

CM006 Brand Policy

Policy Type: Administrative/Operations
Responsible Administrator: Wonda Riner,
Chief Information and Marketing Officer
Responsible Office: Marketing and
Communications

Originally Issued: July 11, 2022
Revision Date: June 27, 2023
Training Required: No
LCME Required: No

Approved by:

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Date: January 10, 2024

Definitions

Brand: The process of how an entity is identified and experienced by internal and external audiences, as well as how it is differentiated from its competitors. It is the identity, personality, benefits, culture, reputation and promise of an entity, communicated through its name, logo, tagline, voice and tone. More than just the name Kirk Kerkorian School of Medicine at UNLV, the brand of the school is a feeling or perception and lives in the minds of everyone who experiences it: students and potential students, parents, faculty, staff, donors, state and local government officials, the medical community, and the local community.

Logo: A graphic representation of an entity name, abbreviation or trademark, designed expressly for immediate and unique recognition.

Unit Signature/Academic Mark: The stylized text-only typographic treatment of our school name that works in conjunction with the UNLV logo.

Statement of Purpose

The purpose of this policy is to create a set of standards and guidelines by which everyone within the Kirk Kerkorian School of Medicine at UNLV must adhere in order to protect the brand, image and reputation of the school. A consistent and strategic approach to our brand management is vital in order to give the school a competitive advantage and is essential to its long-term success.

A concrete and effective brand management policy will:

1. Foster name recognition, visibility and brand awareness.
2. Provide the framework for brand and visual identity.
3. Protect the name, visual and textual identity, as well as reputation of the school.
4. Ensure consistent and professional communication to all audiences, internal and external
5. Guide the development and integrity of all marketing materials.
6. Assist internal faculty, staff, students and others when creating materials, by taking the guesswork out of the process with pre-created templates and guidelines.
7. Assist affiliated and external partners and media partners by providing them with the tools they need to help promote the Kirk Kerkorian School of Medicine properly.

Entities Affected By This Policy

This policy applies to all internal departments, including staff, students, volunteers, and faculty of the Kirk Kerkorian School of Medicine, internal partners, as well as external users that may be affiliated with or can assist in promoting the school.

Required Acknowledgement

All Kirk Kerkorian School of Medicine employees, faculty, volunteers, and students are required to acknowledge they have read and understand this policy.

Policy

Positioning the Kirk Kerkorian School of Medicine at UNLV with a strong, identifiable, and consistent brand helps us differentiate ourselves from other medical education institutions, as well as contributes to our reputation as a provider of world-class education, patient care and research. Our brand is critical to our long-term success. With adherence to these guidelines, the brand of the Kirk Kerkorian School of Medicine will be consistent and professional, will establish and enhance name recognition, and will augment and expand our reputation. Name recognition and first-rate reputation will lay the foundation toward achieving and maintaining long-term goals of recruiting quality students, faculty and staff, increasing donor interest and contributions, as well as expanding utilization of clinical practices. All Kirk Kerkorian School of Medicine employees, faculty, volunteers, and students need to take responsibility for protecting the school's brand. This must be an organizational effort. These guidelines will help everyone convey our brand and our message in the most consistent and best way possible.

I. NAME REFERENCE

- a. **Official Name:** The official name of the school: **Kirk Kerkorian School of Medicine at UNLV**.
- b. **Initial or First Use:** In text or in any document, the official name, **Kirk Kerkorian School of Medicine at UNLV**, should be used as the first reference.
- c. **Subsequent or Second Use:** After the initial use, in the same document, subsequent references may be abbreviated to Kerkorian School of Medicine, school of medicine or the school.

Acronym Use: The acronym KSOM must be limited to filename abbreviations, domain names, email addresses, social media handles or as a defined term in legal documents (i.e. Kirk Kerkorian School of Medicine hereinafter referred to as KSOM. However, the use of KSOM for domain names, emails or handles **must be approved by marketing and communications before use**.

KSOM is strictly prohibited to be used in any other way and must never be used in any presentations, email subjects or email body, signage, promotional or event materials.

II. LOGO

The logo, or academic mark, is the key to our visual identity and is one of the most important elements of our brand. This logo, or an academic or administrative department logo, should be used on all materials, both internally and externally. Consistent use of the logo will continue to build and enhance name recognition and brand. No other logos or variations thereof are permitted.

The primary logo can be used in either a horizontal or vertical format, depending on which works best in a layout, but both orientations should never be combined on a single item. The line separator is integral to the logo and must always be included. A secondary/limited use logo is available, but has restricted use for social media and approval for its use is required.

Official school logos must not be combined with any other logos unless in the case of special partnerships or other exceptions. These logo exceptions will be created by the marketing and communications department only.

