



Institutional Brand Guidelines & Graphic Standards

OUR BRAND

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WHY BRAND?

OVERVIEW

Branding allows us to communicate a distinctive and recognizable identity. Our brand defines *who* we are and describes *how* we are different from our competition. Communicating our brand in a consistent and intentional way helps us foster engagement with our audience.

How to Use this Manual

The official Meharry Medical College Institutional Brand Guidelines & Graphic Standards Manual is a living document, subject to periodic updates and additions as Meharry continues its progressive course. This manual serves as a reference for anyone who participates in delivering our messages

to internal and external audiences.

These guidelines are intended to aid in this effort by offering standards that foster consistency and enable us to present a uniform and powerful image to our audiences. The foundation for this rests on our logo and its appropriate use. Inside these pages, you will find

information on how to use our logo and more. If you have questions please feel free to contact Marketing and Communications, 615.327.6282 or sfry@mmc.edu.

Thank you for supporting these guidelines.

BRAND GUIDELINES

OVERVIEW

Any form of communication delivered by or on behalf of Meharry Medical College is subject to our brand guidelines.

What is covered by Brand Guidelines?

1. Items required to adhere to brand guidelines include, but are not limited to the following:

- brochures, flyers and postcards
- stationery items/business cards
- audio-visual materials
- development materials
- newsletters
- print and broadcast advertisements
- recruitment material
- donor material
- signage
- website usage
- specialty gifts/products – t-shirts, pens, bookmarks, cups, bags, pins, etc.
- email signatures
(this does not include the president's office)

Additionally, any printed item that uses a logo (i.e., tickets, badges, bags, etc.) should be consistent with the logo policy and approved by the Department of Marketing and Communications.

2. Logo Usage

Fundamental to the proper identification of Meharry Medical College is the use of its logos. On the following pages you will find various logos to accommodate your specific design needs along with approved guidelines for their use.

3. Media

All paid media requests, such as, television, outdoor signage, magazines, newspapers, etc., should be placed through the Department of Marketing and Communications. The marketing and communications department has existing media contacts and relationships that can provide appropriate access, pricing and help you reach your target audience.

4. Approvals

All promotional materials and publications using any of the brand logos should be submitted and approved prior to production. The Department of Marketing and Communications is always available to review materials before production, to make certain they reflect the image of Meharry Medical College.

Marketing and Communications Department
1005 Dr. D. B. Todd Jr. Boulevard
Nashville, TN 37208
Phone: 615.327.6282 | Fax: 615.327.6426

OUR BRAND

OVERVIEW

Meharry Medical College is known for meeting the health care needs of the underserved and underrepresented through education, research and patient care.

Steeped in tradition, with several generations graduating from Meharry, we take pride in our legacy, professionalism and integrity. One of the most treasured lessons learned by Meharry students cannot be found in a science book. It is ingrained in our minds through campus life and example. That is the lesson of giving back: not only to the College and communities, but, to disadvantaged individuals worldwide. Everywhere there is a need. This lesson comes naturally as Meharrians view their alma mater with reverence and admiration. We give back and we come back. Meharry is home.

OUR BRAND

**WORDS
THAT
DESCRIBE
US**

The words on this page capture the essence of who we are and what makes us Meharry:

Health Caring **Innovative** **African American**
Multi Cultural
Heritage **Prestigious** **Proud**
Traditional **Transformative**
Revered
Compassionate **Perseverance**
Scholarly
Nurturing **Legendary**

OUR BRAND

OVERVIEW

Values

Excellence: consistently achieving outstanding levels of performance by supporting and valuing the collaborative efforts of faculty, staff and students to advance the quality of education, research and patient care.

Accountability: accepting individual and collective responsibility for preserving and effectively managing the resources of the College.

Integrity: upholding the highest standards of ethical behavior, intellectual honesty and professional conduct.

Nurturing: maintaining a caring and service-oriented environment that exceeds expectations and treats all people with compassion, dignity and respect.

Innovation: promoting discovery, creativity and the development of ideas that stimulate improvements in all of our intellectual and operational endeavors.

Diversity: fostering racial, ethnic, intellectual, social and cultural diversity

Community-focused: demonstrating our concern for the health care needs of underserved communities and other communities in need and advocating for local, state and national health and public policies directed at improving the status of health of all individuals.

OUR BRAND

OVERVIEW

Mission

Meharry Medical College is an academic health sciences center that exists to improve the health and health care of minority and underserved communities by offering excellent education and training programs in the health sciences. True to its heritage, Meharry places special emphasis on providing opportunities for people of color, individuals from disadvantaged backgrounds, and others regardless of race or ethnicity; delivering high quality health services; and conducting research that fosters the elimination of health disparities.

Vision

To enhance our national reputation and expand our global reach as a quality-driven academic health center noted for its:

- Leadership in diversifying the nation's health professions work force;
- Highly effective and innovative educational and training programs;
- Enlightened health policy development and culturally-sensitive, evidence-based health services; and
- Preeminence in focused research that leads to the elimination of health disparities

Motto

Worship of God Through Service to Mankind

OUR BRAND

OVERVIEW

A boilerplate is usually found at the end of a press release, publication or document. The short paragraph, consisting of just a few sentences, succinctly explains the company or organization. It is important to remember boilerplates should be up to date, clearly written and short in length.

Boilerplate:

Meharry Medical College, founded in 1876, is the nation's largest private, independent historically black academic health center dedicated to educating minority and other health professionals. True to its heritage, it is a United Methodist Church related institution. The College is particularly well known for its uniquely nurturing, highly effective educational programs; emerging preeminence in health disparities research; culturally sensitive, evidence-based health services and significant contribution to the diversity of the nation's health professions workforce. Meharry is a leading national educator of African Americans with M.D. and D.D.S. degrees and Ph.D. degrees in the biomedical sciences. Visit www.mmc.edu to learn more.

OUR BRAND

OVERVIEW

Our Heritage



AN ACT OF KINDNESS

In the 1820s, 16-year-old Samuel Meharry was hauling a load of salt through the Kentucky wilderness when his wagon slid off the road into a muddy ditch. With rain and nightfall limiting his options, Samuel searched for help.

Peering through the darkness, he saw a modest cabin that was home to a black family recently freed from slavery. Ignoring risks involved in responding to a stranger's knock on the door, the family – still vulnerable to slave hunters paid to return freedmen to bondage – gave Meharry food and shelter for the night.

