



Northern Ontario
School of Medicine
École de médecine
du Nord de l'Ontario
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VISUAL IDENTITY GUIDE

NOSM COMMUNICATIONS UNIT
June 15, 2017

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Introduction

Born of a grassroots movement by Northern Ontarians in need of health professionals, the Northern Ontario School of Medicine (NOSM) is a medical school like no other.

Rather than taking an off-the-shelf approach to delivering health professional programs modeled after traditional methods, NOSM has developed novel education strategies to meet the needs of Northern Ontarians. Learners are woven into the fabric of Northern Ontario communities. They learn in context about the determinants of health that are relevant to the region, with the hopes that their experiences will win over hearts and minds, and encourage them to return upon completion of their training. And it's working.

You don't have to look far to find the source of the Northern Ontario School of Medicine's success. It's right in the name: Northern Ontario. Northern Ontarians have made NOSM what it is—a locally grown solution to regional health inequalities. The first medical school in Canada with a social accountability mandate, the Northern Ontario School of Medicine has become a world-recognized leader in the field of health professional education. Its unique model of distributed, community-engaged medical education and research is producing highly sought-after physicians, residents, physician assistants, dietitians, and other health-care professionals.

Visual Identity

NOSM's visual identity – its brand – reflects who we are, what we do, and what value we offer as a socially accountable educational organization committed to the education of high quality physicians and health professionals.

A well developed brand is built on the Northern Ontario School of Medicine's vision, mission, and values. NOSM's visual identity plays an important role in shaping the image of the School. The Visual Identity Guide is the foundation for implementation of NOSM's brand.

It is vital that Northern Ontario School of Medicine express itself clearly and consistently through a seamless, structured system. This Visual Identity Guide provides context for many forms of external and internal graphic communication from NOSM.

These standards apply to all Northern Ontario School of Medicine official materials.

The Visual Identity Guide provides guidelines for producing materials for print, signage, web, and multimedia with the correct use of the Northern Ontario School of Medicine logo and brand.

If you have questions about NOSM's visual identity standards, please contact the NOSM Communications Unit at 705-662-7243 or communications@nosm.ca.

Vision

Innovative Education and Research
for a Healthier North.

Mission

The Northern Ontario School of Medicine is committed to the education of high quality physicians and health professionals, and to international recognition as a leader in distributed, learning-centred, community-engaged education and research.

Values

Collaboration
Inclusiveness
Innovation
Respect
Social Accountability

The Logo

A logo is a design treatment of a name, often including both words and a symbol. It is a design or an emblem by which the organization can easily be recognized.

NOSM's logo is comprised of the text "Northern Ontario School of Medicine" in English, French, and Oji-Cree. The logo also features the words "Medicine," as well as "Lakehead" and "Laurentian" to signify that NOSM serves as the Faculty of Medicine for these two universities. These elements must always remain in fixed proportion to one another. The logo is designed to represent a single image.

Proper execution of NOSM's visual identity ensures that the basic elements of the logo are reproduced with complete accuracy and consistency.

The NOSM logo is available in three versions:

- the English version names "Laurentian" and "Lakehead" within the crest and the School's name is listed in English first;
- the French version has "Laurentienne" and "médecine" written in French and the School's name is listed in French first; and,
- the Oji-Cree version has the School's name written in Oji-Cree on the first line accompanying the English crest.

There are two graphic arrangements: vertical and horizontal. These arrangements are designed to accommodate standard applications.

