professions
- Commitment to the ongoing professional and personal development and the success of each student

FOR MORE INFORMATION: Salus University Office of Admissions welcomes inquiries by prospective students. For more information, contact **800.824.6262** (choose option 3) or salus.edu/admissions.
Facebook.com/SalusUniversity

SALUS UNIVERSITY
A Brief History

2005: Pennsylvania College of Optometry applies to the Pennsylvania Department of Education for university status.

2007: The Physician Assistant Studies (PA) degree program is established.

2008: PCO is granted University status and Salus University is born.

2010: Master of Public Health degree (MPH) and Public Health certification programs are launched.

2012: The Occupational Therapy (OT) program welcomes its first class.

2013: The University community welcomes Dr. Michael H. Mittelman as its sixth president.

2015: The Speech-Language Pathology (SLP) program welcomes its first class.

2016: Salus offers a Doctorate of Occupational Therapy (OTD).

Pennsylvania College of Optometry (PCO) follows a legacy that began in 1919, when PCO created a four-year degree program that set the standard for all other institutions of optometry that exist today. From our nearly century-long and proud history, PCO has pioneered some of the most influential innovations in post-graduate optometric education worldwide.

**DOCTOR OF OPTOMETRY
TRADITIONAL PROGRAM**

Why Salus?

- Early hands-on clinical experience and 15 month externship program
- Small group learning experiences
- Program can be enhanced with advanced studies and elective courses and/or a residency program
- The Eye Institute (TEI) and its satellites serves as the Pennsylvania College of Optometry's clinical teaching facilities
- Students collaborate with optometrists, ophthalmologists, opticians, and optometric technicians

ADMISSIONS CHECKLIST

- Complete an application at OptomCAS
- Complete at least 90 undergraduate semester hours
- Complete the prerequisite coursework with a grade of C- or higher
- Take the Optometry Admissions Test (OAT)
- Submit three letters of recommendation
- Shadow a practicing optometrist(s) highly recommended

For specific details on the above admissions requirements and deadlines visit salus.edu/admissions

SALUS UNIVERSITY
salus.edu

Pennsylvania College of Optometry (PCO) follows a legacy that began in 1919, when PCO created a four-year degree program that set the standard for all other institutions of optometry that exist today. During our century-long and proud history, PCO has pioneered some of the most influential innovations in post-graduate optometric education worldwide.

**DOCTOR OF OPTOMETRY
ACCELERATED SCHOLARS PROGRAM**

Why Salus?

- Complete Doctor of Optometry degree in a 36 month, year-round, campus-based program
- Guided independent learning: lecture and laboratory instruction; and small group learning experiences
- Case-based learning
- Online and web-enhanced instruction
- The Eye Institute (TEI) and its satellites serve as the Pennsylvania College of Optometry's clinical teaching facilities
- Students collaborate with optometrists, ophthalmologists, opticians, and optometric technicians
- Newest technology, including a Virtual Reality lab

ADMISSIONS CHECKLIST

- Complete an application at OptomCAS
- Complete a Bachelor's degree with a recommended overall GPA of 3.5 or higher
- Complete the prerequisite coursework with a grade of C- or higher
- Take the Optometry Admissions Test (OAT) and achieve a recommended Academic Average score of 310 or higher
- Submit three letters of recommendation
- Complete a minimum of 100 hours of healthcare experience in optometric setting highly recommended

For specific details on the above admissions requirements and deadlines visit salus.edu/admissions

SALUS UNIVERSITY
salus.edu

Design Templates

Flyer Template

SALUS FLYER TEMP.

WHEN

June 8th
8pm – 12pm

WHERE

Hafter Student
Center

8360 Old York Road, Elkins Park, PA 19027

Event Details

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

TICKETS

\$18 General
\$36 VIP
Group rates
available on site

AT THE DOOR

\$20 General
\$40 VIP
Group rates
available on site

SPONSORS

Adventure Works
Alpine Ski House
Contoso, Ltd.
Fourth Coffee
Margie's Travel
School of Fine Art
The Phone Company
Wingtip Toys

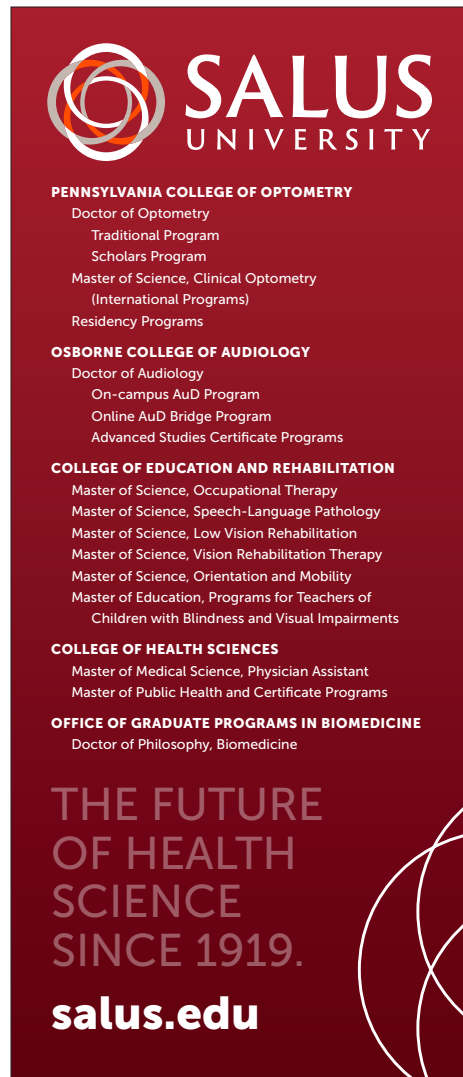
CONTACT

admissions@salus.edu
215.780.1400



Design Templates

Pop-up Display



Design Templates

Poster





DESIGN MOCKUPS



