

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.

Aa
Aa

Museo Sans
300 and
300 Italic

Aa
Aa

Museo Sans
500 and
500 Italic

Aa
Aa

Museo Sans
700 and
700 Italic

Aa
Aa

Museo Sans
900 and
900 Italic

A
A

Trajan Sans
Pro Semibold

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 **Savoie** are available for purchase from www.myfonts.com.

Aa

Giovale
Regular

Aa

Giovale
Bold

Aa

Savoie

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Giovale Regular (shown: 20pt)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Giovale Regular (shown: 20pt)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Savoie (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

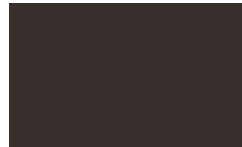


PANTONE WARM GRAY 3 C
C:25 M:24 Y:28 K:0
R:194 G:183 B:175
HEX# C2B7AF

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



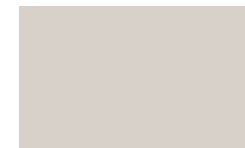
PANTONE 411 C
C:55 M:60 Y:60 K:59
R:97 G:81 B:78
HEX# 61514E



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.