At morning's light, they helped the young visitor raise his wagon from the mud, and Samuel continued on his way. The black family's act of kindness touched young Meharry so deeply that he vowed to repay it. "I have no money now," he said as he departed, "but when I am able, I shall do something for your race." Tragically, history never recorded the name of the courageous black family, and perhaps their identity even receded in the mind of Samuel Meharry as he grew prosperous in the years that followed.

Even so, 50 years later, as the Civil War ended and black citizens began their long struggle for rights guaranteed by the Constitution, Meharry seized an opportunity to redeem his vow. When leading Methodist clergymen and

laymen organized the Freedmen's Aid Society in August, 1866, to "elevate former slaves, intellectually and morally," Samuel acted. He and his four brothers – Alexander, David, Hugh, and Jesse – pledged their support to Central Tennessee College's emerging medical education program. With \$30,000 in cash and real property, the Meharry brothers repaid the black family's Act of Kindness with one of their own: In 1876, they funded the College's Medical Department, which evolved over time into what we now know as Meharry Medical College.

Today, the Salt Wagon image symbolizes those several acts of kindness, philanthropy and countless others performed by the College's loyal supporters, known and unknown.

LOGOS

MEHARRY MEDICAL COLLEGE LOGO

The Meharry Medical College logo

is a rectangular structure consisting of stacked type on the left and a symbol on the right. The symbol and the type must be used as one unit.

The logo should not be stretched or altered proportionately at any time.

The logo must never be used in a screened or tinted format.

This diagram below indicates the clear space for the Meharry Logo.

The logo must be surrounded on all sides by the specified clear space to separate it distinctly from any other graphic elements. This clear space and separation from other elements provides graphic impact and preserves the integrity of the logo.

The Clear space is equal to the top half of the cap H letter in the logo.

The clear space varies with the size of the logo.

We strongly encourage you to use the Meharry Medical College logo. We recommend its use when promoting the College itself and school specific events.

Meharry Medical College Logo prints pms 222 or black.



LOGOS

MEHARRY MEDICAL COLLEGE SCHOOL OF MEDICINE LOGO

The Meharry Medical College School of Medicine logo

is a rectangular structure consisting of stacked type on the left and a symbol on the right. The symbol and the type must be used as one unit.

The logo should not be stretched or altered proportionately at any time.

The logo must never be used in a screened or tinted format.

This diagram below indicates the clear space for the Meharry Logo.

The logo must be surrounded on all sides by the specified clear space to separate it distinctly from any other graphic elements. This clear space and separation from other elements provides graphic impact and preserves the integrity of the logo.

The Clear space is equal to the top half of the cap H letter in the logo.

The clear space varies with the size of the logo.

Ideally, you would use the Meharry Medical College logo for your visual communication needs. However, your school seal or school logo may be used for school specific events, such as, match day and the white coat ceremony.

School of Medicine logo prints PMS 348 or black.



LOGOS

MEHARRY MEDICAL COLLEGE SCHOOL OF DENTISTRY LOGO

The Meharry Medical College School of Dentistry logo

is a rectangular structure consisting of stacked type on the left and a symbol on the right. The symbol and the type must be used as one unit.

The logo should not be stretched or altered proportionately at any time.

The logo must never be used in a screened or tinted format.

This diagram below indicates the clear space for the Meharry Logo. The logo must be surrounded on all sides by the specified clear space to separate it distinctly from any other graphic elements. This clear space and separation from other elements provides graphic impact and preserves the integrity of the logo.

The Clear space is equal to the top half of the cap H letter in the logo.

The clear space varies with the size of the logo.

Ideally, you would use the Meharry Medical College logo for your visual communication needs. However, your school seal or school logo may be used for school specific events, such as, match day and the white coat ceremony.

School of Dentistry prints PMS 2592 or black.



LOGOS

MEHARRY MEDICAL COLLEGE SCHOOL OF GRADUATE STUDIES AND RESEARCH LOGO

The Meharry Medical College School of Graduate Studies and Research logo

is a rectangular structure consisting of stacked type on the left and a symbol on the right. The symbol and the type must be used as one unit.

The logo should not be stretched or altered proportionately at any time.

The logo must never be used

in a screened or tinted format.

This diagram below indicates the clear space for the Meharry Logo. The logo must be surrounded on all sides by the specified clear space to separate it distinctly from any other graphic elements. This clear space and separation from other elements provides graphic impact and preserves the integrity of the logo.

The Clear space is equal to the top half of the cap H letter in the logo.

The clear space varies with the size of the logo.

Ideally, you would use the Meharry Medical College logos for your visual communication needs.

However, your school seal or school logo may be used for school specific events.

School of Graduate Studies and Research prints PMS 293 or black.



OUR BRAND

SUB-BRANDING

In keeping with Meharry's brand guidelines, there will not be any more centers and/or event specific logos produced. However, there are some centers and/or event specific logos currently being utilized. In this instance, each time the centers and/or event logos are used, they must be accompanied by the Meharry Medical College logo.

new sub-brand style



Center for Biomedical Informatics

previous sub-brand style



SEALS

MEHARRY MEDICAL COLLEGE SEAL



The Meharry Medical College Seal

is made up of three PMS colors and their cmyk equivalents. Burgundy is PMS 222, Gold is PMS 7403 and Black.

The official College seal should be used only for:
formal, academic events such as

- Commencement
- Convocation
- Presidential Inaugurations
- Presidential receptions
- Other Presidential, formal events

The seal should NOT be used for the following:

- Billboards
- Books
- Vehicles
- Publications and all other visual communications.

SEALS

MEHARRY MEDICAL COLLEGE SCHOOL OF MEDICINE SEAL

The Meharry Medical College School of Medicine Seal

is made up of three PMS colors and their cmyk equivalents. Gold is PMS 131, Green is PMS 348 and Black.

Ideally, you would use the Meharry Medical College logo for your visual communication needs. However, your school seal or school logo may be used for school specific events, such as, match day and the white coat ceremony.



SEALS

MEHARRY MEDICAL COLLEGE

SCHOOL OF DENTISTRY SEAL

The Meharry Medical College School of Dentistry seal

is made up of three PMS colors
and their cmyk equivalents. Gold is
PMS 131, Green is PMS 348
Purple is PMS 271 and Black.

Ideally, you would use the
Meharry Medical College logo for
your visual communication needs.
However, your school seal or
school logo may be used for school
specific events, such as, match day
and the white coat ceremony.



