INTRODUCTION

Brand is an extension of our vision and mission, not a replacement. While the University of Iowa College of Pharmacy’s vision and mission statements communicate to the world what we do in practical terms, our brand expresses the unique way in which we do it. Our brand captures and conveys the personality of our organizational culture and the qualities one can expect to experience consistently when interacting with the College and its representatives.

The brand values and concepts presented in this document are based on interviews and focus groups with the UI College of Pharmacy leadership and external stakeholders, as well as survey responses from 661 students, faculty, alumni, and friends. Additionally, these values and concepts are designed to support UI College of Pharmacy’s vision and mission.

OUR VISION:
We are driven to be a preeminent college of pharmacy in the world. Our world begins in Iowa.

OUR MISSION:
To excel in educating the next generation of leaders in pharmacy practice and pharmaceutical sciences.
CORE BRAND VALUES

The college’s new strategic messaging will center around three core brand values: Discover and Grow Together; Build Excellence; Achieve Outcomes that Matter.

These brand values serve as the foundation of our institutional brand and the source of inspiration for both our 3-color global crescent and our tagline: REAL WORLD. REAL EXCELLENCE. REAL IMPACT. The brand values are also essential tools for clarifying and communicating our brand to the world.

These values are intrinsically linked to the UI College of Pharmacy experience and articulate the qualities that emerged most strongly in our research with students, faculty, alumni, executive board members, leaders, and other health care professionals. They should be used strategically to direct all communications, including how you select and frame the stories you publicize and what key messages you develop and reinforce within those communications.
1. DISCOVER AND GROW TOGETHER

Centered at the heart of a comprehensive, world-class academic health care system, the UI College of Pharmacy recognizes the power of synergy in raising the level of health care for Iowa, and beyond. Our students, faculty, and alumni are encouraged — in and out of the classroom, on and off campus, and across the field of health care — to make connections and build partnerships for the purpose of achieving greater success, both individually and collectively. Simply put, community is an essential part of our culture. It fuels our commitment to interdisciplinary and inter-professional collaboration, and fosters an environment where the integration of teamwork and breakthrough thinking are not only possible, but expected. Discover and grow together — we wouldn’t want to do it any other way.

“Our students are rubbing elbows with nurses and physicians every day.”
—A faculty member

**KEY WORDS AND PHRASES**

<table>
<thead>
<tr>
<th>collaboration</th>
<th>interdisciplinary</th>
<th>inter-professional</th>
<th>the power of synergy</th>
<th>community</th>
<th>partner/partnerships</th>
<th>team/teamwork</th>
<th>collective/collectively</th>
<th>integrate/integration</th>
<th>part of an academic health care system</th>
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**STORIES TO HIGHLIGHT**

News and stories that illustrate how the collaborative efforts of the students, faculty, and alumni of UI College of Pharmacy are:

- Enhancing the academic experience
- Improving patient care
- Advancing research

Special emphasis should be placed on examples that show members of the College of Pharmacy community working and learning in real health care and research environments alongside practicing health care professionals and scientists.

**SAMPLE HEADLINES**

UI Pharmacist Partners with Physicians Across the U.S.
Peer-to-Peer Support Enhances Student Performance
Facing End-of-Life Issues Together: The Palliative Care Institute of Our Future
Interdisciplinary Research Leads to New Discovery
2. BUILD EXCELLENCE

At the UI College of Pharmacy, we are building excellence in three key domains: academic, professional, and personal. Our students, faculty, and friends are encouraged to explore and discover who they want to be in the world of pharmacy, and to develop the knowledge, skills, and values necessary to realize their dreams. We believe that each of us has the potential to make a real and lasting difference, and we strive to help every member of our community reach his or her unique potential. A number of our distinguished faculty and graduates serve in positions of national and international leadership, while others prefer to drive excellence at the state or community level — and many are advancing the profession as practitioners and educators, or discovering and developing new medicines to eradicate disease and improve lives. However varied our paths, there is one thing on which our colleagues can depend — our shared commitment to build excellence.

“There are endless possibilities for being exceptional at Iowa.”

—A Doctor of Pharmacy student

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<tbody>
<tr>
<td>academic excellence</td>
<td>News and stories that illustrate how the excellence achieved by the students, faculty, and alumni of UI College of Pharmacy is:</td>
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<tr>
<td>personal excellence</td>
<td>• Enhancing the academic experience</td>
<td></td>
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<tr>
<td>professional excellence</td>
<td>• Improving patient care</td>
<td></td>
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<tr>
<td>reaching potential</td>
<td>• Advancing research</td>
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<tr>
<td>real and lasting difference</td>
<td>Special emphasis should be placed on examples that show how achieved excellence transcends the College of Pharmacy to impact the greater community and even the world.</td>
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<tr>
<td>distinguished faculty and graduates</td>
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<td>national/international leadership</td>
<td>American Pharmacists Association Select UI’s Vos as Fellow</td>
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<td>advancing the profession</td>
<td>“Medical Spanish” Helps Students Prepare for Patient Diversity</td>
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<tr>
<td>breakthrough discoveries</td>
<td>UI’s Herman Played Key Roles at Dubai Conference</td>
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<tr>
<td>impact</td>
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3. ACHIEVE OUTCOMES THAT MATTER

