LOGO + USAGE GUIDELINES

St. George's University of Grenada School of Medicine/
Northumbria University, Newcastle
Four-, Five-, and Six-Year MD Programs

Color

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FOUR-YEAR MD PROGRAM

Black

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FOUR-YEAR MD PROGRAM

Color + White

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FOUR-YEAR MD PROGRAM

Black + White

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FOUR-YEAR MD PROGRAM

Color

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria University
NEWCASTLE

FIVE-YEAR MD PROGRAM

Black

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria University
NEWCASTLE

FIVE-YEAR MD PROGRAM

Color + White

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria University
NEWCASTLE

FIVE-YEAR MD PROGRAM

Black + White

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria University
NEWCASTLE

FIVE-YEAR MD PROGRAM

Color

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria University
NEWCASTLE

SIX-YEAR MD PROGRAM

Black

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria University
NEWCASTLE

SIX-YEAR MD PROGRAM

Color + White

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

SIX-YEAR MD PROGRAM

Black + White

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

SIX-YEAR MD PROGRAM

Color

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria University
NEWCASTLE

FOUR-, FIVE-, AND SIX-YEAR MD PROGRAMS

Black

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria University
NEWCASTLE

FOUR-, FIVE-, AND SIX-YEAR MD PROGRAMS

Color + White

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FOUR-, FIVE-, AND SIX-YEAR MD PROGRAMS

Black + White

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FOUR-, FIVE-, AND SIX-YEAR MD PROGRAMS

Color

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria University
NEWCASTLE

FOUR-YEAR MD PROGRAM

Black

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria University
NEWCASTLE

FOUR-YEAR MD PROGRAMS

Color + White

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FOUR-YEAR MD PROGRAMS

Black + White

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FOUR-YEAR MD PROGRAMS

Color

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FIVE-YEAR MD PROGRAM

Black

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FIVE-YEAR MD PROGRAMS

Color + White

Black + White

Color

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

SIX-YEAR MD PROGRAM

Black

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

SIX-YEAR MD PROGRAM

Color + White

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

SIX-YEAR MD PROGRAM

Black + White

St. George's University
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GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

SIX-YEAR MD PROGRAM

Color

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FOUR-, FIVE-, AND SIX-YEAR MD PROGRAMS

Black

St. George's University
SCHOOL OF MEDICINE
GRENADA, WEST INDIES

Northumbria
University
NEWCASTLE

FOUR-, FIVE-, AND SIX-YEAR MD PROGRAMS

Color + White

Black + White

The new joint logo is a graphic representation of the partnership between St. George's University School of Medicine and Northumbria University, and it may not be altered in any way. This joint logo should be the logo used in all collateral, campaigns, and signage that promote any of the three joint SGU/NU MD programs.

There are two acceptable configurations that may be used.

Full Logo // The full logo consists of the St. George's University School of Medicine logo, the Northumbria University, Newcastle logo, and a program bar below that two logos the indicates the MD program(s) offered by this joint partnership. The full logo is the primary graphic that should be used across all materials.

Word Mark // The word mark uses the elements from the full logo with the exception of the icons for both universities. The word mark was created for use only in instances where the icons would appear be too small, thus causing them to be muddled and/or illegible. Generally, the word mark should only be used if the live/print area is less than 3.125" (80mm) wide.

Logo

FOUR-YEAR MD PROGRAM

Word Mark

FOUR-YEAR MD PROGRAM

To ensure the logo and word mark always looks their best, it is essential that you only use the supplied assets. There are four versions of both the full logo and the word mark.

Color and Black // Use the color and black versions of the logo and word mark on white or light colored backgrounds only.

Color + White and Black + White // Use the white versions of the logo and word mark on dark, simple backgrounds only.

Always ensure you use the specific black or white version of the logo. Do not take one version of the logo and invert it into the other. Both versions are crafted differently to ensure proper elements remain white.

To ensure that all uses of the logos and word marks are consistent, do not recreate or manipulate them in any way. The elements may not be separated—each is to be treated as a single design unit.

Color

Black

Color + White

Black + White

There are things you should never do to the logo or word mark.

- Never separate elements in any way

- Never alter the order of the university logos. St. George's University must always appear on the left, and Northumbria University must always appear on the right.