SEALS

**MEHARRY
MEDICAL
COLLEGE**

**SCHOOL
OF
GRADUATE
STUDIES
AND
RESEARCH
SEAL**

The Meharry Medical College School of Graduate Studies and Research seal is made up of three PMS colors and their cmyk equivalents. Yellow is PMS 129 and Blue is 293.

Ideally, you would use the Meharry Medical College logos for your visual communication needs. However, your school seal or school logo may be used for school specific events.



FONTS

TYPEFACE

FAMILIES

Meharry uses the Futura, Sabon and Snell font families for print communication. Arial is used for the web.

To purchase these fonts for your department, contact Tarry Nwaise at: tnwaise@mmc.edu

Futura Medium

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Futura Heavy

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Sabon

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Snell

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz

FONTS

TYPEFACE FAMILIES

Arial and Times also are acceptable fonts if the Futura, Sabon or Snell font families are not available to you.

Arial Medium

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Arial Bold

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Times

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Times Bold

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz

TONES & HUES

COLOR PALETTE

When choosing colors for use in all visual communications for Meharry Medical College, we encourage you to choose colors from the palette shown. These colors represent the brand and compliment each other visually. Please remember, color varies in shade and intensity according to the type of paper or material on which it is applied.

For more information and/or assistance, please contact Tarry Nwaise at tnwaise@mmc.edu

DEPARTMENTAL BROCHURES, RESEARCH STUDY PAMPHLETS/FLYERS, NEWSLETTERS & ADVERTISEMENTS

 All color combinations presume the use of black (for text type) and PMS 222 maroon (for logo) on white paper stock.

 **School of Medicine** (PMS 3282, 362, 129, 2725, 3298)

 **School of Dentistry** (PMS 2725, 266, 384, 129, Violet,)

 **School of Graduate Studies and Research** (PMS 299, 285, 157, 2405, 3005)

 **Administrative/Executive Divisions** (PMS 3282, 2725, 299, 157)

 **Research Centers & Medical Practices** (PMS 362, 266, 285, 7515)

INVITATIONS & PROGRAMS using colors within school logos and seals

 All color combinations presume the use of black (for text type) and PMS 222 maroon (for logo) on white paper stock.

 **School of Medicine** (PMS 348, 131)

 **School of Dentistry** (PMS 271, 131, 348)

 **School of Graduate Studies and Research** (PMS 293, 129)

 **Administrative/Executive Divisions** (PMS 222, 7403)

 **Research Centers & Medical Practices** (PMS 362, 266, 285, 7515)

TINTS

Use of tints within the college palette is acceptable

 100%

 90%

 80%

 70%

 60%

 50%

 40%

 30%

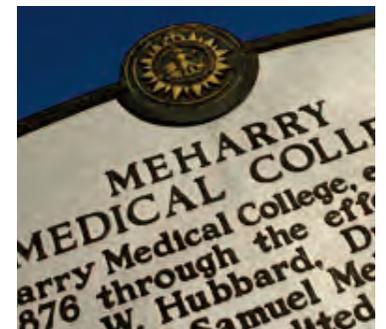
 20%

 10%

IMAGES

ESTABLISHING PHOTOGRAPHY

The vivid photographs, shown in the print material of Meharry Medical College, from students, campus buildings, researchers or academia, depict the heart and soul of the College. We use high resolution, 300 dpi images, making our shots clear, precise, lifelike and brilliant. Our goal is to ensure that each photo can stand alone and still represent our brand.



IMAGES

MEDICAL PHOTOGRAPHY



IMAGES

DENTAL PHOTOGRAPHY



IMAGES

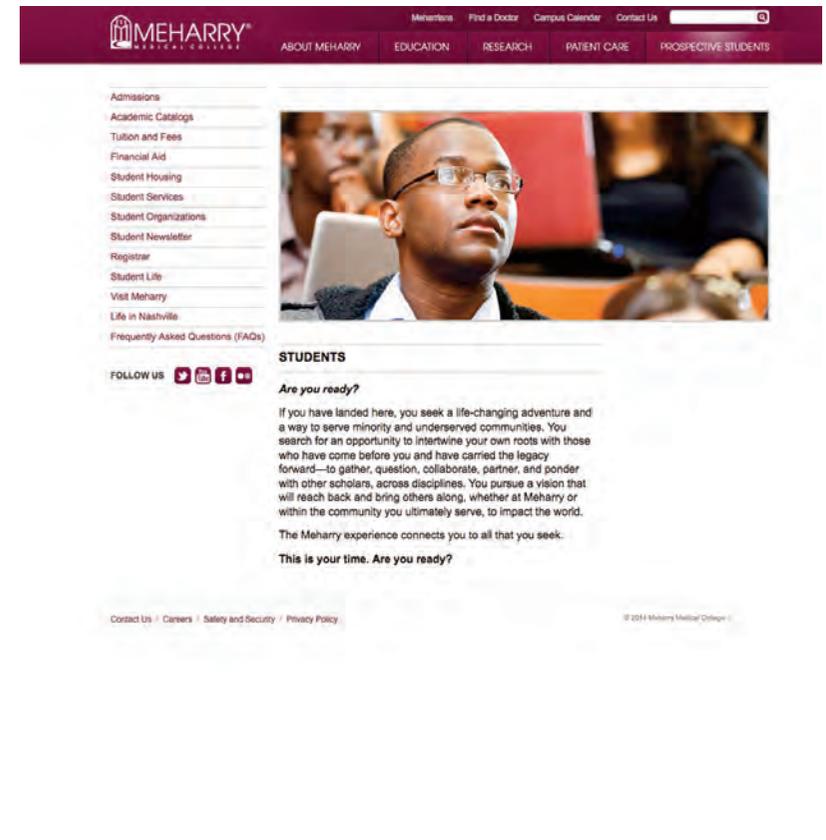
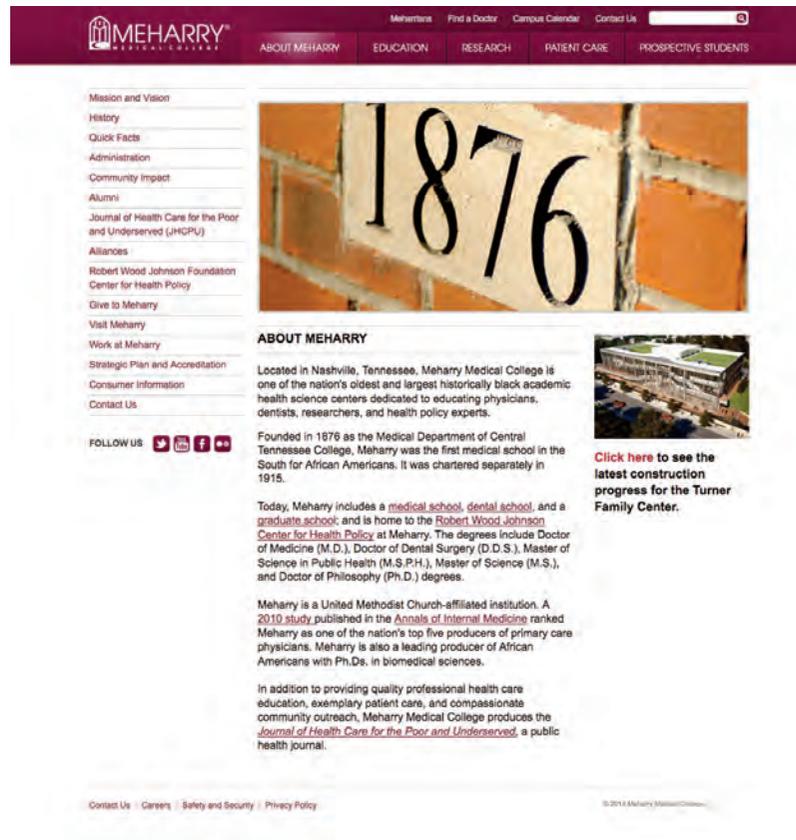
GRADUATE STUDIES AND RESEARCH PHOTOGRAPHY



