



St. George's University

Grenada, West Indies

# BRAND IDENTITY GUIDELINES

# WHAT'S INSIDE

## BRAND IDENTITY GUIDELINES

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## OVERVIEW

As a world-class institution, it is important to maintain first-rate, professional standards in our marketing and communications materials. This University brand identity guide is intended to provide a definitive resource for designers, writers, and others seeking to use our brand, offering a consistent approach to how we present ourselves to our internal and external audiences—prospective and current students, faculty, staff, alumni, volunteers, government, media, community partners, and others. It is a guidebook on how to properly and most effectively use the SGU brand.

These guidelines have been designed to be user-friendly and to make marketing and communication materials both attractive and effective. Each section offers important information on how to successfully adhere to the University's brand identity standards.

# BRAND POSITIONING

## OUR BRAND

**We are innovative.** Since our founding 40+ years ago, St. George's University has been an industry disruptor, evolving from humble beginnings to become a top medical institution. We pioneered the concept of international medical education with a personalized approach to learning and remain at the forefront of educating students to meet the demands of the modern practice of medicine.

**We are personal.** No matter where you're from, our goal is to make you feel like you've found your home. St. George's University's inclusive campus has welcomed students and faculty from more than 140 countries. They enjoy an atmosphere of mutual respect that not only listens to but encourages the exchange of ideas and perspectives. Students also benefit from an intimate learning environment and from regular interaction with their professors and colleagues. This dedicated support—from the admission process all the way through graduation and beyond—is essential for their academic and professional success.

**We are distinguished.** As the number one provider of new doctors to the US healthcare system,\* St. George's University aspires to be the gold standard of international medical education. We stand above the rest as the premiere Caribbean medical school with students and graduates whose performance is on par with or better than their US counterparts.

Our brand presentation should reflect the outstanding quality and value of the education, facilities, and opportunities available to our students and reflect the sophistication and excellence associated with the SGU name. Effective marketing and communications will demonstrate a modern, sleek look, mirroring the high caliber of experience that students will receive. These materials must also be engaging and relatable to our key audiences. Our quality will translate through all areas of our brand presentation—design, photography, print production, and digital experiences.

## KEY AUDIENCES

The demand for a medical education is high in the United States. Many applicants are extremely qualified, but the limited number of medical school seats inhibits the opportunity to study medicine. Our aim is to attract the best and brightest from this pool, offering them a pathway to their dream of becoming a doctor.

### Primary Audience

**Straight-Out-of-College.** These students looking to attend medical school immediately after completing their undergraduate studies. They are 18–24 years old, enrolled in an undergraduate science or premedical program. They are high achievers with competitive scores looking for an opportunity to follow their passion of medicine.

**Resume Builders.** Oftentimes students hold out for acceptance to a US medical school. Some wait several years, attempting to boost their résumés by earning additional postgraduate degrees. Some find careers in other healthcare-related fields. But deep down, these students still want to practice medicine. They are looking for an opportunity to make their lifelong dream a reality.

**Career Changers.** These students have been in the workforce for several years, often in fields associated with medicine, but not always. They want to make a difference in the world and take on the challenge of becoming a physician later on in life.

### Secondary Audience

**Influencers.** SGU graduates are highly knowledgeable about the medical school journey. It is important to encourage them—directly and indirectly—to encourage prospective students to consider SGU as a viable option. Parents and prehealth advisors also have an integral part of the decision-making process when it comes to choosing a medical school. They have a strong influence as to which schools students will consider, especially when looking for alternatives to US schools. These influencers are often hesitant about international schools and most concerned about cost, safety, living conditions, and outcomes.

# OFFICIAL LOGOS

# VISUAL IDENTITY

St. George's University's visual identity is based on a system of official logos, coordinated to help the public easily identify the institution and to promote its distinctive assets and visibility among many audiences. The images depicted in this section are the official logos. To promote strength and consistency—and to protect important trademark registrations—use of these logos should always adhere to the graphic standards outlined in this manual.

## OFFICIAL UNIVERSITY LOGO

The official University logo consists of the seal, word mark, and location. There are three acceptable configurations that may be used: centered, horizontal, and stacked.



## SCHOOL-SPECIFIC LOGOS

The official school-specific logos consist of the seal, word mark, school name, and location. Each of the four schools has its own logo, and there are two acceptable configurations that may be used: centered and horizontal.

Seal



Word Mark

St. George's University

School Name

SCHOOL OF MEDICINE

Location

Grenada, West Indies

School Specific Logos—Centered



St. George's University

**SCHOOL OF MEDICINE**

Grenada, West Indies



St. George's University

**SCHOOL OF VETERINARY MEDICINE**

Grenada, West Indies



St. George's University

**SCHOOL OF ARTS AND SCIENCES**

Grenada, West Indies



St. George's University

**SCHOOL OF GRADUATE STUDIES**

Grenada, West Indies

School Specific Logos—Horizontal



St. George's University

**SCHOOL OF MEDICINE**

Grenada, West Indies



St. George's University

**SCHOOL OF VETERINARY MEDICINE**

Grenada, West Indies



St. George's University

**SCHOOL OF ARTS AND SCIENCES**

Grenada, West Indies



St. George's University

**SCHOOL OF GRADUATE STUDIES**

Grenada, West Indies

School Specific Logos—Centered  
Multiple Schools



**St. George's University**

---

**SCHOOL OF MEDICINE**

---

**SCHOOL OF VETERINARY MEDICINE**

---

Grenada, West Indies



**St. George's University**

---

**SCHOOL OF MEDICINE**

---

**SCHOOL OF VETERINARY MEDICINE**

---

**SCHOOL OF ARTS AND SCIENCES**

---

**SCHOOL OF GRADUATE STUDIES**

---

Grenada, West Indies

## COLOR VARIATIONS

There are four different color versions of both the official logo and school-specific logos: color, black, color + white, and black + white.

Use the color and black versions of the logo on white or light-colored backgrounds only.

Use the white versions of the logo on dark, simple backgrounds only.

Color



St. George's University  
Grenada, West Indies

Black



St. George's University  
Grenada, West Indies

Color + White



St. George's University  
Grenada, West Indies

Black + White



St. George's University  
Grenada, West Indies

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

# LOGO USAGE

The official logo and school-specific logos are the primary visual identity marks of the University and are to be used on all printed and electronic materials, stationery, merchandise, etc.

To maintain consistency, the logos cannot be recreated or manipulated in any way. The elements may not be separated; the lockups are to be treated as single design units. The logos must stand alone and cannot be combined with any other logos or graphic elements. No elements may be added to the logos, and they cannot be superimposed on any other graphic element.

Permission is needed prior to using any University logos. Please fill out the logo request form at [sgu.edu/brandguidelines](https://sgu.edu/brandguidelines) and attach any samples of the intended usage. To ensure the logos always look their best, it is essential you only use the supplied assets. Do not pull versions of any kind from the internet.

## Official University Logo vs. School-Specific Logo

The official University logo should be used on all materials that promote the University as a whole or that promote more than one school at a time. This logo can be used in printed and digital materials as well as promotional items.

The school-specific logos are the preferred logos and must be used for all advertising, marketing collateral, and promotional items that are promoting or highlighting an individual school.

## Location Tag

The location line, “Grenada, West Indies,” is part of the official logo lockups and must always be present. This line helps our audience identify our campus location as well as distinguishes us from other institutions with the same name (i.e. St. George’s, University of London).

The location line can only be removed in instances where it will become too small to be legible, such as on small digital ads or promotional items.

## Improper Use of the Logos

Never separate elements in any way or use the seal on its own.



Never use a separate font for the University name.



Never replace the school name with other program names.



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



Never set the logo at an angle.



Never skew, condense, or stretch the logo.



Never change the proportions of individual elements in the logo.



Never put a drop shadow on the logo.



## 16 // OFFICIAL LOGOS

Do not create additional sub-brands using the logo or logo elements.



Do not place the logo over other graphic elements.



Do not add any elements to the logo.



Do not use pixelated files.



## Spacing

The SGU logos should always be surrounded with a minimum of whitespace to provide sufficient breathing room. The recommended distance should be no less than 1/2 the height of the seal.



## Former University Signature

The former University signature with the “Think Beyond” tagline has been retired. As our marketing and communications materials move more into the digital space, we want to keep our logo simple and legible. Removing the tagline makes the SGU logo quickly and easily identifiable while also keeping it clean and succinct when adding the school-specific names.

The SGU signature will move to our archives, where it will be used only for specific historical purposes.

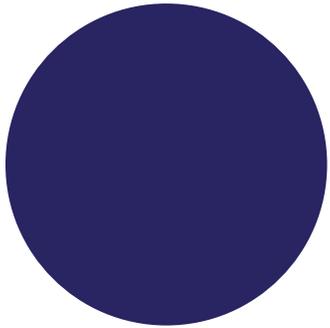


# COLOR PALETTE

# STANDARD COLOR PALETTE

## Primary Color

SGU's primary color is navy blue and is the essential color on all materials. Navy blue should be the primary and dominant color in layouts, graphics, and large headlines.



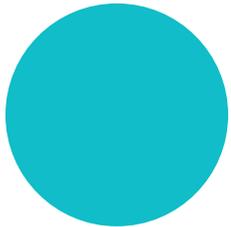
### NAVY BLUE

---

Pantone // 273 C  
CMYK // 100, 100, 29, 21  
RGB // 30, 30, 100

## Secondary Colors

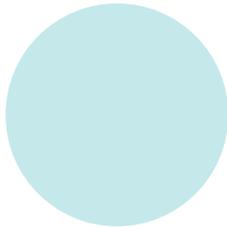
The secondary colors offer an extension to the primary palette and should be used in supporting the core brand campaign.



### TURQUOISE

---

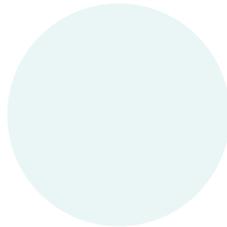
Pantone // 319 C  
CMYK // 71, 0, 24, 0  
RGB // 0, 190, 200



### TURQUOISE 30%

---

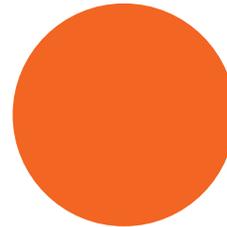
Pantone // 319 C at 30%  
CMYK // 71, 0, 24, 0 at 30%  
RGB // 178, 235, 238



### TURQUOISE 10%

---

Pantone // 319 C at 10%  
CMYK // 71, 0, 24, 0 at 10%  
RGB // 229, 248, 249



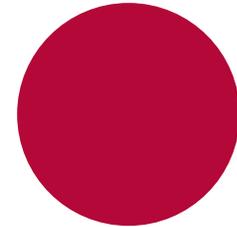
### ORANGE

---

Pantone // 1585 C  
CMYK // 0, 75, 100, 0  
RGB // 255, 100, 0

## Accent Color

The SGU Red seen in the official logo should be used as an accent color in limited use, only supporting the core brand colors.



### SGU RED

---

Pantone // 201 C  
CMYK // 0, 100, 63, 29  
RGB // 179, 8 56

# WEB COLOR PALETTE

We want our communications to be accessible to all audiences regardless of disability or user device, so a digital color palette has been optimized for compliance with the Americans with Disabilities Act (ADA)—an equal opportunity law for people with disabilities. All SGU websites and emails must be designed using these web color guidelines. Text, interactive elements, and non-decorative images must have maximum color contrast between content and the background.

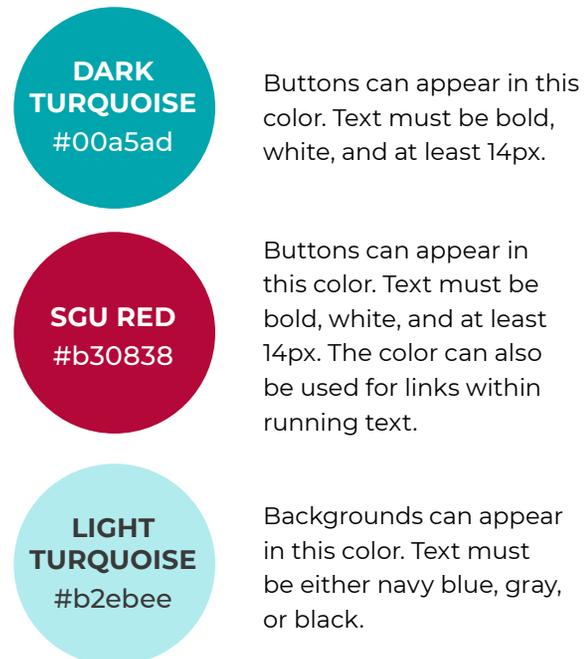
## Primary Web Colors

These colors can be used for headlines, body text, background colors, and buttons. They can appear as colors on a white background and white on a colored background. These colors should be used in greater frequency than any secondary color. These colors can also be used as overlays; standard opacity is 90% and may not exceed 80%.



## Secondary Web Colors

The secondary color palette is designed to provide creative flexibility. These colors are complementary to the primary colors and can be used as outline below. These colors should never be used for headlines or body text.



## Accent Web Colors

These are colors are only to be used on graphic elements and accents. They should **never** be used as headlines, body text, buttons, or backgrounds with text overlays.



