



ALABAMA COLLEGE OF OSTEOPATHIC MEDICINE

BRAND STANDARDS

UPDATED AUGUST 5, 2021

BRAND TYPOGRAPHY

GOTHAM THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

GOTHAM BLACK

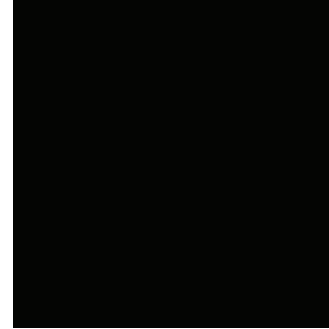
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

CORE COLOR PALETTE



Southeast Health Blue

PANTONE 2935 C
CMYK: 100-63-0-2
RBG: 0-87-183
HEX: 0057B7



Full Black

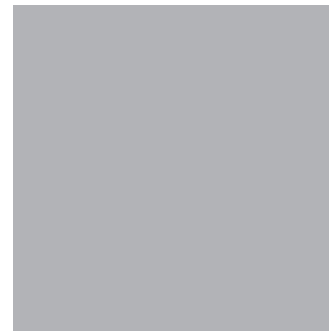
PANTONE BLACK C
CMYK: 70-50-30-100
RBG: 0-0-0
HEX: 000000

EXPANDED COLOR PALETTE



Charcoal

PANTONE 7540 C
CMYK: 0-0-0-85
RBG: 77-77-77
HEX: 4D4D4E



Cool Grey

PANTONE 421 C
CMYK: 0-0-0-35
RBG: 177-179-182
HEX: B1B3B6

LOGO GALLERY



STANDARD LOGO ORIENTATION (PREFERRED)

The standard orientation of the logo is the preferred version and should be used in most cases except as detailed in the variant below.



HORIZONTAL LOGO VARIANT

This horizontal variant is only to be used in cases where the sizing or spacing of the preferred orientation doesn't meet acceptable standards for visibility.

LOGO GALLERY



ACOM

ACOM ACRONYM LOGOS

These simplified ACOM acronym logos are intended for use in rare instances of social media branding, apparel embroidery, and potential promotional products which may not support the full logo.

Use of this logo requires authorization from the Department of Communications and Marketing.



LOGO GALLERY



ACOM LEGACY SHIELD

The ACOM Shield is reserved for official and ceremonial uses only. Examples include diplomas, legal documents, commencement programs, certificates and awards. The legacy shield will also be used on medical student coats to honor the past.

LOGO GALLERY

DEPARTMENTAL LOGOS

Certain ACOM departments have individual logos which may be used sparingly on documents and materials which require a departmental logo.

STACKED VARIATION:



HORIZONTAL VARIATION:



LOGO GALLERY

STUDENT LIFE LOGO



STUDENT GROUP
LOGO (EXAMPLE)

Student interest groups at ACOM
may use the formatting seen here
for their organization.



AMSA

American Medical
Student Association

STUDENT
GOVERNMENT
ASSOCIATION
SEAL



LOGO ANATOMY



This preferred logo incorporates two graphic elements: The Southeast Health branding mark and “Alabama College of Osteopathic Medicine” as a wordmark. Those two elements are separated by a line which must maintain the thickness and spacing shown here in proportion to the two graphic elements.

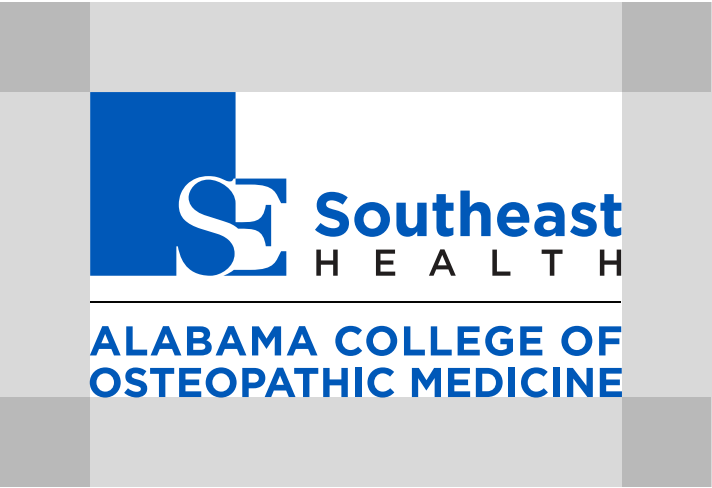
Both graphic elements should always appear as Gotham in the styles referenced above.

