

ORGANIZATIONAL POLICY AND PROCEDURE

Category: COMMUNICATIONS

Policy/Procedure Number: COM05

Title: BRAND IDENTITY AND USE OF THE INSTITUTION NAME AND LOGO

Approved By: Vice President, Institutional
Affairs

Effective Date: 11/19/25

SCOPE:

This policy applies to all Western Michigan University Homer Stryker M.D. School of Medicine (WMed) faculty, employees (faculty, residents, fellows, staff), students, contractors, and external organizations (partners, vendors, sponsors, media outlets) who use the institution name, logo or related brand marks in any format.

PURPOSE:

This policy is intended to ensure consistent, professional, and accurate representation of WMed's brand identity across all media and communications.

DEFINITIONS:

Visual Identity Guide: This is a resource on the medical school website at <https://wmed.edu/branding>. All who use the institution name, logo or related brand marks in any format are expected to review the Visual Identify Guide and follow the guidance provided. The Visual Identity Guide provides specific information to promote and ensure brand consistency including:

- Institution Name and Abbreviations
- Logo
- Typography
- Color Palette
- Department, Degree Program, Residency Program, Clinical Practice Names
- Masthead Format for Research Publications
- Email Signature Block
- Uniforms and Apparel
- Business Cards
- Trademark and Licensure
- Glossary of Terms
- Project Request Form
- About WMed Boilerplate Information

ORGANIZATIONAL POLICY AND PROCEDURE

POLICY:

The WMed name and logo are key elements of the institution's visual and brand identity.

Institution Name: To preserve brand integrity, all uses of the institution name must follow the name conventions and abbreviations stipulated in the Visual Identity Guide.

Logo: All uses of the WMed logo must be reviewed and approved by the Office of Communications prior to publication, printing, or distribution.

1. WMed personnel must obtain prior approval from the Office of Communications before:
 - a. Creating or distributing promotional, educational, or event materials featuring the WMed logo.
 - b. Using the WMed logo in presentations, reports, or documents that will be shared externally.
 - c. Ordering or designing branded (including name or logo) merchandise, apparel, signage, or displays.
2. WMed personnel working with external organizations, including partners, vendors, sponsors, and media outlets must ensure that the external organization receives written authorization from the Office of Communications before using the WMed logo and final approval of artwork must be permitted. Approval is required for:
 - a. Co-branded marketing or advertising materials.
 - b. Inclusion of the WMed logo on websites, event promotions, or third-party communications.
 - c. Use of the WMed logo in sponsorship acknowledgments, press releases, or collaborative projects.
3. The following uses of the WMed logo are prohibited:
 - a. Altered, redrawn, distorted, rotated, or recolored in any way outside of approved versions.
 - b. Combined with other logos, symbols, or text.
 - c. Placed on backgrounds that impair legibility or violate brand standards.
 - d. For endorsement, partnership, or sponsorship without written authorization.
 - e. Reproduced using unapproved file formats or low-quality images.

Noncompliance: Unauthorized or improper use of the WMed name and logo is prohibited and may result in removal of non-compliant materials and corrective action or legal enforcement if the use of the logo is determined to be a violation of trademark and licensing requirements, or disciplinary actions.

PROCEDURE:

1. Submit a Request
 - a. Send all WMed logo use requests using the Office of Communications [Project Request Form](#) with a brief description of intended use and draft materials (if available) to the Office of Communications by emailing the requests to laura.eller@wmed.edu.
2. Review

ORGANIZATIONAL POLICY AND PROCEDURE

- a. The Office of Communications will evaluate requests for compliance with WMed brand standards.
- 3. Approval
 - a. Written approval must be obtained before the WMed logo appears in any materials.
- 4. Recordkeeping
 - a. Approved WMed logo use will be documented and archived by the Office of Communications to ensure consistency and accountability.

ATTACHMENTS: None

ACCREDITATION STANDARD REFERENCES: None

Original Effective Date: 11/19/25

Revised Date(s):