WEB BRANDING

IMAGES, FONTS AND TEMPLATES

The Meharry Web Site is styled based on a pre-existing template any new pages will be styled according to the template. fonts are predetermined by the templates. Images style must match the print image styles shown in this manual Each Department at Meharry Medical College has been assigned a Content Coordinator who is responsible for updating a designated area of the Meharry web site.



WEB BRANDING

IMAGES, FONTS AND TEMPLATES

Shown here is a brief summary of web branding guide lines. For more information on web branding, please refer to the web governance plan at:

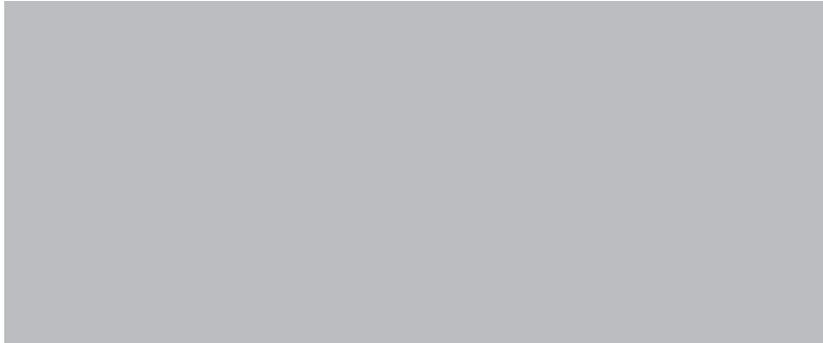
http://intranet.mmc.edu/forms/docs/oit_forms/web_governance.pdf

SOCIAL MEDIA HASHTAGS

#HealthCaring

#MeharryNOW

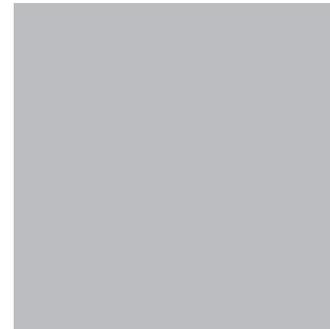
Feature Well Image size 709 x 302 @ 72dpi



Additional Web image sizes: 470 pixel width, height @ 72dpi



255 pixel width, height @ 72dpi



WEB GOVERNANCE PLAN

Also find this policy at:

http://intranet.mmc.edu/forms/docs/oit_forms/web_governance.pdf

Meharry Medical College Web Governance Plan

Web Governance is the structure of people, positions, authorities, roles, responsibilities, relationships and rules involved in managing websites. This Web Governance Plan ensures that the Meharry website is managed and used in accordance with its designed purpose. Managers of the website will be provided support from the Office of Information Technology (OIT) and guidance from Meharry's Web Enhancement Strategy Team (WEST).

WEST is the body charged with the responsibility for setting and achieving the strategic goals for all Meharry websites as defined by M-PACT. WEST oversees, develops

and modifies, the Web Governance Plan, develops the standards of performance measures for all college websites and all associated policies and procedures.

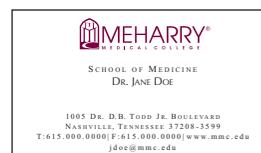
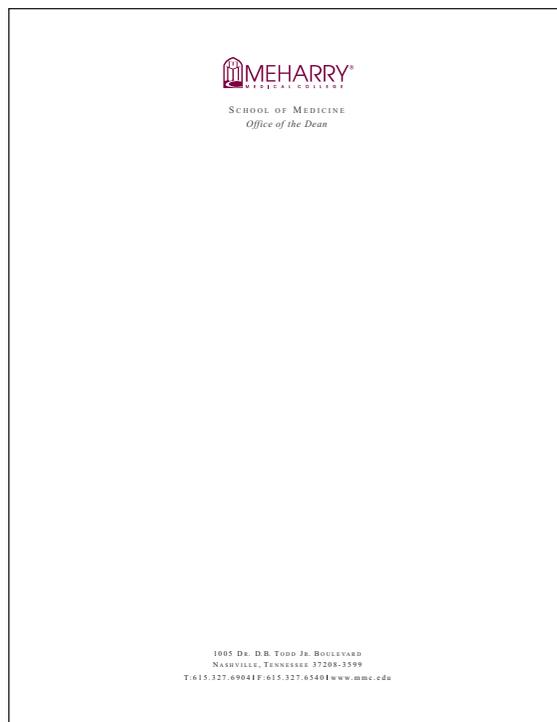
WEST includes a strategic sponsor who articulates the vision of Meharry websites, and determines if the vision is adequately fulfilled. Technical-level staff from various schools and departments are responsible for prioritizing projects, specifying site design, writing and directing the placement of content and images, maintaining and securing the web system, budgeting for site expansion, consultation on legal issues affecting the site and providing training for using the web system.

Governance Plan Goals

- Provide users of the site with the ability to quickly locate the desired information
- Maintain consistency in content structure by controlling the publishing of content
- Provide departments with the ability to ensure their content is always up to date by, putting the management of content changes back in the hands of the department's web managers
- Maintain consistency in management of the website as roles change within each department over time.