It is preferred that the logo appear as the two-color setup shown here: Pantone 2935 C and Black.

LOGO USAGE & SPACING

LOGO WHITESPACE

The importance of clear space around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more space, the better. These visuals are used to define minimum whitespace in proportion to the logo size.



SPACING

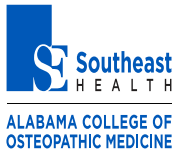
INCORRECT USES OF THE LOGO



X Changing the size or orientation of the mark



X Stretching or condensing the logo to fit the space without maintaining the logo's proportions



X Rotating the logo



X Changing the logo colors



X Using layer effects on any visual brand materials

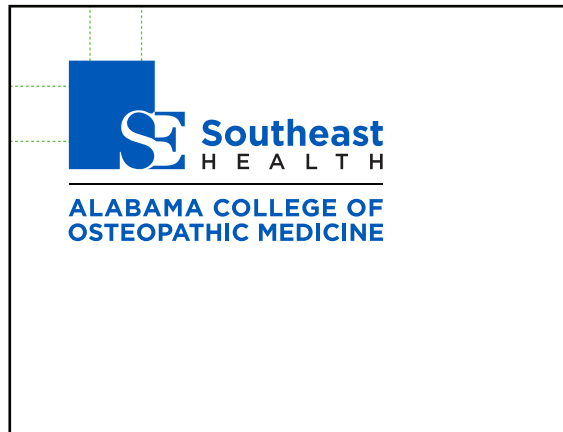


X Outlining the logo

LOGO USAGE & SPACING

CORRECT PLACEMENT IN A FRAME

When placed at the TOP of a page/frame, the logo should maintain an equal margin of space on the TOP and LEFT sides of the blue SE box from the edge of a page/frame.



When placed at the BOTTOM of a page or in a frame, the logo should maintain an equal margin of space from the BOTTOM LINE OF TEXT and LEFT side of the blue SE box from the edge of a page/frame.



INCORRECT EXAMPLES



SINGLE COLOR USAGE AND CONTRAST

SINGLE COLOR USAGE

When a single color is required the Southeast Health BLUE or BLACK should be used, unless it will be printed on a dark background.

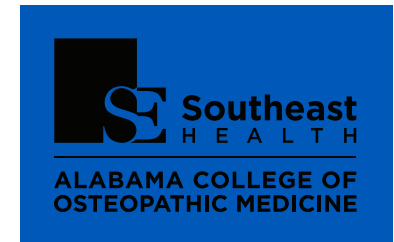


USING EFFECTIVE CONTRAST

If the logo is to be displayed directly on a dark background or color a 1-color WHITE version should be used due to the lack of contrast when placing blue/black on top of blue/black.

