

# Medical school and Wright State Physicians unveil new logos

## Gradual transition to new logos planned for 2008-09



Following a nine-month project involving input from hundreds of faculty, staff, alumni, current and prospective students, and local business and community leaders, the Boonshoft School of Medicine and Wright State Physicians unveiled new logos on September 12. The logos represent an exciting opportunity to update our image, and the medical school's Office of Marketing and Communications is available to help you with the transition.

The transition to the new logos will take place over the course of this academic year. The Office of Marketing and Communications will cover the cost of printing new letterhead, envelopes, and business cards ordered through the office before January 1, 2009. To order new stationery, contact [som\\_mc@wright.edu](mailto:som_mc@wright.edu) or 937.775.2951.

Arm patches with the new logo will be available by through Lab Stores. To ensure a smooth transition, hospitals and other clinical sites will be notified about the new logos and the switch over from the old patch to the new.

### New Logos FAQ

These guidelines may address some of your initial questions. For more specific answers, advice, and ongoing support, please contact marketing and communications at [som\\_mc@wright.edu](mailto:som_mc@wright.edu) or 937.775.2951.

**Q: Why do we need new logos?**

**A:** Unlike before, the new logos closely resemble one another and incorporate the university colors. This is critical, in the words of Dean Howard Part, M.D., "to align an outstanding medical school and medical practice with an outstanding university."

**Q: When will the new logos become official?**

**A:** The logos were officially announced on September 12, but the transition to their exclusive use will take place gradually over this academic year. This "soft rollout" will allow departments, offices, and personnel the time and flexibility to update any materials incorporating the old logos in an efficient, cost-effective way.

**Q: Is there a deadline for switching to the new logos?**

**A:** We are aiming for a fairly complete conversion to the new logos by the end of the academic year, but you should see them in widespread use well before then. The chart below outlines recommended timelines for various items.

Item	Recommended update	How to order
Stationery: letterhead, envelopes, and business cards	By end of 2008	Free until January 1, 2009. Order through the medical school's Office of Marketing and Communications.
Web pages	By end of 2008	All main pages were updated Sept. 12. Contact marketing and communications for assistance with other pages.
PowerPoint® templates	By end of 2008	Contact marketing and communications for design, production, templates, and other services.
Promotional giveaways	By July 1, 2009	
Internal newsletter mastheads		
Brochures, publications		
Traveling displays, table covers		
Internal stationery: memos, fax templates	By July 1, 2009	Order through PaperPlus (Requires Novell login): <a href="http://was2.wright.edu/Oe/servlet/svt_OrderEntryMenu">http://was2.wright.edu/Oe/servlet/svt_OrderEntryMenu</a>
Mailing labels		
BSOM 2-pocket folders		
Sleeve patches	By July 1, 2009	Order through Lab Stores. <a href="http://www.wright.edu/admin/stores/orderf.htm">http://www.wright.edu/admin/stores/orderf.htm</a> Listed in the lab store catalog under "apparatus" section as Patch, Medical School - Item# 77490.
Signage	By July 1, 2009	Contact BSOM Department of Support Operations 937.775.3555.

**Q: How do I actually update my materials? / How can I use the new logos?**

**A:** Contact the medical school's Office of Marketing and Communications. They can help you develop new materials (print and electronic) that incorporate the new brand, handle any updates you request, or guide you through the process step-by-step. They will also publish detailed brand guidelines soon to help you plan any future use of the logos.