Using a logo from Google images or anywhere on the internet is strictly prohibited. Approved logos can easily be downloaded from the UNLV website. Please see the information and links below for proper logo utilization.

a. Horizontal Orientation

The primary logo in horizontal orientation is as follows:



Files are available for use in jpg, PDF and png formats in black, white and color at: <https://www.unlv.edu/identity/unit-signatures/downloads>

b. Vertical (Stacked) Orientation

The primary logo in vertical or stacked orientation is as follows:



Files are available for use in jpg, PDF and png formats in black, white and color at: <https://www.unlv.edu/identity/unit-signatures/downloads>

c. Secondary/Limited Use Logo

A secondary logo for social media avatars and limited use is available, but requires explicit approval by the marketing and communications department. Please contact communications@medicine.unlv.edu for more information and approval of use.

d. Academic Department Logos

Academic department logos are available for use by the individual departments. These files are provided in png format in color at: <https://www.unlv.edu/medicine/marketing-and-communications>

e. Administrative Department Logos

Administrative department logos are available for use by the individual departments. These files are provided in png format in color at: <https://www.unlv.edu/medicine/marketing-and-communications>

f. Minimum Size

To ensure legibility, the logo must be a minimum size of 1.75" wide for the horizontal orientation and 1.20" wide for the vertical/stacked orientation.

g. Clear Space

To protect the integrity of the logo and ensure legibility, a "buffer" of clear space around the logo must always be maintained. This clear space should always be equivalent to the height of the line separator.

h. Color Palette

Our color palette follows UNLV official colors. The PMS colors and other details regarding color use can be found at: <https://www.unlv.edu/identity/colors>

j. Logo Misuse

Great care must be taken when utilizing the logo in order to maintain its integrity. When adjusting the size of a logo, please always make sure to hold down the shift key while increasing or decreasing the size at the corner of the image with the mouse. This will prevent “skewing” the logo, creating a squeezed, stretched or distorted look.

Other unacceptable uses include:

- Adding a drop shadow or other effect.
- Changing the colors of the text or separator.
- Cropping or removing any words or elements.
- Rearranging any elements or words.
- Adding information or other words.
- Placing the logo on a busy background or color that does not have sufficient contrast or readability.
- Placing any element of the logo within a box or other structure.
- Placing the logo in a “lock-up” with another logo.

III. TRADEMARKS

The school currently has three separate trademarks:

- I Am Academic Medicine
- We Are Academic Medicine (pending registration)
- UNLV Transforming Healthcare

Any use of these trademarks should be followed with the ® symbol. “We Are Academic Medicine” is still pending registration so it should always be used with the ™ symbol.

If you would like to use any of these, please contact the marketing and communications department by sending an email to communications@medicine.unlv.edu.

IV. TYPOGRAPHY

Typography is another important element of our brand. Consistent use of the approved typeface helps reinforce our brand and aids with overall recognition.

Roboto is the official marketing and advertising typeface of UNLV and is also used for the Kirk Kerkorian School of Medicine. Roboto is available as a free download from Google fonts. For more information on this font and its variations, go to: <https://www.unlv.edu/identity/typography>

If a typeface outside of the Roboto family is desired, please contact the marketing and communications department at communications@medicine.unlv.edu for assistance, guidance and approval of use.

V. INTERNAL STANDARDS

a. Email Signature

All employees can create their own branded email signature for Gmail quickly and easily. An email signature generator is available at <https://www.unlv.edu/medicine/email-signature>. Simply fill out the form, preview the signature, and you can copy and paste it into the signature section on the general settings tab.

b. Job Request/Creative Brief

The marketing and communications department has a job request/creative brief for internal departments to use to request a graphic design job. This makes it easy for internal stakeholders to request a particular item or items and helps the marketing and communications department to obtain all of the necessary information with which to do the job. A link to this document is found at <https://www.unlv.edu/medicine/marketing-and-communications>.

The marketing and communications department also has a set of standard lead times for common projects. This chart of lead times can be found in the brand manual. This will assist requestors with planning projects and developing materials.

c. Department Designated Delegate(s)

To facilitate communication, requests, changes, and approvals to the marketing and communications department, each department should designate a delegate or delegates that will be the exclusive conduit(s) for information. This will help to eliminate confusion and should avoid the creation of duplicate requests and approvals that have not been fully reviewed by all responsible parties. If a delegate has not been identified, this role will default to the department chair or director.

Related Documents

- Kirk Kerkorian School of Medicine at UNLV Brand Manual (Coming Soon)
- Kirk Kerkorian School of Medicine at UNLV [Editorial Style Guide](#)

Contacts

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