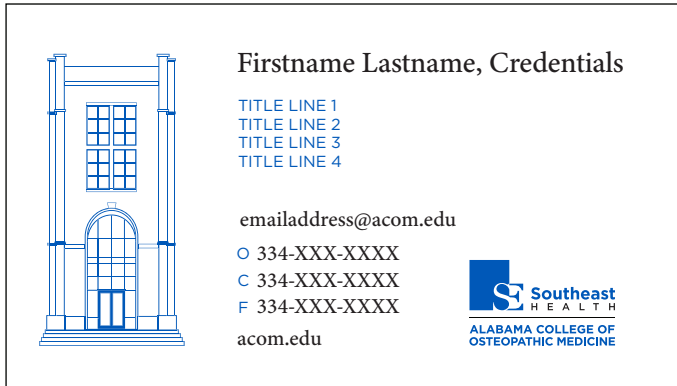


Good contrast



Bad contrast

BUSINESS CARDS

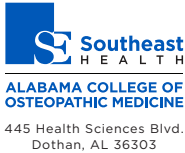


FRONT



BACK

LETTERHEAD & ENVELOPES



STUDENT'S LABCOAT BRANDING

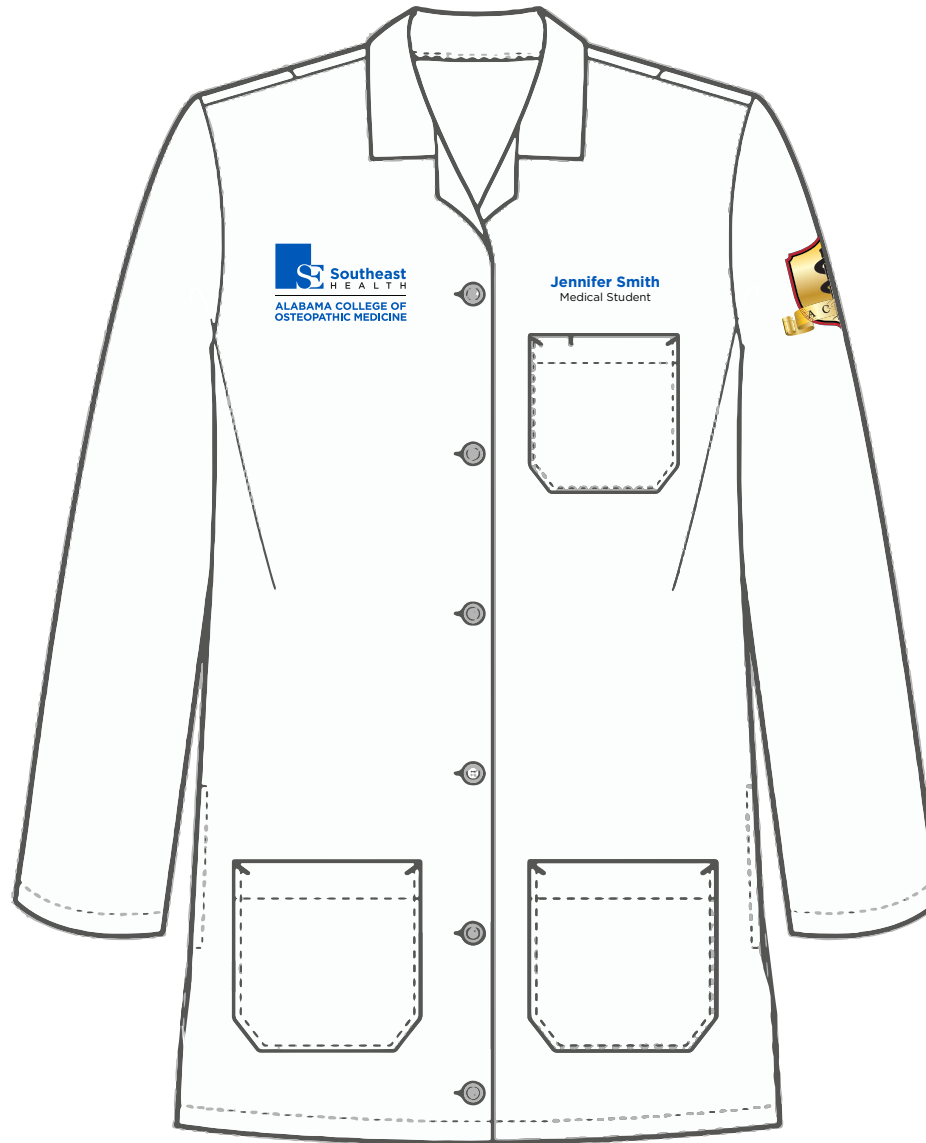
Labcoats can only be ordered through approved vendors. Logo should be sewn on the left chest at the same level as the name, service line, specialty or discipline on the right chest.