STATIONERY

LETTERHEAD ENVELOPE & BUSINESS CARDS



Official Letterhead Printer:
Broadwater & Associates
315 10th Avenue North
Nashville, TN 37203-3442

Telephone: 615.256.6707
Fax: 615.256.6708
mail@broadwaterprint.com
www.broadwaterprint.com

Other Meharry Printers:
Sir Speedy Printing
4 Degrees Printing
Parris Printing
Perfect Image Printing
See full contact info in p. 41

EMAILS

Option 1:

John P. Doe | Meharry Medical College | Position | office: 615.111.1111 | fax: 615.111.0000 | email: jdoe@mmc.edu



Option 2:

John P. Doe
Meharry Medical College
Position
615.111.1111
615.111.0000
jdoe@mmc.edu



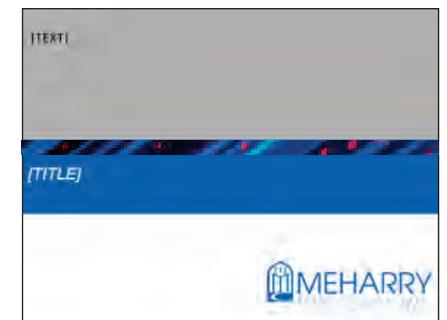
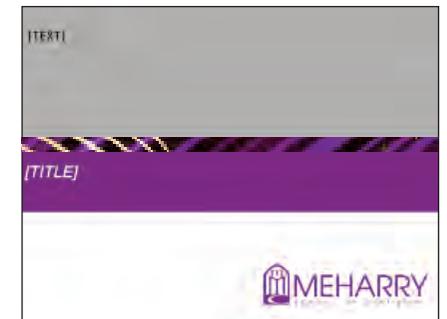
SLIDE TEMPLATE

MEHARRY MEDICAL COLLEGE POWERPOINT TEMPLATE



PowerPoint Template subsequent slides

PowerPoint Template first slide



PUBLICATIONS

STANDARD
PROMOTIONAL
MATERIALS

Magazine Advertising

HIGHLIGHTS 2016 

MEHARRY SINCE 1876

- Established in 1876 to teach former slaves in the healing arts
- Dedicated to eliminating health disparities through education, research and patient care
- Committed to our motto: "Worship of God Through Service to Mankind" as a United Methodist Church related institution

ODHIAEEA

#100 producer of primary care physicians; ranked second among 141 academic health science centers in the "social mission" of medical education

ODH APEOPNU

Leading producer of African-American dentists, graduating 16% of all African-American dentists in the United States

ODH CN PA OP EAO NAQA N D

Meharry Medical College has the highest percentage of African Americans graduating with PhDs in the biomedical sciences in the country.

\$37 MILLION Provides approximately \$37 million annually in uncompensated medical and dental care to the underserved and indigent

ACADEMIC PROGRAMS

- Three schools: the School of Medicine, the School of Dentistry, and the School of Graduate Studies and Research.
- Nine degree programs: M.D., M.D./Ph.D., M.D./M.S.P.H., D.D.S., D.D.S./Ph.D., Ph.D., M.S.P.H., M.H.S. and M.S.C.I.
- Health Policy Certificate through the Robert Wood Johnson Foundation Center for Health Policy at Meharry Medical College.
- Multiple accreditations: Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), Liaison Committee on Medical Education (LCME), Commission on Dental Accreditation (CODA), and Council on Education for Public Health (CEPH)



Facts at a Glance

MEHARRY MEDICAL COLLEGE School of Graduate Studies and Research

About the SOGSR

MEHARRY MEDICAL COLLEGE School of Dentistry

Facts at a Glance

Officially founded in 1886, Meharry Medical College's School of Dentistry continues to prepare dental

MEHARRY MEDICAL COLLEGE School of Medicine

Facts at a Glance

2015 Admissions

- Year-to-date applications were up 21% in 2015 (7,571) over 2014 (6,242) for 105 available seats.
- The average applicant GPA was 3.46
- The average applicant MCAT score was 25.78.
- The average applicant BSA was 3.35.
- Top states providing students for the School of Medicine, Class of 2019, include: Tennessee 20, Florida 18, Texas 8, Maryland 7, Georgia 7 and Louisiana 6. Canada is home to 4 students.
- The School of Medicine, Class of 2019, is composed of: 49 Black African American, 29 Black African, 10 Black Afro Caribbean, 1 Black African Canadian, 4 Mexican, 5 Caucasian, 2 Asian, 3 Asian Indian, 2 other.

2016 Match Statistics

- Primary care specialties: Family Medicine, Internal Medicine, Pediatrics and OB/GYN
- 51% matched in Primary Care, 55% including OB/GYN.
- Specialties: Anesthesiology, Emergency Medicine, General Surgery, Orthopedic Surgery, Psychiatry and Radiology
- Meharry students matched in training programs across the U.S. including: The University of Chicago Medicine; MedStar Georgetown University Hospital; University of California, San Francisco Medical Center; Yale-New Haven Hospital; and Emory University School of Medicine.

Medical Simulation Center

The Pamela G. Williams, M.D. Simulation and Clinical Skills Center is an 8,000 square foot facility used for the simulation of medical procedures, using manikins that mimic human reactions in situations including operations, medical examinations and delivery of babies. This enables students to learn skills such as critical thinking, decision making and performing under pressure.

Research Funding and Private Philanthropy

- Research focuses on health disparities in HIV/AIDS, women's health, brain and behavior, cancer and toxicology.
- Secured more than \$100 million in NIH and federal research funding over the past three years
- Raised approximately \$25.2 million in private philanthropy over the past three years

Community Outreach

- Boys and Girls Club of America, American Heart Association Go Red, Healthy Kids Day, Domestic Violence Awareness Month and Community Health Fairs
- Halt Mission Medical Care Initiative

MEHARRY MEDICAL COLLEGE

We teach health *caring*.

As one of the nation's oldest academic health science centers, Meharry Medical College proudly teaches health *caring*. Our medical, dental, and research graduates answer the call to serve, so that our vision for the future nurtures a healthier America—eliminating health disparities, achieving health equity.

healthcaring.mmc.edu

A United Methodist Church-related institution

1005 Dr. D. B. Todd Jr. Boulevard • Nashville, Tennessee 37208



PREMIUMS

EXAMPLES OF PREMIUMS



The above Meharry Medical College premiums represent the proper way to display the logo. When ordering premiums, please reference the above format for proper logo use. Please be aware,

when reproducing the Meharry logo on premiums, keep in mind, logos below **four inches** may not reproduce well.