HORIZONTAL LOGO



ENGLISH HORIZONTAL LOGO



FRENCH HORIZONTAL LOGO



OJI-CREE HORIZONTAL LOGO

VERTICAL LOGO



Northern Ontario
School of Medicine
École de médecine
du Nord de l'Ontario
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ᓂᓂᓂᓂᓐ ᓂᓂᓂᓂᓐ

ENGLISH VERTICAL LOGO



École de médecine
du Nord de l'Ontario
Northern Ontario
School of Medicine
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ᓂᓂᓂᓂᓐ ᓂᓂᓂᓂᓐ

FRENCH VERTICAL LOGO



ᓂᓂᓂᓂᓐ ᓂᓂᓂᓂᓐ
ᓂᓂᓂᓂᓐ ᓂᓂᓂᓂᓐ
Northern Ontario
School of Medicine
École de médecine
du Nord de l'Ontario

OJI-CREE VERTICAL LOGO

The Symbol

A symbol is a graphic representation that interprets an organization's core purpose, values and unique characteristics.

The symbol is representative of three cultures and features a contemporary interpretation of five elements:



A Heraldic Shield

is used in the context of NOSM's logo to symbolize inclusiveness and aspirations to social accountability.



The Staff of Aesculapius

(the serpent twining around a staff) is a traditional medical insignia that represents evolution and transformation.



The Trillium

a woodlands flower, that is the provincial flower of Ontario.



The Teaching Circle

from the Aboriginal culture which represents the continuum of learning and teaching in the circle of life.



The Fleur de Lis

is a heraldic symbol from early France that is on the Quebec flag and is an emblem of Canadian Francophones.

As well, both universities are recognized by name in the symbol. The descriptor, "Medicine" is included in the symbol to ensure that audiences clearly identify the School.

The symbol will not be used without the accompanying logotype.



The Logotype

A logotype is a particular way of writing an organization's name and includes a specific font and spacing.

The logotype, with the name Northern Ontario School of Medicine, has an integral relationship to the symbol. The logotype must never be modified or altered in any way. The logotype will not be used without the symbol.

Northern Ontario
School of Medicine

École de médecine
du Nord de l'Ontario

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Northern Ontario
School of Medicine

École de médecine
du Nord de l'Ontario

$\dot{P} \cdot \nabla n_m \quad \Delta^{\frac{1}{2}} U \geq \Delta$

$$L^{\infty} p \dot{P} \cdot \Delta \Delta^{\frac{1}{2}} j_{\phi} \cdot \Delta^{\frac{1}{2}}$$

Protected Space

To maximize the visual impact of the Northern Ontario School of Medicine logo, the various configurations must always be given space. A minimum of clear space around the logo ensures legibility and the integrity of the visual identity.

At a minimum, this area should be the height of the symbol, but ideally as large as possible. To ensure consistent legibility, the logo must not appear smaller than 1 ¼" for the horizontal version and ¾" wide for the vertical version.

If embroidering the logo, it must not appear smaller than 3¼" wide.



The Acronym

Northern Ontario School of Medicine is the official name of the School, however using “NOSM” in news releases, articles, academic journals, publications, and on promotional items is sometimes preferable.

The NOSM acronym, when used, does not incorporate the School's shield, therefore is not used as a logo on official documents without approval from NOSM's Communications Unit.

The NOSM acronym can be used in English or French, as shown below. The Oji-Cree language does not provide for the use of acronym's. You may choose to use the entire Oji-Cree language, as shown below, as a standalone in place of an acronym.

For guidance on how to best use the NOSM acronym, please contact NOSM's Communications Unit.

NOSM

ENGLISH ACRONYM

EMNO

FRENCH ACRONYM

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ᐤᕐᓇᐅᐅ. ᐃ ᐃᕐᓂᓄᑦ.ᐃᕐ

ENTIRE OJI-CREE LANGUAGE

Colour Applications

The Colour Palette

The colour palette has been designed to help build and reinforce NOSM's identity.

Pantone Colour

A standardized colour reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone system to make sure colours match.

Process Colour

A subtractive colour model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in full colour process printing: cyan, magenta, yellow and key (black). white.

Screen Colour (RGB)

A color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colours. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

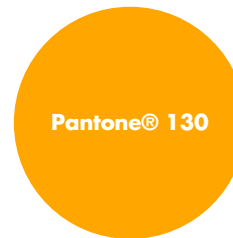
Web (Hex Colour)

A hex triplet is a six-digit, three-byte hexadecimal number used in HTML, CSS, SVG, and other computing applications to represent colours. The bytes represent the red, green and blue components of the colour.

