<table>
<thead>
<tr>
<th>Font Style</th>
<th>Uppercase</th>
<th>Lowercase</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Thin</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdeFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
<tr>
<td>Gotham Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdeFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
<tr>
<td>Gotham Book</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdeFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
<tr>
<td>Gotham Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdeFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
<tr>
<td>Gotham Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdeFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
<tr>
<td>Gotham Black</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdeFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
**CORE COLOR PALETTE**

- **Southeast Health Blue**
  - Pantone 2935 C
  - CMYK: 100-63-0-2
  - RGB: 0-87-183
  - HEX: 0057B7

- **Full Black**
  - Pantone Black C
  - CMYK: 70-50-30-100
  - RGB: 0-0-0
  - HEX: 000000

**EXPANDED COLOR PALETTE**

- **Charcoal**
  - Pantone 7540 C
  - CMYK: 0-0-0-85
  - RGB: 77-77-77
  - HEX: 4D4D4E

- **Cool Grey**
  - Pantone 421 C
  - CMYK: 0-0-0-35
  - RGB: 177-179-182
  - HEX: B1B3B6
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.

The standard orientation of the logo is the preferred version and should be used in most cases except as detailed in the variant below.
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.
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.
Certain ACOM departments have individual logos which may be used sparingly on documents and materials which require a departmental logo.

STACKED VARIATION:

- ACOM
- ALUMNI
- ACOM
- COMPLIANCE
- ACOM
- RESEARCH
- ACOM
- INSTITUTIONAL EFFECTIVENESS

HORIZONTAL VARIATION:

- ACOM | ALUMNI
- ACOM | COMPLIANCE
- ACOM | RESEARCH
- ACOM | INSTITUTIONAL EFFECTIVENESS
Student interest groups at ACOM may use the formatting seen here for their organization.
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.

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

Firstname Lastname, Credentials

emailaddress@acom.edu

O 334-XXX-XXXX
C 334-XXX-XXXX
F 334-XXX-XXXX
acom.edu

Back

Inspiring Medicine
Through Human Touch®

445 Health Sciences Blvd • Dothan, AL 36303
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.

**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.
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 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                          | ACOM Scrub Top – Light Color
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Student</td>
<td>Name/Department on scrubtops is not required; optional feature</td>
</tr>
</tbody>
</table>

**Professional’s Scrubtop Typography**

<table>
<thead>
<tr>
<th>Name, Degree</th>
<th>ACOM Scrub Top – Dark Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department or Division</td>
<td>Name/Department on scrubtops is not required; optional feature</td>
</tr>
</tbody>
</table>

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

Optional name & department in blue & black

White Scrub Jacket

Optional name & department in white

Dark Color Scrub Jacket

Name
Medical Student

PROFESSIONAL’S SCRUB JACKET TYPOGRAPHY

Name, Degree
Department or Division

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

**Alabama College of Osteopathic Medicine**
Division of Communications and Marketing
334.944.4017
marketing@acom.edu

**Southeast Health**
Marketing and Public Relations
334.793.8107
marketing@southeasthealth.org