- Never remove or change the width of the program banner; it must always span the entire width of the two university logos

- Never add any other programs in the program banner below the university logos other than the three approved joint programs:
  - Four-year MD Program
  - Five-year MD Program
  - Six-year MD Program
  - Four-, Five, and Six-year MD Program

- Never use any colors other than those in the supplied asset files

- Never set the logo at an angle

- Never change the proportions of individual elements

- Never skew, condense, or stretch the logo

- Never put a drop shadow on the logo

- Do not add or remove any elements of the logo or text

- Do not place the logo over tonally complex backgrounds

- Do not create additional sub-brands using the logo

- Do not invert the logo. Always ensure you use the specific black or white version. Both versions are crafted differently to ensure the proper elements remain white

Fully Approved Name

St. George's University of Grenada School of Medicine/
Northumbria University

- Where appropriate, ", Newcastle" can be added after
  ..."University"

- This can be followed by "Four-Year MD Program,"
  "Five-Year MD Program," "Six-Year MD Program," and
  "Four-, Five-, and Six-Year MD Programs"

Talk Track

- When stating "St. George's University of Grenada
  School of Medicine/Northumbria University" out loud,
  replace the slash with the word "and," as in:

  "The St. George's University of Grenada School of
  Medicine and Northumbria University Four- or
  Five- Year Medical Program."

Approved Shortened Name

SGU School of Medicine/NU

- Approved as long as the joint logo is present OR if the
  official name has been stated/is present at least once

Approved Acronym

SGU/NU

- Approved as long as the official name has been
  stated/is present at least once

Joint Logo

Should be used whenever the joint program is mentioned
(when appropriate)

THE USE OF ANY 5-YEAR PROGRAM VERBIAGE IS DEPENDENT UPON FINAL APPROVAL OF THE PROGRAM.

The SGU/NU logo and word mark will have more power and be more effective through the consistent application of the standards outline in this guide.

Approval must be given for usage of the logo or word mark by anyone outside of the SGU and NU marketing and communications teams.

To request usage of the logo or word mark, an email must be sent with a description of the usage and an example of the logo in its intended use.

You must email all three of the following brand ambassadors:

> **Erin Shaw** // Creative Director, SGU
> eshaw@sgu.edu
>
> **Mary Muller** // Marketing Manager, SGU
> mmuller@sgu.edu
>
> **Nadayne Limerick** // Strategic Project Manager, SGU
> nlimeric@sgu.edu

SGU Approval Process

NU should send all joint materials (both new and updates) to:

> **Erin Shaw** // Creative Director, SGU
> eshaw@sgu.edu

> **Mary Muller** // Marketing Manager, SGU
> mmuller@sgu.edu

> **Nadayne Limerick** // Strategic Project Manager, SGU
> nlimeric@sgu.edu

Joint materials are inclusive of, but not limited to:

- **All creative** (website, social media, press, digital, print)
  i.e. event banners, tablecloths, promotional items,
  flyers, display banners, remarketing, etc.

- **All copy** (website, social media, press, digital, print)
  i.e. web pages, emails, flyers, PPC, press releases,
  Facebook & Instagram posts, etc.

Once approved by the SGU marketing team, SGU marketing team will send to SGU legal team (please allow a 5 business day turnaround time).

Once SGU legal approval is received, SGU team will inform NU marketing team and will drop a stamped approved document and all approved design files, fonts, and imagery into a shared repository (SGU/NU OneDrive).

NU Legal Approval Process

SGU should send all joint materials (both new and updates) to:

> **Helen Bower** // Assistant Marketing Director
> (Undergraduate)
> helen.bower@northumbria.ac.uk

> **Gilly Gosling-Bell** // Undergraduate Marketing
> Manager
> g.gosling@northumbria.ac.uk

> **Amy Robson** // Brand Manager
> amy.v.robson@northumbria.ac.uk

Joint materials are inclusive of, but not limited to:

- **All creative** (website, social media, press, digital, print)
  i.e. event banners, tablecloths, promotional items,
  flyers, display banners, remarketing, etc.

- **All copy** (website, social media, press, digital, print)
  i.e. web pages, emails, flyers, PPC, press releases,
  Facebook & Instagram posts, etc.

Once approved by NU marketing in conjunction with any associated teams (Sales Support and Brand), will confirm next steps or approve within 5 working days and all approved design files, fonts, and imagery will be added into a shared repository (SGU/NU OneDrive).