Pantone Colours



Pantone® 684



Pantone® 130

Process Colour (CMYK)



Cyan 100
Magenta 62
Yellow 0
Black 52



Cyan 0
Magenta 30
Yellow 100
Black 0

Screen Colour (RGB)



Red 6
Green 26
Blue 73



Red 255
Green 179
Blue 0

Web (Hex Colour)

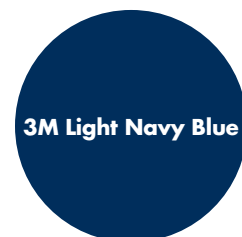


#164166

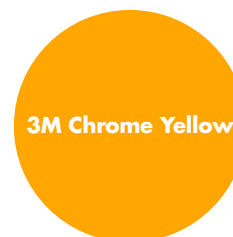


#F8B81E

Vinyl Colour



3M Light Navy Blue



3M Chrome Yellow

The NOSM logo is available in png or jpg formats for use in Microsoft Word, Excel, or PowerPoint documents. For use in Adobe Illustrator, InDesign and professional graphic design software and commercial printing, eps and ai files are available for use.

Vector Graphics (eps and ai)

Raster Graphics (png and jpg)

Full Colour Applications

One Colour Applications

One-colour versions of the NOSM logo are available in blue, white, and black. These versions should only be used when using the full-colour logo is not ideal.

	ENGLISH HORIZONTAL	FRENCH HORIZONTAL	OJI-CREE HORIZONTAL
TWO COLOUR	 <p>Northern Ontario School of Medicine École de médecine du Nord de l'Ontario ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ</p>	 <p>École de médecine du Nord de l'Ontario Northern Ontario School of Medicine ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ</p>	 <p>ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ École de médecine du Nord de l'Ontario Northern Ontario School of Medicine</p>
BLACK	 <p>Northern Ontario School of Medicine École de médecine du Nord de l'Ontario ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ</p>	 <p>École de médecine du Nord de l'Ontario Northern Ontario School of Medicine ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ</p>	 <p>ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ Northern Ontario School of Medicine École de médecine du Nord de l'Ontario</p>
BLUE	 <p>Northern Ontario School of Medicine École de médecine du Nord de l'Ontario ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ</p>	 <p>École de médecine du Nord de l'Ontario Northern Ontario School of Medicine ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ</p>	 <p>ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ Northern Ontario School of Medicine École de médecine du Nord de l'Ontario</p>
WHITE AND YELLOW	 <p>Northern Ontario School of Medicine École de médecine du Nord de l'Ontario ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ</p>	 <p>École de médecine du Nord de l'Ontario Northern Ontario School of Medicine ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ</p>	 <p>ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ Northern Ontario School of Medicine École de médecine du Nord de l'Ontario</p>
WHITE / REVERSED	 <p>Northern Ontario School of Medicine École de médecine du Nord de l'Ontario ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ</p>	 <p>École de médecine du Nord de l'Ontario Northern Ontario School of Medicine ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ</p>	 <p>ᐆᐃᐅᐅᐃᐅ ᐃᐅᐅᐅᐅ ᐅᐃᐅᐅᐅ ᐃ ᐃᐃᐅᐅᐅ Northern Ontario School of Medicine École de médecine du Nord de l'Ontario</p>

The vertical version are also available.

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Associated Logos

Continuing Education and Professional Development (CEPD)

NOSM's Continuing Education and Professional Development (CEPD) Office is committed to offering high quality Continuing Medical Education and Faculty Development opportunities.

If your organization has had an event approved for credits by NOSM's CEPD Office, you will receive the NOSM and CEPD logos to be used on posters and advertising.