Meharry Printer for Premiums
Dalmation Printing
Attn: Jamie Isbell
1 Vantage Way,
Nashville, TN 37228
615.401.7291

INTERNAL T-SHIRT BRANDING

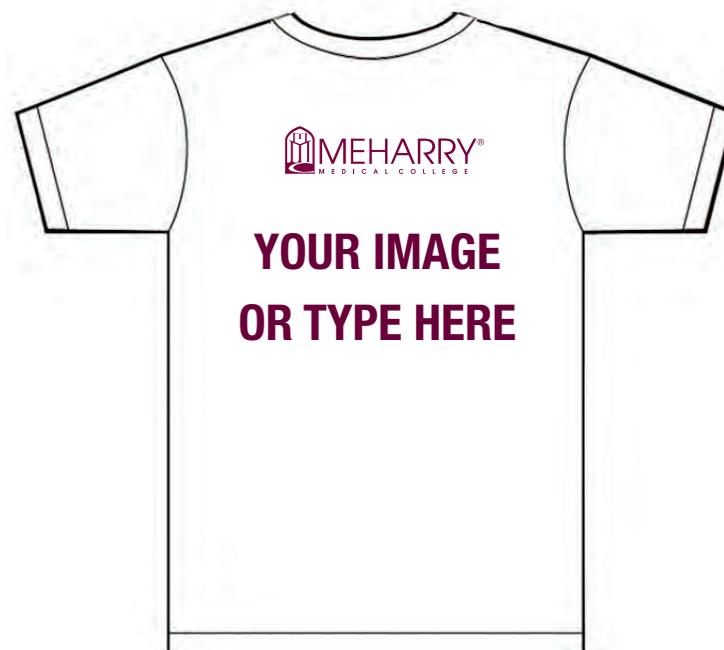
SAMPLE T-SHIRTS

T-Shirts for class promotions and internal school fundraising events may use any of the colors in the Meharry color palette or the screen printing equivalent. The t-shirt must use the Meharry logo *either* on the front or back of the t-shirt. The logo does not have to be used on both sides of the shirt. Profanity and lewd images are prohibited. Images protected by trademark or copyright may not be used without the image owner's written approval. Images and type designs must be approved by the Office of Student Affairs before being submitted to Marketing and Communications for final approval. Contact: Gwendolyn Williams, gwilliams@mmc.edu

T-Shirt Front



T-Shirt Back



INCORRECT BRAND USAGE

PRESERVING THE BRAND

Do not stretch the logos, seals or images



Bad color combination



Bad cropping



Do not stretch, tint or screen back the logos or seals

The images above are some examples of incorrect logo, seal and photography usage. If you are working with any of these items and you are not able to display the logo properly,

please contact the Marketing and Communications Department, 615.327.6106. We will be glad to assist you.

MEDIA

QUICK FACTS

For a complete review of Meharry's Media Policy, please refer to the appendix.

Working with the Media

Students, faculty and employees, from all departments of the College, must immediately relay all media requests to the department of Marketing and Communications. Please do not answer questions or schedule interviews without prior approval from Marketing and Communications. Media inquiries referred to Marketing and Communications will be processed immediately.

If you have a news item, please do not attempt to contact the media (print, radio, television, etc.) without discussing your intentions with the Marketing and Communications Team and receiving prior approval.

Please contact the Marketing and Communications Department at 615.327.6282.

MEDIA

QUICK FACTS

For a complete review of Meharry's Media Policy, please refer to the appendix.

Opinion Editorials

Any Meharry student, faculty or staff member who wishes to write an op ed (Opinion Editorial) **MUST** go through Marketing and Communications when identifying themselves as being associated with Meharry. Opinion Editorials are required to receive prior approval from Marketing and Communications before being discussed or distributed to a media outlet.

Please do not write an op-ed and send it to a newspaper on your own. Editorials sent to Marketing and Communications will be edited for grammar and clarity of content. Upon editing and approval, editorials will be distributed to the media outlet by Marketing and Communications.

MEDIA

QUICK FACTS

For a complete review of Meharry's Media Policy, please refer to the appendix.

Media Response Time

As Marketing and Communications works to increase Meharry's brand awareness, there has been a steady increase in requests for Meharry's subject matter experts and opinion leaders to comment on news items. When these requests are received, Marketing and Communications will identify the student, faculty or staff member who can best provide expert commentary on the particular subject matter. If you are identified as the best spokesperson for a particular media request, you will be contacted at once upon receipt of the request.

Please respond with your availability immediately as interviews will be arranged as soon as possible. If you are unavailable to speak on a subject matter within the time frame of the requests, we ask that you please respond right away with suggestions of other Meharry experts who can address the issue. Marketing and Communications strives to respond to all media requests for experts within the same day the request is received.

MEDIA

QUICK FACTS

For a complete review of Meharry's Media Policy, please refer to the appendix.

Media Appearances

Anyone from the College who receives approval to appear on a radio or television program should go through media training provided by the Marketing and Communications Team prior to the program.

Media training may include development of talking points and a practice session on delivering your message.

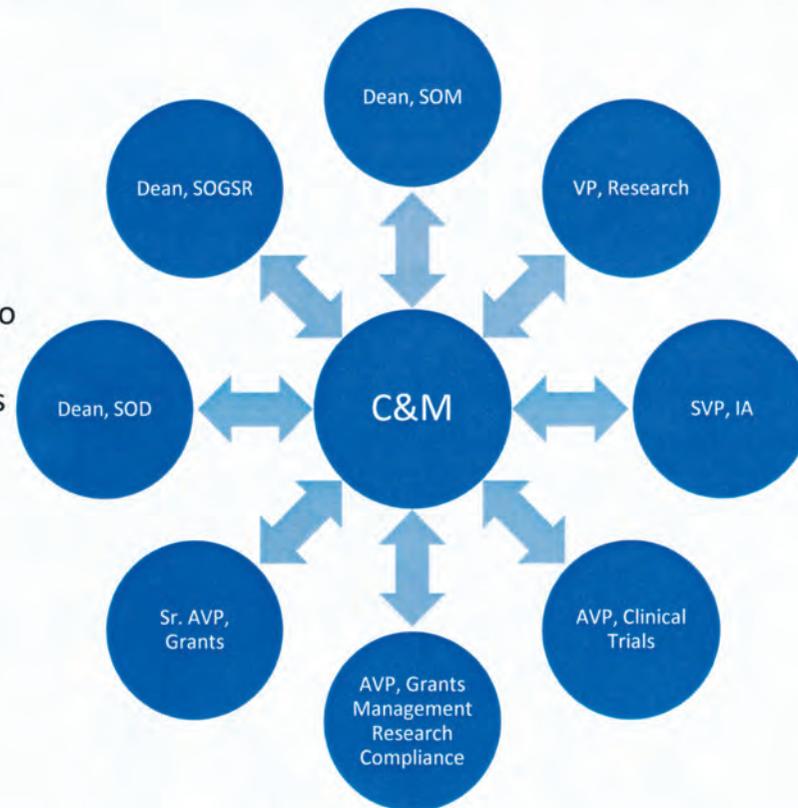
MEDIA

For a complete review of Meharry's Media Policy, please refer to the appendix.