STUDENT'S LABCOAT TYPOGRAPHY

Name
Medical Student

Name is displayed in Gotham Bold BLUE two point sizes larger than the student's title, which is displayed on a line below in Gotham Book Black. The two lines are center-aligned.

Credentials are not shown on student labcoats.



ACOM ceremonial shield embroidered on sleeve

PROFESSIONAL'S LABCOAT BRANDING

Labcoats can only be ordered through approved vendors. Logo should be sewn on the left chest at the same level as the name, service line, specialty or discipline on the right chest.

PROFESSIONAL'S
LABCOAT
TYPOGRAPHY:

Name, Degree

Title (optional)

Department or Division

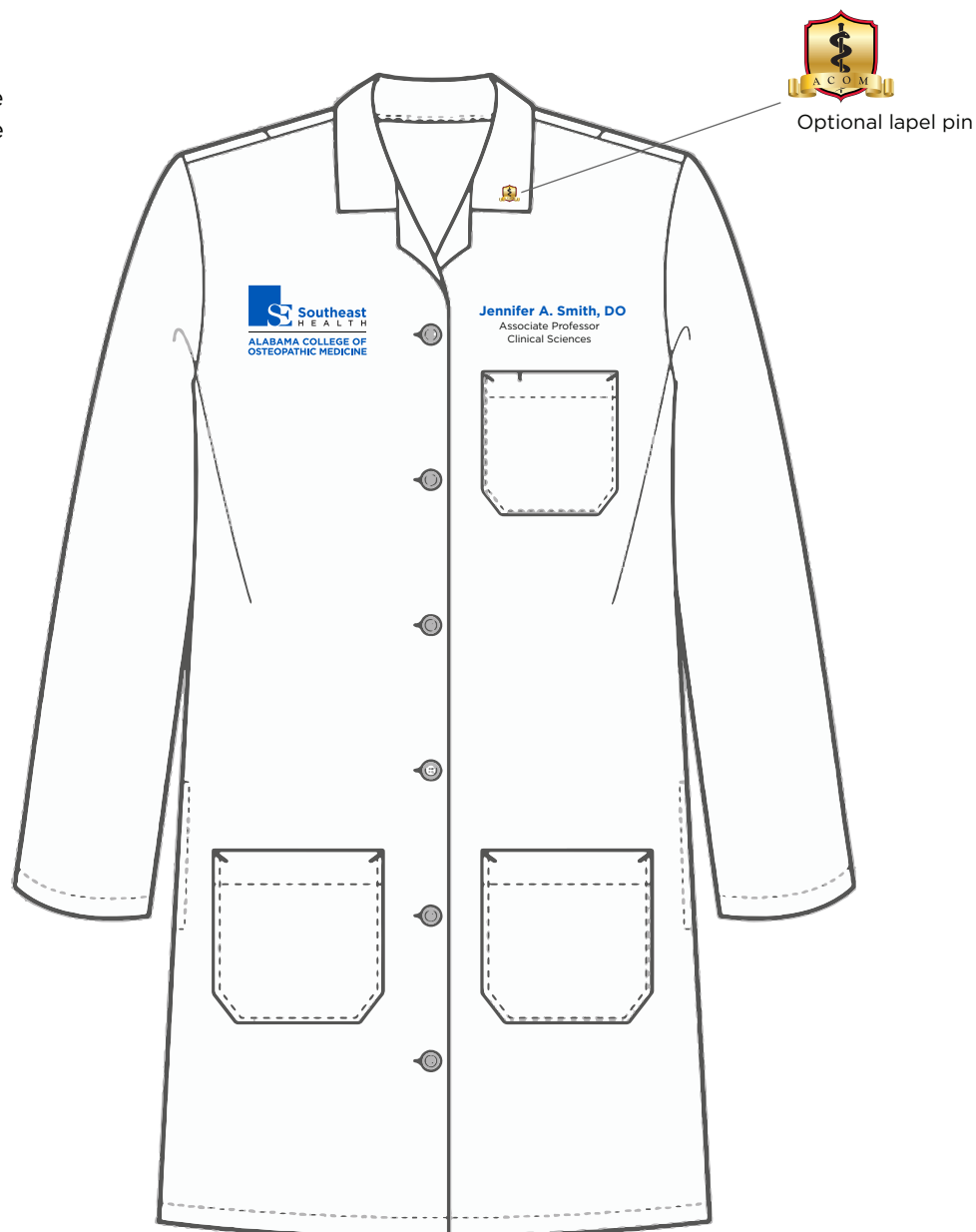
Name and degree is displayed in Gotham Bold BLUE two point sizes larger than the title/credentials and department, which are shown on two lines below in Gotham Book Black. The lines are all center-aligned.