Please follow the guidelines below when adding these logos to your documents:

- You may only use the CEPD logo for the approved event, and as agreed on between your organization and the CEPD Office.
- The CEPD logo should not be shared with other organizations or used without prior approval.
- The CEPD logo must always appear exactly as designed and must never be altered in any way.
- The CEPD logo must always be used in conjunction with the Northern Ontario School of Medicine logo.
- The CEPD logo consists of two elements – the graphic and the wording. These two elements must appear together as part of the full logo. Neither the crest nor the wordmark may be used on its own.
- The CEPD logo may only appear in the colours as provided, or solid black. It may never appear in any other colour. When reversed or knocked out, it may only appear out of white or black.
- The height of the CEPD logo must not appear smaller than 0.75". As the CEPD logo may not be altered in any way, the dimension of the logo will fall out proportionately from that.
- A minimum margin of 0.25" clear space must be left around the logo.
- Please review page 7 for guidelines for the use of NOSM's logo.



ENGLISH CEPD LOGO



FRENCH CEPD LOGO



The Font

The Northern Ontario School of Medicine's logo incorporates the font families Futura and Myriad Pro.

For material where formal design facilities are not utilized, the font Arial should be used. As well, consistent font usage throughout all internal and external communications is a significant component of the visual identity of the Northern Ontario School of Medicine.

Consistent fonts help audiences recognize the Northern Ontario School of Medicine brand identity and reinforce the desired style and overall look.

Futura Bold is ideal for Headings.

Futura Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Regular is primarily for Body Text.

Myriad Pro light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Applications

The Northern Ontario School of Medicine visual identity standards apply in the design and execution of the following applications:

- Business Cards
- Letterhead
- Envelopes
- Business Stationery (memos, fax coversheets, agendas, minutes)
- Presentation Templates (Powerpoint)
- Advertising
- Signage

Many times, NOSM stationery is the first point of contact with external audiences. It is important that stationery, presentations, and other official communications follow the Visual Identity Guide.

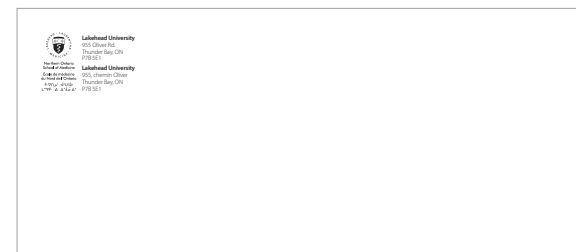
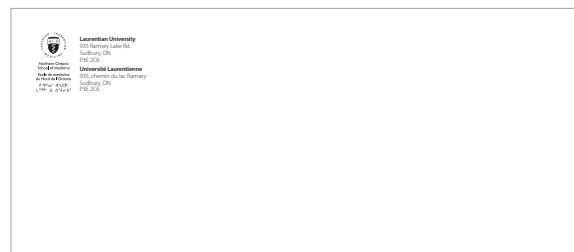
Templates are available through NOSM's Communications Unit.

If you have questions about the above listed applications, please contact the NOSM Communications Unit at 705-662-7243 or communications@nosm.ca.

Business Cards



Envelopes (no10 shown)



Letterhead



Northern Ontario
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Lakehead University
955 Oliver Road | chemin Oliver | Thunder Bay ON | P7B 5E1

Laurentian University | Université Laurentienne
935 Ramsey Lake Road | chemin du lac Ramsey | Sudbury ON | P3E 2C6

1-800-461-8777
nosm.ca



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du Nord de l'Ontario
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L'Université Δ Δᓄᓂᓴᓂ

Innovative education and research for a healthier North.
Formation et recherche novatrices pour l'amélioration de la santé dans le Nord.