# TYPOGRAPHY

# TYPOGRAPHY

The brand typography for SGU covers all marketing materials, campaigns, and digital assets. These type styles set the tone and quality of our market position, and must be used in all brochures, newsletters, advertisements, and university communications. Usage should be consistent across all communications. [Download and Install Montserrat](#)

## PRIMARY TYPEFACE

### FONT NAME

**Montserrat**

### STYLES

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

**Semibold**

***Semibold Italic***

**Bold**

***Bold Italic***

**Black**

***Black Italic***

### CHARACTERS

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčćdďefghijklmnopqrsštuvwxyzž

1234567890‘?’“!””ăâêô(%)[#]{}@/&\<-+÷×=>®©\$€£¥¢;,:,\*

**The quick brown fox jumps over the lazy dog.**

Ilibus si apiciis andelit, te quistrum, qui unt ut quis exerfero essusciam et utem rest mi, solendi aliquid es dolorporem ra si arciliqui secabora voloremquam, serum rectusa metur, untias eature sequi solupta qui cus endam, omnia dolupta que pra volupta mentio. Nequist autaturion est doluptat et am sintem ut qui berumque occatiscil inis dessequia volluptatia alibus aruptas imaion nis ab id quidus et dollecae. Tem re, esti omnihil iquunt invella sam dolorepudis audis rate pe vent.

*Montserrat is a modern sans serif font and is the preferred headline, subhead, and body typeface intended for use throughout all advertising and marketing materials.*

# PHOTOGRAPHY

# PHOTOGRAPHIC STYLE

SGU has a distinctive photographic style that reflects what it's like to live and learn on the beautiful Caribbean island of Grenada. This style showcases our unique campus, entices people to visit, and underscores the brand values of innovation, personalization, and esteem.

## Authenticity

We take great pride in our beautiful campus, contemporary facilities, and successful graduates. We highlight these achievements by using authentic photographs taken on our idyllic campus or out in the field as we shadow our successful students and alumni. We want to use our own photography whenever possible and avoid the use of stock photography.

## Saturation and Lighting

Our photos are bright with vivid palettes that showcase the natural color, beauty, and vibrancy of Grenada. We use natural lighting whenever possible, with minimal artificial light.

## Orientation

Photos should be shot with a mix of horizontal and vertical orientations, which allows images to be used in a variety of designs for both print and digital media.



## Depth and Layering

We want the subject of our photos to be the main focal point of an image. To isolate the subject, avoid busy backgrounds and use a shallow depth of field. Experiment with foreground layers for additional depth where appropriate. These techniques also allow for more versatility when the image is used in design layouts.

## Content

For materials highlighting a particular school, our first preference is to use imagery that depicts the curriculum of that program. Campus photos should be used as supplementary imagery.

When depicting the University as a whole, often a general student life or landscape image will suffice.

Content should not emphasize Caribbean clichés or medical tropes. The beauty of the Caribbean is a backdrop to be used sparingly unless otherwise requested. Students do not study on the beach, and professors/alumni should always be professionally dressed. Medicine is a team effort—strive to depict subjects engaged in learning and consultation with others.

Ensure accuracy in depicting medical procedures or technical skills. Subjects must be wearing proper attire and protective equipment for the scene captured. Examples: Gloves on hands during venipuncture, authentic hand placement in CPR, instruments are held appropriately.



## Composition

We use a mix of photography styles depending on the subject matter.

Imagery that depicts active learning is photojournalistic in nature; subjects will rarely make eye contact with the camera.

Portraits may be staged with a traditional aesthetic or shot in a photojournalistic manner, depending on where and how the image will be used (i.e. news stories, graduate profiles, etc.).

## PHOTO ARCHIVE

SGU maintains a searchable photo archive of images approved for marketing and promotional use. Many of these images were created for a singular purpose but may be leveraged for other projects. You can browse our photo collection at [sgu.photoshelter.com](http://sgu.photoshelter.com). For download permissions, please contact [marcom@sgu.edu](mailto:marcom@sgu.edu).

## RELEASE FORMS

Anyone featured in still photography that is used for promotional purposes must complete and sign a photo release form. Any image that depicts a patient (human or animal) must also be accompanied by a release signed by the appropriate person (i.e. self, parent/guardian for minors, owners for pets, etc.). Release forms can be found at [sgu.edu/photorelease](http://sgu.edu/photorelease).



# ICONOGRAPHY

# ICONS

Icons are a great way to highlight key messages and help the user process information more effectively. They help illustration functions, features, and concepts and can enrich content and design by enabling effective visual communication.

# STYLE

The SGU icons are crisp, monochromatic geometric line work with smooth strokes and subtle rounded corners to soften the forms. These minimal designs have a simple and timeless aesthetic.

# USAGE

Icons are intended to maximize comprehension when you need to call attention to a particular item. Icons should be used to support the message and balance the creative, not to replace or overshadow them. Use icons sparingly and purposefully.

Avoid using icons solely for decoration or visual interest as it detracts from their intention elsewhere. Consider the surrounding context of icons too; if icons are cluttered and not spaced well, it can lead to more visual noise and confusion.

There are few widely recognized icons, so use a label or supporting text to ensure each icon's meaning is understood.

Icons can be used across all media channels to help support messaging: publications, signage, banners, emails, websites, digital ads, etc.

## Do

- Design from a straight-on, flat perspective and use rounded corners.
- Keep icons monochromatic and only use official SGU colors.
- Always have supporting copy/text link next to the icon.
- Use dark icons on a light background.
- Use light icons on a dark background.

## Don't

- Don't stretch or distort the icon.
- Don't change opacity. Always keep it at 100%.
- Don't add drop shadows
- Don't overlap icons. Each icon should be independent of one another.
- Don't make icons too big (larger than the header font size) or too small (smaller than body copy size).

## EXAMPLES



Our **award-winning Department of Educational Services** supports your personal and professional development and success.



Our **state-of-the-art facilities** help prepare you for exams at SGU, USMLE, residency, and beyond.



*Hands-on experience for the real world*



*Leading partnerships*

## Application Process



1. Submit application  
[sgu.edu/apply](http://sgu.edu/apply)



5. Accept offer and submit deposit to secure your spot



2. Submit MCAT, transcripts and letters of recommendation



6. Travel to Grenada or UK



3. Interview



7. Start studying medicine!



4. Admissions decision



Career Opportunities



Referral Grant



Volunteer Opportunities

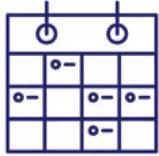


Update Personal Info/Register

# ICON LIBRARY



Doctor



Events calendar



Application



Values, award



Accessibility



Options, choices



Research



Career opportunities



Remote learning, work from home



Clinical rotations or electives



Submit



Document review



Approval, completed



Degree



Scholarships, grants, aid



COVID



SGU HR portal



Announcement



Letter of recommendation



Group, team



Dual degree



Volunteer



Profile updates



USS HR portal



VR tour



Admissions documents



Outstanding achievement



Q&A, Town Hall

## ICON LIBRARY (CONTINUED)



Talk, advice



Money, finances



SOM Colleges



Interview,  
conversation



Reciprocity



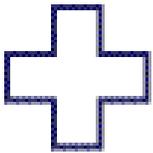
Travel



Location



Veterinary  
medicine



Medicine



Hospital



Test, coursework



Celebration



Acceptance



University, school



Paperwork

# VISUAL EXECUTION

## VISUALLY REPRESENTING OUR BRAND

Our brand presentation should reflect the outstanding quality and value of the education, facilities, and opportunities available to our students. It reflects the sophistication and elegance associated with the SGU name.

This position is visually represented with a modern, sleek look that is engaging and relatable. Elements of the SGU brand identity guidelines should be used in conjunction with one another to create the highest impact and most recognizable SGU materials.

We keep designs simple and clean, with uncomplicated graphic elements. Text is kept to a minimum. Just because there is room on a page does not mean it should be filled. We are generous with margins and white space. Pages that have more space on top and on the outside seem inviting and open.

All materials are required to have two elements—the appropriate logo and a title.

Imagery should be chosen with care; it sets the tone for the entire piece and is an important branding mechanism. Photography should be selected on the basis of mood and content theme rather than trying to represent everything within the piece.

The following pages highlight successful visual executions of the SGU brand identity.

# Print and Digital Marketing Collateral

## Your Future in Medicine Starts Here



SGU offers an outstanding educational experience that will get you to your goal—becoming a successful physician.

**1. SGU provides a pathway to US and Canadian residency training.**

- #1 provider of doctors into first-year US residencies for the last 17 years, combined with 130 placements in 2020.
- 95% residency placement rate for eligible 2020 US graduates who applied for US residencies.\*
- Largest source of actively licensed physicians in the entire US workforce.†
- 70+ affiliations at leading hospitals and health systems in three countries offer clinical and ambulatory training.

**2. Take advantage of SGU's vast clinical network.**

**3. SGU prepares you for the United States Medical Licensing Examination (USMLE).**

94% first-time pass rate on the USMLE Step 1 in 2019. The more than 1,200 SGU students taking the exam for the first time hailed from 48 countries over six continents. They posted an impressive mean score of 221.

SGU provides you with all the resources you need to become a successful medical student and reach the residency of your choice. When you do with those resources is your decision. If you study hard and work hard, it will absolutely pay off in the end!

*Kristen Kelly, MD '16*  
 Postgraduate Residency Post-Clinical Director, CA  
 Postgraduate Residency Fellowships, Johns Hopkins Hospital, MD  
 Assistant Professor, Pathology, Harborview and UW Medical Center  
 Medicine, Mt. Sinai Hospital, NY

St. George's University  
 SCHOOL OF MEDICINE

### 6. See SGU.

You can visit SGU—virtually. Our interactive 360-degree tour will allow you to experience SGU's beautiful campus as your own. Consider the location, the views of the art lab, many independent residential study programs, beaches, student centers, and more. To see the tour, visit [www.sgueducation.com](http://www.sgueducation.com).

### 7. Invest in your future.

SGU is approved by the US Department of Education for US government-backed loans. US students can borrow up to the cost of attendance.

→ Over 70% of entering-year MD students received scholarships on the \$500,000+ scholarship plan.

### 8. Train here. Practice anywhere.

SGU's medical students from 3000 physicians have practiced every state in the United States, as well as in 40 countries around the world.

SGU is accredited by the Council on American Medical Education (COA) and is recognized by the MCHME as a US & CANADIAN comparable institution. The US Department of Education awarded SGU accreditation comparable to US accreditation.

St. George's University  
 SCHOOL OF MEDICINE

## School of Veterinary Medicine

SGU's veterinary medicine program offers a unique, innovative, and international approach to veterinary medicine. Our program incorporates basic science curriculum with clinical practice, giving you the skills, training, and education you need for a career in animal healthcare.

### Why Choose SGU For Your Veterinary Medicine Degree?

1,800 School of Veterinary Medicine graduates have practiced in 49 United States and 16 countries worldwide.

<b>Hands-On</b> training available from day one for all students.	<b>6:1</b> student faculty ratio which allows students to get to know their professors well.
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SGU's dual-degree program will help you stand apart from the crowd, preparing you to achieve leadership roles in private practice, business, government, as well as international and research organizations.

<b>95%</b> first-time pass rate and 500+ mean score by SGU students on the NAVLE.	<b>30+</b> affiliated schools in our vast clinical network of veterinary medicine in five countries.
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**Accredited** and reviewed by both the American Veterinary Medical Association (AVMA) and Royal College of Veterinary Surgeons (RCVS).

St. George's University  
 SCHOOL OF VETERINARY MEDICINE

## Study medicine

Basic Sciences in the UK and Grenada  
 Clinical Training in the US and UK

No MCAT required

### Doctor of Medicine Program Outline

Preclinical	Core Clinical
1. Preclinical (UK)	1. Core Clinical (UK)
2. Preclinical (UK)	2. Core Clinical (UK)
3. Preclinical (UK)	3. Core Clinical (UK)
4. Preclinical (UK)	4. Core Clinical (UK)

### Entry Requirements

- WASCE:** Minimum 6 subjects (2: Biology, Chemistry, Math, Physics, English)
- A Levels:** Minimum 3 subjects (A or B): Biology, Chemistry and either Math or Physics. Biology, Math or Physics can be awarded A/C Levels with strong Foundation Third Level (3 Year A-level) program study.
- IB Diploma:** Minimum of 22 points (18 points above the minimum score of 24). Subjects required, which must include Chemistry and Biology, should be eligible to enroll in the program study.
- IELTS 7.0 or equivalent**

**No. 1** provider of new primary care physicians in the US

**2nd** largest source of doctors for the entire US workforce

**1,105+** first-year US residency placements in 2020... and counting

*I would highly recommend SGU without hesitation. It allowed me to realize my dreams. It's added to my growth as a person and as a physician.*

**Inquiries:**  
 Dr. Nathan Knoblich, SGU Agent  
 654.647.7572 or [starnid@yale.com](mailto:starnid@yale.com)

St. George's University  
 SCHOOL OF MEDICINE

## Master of Public Health

Work to improve lives around the globe with a dynamic MPH degree.

- MPH students have the option to specialize in epidemiology, health policy and administration, environmental and occupational health, global health, or veterinary public health.
- MPH students have completed practicums at over 170 sites in more than 30 countries around the world.
- The MPH program is accredited by the Council on Education for Public Health. In 2015, the program was awarded the maximum term for re-accreditation.
- Students have the opportunity to work with the World Health Organization (W.H.O.), located on the True Blue campus in Grenada.
- Dual MD/MPH and DVM/MPH degrees are available.
- Qualified US medical and veterinary medical students can receive federal student loans and in-school deferments.
- Start classes in May or August.
- Applications can be submitted through SOPHAS.

Programs now available online and on-campus.

