

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



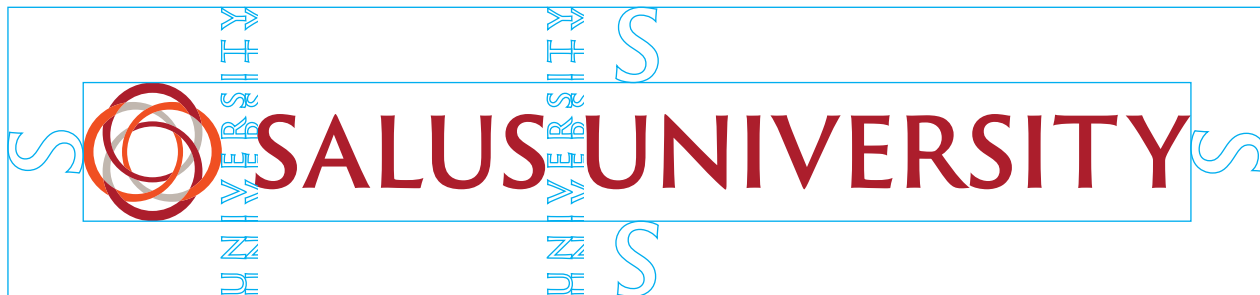
Logo Clear Space

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.

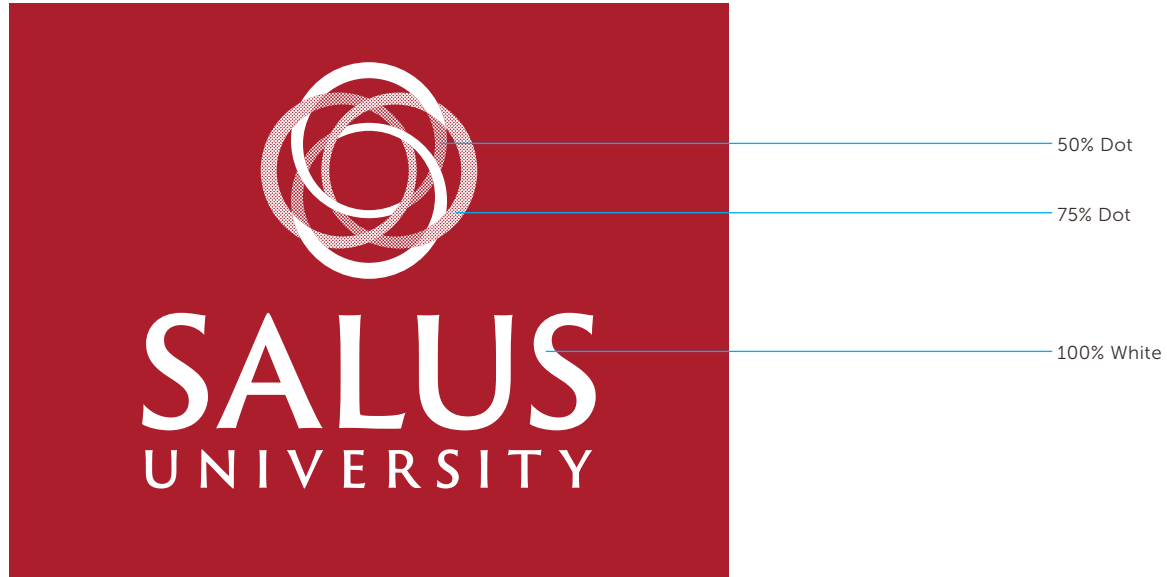


TWO-COLOR ON PHOTOGRAPHY

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.