D'P PDP^aLQAD G A QCDAPQLAQ LFGMLB PVP-NDL ALN/LA-Q

nosm.ca/partners

Lakehead University
955 Oliver Road | chemin Oliver | Thunder Bay | ON | P7B 5E1

Laurentian University | Université Laurentienne
935 Ramsey Lake Road | chemin du lac Ramsey | Sudbury ON | P3E 2C6

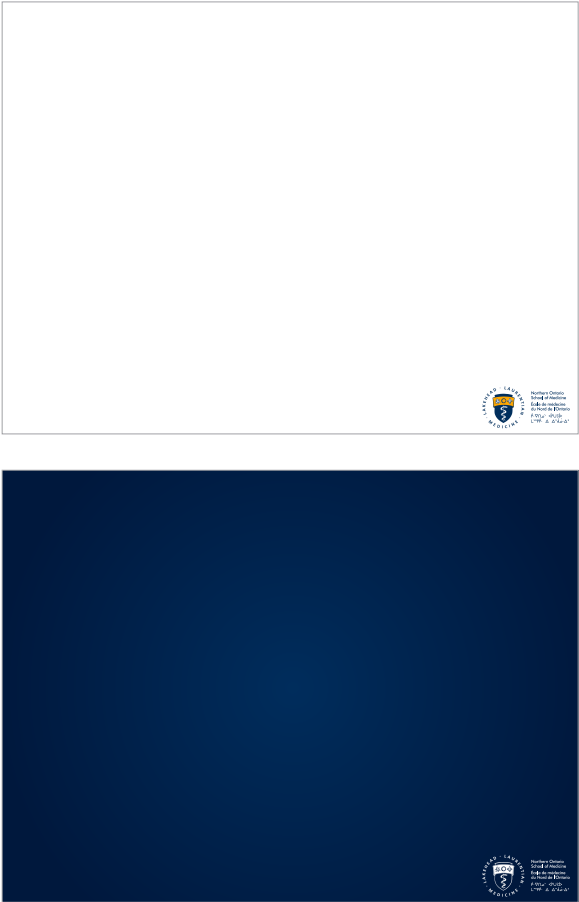
1-800-461-8777
nosm.ca

To order NOSM letterhead, please email your request to facilities@nosm.ca.

PowerPoint



POWERPOINT TITLE SLIDE TEMPLATE



POWERPOINT BLANK TEMPLATE SLIDES

Signage Wayfinding

Please use the correct templates for wayfinding. The design is to promote easy and clear directions along with a clean precise message for your event.

Event Signage

Clean and precise text is key to instructing the visitors they have arrived at the proper room. A NOSM branded sign is also available for specific NOSM events.