**READY TO LEARN MORE?**  
[sgu.edu/mph](http://sgu.edu/mph)

**Jonathan Cartagena**  
 Administrative Director  
 (800) 899-6337 ext. 1226  
[jcartaga@sgu.edu](mailto:jcartaga@sgu.edu)

## High School and College Students: HAVE YOUR BEST SUMMER EVER!



### Med/Vet Summer Leadership Academy

St. George's University  
 Grenada, West Indies

## Have a summer experience you'll never forget.

**High school students**  
 10-day experience for students aged 15-17

**College students**  
 12-day experience for student aged 18 and older

Qualifying participants will receive college credit through the St. George's University School of Arts and Sciences by participating in lectures and clinical practicum sessions.

**Enrolling in SGU's Med/Vet Summer Leadership Academy helps you:**

- Gain practical skills through hands-on training and lab work in small group sessions
- Learn valuable information during interactive lectures
- Enjoy a wide variety of cultural and recreational field trips and events
- Build meaningful professional connections to enhance your educational journey
- Study international healthcare systems and global healthcare issues

**What's included in the Summer Leadership Academy?**

For both high school and college enrollment, the 10- and 12-day programs include:

- Course lectures
- Hands-on training and labs
- Meals
- Accommodations
- Transportation on island
- Special events
- Field trips

Participants in the Summer Leadership Academy program will be greeted at the airport and transported to the campus by an official University representative.

**What happens at the Academy?**

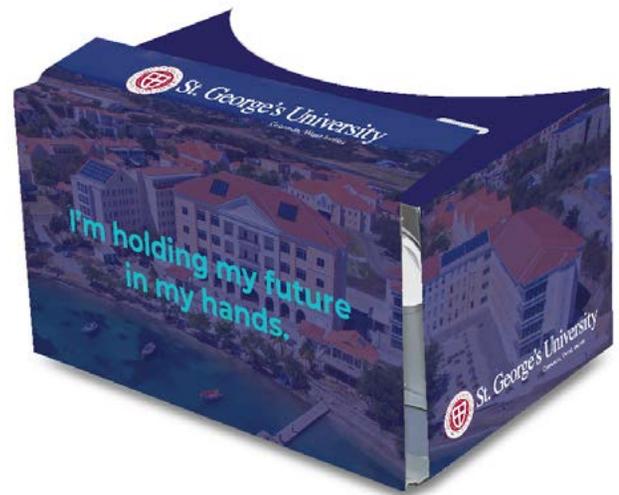
As a Summer Leadership Academy student, you will:

- learn about your patient's cardiovascular, nervous, and musculoskeletal systems
- learn how to suture and treat clinical patients
- enjoy several fun trips including a visit to a waterfall, a hike in the rainforest, and a dinner cruise

Not only will you make friends and enjoy yourself, you'll gain a competitive edge in planning your future medical career.

Visit [sgu.edu/summeracademychedule](http://sgu.edu/summeracademychedule) to view a sample schedule.

St. George's University  
 SCHOOL OF MEDICINE



## Presentations

2

Your Future  
in Medicine  
Starts Here



 St. George's University  
SCHOOL OF MEDICINE  
Grenada, West Indies

3

QUESTION #1  
Will I get a US residency?



4

"The academic structure of St. George's University, with regard to providing the necessary resources and foundational materials and knowledge to be successful, was incredible. SGU provides amazing support, not only from the faculty and clinical counselors but also peer-to-peer mentorship. The camaraderie among students at SGU is second to none."



Njambi Mathenge, MD '15  
*Cardiovascular Disease Fellow  
Massachusetts General Hospital  
Harvard Medical School*

5



St. George's University  
School of Medicine

6

Clinical and ambulatory  
training and support in  
70+ hospitals and health systems  
in 3 countries



US CANADA UK

CA CT FL GA IL LA MD MI ND NV NY OH WI

7

A dedicated support  
system focused on  
your success

**Academic programs** in state-of-the-art facilities to prepare for exams at SGU, USMLE, residency and beyond.

**Interactive Team Instruction** facilitates learning and long-term retention of content by offering opportunities for reinforcement and integration.



8

...has graduated  
over 18,000  
successful physicians.

9

SGU has locations in Grenada & the UK



MD PATHWAY

BASIC SCIENCES

YEAR 1 YEAR 2

CLINICAL PROGRAM

YEAR 3 YEAR 4

📍 Grenada or UK 📍 Grenada 📍 US and/or UK affiliated hospitals (possible electives in Canada)

Optional selectives in Kenya, Czech Republic, Thailand, Sweden, India, etc.

Each location offers the same curriculum, faculty, and outcomes.

10

Student clubs  
and organizations



## Digital Ads and Emails



More than 18,000 School of Medicine graduates...are you next?

St. George's University  
SCHOOL OF MEDICINE

FIND OUT TODAY



Picture yourself here.

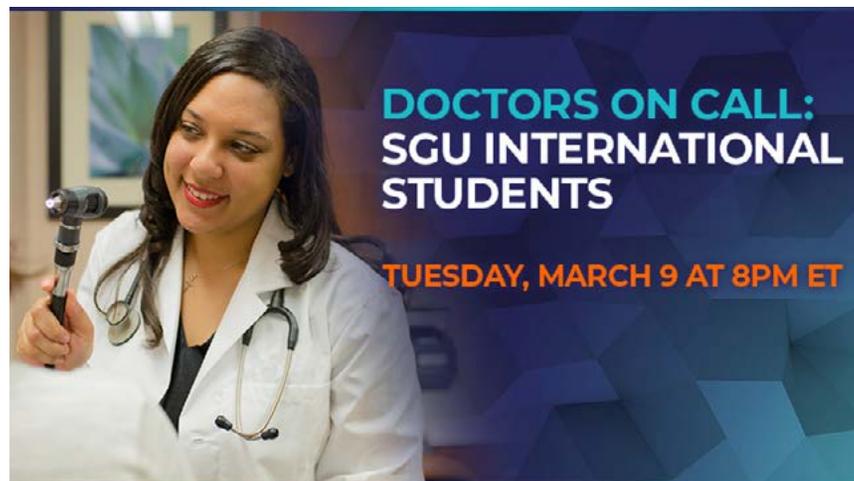
St. George's University  
SCHOOL OF MEDICINE

TAKE A VIRTUAL TOUR



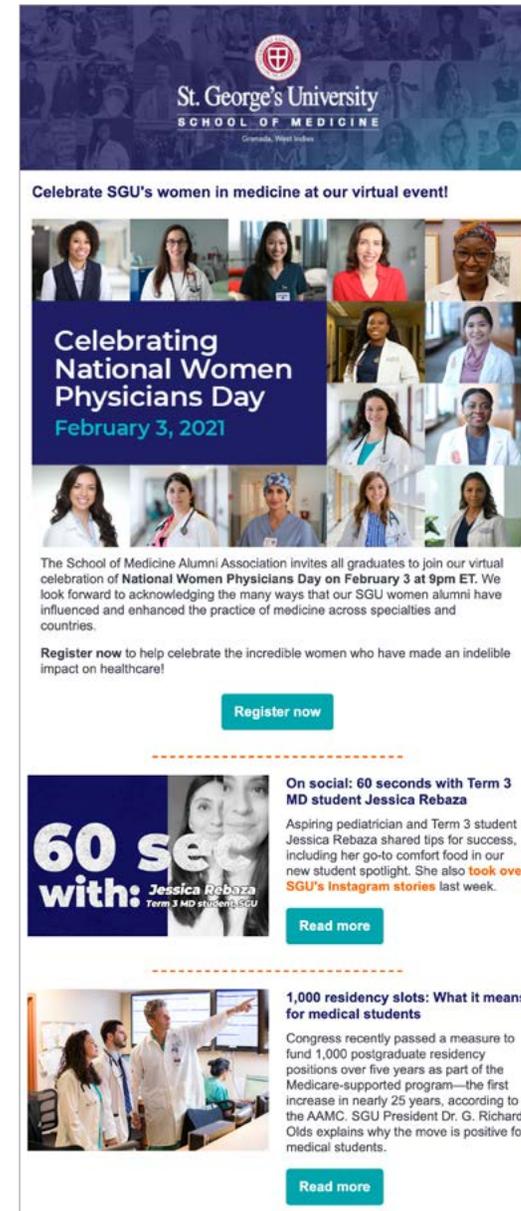
St. George's University  
Grenada, West Indies

START YOUR JOURNEY AT SGU TODAY



DOCTORS ON CALL:  
SGU INTERNATIONAL STUDENTS

TUESDAY, MARCH 9 AT 8PM ET



St. George's University  
SCHOOL OF MEDICINE  
Grenada, West Indies

Celebrate SGU's women in medicine at our virtual event!



Celebrating National Women Physicians Day  
February 3, 2021

The School of Medicine Alumni Association invites all graduates to join our virtual celebration of National Women Physicians Day on February 3 at 9pm ET. We look forward to acknowledging the many ways that our SGU women alumni have influenced and enhanced the practice of medicine across specialties and countries.

Register now to help celebrate the incredible women who have made an indelible impact on healthcare!

Register now

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On social: 60 seconds with Term 3 MD student Jessica Rebaza



60 seconds with: Jessica Rebaza  
Term 3 MD student SGU

Aspiring pediatrician and Term 3 student Jessica Rebaza shared tips for success, including her go-to comfort food in our new student spotlight. She also took over SGU's Instagram stories last week.

Read more

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1,000 residency slots: What it means for medical students



Congress recently passed a measure to fund 1,000 postgraduate residency positions over five years as part of the Medicare-supported program—the first increase in nearly 25 years, according to the AAMC. SGU President Dr. G. Richard Olds explains why the move is positive for medical students.

Read more

# DESIGNS TO AVOID

We are moving away from large fields of red, school-specific colors, serif fonts, and dense blocks of text.

## School of Veterinary Medicine Academic Structure

### DOCTOR OF VETERINARY MEDICINE (DVM)—INTERNATIONAL SCHOOLS

St. George's University School of Veterinary Medicine offers a range of entry options into the Doctor of Veterinary Medicine program for applicants of all ages and academic qualifications. Based on their academic background, applicants will enter a seven-, six-, five-, or four-year DVM program. Students presenting secondary school (or Advanced Level or International Baccalaureate) credentials are placed into the five- or six- year programs based on academic background and performance. Students from the US, Canada, or a North American-based educational system who hold a bachelor's degree typically enter the four-year Doctor of Veterinary Medicine program. Applicants accepted directly into the DVM program generally complete the degree requirements in four years. This chart outlines the entry requirements for each program and indicates where a student would typically begin the DVM program based on their academic credentials.

ENTRY POINT	QUALIFICATIONS	PROGRAM YEAR
4 YEAR DVM PROGRAM	BSc, MSc, or PhD degree: Requisite science foundation in biology, chemistry, math, and physics	Doctor of Veterinary Medicine degree
5 YEAR DVM PROGRAM	3 ADVANCED LEVELS: A's and B's in Chemistry, Biology, and either Math or Physics! FULL IB DIPLOMA: Minimum 32 points; 3 HL science subjects, including Chemistry and Biology, results 5 or higher! INDIA 10 + 2: Minimum 80%	Veterinary Medicine Year 4
6 YEAR DVM PROGRAM	FURTHER EDUCATION: AS Levels, Baccalaureate/South Africa Matric/Higher School Exam, Irish Leaving Certificate, Senior Certificate!	Veterinary Medicine Year 3
7 YEAR DVM PROGRAM	4 ORDINARY LEVELS: Strong science performance SECONDARY OR HIGH SCHOOL DIPLOMA: Strong science performance	Veterinary Medicine Year 2
		Veterinary Medicine Year 1
		Prevetterinary Medical Sciences 3
		Prevetterinary Medical Sciences 2
		Prevetterinary Medical Sciences 1

St. George's University reserves the right to have a student sit for a prevetterinary medical placement exam.  
\*Consideration for entry to Prevetterinary Medical Year 1 and 2 with lower grade or subject deficiency. †In cases of superior grades, students may be placed in the five-year program.

## SCHOOL OF MEDICINE FACT SHEET

St. George's University  
THINK BEYOND  
Grenada, West Indies

Join the more than 15,000 St. George's University MD graduates who have practiced in all 50 US states and in over 30 countries around the world, including the United Kingdom and Canada.

For more than 40 years, St. George's University has been providing the world with highly trained doctors. Founded in 1976 with the goal of drawing the best talent from around the world, SGU has become a leading center for academic excellence worldwide. With students and faculty from more than 140 countries, we truly are an international institution, with a unique global perspective poised to help educate students in this rapidly shrinking world.

### ADMISSION AND CURRICULUM

St. George's University offers four entry options for the MD program, ranging from four to seven years in length depending on a student's academic qualifications. Students entering the five-, six-, and seven-year MD programs must meet academic standards to be promoted into the four-year medical program. The basic sciences (first two years of the four-year MD program) are completed in Grenada, and clinical training (last two years) are completed at affiliated hospitals in the US, UK, Canada, or Grenada.

- The MD program begins classes in mid-August and mid-January each year.
- The Keith B. Taylor Global Scholars Program offers the unique opportunity to spend the first year of Basic Medical Science at Northumbria University in Newcastle, England.
- For additional information, please see the SGU website at [sgu.edu/som-admissions](http://sgu.edu/som-admissions).