The formatting of the Name and Degree line should follow these standards:

- First name
- Middle initial *(use a period following the initial)*
- Last name *(followed by a comma)*
- Credentials *(use of up to two credentials recommended, additional credentials can be added as space allows; do not use periods within the credentials)*

Do not use "department of" in the department name.

Do not use "division of" in the division name.



SCRUB BRANDING

Scrubs can only be ordered through approved vendors. Logo should be sewn on the left chest at the same level as the name.

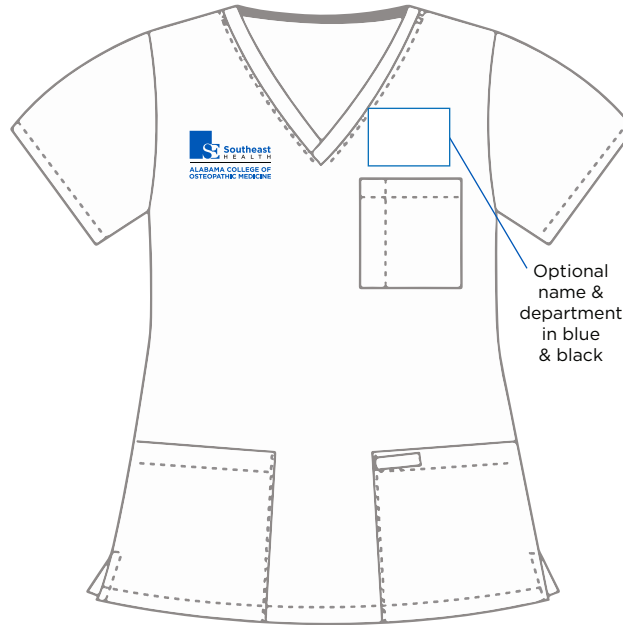
Embroidered names on scrubs are optional. The typography should follow the same standards as established on labcoats (Please see the labcoat page for those details). The formatting of scrub names should follow these examples:

STUDENT'S SCRUBTOP TYPOGRAPHY

Name
Medical Student

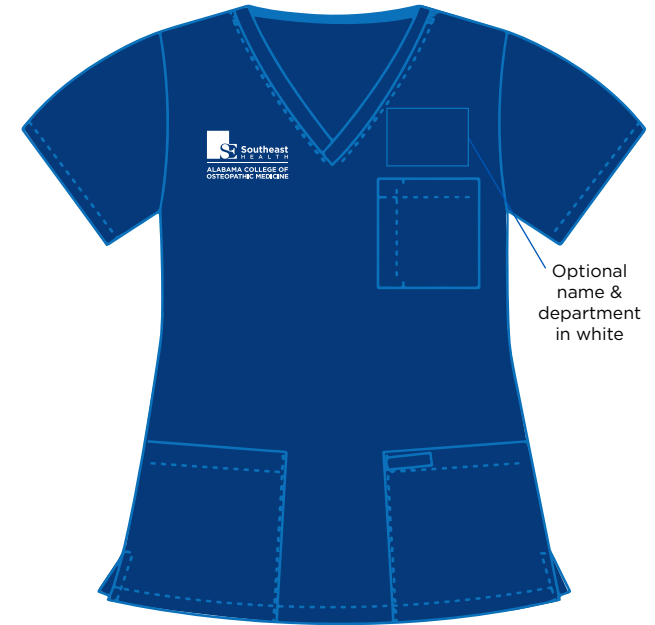
PROFESSIONAL'S SCRUBTOP TYPOGRAPHY

Name, Degree
Department or Division



ACOM Scrub Top – Light Color

Name/Department on scrubtops is not required; optional feature



ACOM Scrub Top – Dark Color

Name/Department on scrubtops is not required; optional feature



For light scrubs, blue and black logo should be used.