WAYFINDING TEMPLATE : RIGHT ARROW



WAYFINDING TEMPLATE : LEFT ARROW



EVENT TEMPLATE



EVENT TEMPLATE: ACRONYM

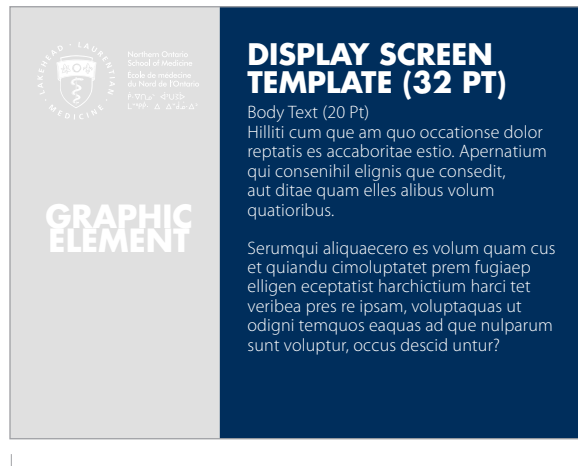


EVENT TEMPLATE: ALTERNATE

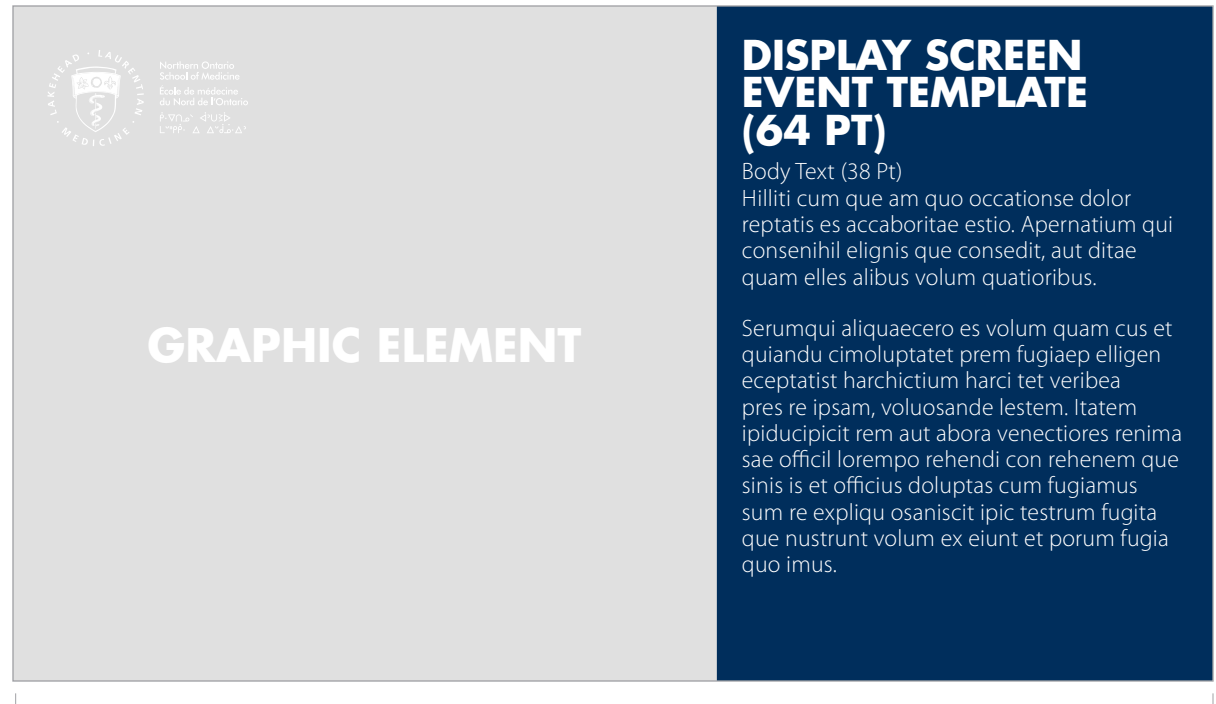
Digital Signage

TV Screens and Digital Monitors

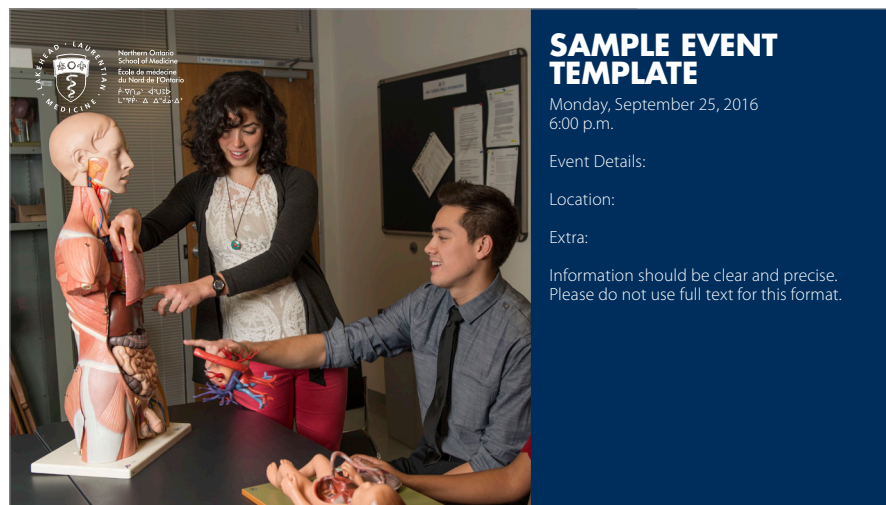
Font sizes shown should be the minimum used for digital signage. This will allow for greater readability.