### CLINICAL CENTERS AND AFFILIATED HOSPITALS

**US RESIDENCY PLACEMENTS IN 2017 BY SPECIALTY**

- Internal Medicine **42%**
- Family Medicine **18%**
- Pediatrics **10%**
- Surgery **7%**
- Psychiatry **5%**
- Emergency Medicine **5%**
- Obstetrics and Gynecology **3%**
- Anesthesiology **3%**
- Internalship **2%**
- Transitional Year **1%**
- Neurology **1%**
- Pathology **1%**
- All Others\* **1%**

\*Not approved by the Accreditation Council on Graduate Medical Education (ACGME)

### Our Graduates

**MICHEL NAWFAL, MD '03 • LEBANON**

Dr. Nawfal is a prescribing clinical psychologist in Lebanon, treating patients that suffer from psychiatric and psychological disorders. He has extensive research and teaching experience, currently lecturing at Notre Dame University, the Lebanese American University, and is also a guest lecturer at the American University of Beirut.

Dr. Nawfal makes volunteer work a staple of his medical career. He received the UFE medal in 2007 from the Union of the French outside France for his help in evacuating European citizens who were living in Lebanon during the time of the Lebanon-Israel War of 2006.

Dr. Nawfal is a known public figure in the field of mental health as he is frequently on Lebanese and international television shows, including as a psychological consultant for both NBC's Middle Eastern version of *The Biggest Loser* as well as Abu Dhabi TV's famous show *Ton of Cash*.

**HUSENG VEFALI, MD '10 • TURKEY**

To follow in his father's footsteps, Dr. Vefali left his homeland of Turkey to pursue a career in medicine. He completed an internal medicine residency at Seton Hall University, St. Michael's Medical Center in Newark, New Jersey, and is currently completing a cardiovascular disease fellowship at Temple University, St. Luke's Hospital in Bethlehem, Pennsylvania.

Dr. Vefali attended SGU on an International Peace Bursary and thrived in his new surroundings, both socially and academically. He was a member of the Student Government Association and Clinical Research Society, and president of the Persian Student Association.

"SGU was really an ideal medical school setting," Dr. Vefali said. "It has all the conveniences of back home, but still it's laid back so you can concentrate on your studies. It could not have worked out any better."

**YOUSRA HAWLI, MD '04 • LEBANON**

Dr. Hawli is a board-certified internist and sub-specialist in endocrinology and metabolism, owning and operating the Hawli Clinic in Lebanon since 2009, which has a dietitian and psychologist on staff with plans to add a cardiologist and ophthalmologist in the near future. In addition, Dr. Hawli is an Assistant Professor for the School of Health Sciences at Beirut Arab University.

Though SGU, Dr. Hawli scored in the 99th percentile on her USMLE Step 1 and 2 exams, helping her secure a coveted internal medicine residency at University of Connecticut Health Center and a two-year endocrinology and metabolism fellowship at American University of Beirut Medical Center in Lebanon.

Contact Us For More Information  
+1 (631) 665-8500 ext. 1380 • [sguenrollment@sgu.edu](mailto:sguenrollment@sgu.edu) • [sgu.edu](http://sgu.edu)

### Scholarships

St. George's University is dedicated to ensuring the best students have access to the best medical education. We've developed a range of scholarships for qualified students to help make their dreams a reality.

- The International Peace Bursary:** An award to non-US citizen/permanent residents who exhibit academic excellence and demonstrate financial need. This program is committed to promoting a student body made up of diverse nationalities and cultural backgrounds, which in the future will contribute to a worldwide medical community. Application required.
- The Keith B. Taylor Bursary:** An award to non-US citizen/permanent residents entering the Keith B. Taylor Global Scholars Program who exhibit academic excellence and demonstrate financial need. Application required.

For a full list of scholarships, visit [sgu.edu/som-scholarships](http://sgu.edu/som-scholarships).

### Programs That Put You at the Head of the Class

**KEITH B. TAYLOR GLOBAL SCHOLARS PROGRAM**

Residency programs are continuing to place more emphasis on global medicine—and seeking new residents with this experience. Participating in the Keith B. Taylor Global Scholars Program offers the unique opportunity to spend the first year of Basic Medical Science at Northumbria University in Newcastle, England, followed by study in Grenada and clinical rotations in the US, UK, and Grenada.

**DUAL DEGREE OPPORTUNITIES**

Combine a Doctor of Medicine (MD) with a Master of Public Health (MPH) through our MD/MPH dual degree program, which can be earned in less than five years. In addition, you may consider the freestanding MPH degree from our Council on Education for Public Health (CEPH) accredited program, in which you would learn how to both prevent and treat public health issues.

## St. George's University

THINK BEYOND  
Grenada, West Indies

# SGU AND THE MIDDLE EAST AND NORTH AFRICA

## World-Class Medical Education

### ACADEMIC PROGRAMS

#### Stand-Alone Degrees

- MD
- MPH/Public Health
- MSc Anatomy
- MSc Biochemistry
- MSc Biophysics
- MSc Microbiology
- MSc Physiology and Neuroscience
- MSc Tropical Medicine
- PhD Anatomy/Physiological Sciences
- PhD Anatomy/Anatomical Sciences
- PhD Microbiology
- PhD Physiology and Neuroscience
- PhD Preclinical

#### Dual Degrees

- MD/MS
- MD/MSc Anatomy
- MD/MSc Biochemistry
- MD/MSc Biomedical Research
- MD/MSc Microbiology
- MD/MSc Neuroscience
- MD/MSc Physiology
- MD/MSc Tropical Medicine

#### SEE SGU

SGU boasts an impressive \$250 million-plus campus with more than 60 buildings housing state-of-the-art classrooms, an impressive medical library, lecture halls, laboratories, a student center, health sciences building, and climate-controlled student housing. But don't take our word for it. It's important for you to actually see the foundation of your entire career: visit the campus, meet the faculty, mingle with your peers, and see our facilities for yourself. And we will pay for that to happen. If you take advantage of the See SGU Program and visit the campus, apply, get accepted, and ultimately matriculate, SGU will refund you the cost of your airfare and hotel. Visit [sgu.edu/see](http://sgu.edu/see) or call an admissions advisor for details.

\*Refund will be reduced from the maximum allowed amount, depending on travel dates.

#### FOR MORE INFORMATION:

US/Canada: 1 (800) 899-6337 • Worldwide: +1 (631) 665-8500 • [sguenrollment@sgu.edu](mailto:sguenrollment@sgu.edu) • [sgu.edu/inf](http://sgu.edu/inf)

### About SGU

For over 40 years, St. George's University has been providing the world with highly trained doctors. Founded in 1976 with the goal of drawing the best talent from around the world, St. George's University has become a leading center for academic excellence worldwide. With students and faculty drawn from over 140 countries, we truly are an international institution, with a unique global perspective poised to help educate students in this rapidly shrinking world.

### Where You Will Be Studying

**THE CAMPUS**  
Students complete their basic sciences at our \$250 million-plus USD state-of-the-art, idyllic campus situated on the beautiful, safe island of Grenada. Over 65 buildings create the perfect environment in which to learn, investigate, play, and make lifelong networks of colleagues and friends from around the world.

**CLINICAL TRAINING**  
Doctor of Medicine clinical rotations are completed at our affiliated hospitals. We currently have over 70 affiliations located in the United States, United Kingdom, and Grenada.

**OPTIONAL SELECTIVES LOCATED AROUND THE WORLD**  
Czech Republic • India • Kenya • Sweden • Thailand • United Kingdom

**SGU Doctors Making a Global Impact**

Join SGU's more than 16,000 MD graduates who have practiced in over 50 countries around the world.

**SGU Students and Graduates Have Come From 20+ North African and Middle Eastern Countries**  
Afghanistan, Algeria, Armenia, Azerbaijan, Bahrain, Cyprus, Egypt, Georgia, Iran, Iraq, Israel, Jordan, Kazakhstan, Kuwait, Lebanon, Libya, Morocco, Pakistan, Saudi Arabia, Syrian Arab Republic, United Arab Emirates, Uzbekistan, Yemen

Data as of October 2018

### Admissions and Academic Structure

St. George's University offers a range of entry options to our Doctor of Medicine program. Our seven-, six-, five-, or four-year MD programs cater to applicants of all ages and academic qualifications. Below you will find a diagram of our academic structure and entry requirements for each level of our MD program.

Classes begin in August and January of each year.

**August Matriculation:** The application and all supporting documentation must be received by **June 15** of the same year.

**January Matriculation:** The application and all supporting documentation must be received by **November 15** of the preceding year.

Prospective candidates should note that the entering classes are highly competitive and those applications completed early have the advantage of being reviewed at the beginning of the admission process.

QUALIFICATIONS	ENTRY POINT	MD DEGREE
<b>SCIENCE DEGREES</b> BSc, MSc, and/or PhD with requisite: science foundation in Biology, Chemistry, Math, and Physics	4-Year MD Program	Clinical II
<b>3 ADVANCED LEVELS/CAPE UNITES 1 AND 2: A's and B's in Chemistry, Biology, and either Math or Physics</b>	4-Year MD Program	Clinical I
<b>FULL IB DIPLOMA:</b> Requires a minimum of 32 points, 3 HL subjects recommended—2HL subjects required including Biology and Chemistry with results of 5 or higher	5-Year MD Program	Integrated Systems II
<b>FURTHER EDUCATION:</b> AS Levels, Baccalaureate/South Africa Matric/Higher School Exam, Irish Leaving Certificate, Senior Certificate	6-Year MD Program	Integrated Systems I
<b>6 GCSE:</b> Strong science performance	7-Year MD Program	Predictorial III
<b>SEC SCHOOL DIPLOMA:</b> Strong science performance, credit for AP	7-Year MD Program	Predictorial II
		Predictorial I

\*Flexibility in placement and consideration based on academic and personal history.

# BRAND ASSETS

# STATIONERY

Stationery is standardized for all employees of the University to further support and promote SGU's visual identity. There are two collections of stationery assets specifically for the SGU and USS communities. You must use the collection created for your respective organization of employment.

The templates can be found on the [Office of University Communications portal page](#) under the Brand Assets box.

## Business Cards

Business cards are printed according to the templates that appear below. There are options for a generic University card as well as school-specific cards.

The front of all business cards includes name, title, business entity, address, business telephone number, and email address. Mobile number may be included as well upon request. The back of all business cards includes the four school names, the generic University phone numbers, website URL, and social media icons and handle.

All business card requests must be made through [Procurify](#). Employees are not permitted to create or customize their own business cards.

## Letterhead

All University letterhead must follow the format that appears below. Letterhead is only available as electronic templates. There are generic options for the University and each School. Specific departments and individual roles associated with key University functions are permitted to have personalized letterhead. All others must either use the appropriate generic letterhead.

Departments and individuals are not permitted to create or customize their own letterhead.

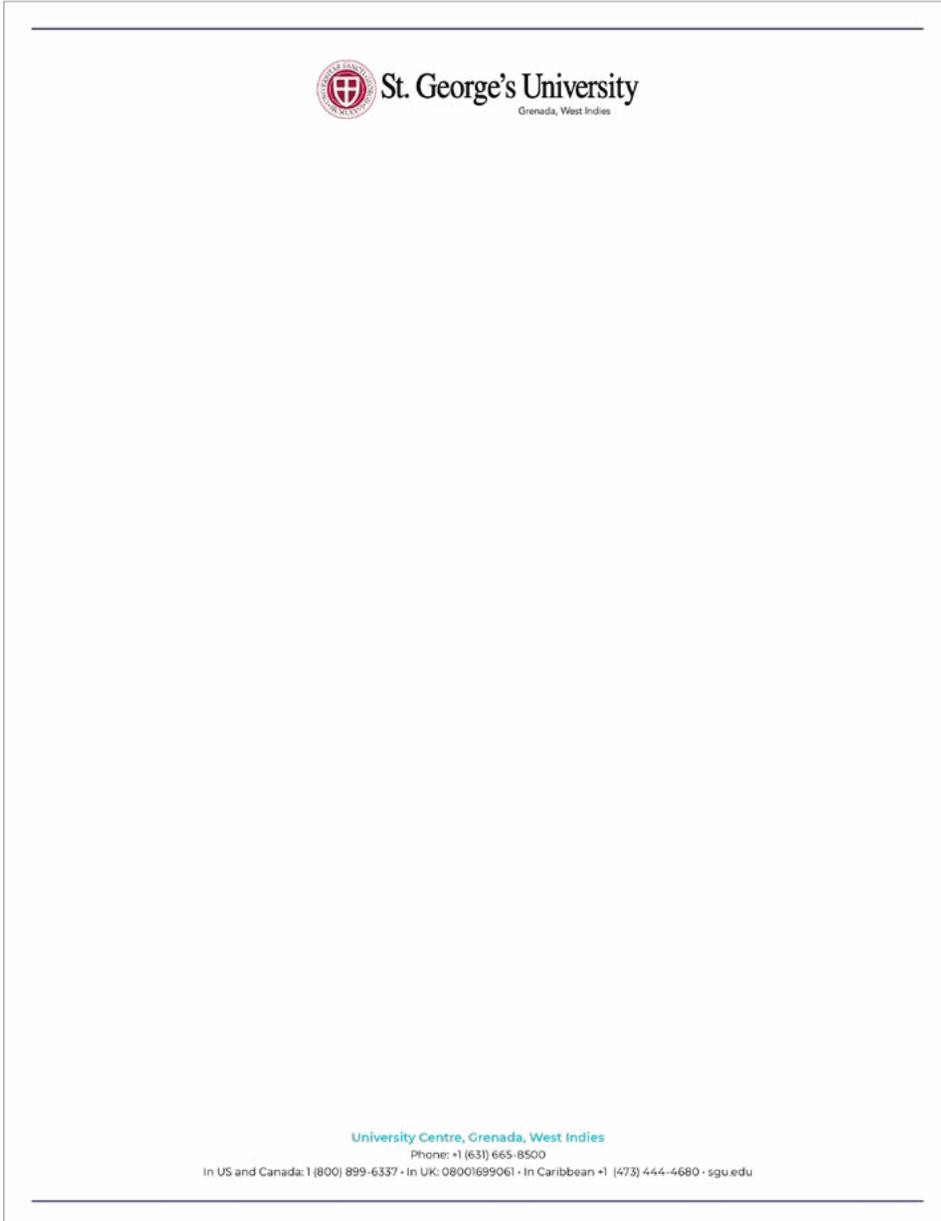
The following departments are permitted to have personalized letterhead:

- Office of the Chancellor
- Office of Admissions
- Office of University Registrar
- Office of Clinical Studies
- Office of Financial Aid
- Office of Regulatory Data and Information

The following individual roles are permitted to have personalized letterhead:

- Chancellor
- President
- Vice Chancellor
- Academic deans (head dean only)
- Department deans (head dean only)
- University Registrar

GENERIC ST. GEORGE'S UNIVERSITY STATIONERY



SCHOOL OF MEDICINE STATIONERY

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**St. George's University**  
**SCHOOL OF MEDICINE**  
Grenada, West Indies

University Centre, Grenada, West Indies  
Phone: +1 (631) 665-8500

In US and Canada: 1 (800) 899-6337 · In UK: 08001699061 · In Caribbean +1 (473) 444-4680 · sgu.edu

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**St. George's  
University**

**SCHOOL OF MEDICINE**

Grenada, West Indies

**NAME, CREDENTIALS**

Title

St. George's University  
University Center  
Grenada, West Indies

**Phone:** +1 (473) 444-xxxx ext. xxxx

**Mobile:** +1 (xxx) xxx-xxxx

**Email:** xxxxxxxx@sgu.edu

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School of Medicine • School of Veterinary Medicine  
School of Arts and Sciences • School of Graduate Studies

**Caribbean**

+1 (473) 444-4680 ext. xxxx

**Worldwide**

+1 (631) 665-8500 ext. xxxx

**Website**

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StGeorgesU

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SCHOOL OF VETERINARY MEDICINE STATIONERY



University Centre, Grenada, West Indies  
Phone: +1 (631) 665-8500

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St. George's  
University

**SCHOOL OF VETERINARY MEDICINE**

Grenada, West Indies

**NAME, CREDENTIALS**

Title

St. George's University  
University Center  
Grenada, West Indies

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**Mobile:** +1 (xxx) xxx-xxxx

**Email:** xxxxxxxx@sgu.edu

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**Worldwide**  
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**Website**  
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SCHOOL OF ARTS AND SCIENCES STATIONERY

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**St. George's University**  
**SCHOOL OF ARTS AND SCIENCES**  
Grenada, West Indies

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University Centre, Grenada, West Indies  
Phone: +1 (631) 665-8500  
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**St. George's University**  
**SCHOOL OF ARTS AND SCIENCES**  
Grenada, West Indies

**NAME, CREDENTIALS**  
Title

St. George's University  
University Center  
Grenada, West Indies

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**Website**  
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StGeorgesU

SCHOOL OF GRADUATE STUDIES STATIONERY



University Centre, Grenada, West Indies  
Phone: +1 (631) 665-8500  
In US and Canada: 1 (800) 899-6337 · In UK: 08001699061 · In Caribbean +1 (473) 444-4680 · sgu.edu



**NAME, CREDENTIALS**  
Title

St. George's University  
University Center  
Grenada, West Indies

**SCHOOL OF GRADUATE STUDIES**  
Grenada, West Indies

St. George's University  
University Center  
Grenada, West Indies

**Phone:** +1 (473) 444-xxxx ext. xxxx  
**Mobile:** +1 (xxx) xxx-xxxx  
**Email:** xxxxxxxx@sgu.edu

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School of Arts and Sciences • School of Graduate Studies

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**Website**  
sgu.edu



StGeorgesU

UNIVERSITY SUPPORT SERVICES STATIONERY

**UNIVERSITY**  
SUPPORT SERVICES

An affiliate of St. George's University

University Support Services, LLC  
3500 Sunrise Highway, Building 300, Great River, NY 11739  
+1 (631) 665-8500 • 1 (800) 899-6337

An affiliate of



**FIRST LAST**

Title

**University Support Services**  
3500 Sunrise Highway, Building 300  
Great River, NY 11739

Phone: +1 (123) 456-7890 ext. 1234  
Mobile: +1 (123) 456-7890  
Email: yourname@sgu.edu

School of Medicine • School of Veterinary Medicine  
School of Arts and Sciences • School of Graduate Studies

**US/Canada Toll-Free**  
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**Worldwide**  
+1 (631) 665-8500 ext. 1382

**Website**  
sgu.edu



# STANDARDIZED EMAIL SIGNATURE

The presentation of email signatures is just as important as letterhead and business cards. Every email you send is an opportunity for the recipient to get to know our brand, and a consistently styled and professional signature will further brand engagement.

There are two sets of email signatures specifically for the SGU and USS communities. You must use the versions created for your respective organization of employment and they must adhere to the template that appears below.

The email signature includes name, title, business entity, business telephone number, mobile number (optional), and email address, and links to the SGU Facebook and Instagram pages.

The templates guidelines can be found on the [Office of University Communications](#) portal page under the Brand Assets box.

## ST. GEORGE'S UNIVERSITY EMAIL SIGNATURE

---

### NEW MESSAGE SIGNATURE



**FIRST LAST**

Title

c/o University Support Services

**Phone:** +12 (123) 456-7890 ext. 1234

**Mobile:** +12 (123) 456-7890

**Email:** yourname@sgu.edu



## UNIVERSITY SUPPORT SERVICES EMAIL SIGNATURE

---

### NEW MESSAGE SIGNATURE

*An affiliate of*



**FIRST LAST**

Title

**University Support Services**

Phone: +12 (123) 456-7890 ext. 1234

Mobile: +12 (123) 456-7890

Email: yourname@sgu.edu



### REPLY SIGNATURE

**Name** | Title(s) | Email address | Phone/Extension | Other Phone(s)

### REPLY SIGNATURE

**Name** | Title(s) | Email address | Phone/Extension | Other Phone(s)



# VIDEO

# VIDEO STYLE

In today's digital media environment, video is an important and powerful communications tool. A well-made video can bring a message to life through compelling storytelling and imagery.

SGU's visual brand guidelines apply all videos produced by the University. The following additional guidelines and assets were created to ensure consistency across all videos.

## Logo Intro

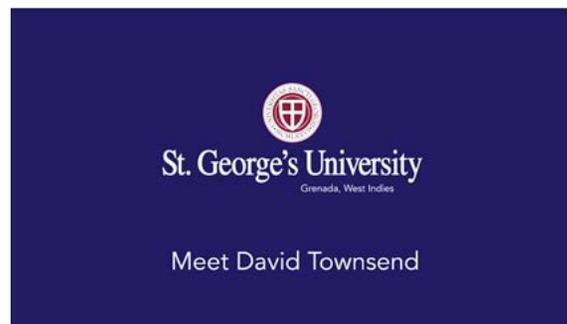
All videos must begin with either a logo or the standard intro logo animation. There are different logo options available depending on the subject of the video—general university logo or school-specific logo.

[Download files](#)

## Logo Watermark

A University or school-specific logo must be omnipresent on all external video assets following the logo intro. This practice subtly brands the video and prevents others from claiming the video as their own. The preferred position of the watermark is bottom left, aligned to the action safe guides. Watermarks should be 175px wide.

### LOGO INTRO EXAMPLES



### WATERMARK EXAMPLES



## Lower Thirds

The lower third consists of a name and title, with a navy blue and turquoise line separating the two. The title can be broken into two lines if needed.

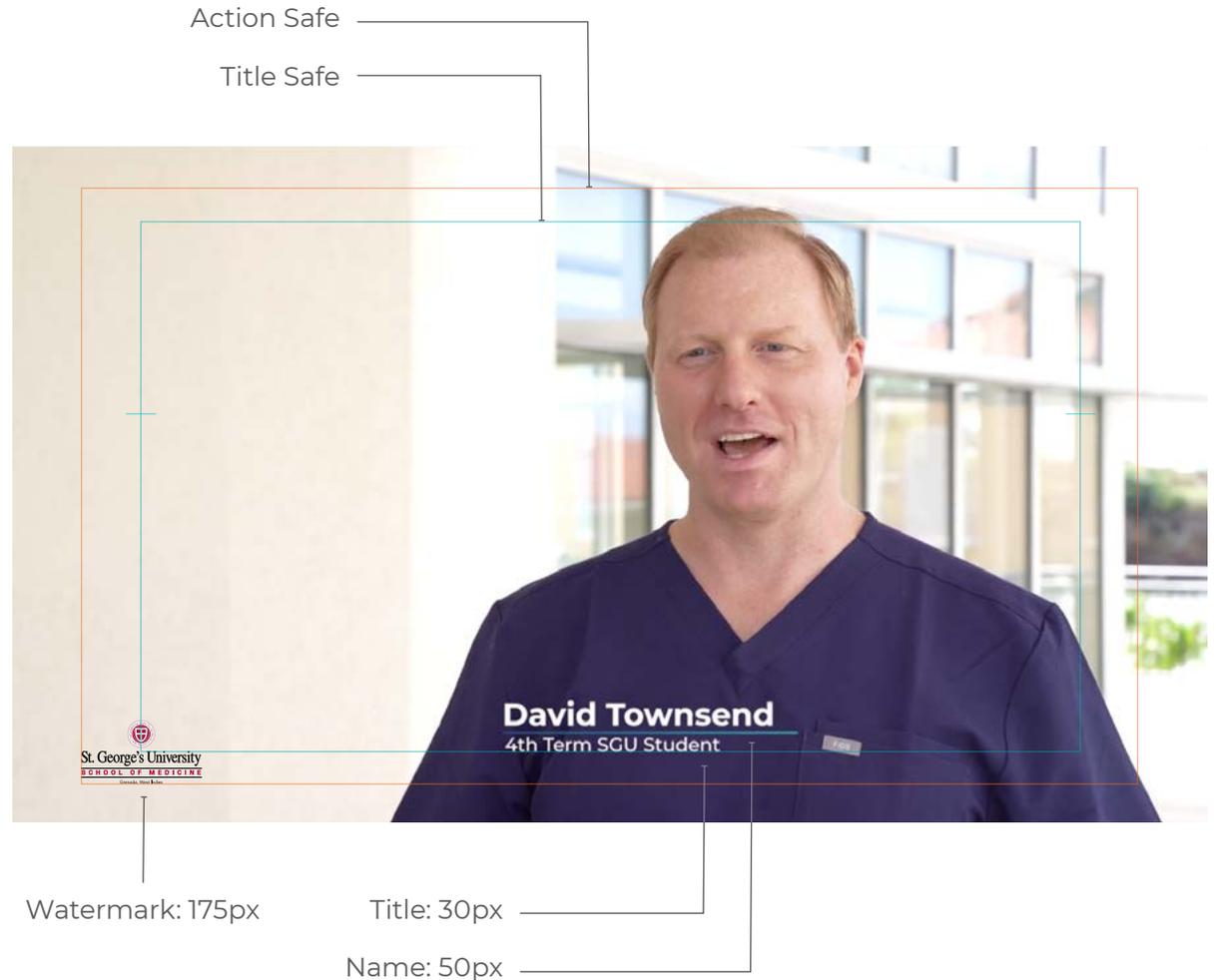
Text should be white or navy blue depending on the background color. The name size is 50px and the title size is 30px. Text should always be left aligned and must be typeset in Montserrat.

Lower third placement can move based on the position of the subject within the shot, but it must always remain within the title safe guides. [Download files](#)

## Title Cards

Title cards are full-screen graphics communicating a text-based or graphical message to replace or support the spoken word.

There are three background design options to choose from: solid navy blue, geometric pattern (both still and animated), and photo with a navy blue overlay. The photo in the background can be changed to match the subject of the video.



The layout and content of title cards can vary depending on message and need. On-screen text should be readable above all else. Type should be white with highlighted text in turquoise and must be typeset in Montserrat. If using a statistical callout, the number should be 200% larger than the supporting copy. [Download files](#)

## End Cards

End cards are important aspects to video production as they reinforce the brand and bring the call to action to the forefront. They must include a logo and relevant call action. Accompanying text must be typeset in Montserrat. Backgrounds options are the same as those for title cards.

Specific YouTube end cards are available to encourage viewers to watch other content on our channel. There are three options: animated geometric background, still aerial of campus with water motion, and a reveal of campus. [Download files](#)

## Music

Generally, the music in a video should fit the tone of the message being expressed. For example, if the message is happy, use more upbeat music, and if it's serious, use a more formal soundtrack. SGU maintains [a library of royalty-free stock music](#) approved for marketing and promotional use. If you wish to source your own music, [Audio Jungle](#) is recommended.

You must use royalty-free music, and soundtracks must follow all copyright laws. If you wish to use copyrighted music, a synchronization license must be purchased and coordinated through the legal department.

## Tone of Voice

SGU's unique brand personality must be conveyed through video narratives by ensuring scripts and footage adhere to the established tone of voice. Please refer to page 88 for specific guidelines.