For scrubs that are a dark color, 1-color white logo should be used for contrast.

SCRUB JACKET BRANDING

Scrub jackets can only be ordered through approved vendors. Logo should be sewn on the left chest at the same level as the name.

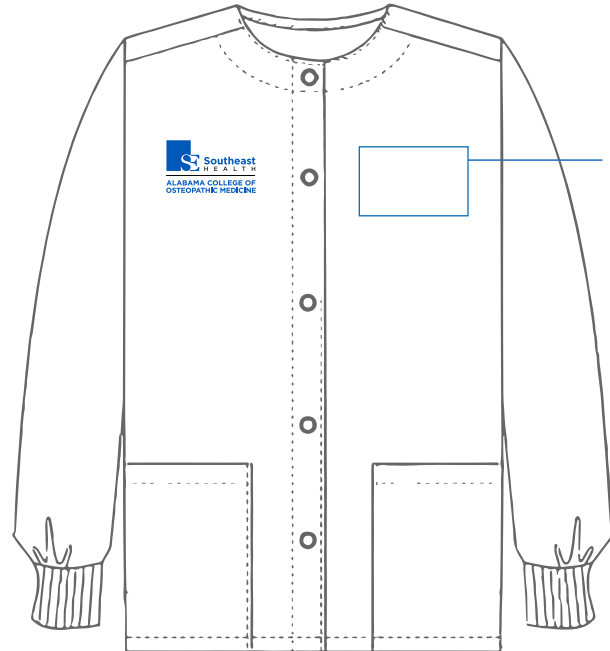
Embroidered names on scrub jackets are optional. The typography should follow the same standards as established on labcoats (Please see the labcoat page for those details). The formatting of scrub jacket names should follow these examples:

STUDENT'S SCRUB JACKET TYPOGRAPHY

Name
Medical Student

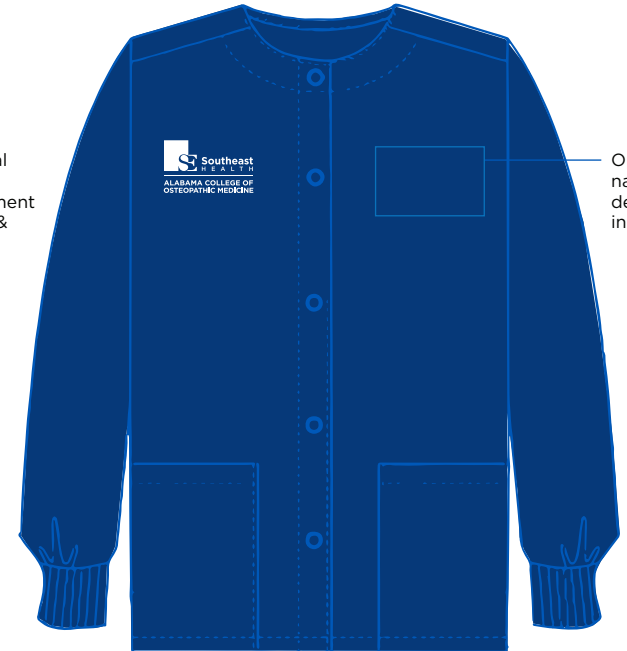
PROFESSIONAL'S SCRUB JACKET TYPOGRAPHY

Name, Degree
Department or Division



White Scrub Jacket

Optional
name &
department
in blue &
black



Dark Color Scrub Jacket

Optional
name &
department
in white



For light scrubs,
blue and black logo
should be used.



For scrubs that are a
dark color, 1-color
white logo should be
used for contrast.

CONTACT

If you have any questions about the items or guidelines presented in this document please contact:

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