Media Relations Standard Operating Procedure: Research

Research Media Relations Approval Process:

1. Investigator (or other) provides C&M with newsworthy information
2. C&M drafts release and sends to all stakeholders to review/ edits/ comments
3. Stakeholders provide edits electronically to C&M
4. As needed, C&M calls meeting to discuss
5. C&M makes edits
6. Stakeholders approve electronically
7. C&M finalizes and distributes releases



AP STYLE

ASSOCIATED PRESS STYLE

Why Marketing and Communications Writes in AP Style

The first Associated Press (AP) Stylebook came out in 1953. It has become the official standard of communication for print writing.

The original slim, stapled booklet was called the “most definitive and inclusive work ever undertaken by a group of newspapers.” Yet it proved to be just the start of a work that is constantly in progress.

The AP Stylebook remains dedicated to its fundamental journalistic principles and committed to its original concepts: to provide a uniform presentation of the

printed word and, to make a story that is written anywhere, and, understandable everywhere.

Meharry Medical College adheres to the AP Stylebook, therefore, it is typically the standard of writing for promotional materials.

If you have any questions, or, need guidance in writing in AP style, please contact the Department of Marketing and Communications at 615.327.6282.

APPENDIX

MEHARRY PREFERRED VENDORS

For T-Shirts, Pens, Mugs Bags and Novelty Items etc... (premiums)

Dalmation Printing

Contact: Jamie Isbell
1 Vantage Way,
Nashville, TN 37228
615.401.7291

For xeroxing projects which can be charged to a department fopal.

Dex

On campus in the basement of the
Dental School Building
Contact: Billy
615.327.5962

For brochures, posters, magazines etc... (offset and digital off campus printing)

4 Degrees Printing

PO Box 101304
Nashville, TN • 37224
Contact: Dennis Davenport
615.457-3352
<http://www.4degrees.info/>

Sir Speedy Printing

Contact: David Seckman
2400 Felts Ave.
Nashville, TN 37211
615.832-9511
<http://www.sirspeedy.com/nashville/n210/>

Parris Printing

Contact: Kevan Dunn
211 Whitsett Rd
Nashville, TN 37210
615.832-7170
<http://www.parrisprinting.com/>

Perfect Image Printing

Contact: Ira Jacson
503 Commerce Park Dr.
Marietta, GA 30060
404.446.1081
<http://www.perfectimageprinting.com/>

For Trade Show Displays

TradeShow Stop

Contact: Carol Larimore
2901 Armory Dr.
Nashville, TN 37204
615.256.7867
<http://tradeshow-stop.com/>

APPENDIX

GLOSSARY OF TERMS

300 DPI: Used for high quality printing. DPI stands for “dots per inch.” All photos and images must have a DPI of at least 300.

Baseline: The imaginary line on which text rests.

Boilerplate: is usually found at the end of a press release, publication or document. The short paragraph, consisting of just a few sentences, succinctly explains the company or organization. It is important to remember boilerplates should be up to date, clearly written and short in length.

CMYK: Cyan, Magenta, Yellow and Black, the four ink colors used to build color in 4-color process printing.

Color Palette: Selected colors for visual communications for Meharry Medical College. Color varies in shade and intensity according to the type of paper or material on which it is applied.

EPS: Encapsulated PostScript. A file format used mainly in vector drawing programs such as Adobe Illustrator. Typically used for logos or line art images that may need unlimited scalability and/or transparent background.

Font: A font is a typeface that may already be installed in your computer, or, you can buy online. For example, “Arial” is a font.

Font Family: A font family is a group of typefaces that must be purchased. Your computer will not come with a font family. For example, Arial Bold, Arial Black, Arial Light, Arial Italic, Arial Condensed Bold, Arial Demi Bold Condensed is considered a font family.

High Resolution: Refers to raster (Adobe Photoshop) files with sufficient resolution for professional print quality, typically 300 dpi for color or grayscale images (minimum of 800 ppi for line art) at 100% of the size it is placed in a document.

JPEG: A compressed file format for images. How much the image is compressed determines the quality of the image as well as the actual file size. While a JPEG can be a high resolution image, it is typically small in size and its compression causes loss of detail, therefore, it is most often used for web or multi-media applications (such as PowerPoint).

Leading: The typographical term for the amount of space between lines of text.

Logo: A combination of typographical and symbolic representation of a brand or company within a logo.

Low Resolution: Refers to raster (Adobe Photoshop) files with a resolution too low for professional print quality. These files are used in web or multi-media applications or for comping purposes in printing, typically 72 dpi to 150 dpi.

APPENDIX

GLOSSARY OF TERMS

PANTONE: A brand of premixed ink for print media, each of which is defined by a particular number (e.g., PANTONE 281 C). Since they are made using a mix of colors, they often do not translate exactly when printed using 4-color process (CMYK). They also can give interesting results when used in addition to, or substituted for, one of the four process inks.

PDF: Portable Document Format, a standard file format from Adobe. Can be saved at various levels of quality for screen viewing, laser prints or press.

PMS: A color method used for printing single colors, such as the logo.

PMS: PANTONE Matching System, a specific system for color matching (see PANTONE).

Point Size: Typographical term used to designate the size of letters used to set type.

PPI: Pixels Per Inch, a measurement of image resolution/size and quality (e.g., 300 ppi). Often used interchangeably with DPI (Dots Per Inch).

Raster Images: Images made up of pixels. The number of pixels that represent the image, or resolution, determines image quality and size (as in Adobe Photoshop images).

Resolution: A measurement of size and quality of a raster image (Pixels Per Inch). The density of dots used to represent information in a printed piece (Dots Per Inch). Generally, the higher the resolution the smoother (more continuous in tone) the image will appear.