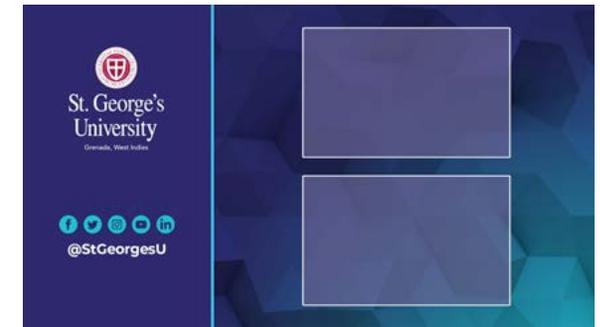
TITLE CARD EXAMPLES



END CARD EXAMPLES



YOUTUBE END CARD EXAMPLES



# SELF-PRODUCED VIDEO GUIDE

## Setup

- Make sure you are in the center of the frame. Be aware of your background. Straighten up any clutter. Remove any potentially distracting or unwanted items from the shot.
- If you're using the camera on your phone, please turn your phone horizontally (landscape mode) when filming.
- Great lighting is essential to creating a great video. When filming yourself, make sure you're in a room filled with light. Pull back the curtains from your windows, if necessary, to let sunlight in.
- When setting up the scene, think what you would do for a portrait
- Look for a background preferably framed by color
- Make sure light is coming from behind the camera toward your face.
- Audio is essential to getting your message across. Please film in a noise-free environment. Close windows to eliminate outside noise.

## Content

- Talk directly into the camera. Take your time and don't rush through what you have to say. Make sure you introduce yourself at the beginning.
- Just like public speaking, try to memorize the content. It's obvious when someone is reading from a screen so saying it from the heart is more powerful.
- When applicable, film at least 2-3 good takes. Providing multiple options can help with editing and avoid the need to re-record anything. These are known as "safety takes."

## How to Record a Video at Home

We created a how-to video to help you set create a quality recording at home.

Watch now



## Example

Here is an example of a well executed self-produced video:

Wellness Message from Andrew Sussman, MD



## RELEASE FORMS

Anyone featured in a video used for promotional purposes must complete and sign a photo release form. Any image that depicts a patient (human or animal) must also be accompanied by a release signed by the appropriate person (i.e. self, parent/guardian for minors, owners for pets, etc.). Release forms can be found at [sgu.edu/photorelease](https://sgu.edu/photorelease).

# SOCIAL MEDIA

# MESSAGING

SGU's social media voice is visionary, open, authentic, and responsive. Our tone varies based on content, but we strive to come across as friendly, warm, and welcoming, with confidence and authority. All posts must follow editorial and branding guidelines.

We strive to include some form of multimedia on all posts, with distinctly branded elements. A clear call to action should be used on all our posts, including shortened and trackable links to the SGU website where applicable.

All uses of emojis and hashtags must be tasteful and in accordance with best practices for each platform.

## Voice

**CHARACTER:** visionary, creative, open, authentic, inclusive, responsive, supportive

**TONE:** friendly, confident, authoritative, welcoming, warm, down-to-earth

**LANGUAGE:** direct, clear, uncomplicated

**PURPOSE:** educate, engage, inform

Keeping in mind that many of our followers are prospective and current students, we strive to create a positive and encouraging digital environment where questions are welcome, and where both practicing and aspiring healthcare professionals are affirmed in their passion for the medical industry.

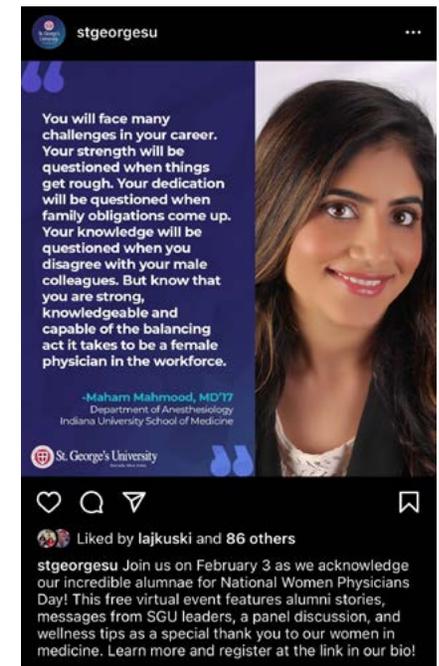
Always respond to comments and inquiries, both public and private, within 24 hours. Always use "we" (i.e. "How can we help you?") along with approved responses.

## Editorial

- Keep posts short, and always abide by the **SGU Editorial Style Guide**.
- Always include a CTA to a shortened, trackable link to the SGU website where applicable.
  - When driving traffic to a link on Instagram, do not put the link in the caption. Include “Link in bio.” at the end of the copy, and schedule the link to go live in our Linktree account.
- Lead off articles, testimonials, and profiles with a compelling quote from the subject. Capture attention with the quote; identify the subject and why followers should click through to read the full article; end with the link.
- When leading off with a quote, add a hard return before continuing with CTA language. Always tag people and organizations where applicable.

## Emojis

- Keep emojis to a minimum. Only include 1-3 when using them.
- Place emojis at the end of sentences or the overall post, not at the beginning or in the middle. Consider leading a CTA line off with an emoji.
- When using new emojis, always check them on every device and platform to make sure they translate the way they are intended to be used.



## Hashtags

- Do not use hashtags on Facebook unless the post is part of a national/international trend or an ongoing branded campaign (i.e. #WorldDoctorsDay #SGUGrad #SGUAlumni).
- Only use 1–2 hashtags per Twitter post.
- Current best practice on Instagram is using at least 11 hashtags per post for discoverability—place either at the end of the caption or in the first comment.
- Use approved branded hashtags whenever possible: #WeAreSGU #StGeorgesU #stgeorgesuniversity #SGU #sgusom #sgusvm #sgusas #ExperienceSGU #MeetSGU.

## MULTIMEDIA

Aim to include an image or video with every post possible, using best practices and SGU-specific branding and formatting.

## Videos

- Always upload videos directly to the platforms; do not link to YouTube unless the video is too long (under 140 seconds for Twitter; under 10 minutes for LinkedIn; under 1 hour for IGTV).
- Always upload approved captions and thumbnails.
- Mirror titles across platforms.



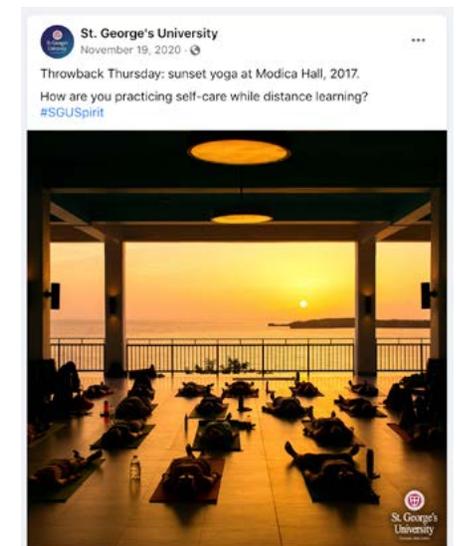
- Always use up to eight appropriate tags on Facebook and IGTV and at least eight tags on YouTube.

## Photos

- Always use approved photos from PhotoShelter or user-submitted photos.
- Always choose photos with a diverse representation of the student body.
- When reposting user-generated content, always ask permission and cite the source.
- When adding text to images, always abide by SGU branding guidelines, using proper font and colors.

## Organic feed posts

- Use template SocialPostTemplate.psd.
- Sizes: 1080px X 1080px (Facebook, Instagram, LinkedIn)  
1200px X 675px (Twitter)
- Place stacked white SGU logo at 25% in bottom right hand corner, 1 px from right and bottom.
  - If logo is illegible, add a drop shadow: 50% opacity, 90° angle, distance 3, spread 7, size 16.
- Place credit, if needed, in bottom left hand corner: Montserrat typeface, size 18, white, 1 px from left and bottom.



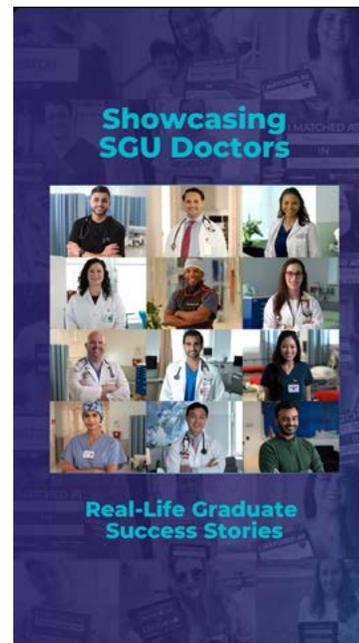
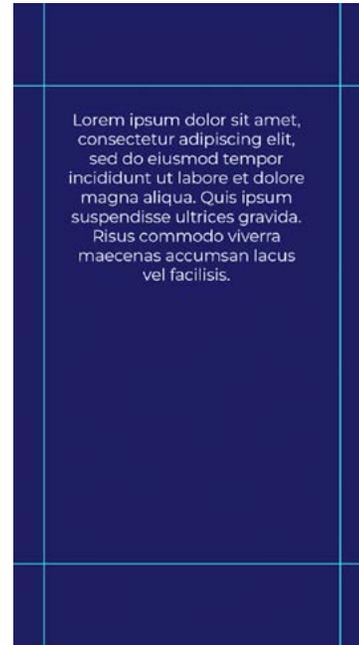
- Credit should include company and/or photographer's name. User-generated content should use, "Courtesy of (first and last name)"
- If text is illegible, add a drop shadow: 50% opacity, 90° angle, distance 3, spread 7, size 16

### Instagram/Facebook Stories posts

- Use template SocialStoryTemplate.psd
- Size: 1080px X 1920px
- Margins: 250 px top and bottom, 100 px left and right

## SCHEDULING

- Keep an eye on analytics for when followers are most active to determine scheduling.
- Use Sprout Social's "Viral Post" scheduling tool



# BREAKING NEWS/CRISIS COMMUNICATIONS

- Always be aware of any major events or breaking news when publishing social media content.
- Pause the queue during major breaking news events and follow the guidance from the digital marketing agency on next steps.
- For breaking institutional news, announcements, and/or crisis communications, coordinate with the communications team for deployment strategy.
- When in doubt, pause all queues until an approved statement has been released.

# PROMOTIONAL ITEMS AND APPAREL

## OVERVIEW

We want to protect and promote our brand by ensuring the public can properly identify and associate the SGU name and logos with officially licensed products that have been approved by the University. The University requires that all members of the community (faculty, students, staff, and alumni), as well as all external manufacturers and vendors, obtain permission before producing any product that displays the St. George's University name or marks.

If you are granted permission to use the logo, you may not, either directly or indirectly, sub-license or assign permission to another individual or organization. The logo cannot be used on merchandise or apparel for personal commercial gain through any unauthorized sales.

## COLORS

Adhering to specified color combinations will increase logo visibility and optimize brand recognition throughout all promotional items and apparel.

### Logo Colors

You should use the SGU logo in the standard full color version whenever possible. The number of imprint colors needed will vary depending on the product color:

- White product—two color imprint (SGU red and black)
- Light-colored product—three color imprint (SGU red, black, and white)
- Dark-colored product—three color imprint (SGU red, black, and white)
- Black product—two color imprint (SGU red and white)

You may sometimes be limited to a one-color imprint on merchandise due to budget constraints or product limitations. One-color logos may only be reproduced in black, navy blue, and white.

- White or light-colored product—black or navy blue imprint
- Black or dark-colored product—white imprint

## Product Colors

The University's color palette should guide your selection of merchandise. Your choice in merchandise is one of six colors: navy blue, turquoise, white, black, light/heather gray, or dark/heather gray. Silver or stainless steel is also acceptable in lieu of gray. The colors should be as close to the PMS colors as possible. It is highly recommended that you request samples of all products to ensure the color is accurate.

You should never select a product in a color not in the palette. We understand that some products are only manufactured in certain colors; please make a reasonable effort to find another product that fits within our color palette.

### FULL COLOR IMPRINT



### ONE COLOR IMPRINT



*Always ensure you use the black, navy, or white version of the logo specific for promotional items and apparel. These versions are crafted differently to work with one color imprints.*

## PROMOTIONAL ITEMS

When selecting promotional items, keep in mind the brand positioning. Items should reflect the outstanding quality of the SGU experience and excellence associated with the SGU name. We recommend selecting items that are useful and reusable so the brand gets maximum exposure. Refrain from selecting novelty or gimmicky items or items that are of little use to our audience.

All logo usage rules apply.

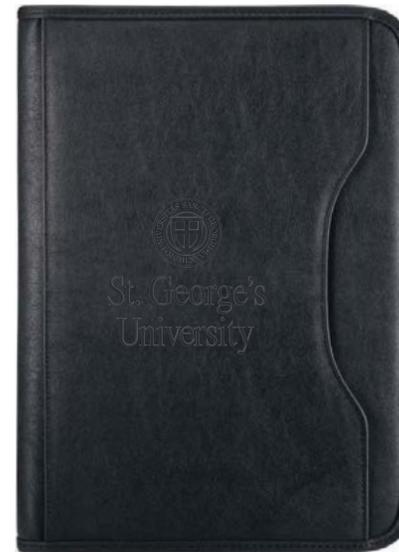
In some cases, the item on which the SGU logo is to be printed is too small for the words or graphics to be legible (i.e. pens). Occasionally, removing the location line or using just the website address or word mark alone might be most appropriate. The Marketing and Communications team will work with you to address situations like these.