4 X 3 FORMAT (STANDARD DEFINITION)



16 X 9 FORMAT (HIGH DEFINITION)



Banners

Roll Up Banners and
Table Top Displays



Research Posters



POSTER HEADING/TITLE (ARIAL SIZE 96)

Sub details and authors (Arial Size 54)

Body Text. Arial size 40. Would be a good size to have a mix of readability and content. Body Text. Arial size 40. Would be a good size to have a mix of readability and content.

Body Text. Arial size 32. Would be a good size to use if you have lots of content. Body Text. Arial size 32. Would be a good size to use if you have lots of content. Body Text. Arial size 32. Would be a good size to use if you have lots of content.

A PowerPoint Template is now available to assist you with your poster design.

Research Posters must contain the proper NOSM logo. (Please use one of the versions from page 11 or 12.)

Poster printing guidelines are available

Email Signatures

The recommended format for contact information.

Lakehead University Sample

First Name Last Name

Position, Unit

Northern Ontario School of Medicine
955 Oliver Road | Thunder Bay, Ontario | P7B 5E1

Phone: 807-766-XXXX | Fax: 807-766-XXXX
Email: xlastname@nosm.ca
nosm.ca



Laurentian University Sample

First Name Last Name

Position, Unit

Northern Ontario School of Medicine
935 Ramsey Lake Road | Sudbury, Ontario | P3E 2C6

Phone: 705-662-XXXX | Fax: 705-662-XXXX
Email: xlastname@nosm.ca
nosm.ca



Please Remember

- Don't "personalize" your signature.
- Avoid using different fonts, alternate colours, or variations in font sizes unless its used for titles.
- Don't substitute your name with "fancy" or "handwritten" fonts.
- Some images and icons are treated as attachments and can clog up a user's in-box or cause the email to be filtered as spam. Please only the supplied NOSM Signature graphic and follow the instructions how to insert the code into your signature.
- Don't add any typographic borders or additional characters such as *********, **=====**, **++++++**, or **_____** to separate email signature elements. Use a line break instead.
- Don't include links to personal social media accounts.
- Don't include inspirational messages, additional disclaimers, sustainability notices, or anti-phishing statements.



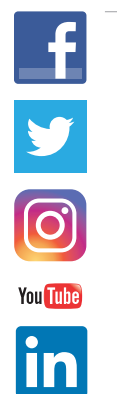
Social Media and Website

Facebook, Twitter, Instagram, YouTube, and LinkedIn.

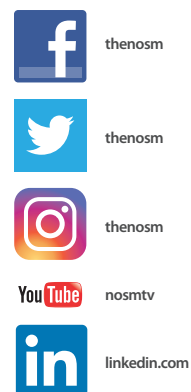
For more information about how to display NOSM's social media channels, contact the Communications Unit or consult the School's Social Media Policy.



HORIZONTAL SOCIAL MEDIA LOGOS



VERTICAL SOCIAL MEDIA LOGOS



VERTICAL SOCIAL MEDIA LOGOS WITH NOSM LINKS



FULL COLOUR HORIZONTAL SOCIAL MEDIA LOGOS WITH FULL NOSM LINKS



FULL COLOUR HORIZONTAL SOCIAL MEDIA LOGOS WITH SHORTFORM NOSM LINKS



ONE COLOUR HORIZONTAL SOCIAL MEDIA LOGOS WITH FULL NOSM LINKS | WEBSITE



ONE COLOUR HORIZONTAL SOCIAL MEDIA LOGOS WITH SHORTFORM NOSM LINKS | WEBSITE



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Questions?

If you have questions or require assistance
please contact:

Kim Daynard

Director of Communications
Northern Ontario School of Medicine
Lakehead University
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