RGB: A color method used for viewing color on your monitor.

RGB: Red, Green and Blue Color space (as light) used by computer monitors, as well as web and multi-media applications.

School seals: are used for academic events pertaining to each individual school: School of Medicine, School of dentistry and School of Graduate Studies and Research.

Seal: The Meharry Medical College seal is used only for official, academic events pertaining to the entire College, such as:

Convocation, Commencement, Inaugurations, etc.

Special Occasion font:

Snell Roundhand is the font used for invitations, and special events.

Standard Corporation Materials:

Meharry Today, Facts at a Glance, Premiums, Campus News

Tagline: A slogan or short phrase attached to a brand to set a company apart from the competition.

TIFF: Tagged Image File Format, a raster image file format for high resolution color and grayscale images.

Vector Images: Images that are not based on pixels but on points used to produce lines and curves that are represented mathematically, allowing unlimited scalability (e.g., Adobe Illustrator).

APPENDIX

MEDIA POLICY

PURPOSE:

This policy provides for the coordination and management of media relations in an effort to supply timely, accurate information to the media and the public while protecting the brand, interests and positive image of the college.

This policy applies to all staff, employees, faculty, and students of Meharry Medical College.

PROCEDURE:

Official Spokesperson

The Senior Vice President (SVP) for Marketing and Communications in the Office of the President serves as the official spokesperson for Meharry Medical College. The Senior Vice President of Institutional Advancement or his designee will serve as the official spokesperson when the SVP of Communications is unavailable.

Responding to Media Requests

Anyone receiving a media inquiry or request for an interview should refrain from responding until the media inquiry/request has been reviewed by the Office of Marketing and Communications. All media requests pertaining to the College, faculty, staff, students and other Meharry Medical College entities must be forwarded to the Office of Marketing and Communications immediately upon receipt. This may be done via email message to media@mmc.edu or voice mail message to 615.327.6282. This may also be done via text message to 615.500.0632.

A representative from the Office of Marketing and Communications will either respond directly to the media request or make contact with the appropriate person to respond on behalf of the College. In the case of an interview, the Communications representative may be present when the interview takes place.

Matters of Personal Opinion

Anyone associated with Meharry Medical College who chooses to give a personal opinion or comment publicly on matters not related to their professional position at Meharry must state clearly that he or she is expressing a personal opinion and is not representing or speaking on behalf of Meharry Medical College. The interview participant shall immediately notify the Office of Marketing and Communications of the interview.

Media Presence at Events

If media coverage is anticipated at a Meharry sponsored event or activity, the sponsoring or participating department shall make the Office of Marketing and Communications aware of the date, time, and place of the event at the earliest possible date.

Notifying the Media of Newsworthy Information

The Office of Marketing and Communications is primarily responsible for raising brand awareness of Meharry Medical College, its various centers/subcontracts and main entities [School of Medicine, School of Dentistry and School of Graduate Studies and Research] through proactive media relations.

APPENDIX

MEDIA POLICY

The Office of Marketing and Communications is responsible for conducting media relations for anything significant and impactful to the College's brand like discovering key research findings, receiving major grants, comprehensive student achievements, and key campus wide events that have been approved by the Division of Institutional Advancement to receive support from the Office of Marketing and Communications.

If there are newsworthy events that may be media worthy, a Media Release Form should be completed and submitted to the Office of Marketing and Communications and a determination will be made as to whether an external media release will be distributed. Types of information that may be newsworthy include the following:

- **Individual awards**
- **Research grant awards**
- **Publications**
- **Faculty Promotions**
- **Special appointments**
- **Outstanding Achievements**
- **Community Leadership Appointments**
- **Community Involvement Awards**

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|---|--------------------------------|
|  MEHARRY <small>MEDICAL COLLEGE</small> POLICIES | Page 1 of 4 |
| | Effective Date: August 1, 2008 |
| Interim Date: July 21, 2015 | Revised: July 1, 2015 |
| Approved by: James E. K. Hildreth, Ph.D., M.D. President and Chief Executive Officer | |
| Subject: Media Relations - Institutional Advancement / Office of Communications and Marketing | |

PURPOSE:

This policy provides for the coordination and management of media relations in an effort to supply timely, accurate information to the media and the public while protecting the brand, interests and positive image of the college.

This policy applies to all staff, employees, faculty, and students of Meharry Medical College.

PROCEDURE:

Official Spokesperson

The Associate Vice President (AVP) for Communications and Marketing in the Division of Institutional Advancement serves as the official spokesperson for Meharry Medical College. The Senior Vice President of Institutional Advancement or his designee will serve as the official spokesperson when the AVP of Communications is unavailable.

Responding to Media Requests

Anyone receiving a media inquiry or request for an interview should refrain from responding until the media inquiry/request has been reviewed by the Office of Communications and Marketing. All media requests pertaining to the College, faculty, staff, students and other Meharry Medical College entities must be forwarded to the Office of Communications and Marketing immediately upon receipt. This may be done via e-mail message to media@mmc.edu or voice mail message to 615.327.6282 or 615.327.6251. This may also be done via text message to 615.500.0632.

A representative from the Office of Communications and Marketing will either respond directly to the media request or make contact with the appropriate person to respond on behalf of the College. In the case of an interview, the Communications representative may be present when the interview takes place.

Matters of Personal Opinion

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Effective Date: August 1, 2008

Subject: Media Relations

participant shall immediately notify the Office of Communications and Marketing of the interview.

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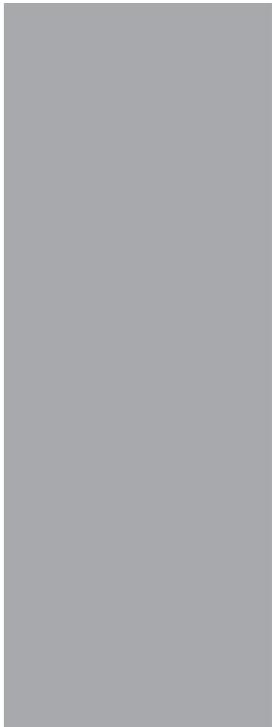
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- Community Involvement Awards

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|--|---------------------------------------|
|  MEHARRY <small>MEDICAL COLLEGE</small> POLICIES | Page 3 of 4 |
| | Effective Date: August 1, 2008 |
| Subject: Media Relations | |
| EXHIBITS: A. Media Release Form | |

APPENDIX

HOW TO CONTACT US



Marketing and Communications Department Office of the President

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