## APPAREL

The following guidelines will help you in applying the SGU logo to apparel to achieve the greatest impact:

- When applied to a T-shirt, sweatshirt, jacket, hat, or other apparel, the logo should be placed so it is easily visible, with ample clear zone around it. No words, designs, logos, or images may crowd, overlap, merge, or obscure the logo.
- When applied to a T-shirt, sweatshirt, jacket, and other tops, the logo must appear on the front, full chest, or left

## PROMOTIONAL ITEM EXAMPLES



breast when being used on its own. When being used in conjunction with another design element (i.e. event graphic or student organization logo), it can appear on the front or back at the bottom of the additional design or along the back neckline.

- Do not stretch the logo. Do not disproportionately resize different parts of the logo to make it work with certain applications (i.e. embroidery). The logo proportions must remain the same whether reduced or enlarged.
- The logo should not be so large that it wraps around an apparel item, or the wearer has to turn so the entire logo is visible.
- The logo should never be placed in such a way that it would be divided by a zipper, buttons, or other fasteners. It should not be placed across a pocket so that the logo would be divided when the pocket is opened.
- The seal should never be used on apparel in place of the official SGU logo.
- All other logo usage rules apply.
- The location line in the logo can only be removed in instances where it will become too small to be legible or too difficult to print.

### APPAREL EXAMPLES



## Uniforms

Uniforms that bear the SGU logo should abide by the apparel guidelines previously outlined. In addition to the colors listed above, staff uniforms are also permitted to use the SGU red. All uniforms using the logo must be reviewed and approved by the Marketing and Communications team to ensure the quality of the logo reproduction.

## White Coats

Every term, students in the Schools of Medicine and Veterinary Medicine are welcomed into their fields of study with a White Coat Ceremony. SGU provides all students with a branded white coat for this symbolic event.

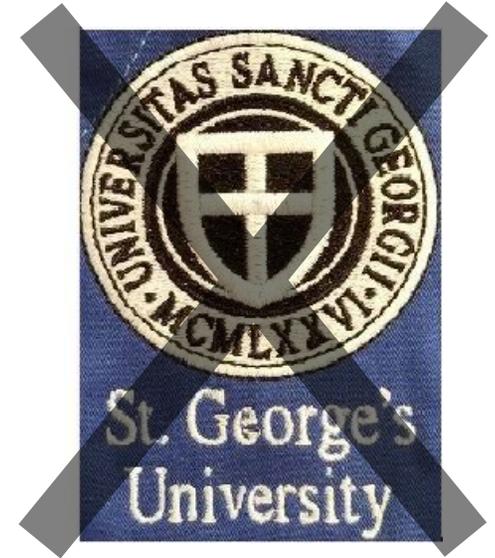
White coats must be of the short variety (falling at the hip), which is the length worn by students during their clinical rotations. The school specific logo must be placed on the left chest, above the pocket.

Patches with the official school logos are available for those who need to add the logo to a self-purchased white coat. Patches must be affixed on the left chest, above the pocket.

Student names can be embroidered on white coats if desired. To keep the embroidery professional and consistent among all SGU white coats, please follow these embroidery guidelines:

- Name should be embroidered on the right side of the coat ("right side" from the perspective of the wearer). It should not be embroidered under the logo or on the left chest pocket.

## UNIFORM EMBROIDERY EXAMPLES



## WHITE COAT AND PATCH EXAMPLES



- Use Arial font at a height of 5/16" or 8mm
- Use black thread only. Letters must be detailed and legible. A running stitch (single thread lettering) won't be suitable for this type of embroidery.
- MD or DVM credentials cannot be used until after the student's degree is conferred.
- Students with previously conferred postgraduate degrees are able to use these credentials on their white coats. A comma must be used between the name and degree(s). SGU style dictates that no periods or spaces are used between letters. Examples include
  - John Doe, MS
  - Jane Smith, MSc, PhD

## REPRODUCTION

University departments, student organizations, and individuals looking to create branded apparel or promotional items must submit a logo request form at [sgu.edu/brandguidelines](https://sgu.edu/brandguidelines) and attach any samples of the intended usage.

# CAMPUS BRANDING

## BRAND EXPERIENCE

The brand experience for the SGU community should be seamless once they arrive on campus. From signage to vehicles to class materials, all items on campus should continue to represent the SGU brand in professional and consistent manner.

## SIGNAGE

The intent of these guidelines is provide direction for all new signage and provide guidance for replacement of existing signage on campus. There is flexibility to address each application based on medium while still applying a University-wide brand strategy.

The following guidelines will help you in applying the SGU logo and visual identity to campus signage to achieve the greatest impact:

- The logo should be placed so it is easily visible, with ample clear zone around it. No words, designs, other logos, or images may crowd, overlap, merge, or obscure the SGU logo.
- Do not stretch the logo. Do not disproportionately resize different parts of the logo to make it work with certain applications. The logo proportions must remain the same whether reduced or enlarged.
- The logo should be visible in its entirety from a straight-on view. It should not wrap around a corner, pole, etc.
- The logo should never be placed in such a way that it would be divided by a door, window, or other opening that would cause it to be divided when the object is opened.
- The seal should never be used in place of the official SGU logo, and it cannot be used as a stand-alone design element. If the logo is to appear on a sign, it must appear in full as the official lockup.

- All other logo usage rules apply
- The location line in the logo can only be removed in instances where it will become too small to be legible or too difficult to print.
- The Montserrat font should be used wherever applicable. If Montserrat is not an available option, Arial should be used as a substitute.
- Colors should reflect the approved color palette outlined in this book.

All designs and use of the logo on campus signage must be reviewed and approved by the Marketing and Communications team to ensure brand consistency and the quality of the logo reproduction.

## Exterior Signage

Examples of branded exterior signage that must be consistent with SGU brand standards include, but are not limited to:

- Campus entrance
- Building and exterior entrance identification
- Transportation signs—parking, bus stop, directional
- Wayfinding markers
- Bronzes/plaques
- Campus directories

CAMPUS ENTRANCE



CANOPY



TRANSPORTATION SIGNS



- Sports field or court paintings
- Temporary or permanent awnings, canopies, and coverings

## Interior Signage

Examples of branded interior signage that must be consistent with SGU brand standards include, but are not limited to:

- Lobby signage and building directories
- Interior directional signs
- Digital displays
- Wall graphics
- Floor plan identification signs
- Room identification signage (including restrooms)
- Department and office door/window decals

## FURNISHINGS AND EQUIPMENT

In addition to signage around campus, there are a variety of other materials that display the SGU logo. Examples of branded furnishings and equipment that must be consistent with SGU brand standards include, but are not limited to:

WELCOME CENTER EXTERIOR SIGN



WELCOME CENTER INTERIOR WALL GRAPHICS



## 75 // CAMPUS BRANDING

- Podiums and lecterns
- Portable event seating or seat coverings
- Barricades or other crowd control structures
- Rugs, runners, or mats
- Reception desks
- Waste receptacles
- Flags or banners used as decor or part of an interior design
- Clocks

### CAMPUS DIRECTORY



### EXTERIOR ENTRANCE



### INTERIOR AND EXTERIOR ROOM SIGNS



### PODIUM



## VEHICLES AND BUSES

All official University vehicles and buses are to be identified as such with signage that reflects the current University branding and includes the University logo. The logo is to be placed straight and centered on the relevant vehicle panels; it is not to be tilted or angled in any way.

Campus buses should be clearly branded with the SGU logo and adhere to color, typography, and imagery standards for any custom wraps. Wrapped graphics must comply with all logo standards. Additionally, the logo cannot be placed over any seams where it will be distorted or broken apart when open.

All vehicles are to have either a white, red, or navy blue exterior.

If required, the division or department may be included on the vehicle as well (i.e. Department of Public Safety and Security). The should appear either below the logo or on a separate panel; it cannot be added to the logo or in place of the University name to create a new logo.

## ID BADGES

All students, faculty, and staff issued an official University ID badges. ID badges are required to access campus buildings, classes, and university transportation.

All ID badges must include the generic University logo and are color-coded based the year they were distributed. The colors vary from year to year and do not repeat in order to ensure older, invalid IDs are not being used to gain access to campus.

### VEHICLE AND BUS EXAMPLES



### ID BADGES



# UNIVERSITY EVENTS

University events are a main opportunity to promote the SGU brand experience in a large-scale way. All event-related items from signage to decor to takeaway materials should adhere to the brand guidelines outline in this book. When producing and selecting items for events, keep in mind the brand positioning. Materials should reflect the outstanding quality of the SGU experience and excellence associated with the SGU name.

Event signs can range from mounted posters on easels to pipe and drape banners to pole banners. They can include just the University or school-specific logos, or they can include an event name, message, and/or other graphic elements. Event decor, giveaways, programs, and any other distributed materials should abide by the brand guidelines when it comes to color, fonts, and logo usage.

Exceptions include White Coat Ceremonies, Nursing Inductions, and Commencement. These events and associate materials may follow traditional branding. Please refer to "Ceremonial Events" on page 81 for specific guidelines.

Examples of decor that must be consistent with SGU brand standards include, but are not limited to:

- Table cloths, napkins, and other linens
- Balloons
- Drapery, streamers, and other accent decorations
- Chair coverings for formal events

Official ceremonial events such as White Coat Ceremonies and Commencement are permitted to incorporate the traditional SGU color palette of red and black.

# DISTRIBUTED MATERIALS

## Events and Activities

All printed programs, promotional materials, and giveaways for official University events must be consistent with SGU brand standards.

The SGU logo may not be used on any materials for events or activities that are not officially sponsored by the University. This includes student-run events, club fundraisers, unofficial guest appearances, etc.

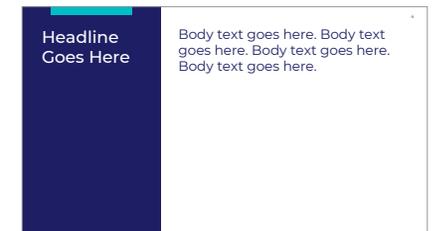
Any department or organization wishing to use the SGU logo on event materials must obtain permission. Please fill out the logo request form at [sgu.edu/brandguidelines](http://sgu.edu/brandguidelines) and attach any samples of the intended usage. The request will be reviewed by the Marketing and Communications team to determine if it is appropriate to include the SGU logo. If permission is to be granted, the materials must abide by the branding guidelines listed in this book. The University logo should not appear on any materials that do not follow the brand guidelines.

## Teaching Materials

Teaching materials such as PowerPoint presentations or handouts should follow the branding guidelines outlined in this book and use the proper University or school-specific logo.

To aid in your presentation creation, there is a branded PowerPoint template available on the [Office of University Communications](#) portal page under the Brand Assets box. If you have any questions, need guidance on using the template, or have trouble accessing the template, please email [marcom@sgu.edu](mailto:marcom@sgu.edu) for assistance.

## PRESENTATION TEMPLATE



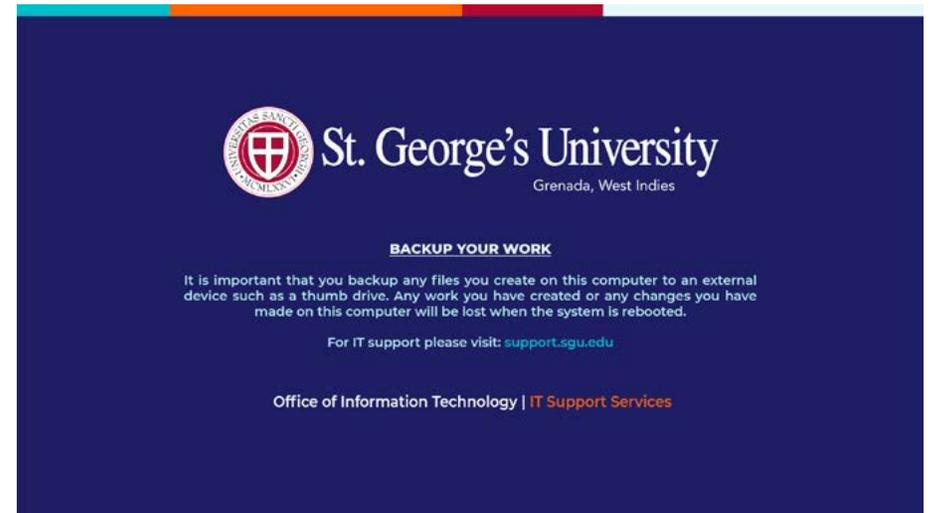
# TECHNOLOGY

Examples of branded technology that must be consistent with SGU brand standards include, but are not limited to:

- Desktop backgrounds or screensavers on public computers
- Custom branding on software solutions such as the University portal, Sakai, Qualtrex, Banner, CRM, etc.

