

I. POLICY

The Eastern Virginia Medical School (EVMS) brand reflects our commitment to excellence, our goals, and the values that represent the core of EVMS. Consistent use of established branding standards unifies the diverse array of EVMS activities, achievements and audiences, and builds a stronger reputation for the institution as a whole. It is the policy of EVMS that schools, departments, programs, centers, groups and/or employees must follow the branding standards as outlined below.

II. PROCEDURE

A. Policy Application. This policy applies to the use of the EVMS logo and the creation of all materials with the potential for distribution beyond the reach of an individual classroom including, but not limited to, print materials, web content, signage, display, electronic format, broadcast, and/or merchandise (including those for educational purposes).

B. Branding Standards.

1. EVMS Marketing & Communications administers the branding standards for EVMS and has established an EVMS brand webpage that provides guidance, tools, and information on how to use the EVMS name and visual identity.

2. It is the responsibility of all members of the EVMS community to be familiar with the EVMS brand webpage and to:

- i. Utilize available templates and refer to the Visual Identity Guide when using the EVMS name and branding.
- ii. Seek approval of EVMS Marketing & Communications for any use of the logo and branding in any and all print, web, display, broadcast, electronic format, and merchandise prior to purchase and distribution.
- iii. Use only the approved program, department, center and campaign logos for any and all print, web, signage, display, broadcast, electronic format, and merchandise.
- iv. Avoid creating or using taglines, logos, or other artwork outside the EVMS brand in any campaigns, unless first approved by EVMS Marketing & Communications.

C. Enforcement. EVMS Marketing & Communications is authorized to monitor and enforce this Policy and may:

1. Deny the use of the EVMS logo and branding on materials that are inconsistent with the EVMS Visual Identity Guide;
2. Require that any web content, broadcast, or electronic formats that are inconsistent with the EVMS Visual Identity Guide be removed;
3. Require that any print, signage, display, or merchandise found to be inconsistent with the EVMS Visual Identity Guide, be revised to conform with EVMS branding standards or that such formats be removed and/or surrendered.