## BRANDED DESKTOP BACKGROUND

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# TRADITIONAL BRANDING

# CEREMONIAL EVENTS

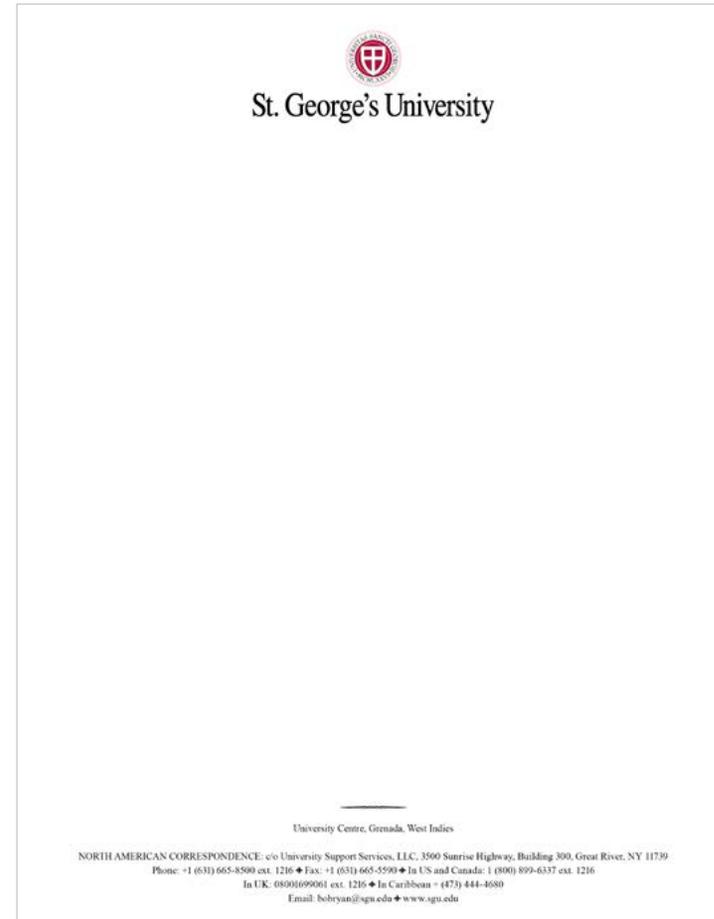
There are several instances where it is acceptable to use the more historical SGU branding. Materials related to University ceremonies such as White Coat, Commencement, Nursing Induction, investitures, etc., should continue to use the seal and the traditional school colors of red and black.

These materials include items such as:

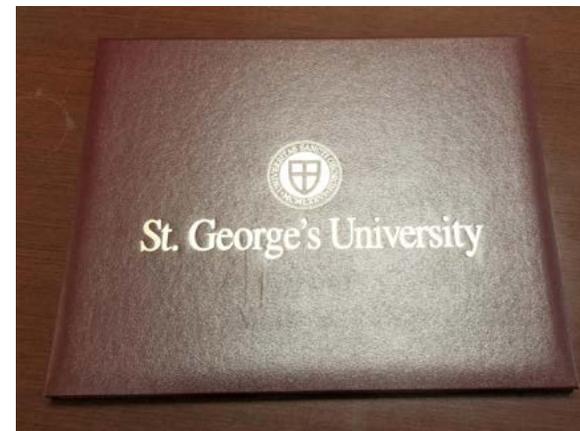
- Letterhead related to ceremonial communications with the Grenada government or other dignitaries
- Invitations to students, dignitaries, speakers, etc.
- Programs
- Backdrops and decor
- Diplomas, diploma cases, certificates of completion
- Regalia, medals, nursing laps, and other ceremonial items

## INSTITUTIONAL LETTERHEAD

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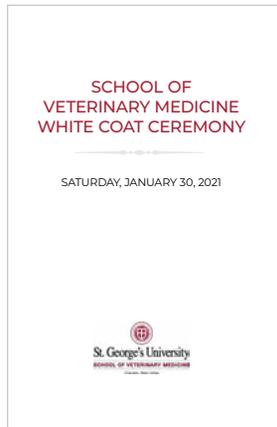
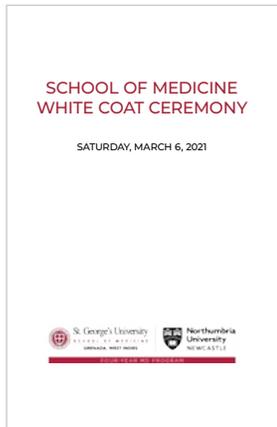
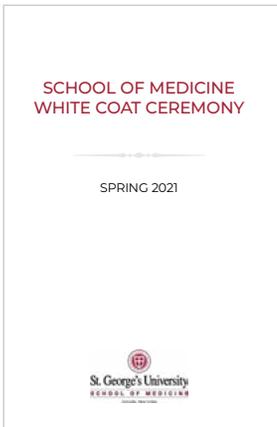
COMMENCEMENT



WHITE COAT CEREMONY



NURSING INDUCTION CEREMONY



# PRINT PRODUCTION

# GUIDELINES

To ensure we receive elegant and quality printed materials on a consistent basis, there are several key elements of the print production process that must be adhered to closely.

## Colors

To ensure proper color replication, only CMYK and Pantone color profiles should be used for print materials.

**CMYK** colors are created using a mix between cyan, magenta, yellow, and black inks. This printing color process is generally used in inkjet printers (like those found in homes and offices) and commercial presses.

**Pantone** is a popular spot color system. These colors are pre-mixed inks in specific hues used in commercial presses. They look the same no matter who prints them.

**RGB and Hex** color profiles should be used exclusively for digital content. They do not translate properly on print pieces, which results in off-brand colors.

## Photos and Graphics

Image quality is paramount with printed materials. Pixelated or skewed images diminish the character of a piece.

**Raster files** (JPG, PNG, GIF, TIFF) should be used for all photos. These files need to be high-resolution (300 dpi) and large enough in size to fit within the assigned space. Anything smaller in resolution and/or size will result in a loss of quality (pixelization).

**Vector files** (EPS, AI) should be used for graphics and illustrations. These file types do not lose quality when they are scaled.

## Paper

We limit paper choices to help ensure a high standard of printing while also giving us control over how SGU colors look when printed.

**Coated** paper displays text and images with sharper detail and denser color. Our color palette was created for coated paper; the brand colors will not reproduce properly on uncoated paper.

**Smooth, silk, or satin finishes** have a more premium feel and provide a memorable tactile experience.

**Bright white** paper makes colors pop. Do not use off-white or cream stock. These colors make a piece feel dated and can cause images have a darker, more muted tone.

## Bleed and No Bleed

When cutting printed sheets in a stack, it's impossible for a cutting blade to hit the exact same location on every page. To avoid inconsistent margins, design files should not include artwork that runs only to the edge of the page. Content either needs to be extended past the trim area or contained within set margins.

**Bleed:** Files that have text, images, or colors that run off the trim edge of your final printed piece must be submitted with an extra 1/8" (.125") border all around. This extra extension of your graphics is called a bleed.

**No Bleed:** If you do not want a bleed on your document, it should be submitted with at least a 1/8" (.125") white border all around. These margins are called safe guides.

# EDITORIAL

# TONE OF VOICE

Unlike design guidelines, which specify precise visual rules, tone of voice guidelines are necessarily much looser. With the flexibility of language, the only way to ensure exact consistency would be to insist on the use of stock phrases and vocabulary—far from the creative and compelling copy we hope to deliver. However, it is important to be aware of the key principles that underpin the SGU tone of voice, as these allow us to convey the University brand's unique personality.

## Visionary

**Our Goal:** Creative, experimental, open to new ideas, at the forefront

**What to Avoid:** Unrealistic, not living in the real world, dreaming and not doing

What we do impacts people all over the world—from the future physicians, veterinarians, business professionals, and public health professionals we educate to the patients and future clients they meet. Doing so on the scale we do it requires imagination. We're people with vision, with the foresight to see and believe in new ideas. And more importantly, we'll act on our vision. This doesn't just apply to the big stuff but the little details of everyday life at St. George's—from the way we connect with business partners or alumni, to the way we target prospective students and beyond.

## Conversational

**Our Goal:** An open and responsive attitude to our readers and community

**What to Avoid:** Corporate-speak, copy without emotion and depth

Community driven copy demonstrates an open and responsive attitude towards our University community—and indicates a respect for our readers by not hiding behind corporate babble and robotic, non-customer centric copy.

## Friendly

**Our Goal:** Inclusive, welcoming, responsive, supportive, warm, down-to-earth

**What to Avoid:** Lacking ambition or drive, too soft, no focus, unprofessional

Our friendliness comes in part from our Caribbean roots. We connect with people in a human way and are inclusive and warm. People often talk about the welcome and support they get at St. George's University. We're quick to respond to students, faculty, and our prospective students. We like to help to make things happen—we don't hide behind pompous, over-formal language or ambiguity. We're direct and honest. We're in touch and relevant.

## Direct

**Our Goal:** Clear, uncomplicated, and easy to understand. Jargon-free

**What to Avoid:** Dumbed down, patronizing, facile, lacking in substance

Straightforward doesn't mean that we're dumbing down, over-simplifying, or being patronizing. It means that we avoid over-complicated terminology and jargon that is exclusive to our business sector. We make our language as easy as possible to understand. People don't have time to wade through complex and long-winded explanations and we stand a much better chance of getting our message across if we keep it simple. Text should be clear, concise, and compelling.

## Confident

**Our Goal:** Accomplished, authoritative, we celebrate success, we take pride in what we do

**What to Avoid:** Arrogant, style over substance, over-promising, self-important

It is our job to help our University be recognized for our achievements—and to showcase the individuals as well as the University as a whole. We should take pride in the great things we do and celebrate our successes. This isn't about being boastful but doing justice to the work our community is doing. Write with authority as well as confidence. If we project confidence we will inspire confidence.

## EDITORIAL STYLE GUIDE

The SGU editorial style guide provides our standards for editorial consistency and serves as an easy-to-use reference regarding the University style, punctuation, and word usage. Our style is based on The Chicago Manual of Style, 15th edition and Merriam-Webster's Collegiate Dictionary. Any of the style points that are taken from the Chicago Manual of Style are noted as such. If no reference is given, the recommendation is SGU style as decided by the marketing and communications team.

You can find our full editorial style guide at [sgu.edu/styleguide](https://sgu.edu/styleguide).

# APPENDIX: SUB-BRANDS

# CREATING AND USING SUB-BRANDS

SGU has a variety of programs and activities that benefit from having their own visual identities. These sub-brands allow for content and messaging to be targeted to more specific markets within our audience. However, all sub-brands tie back into the overarching University brand, strengthening and echoing the its values and positioning.

As not to dilute the University brand, sub-brands are kept to a minimum. All sub-brands must be created in collaboration with the marketing and communications team.

All materials for sub-brands must also include the University or appropriate school-specific logo as to clearly identify the relationship with SGU.

## Student Clubs and Organizations

The University is home to more than 60 active and vibrant student clubs and organizations. Often, these groups want to create logos and apparel to help connect their members and bring awareness to their mission. We support this effort for individuality, but we request that all logo concepts are discussed with the Marketing and Communications team before launch so we can ensure it does not compromise any of the official SGU logos or the overall University brand. Please email us at [marcom@sgu.edu](mailto:marcom@sgu.edu) to discuss your logo ideas.

## CityDoctors

CityDoctors, the collaborative program between St. George's University and several of our affiliated hospitals, is a scholarship program designed to attract and educate the best and brightest students to become doctors committed to serving in urban hospitals.

This logo should only be used in black. In addition to the CityDoctors and SGU logo, the logo of the appropriate affiliated hospital or healthcare system must appear on CityDoctors materials (i.e. Hackensack Meridian Health, NYC Health + Hospitals, etc.).



## College Logos

The School of Medicine is broken down into nine colleges (named for renowned physicians) that are learning communities focused on small group work. The mission of the college system is to create a tight-knit, close, and yet diverse collegiate environment in which students are comprehensively supported to develop and demonstrate the skills, knowledge, and compassion, required to be a practicing physician. These logos underscore the attributes of each college and bring a sense of camaraderie to each group. They can be used in two-color format.



**BLACKWELL**  
COLLEGE



**CURIE**  
COLLEGE



**FLEMING**  
COLLEGE



**GALEN**  
COLLEGE



**HIPPOCRATES**  
COLLEGE



**McINDOE**  
COLLEGE



**METRODORA**  
COLLEGE



**PEABODY**  
COLLEGE



**TAYLOR**  
COLLEGE

## See SGU

Visitors to our campus are in awe of its beauty and modernity. Campus visits are a key conversion factor, thus the See SGU program was created that ensure a personalized, authentic experience is provided to everyone who steps foot on campus.

This logo can be used in full color, black, or white.



## SGU Social

SGU Socials are hosted in cities across the US and give accepted MD students the opportunity to connect with soon-to-be classmates from their local area. These informal events are held at trendy locations with relaxed and friendly vibes that promote conversation.

This logo can be used in full color, black, or white.



## SGU/NU

The St. George’s University of Grenada School of Medicine/Northumbria University Four-Year MD Program and Five- and Six-Year MD Tracks are a collaboration between the two institutions to foster an international perspective to medical education. There are four logo and word mark versions for this partnership, each with its own color variations. There is a specific set of guidelines for the SGU/NU logo. Read the comprehensive guidelines at

[sgu.edu/nulogoguidelines](http://sgu.edu/nulogoguidelines).



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



Northumbria  
University  
NEWCASTLE

FOUR-YEAR MD PROGRAM | FIVE- AND SIX-YEAR MD TRACKS



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FIVE-YEAR MD TRACK



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FIVE-YEAR MD TRACK



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Northumbria  
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SIX-YEAR MD TRACK



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GRENADA, WEST INDIES



Northumbria  
University  
NEWCASTLE

SIX-YEAR MD TRACK

## UNITED

UNITED's mission is to promote and advance practices, policies, and programming that foster a culture of diversity and inclusion across the entire University, resulting in organizational success and community well-being throughout SGU and USS.

The logo can be used in full color.



Understanding the Need for Inclusion,  
Transparency, Equity, and Diversity

# QUESTIONS?

Contact the Marketing and Communications team at [marcom@sgu.edu](mailto:marcom@sgu.edu).