When it comes to innovation, the UI College of Pharmacy has a clear, distinctive philosophy. We are redefining the role pharmacy will play in tomorrow’s health care system one outcome at a time. Through education, research, and patient care, we steadfastly pursue new and better solutions to pressing challenges that matter to the people we serve — in Iowa and around the world. This unwavering focus on continuous improvement has allowed our students, faculty, and alumni to realize astounding achievements with practical, long-term value. From the discovery of new drug therapies to groundbreaking delivery models for patient care, we are advancing the world of pharmacy by achieving outcomes that matter.

“"We are always at the vanguard. We are always at the forefront of change.”
—An academic leader

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<td>innovation</td>
<td>News and stories that illustrate how the outcomes achieved by the students, faculty, and alumni of UI College of Pharmacy are:</td>
<td>Student Letters Urge Support for Provider Status Bill</td>
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<td>impact</td>
<td>• Enhancing the academic experience</td>
<td>$1.5 Million Gift Encourages Palliative Care Education</td>
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<td>redefining the role of pharmacy</td>
<td>• Improving patient care</td>
<td>Team-based Care Utilizing Pharmacists Reduces Blood Pressure</td>
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<td>new and better solutions</td>
<td>• Advancing research</td>
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LOGO USAGE

The official logo for the UI College of Pharmacy consists of the University of Iowa logo combined with a customized type treatment for the College of Pharmacy and the tagline: REAL WORLD. REAL EXCELLENCE. REAL IMPACT.

A variation without the tagline may also be used as an alternative.

The exact arrangement and proportion of the logos must not be altered in any way from the examples shown unless otherwise outlined in this guide.

Questions or guidance regarding these treatments should be directed to barbara-kelley@uiowa.edu or anne-matthes@uiowa.edu.

Default logos and variations can be downloaded in various formats at: http://pharmacy.uiowa.edu/templates-and-logos
LOGO VARIATIONS

While the primary logos are black with the 3-color global crescent, alternative variations will help build brand recognition in different mediums and uses.

When reproduced in color, the logomark must use the Pantone, CMYK, RGB, or Web color equivalents. The logomark can also be reproduced with the word “Pharmacy” in Pantone 116, as well as in white reversed out of black or gray with either a 3-color or a white global crescent.

Questions or guidance regarding these treatments should be directed to barbara-kelley@uiowa.edu or anne-matthes@uiowa.edu.

Default logos and variations can be downloaded in various formats at: http://pharmacy.uiowa.edu/templates-and-logos
DEPARTMENT LOGOS

In cases where highlighting the department would offer a distinct advantage, i.e., research posters, the tagline in the default logo may be replaced with the name of the department. Be sure the name of the department is centered under the rest of the logo and Avenir font is used.

Questions or guidance regarding these treatments should be directed to barbara-kelley@uiowa.edu or anne-matthes@uiowa.edu.

Default logos and variations can be downloaded in various formats at: http://pharmacy.uiowa.edu/templates-and-logos
DO NOT ALTER THE LOGO

Only use the wordmark as provided.

Do not use reverses or screens of PMS COLOR or black, or try to watermark the wordmark.

Do not surround the wordmark with any graphics, symbols, letters or words.

Do not attempt to place or connect any graphics, symbols or words adjacent to the wordmark so that they appear to be part of the wordmark.

Do not attempt to create your own custom wordmark with a unit, department, office or program name. The Office of Marketing will create a custom wordmark for you.

Do not stretch wordmark.

Do not squish wordmark.
**FONT USAGE**

The Avenir family of typefaces provides a clean, modern feel that reinforces the forward-thinking qualities of the college and complements the logo. For headlines, subheads, and sidebars, the Avenir family is preferred. Both Garamond and Avenir can be used for body copy. However, please note that Garamond is the best choice for long-running body copy and captions.

In cases where Avenir is not available for use, Arial may be substituted. The use of this alternative typeface should be limited to titles and body copy in general business documents and the Web. Marketing materials should use the primary fonts in an effort to build the brand and promote consistency.
COLOR PALETTE

The college’s color palette is consistent with the university’s primary brand colors, which include yellow, grey and black, as well as white.

In an effort to create a consistent, clean and forward-thinking look, all secondary colors have been eliminated from the approved palette. Of course, naturally occurring colors in photographs are always a welcome design element.

All internal and external materials related to the College of Pharmacy must adhere to this color palette. They can be used together or as individual accents. Tints and gradients of these colors are allowable, but should be used sparingly.

Pantone 116
CMYK: 1, 18, 100, 0
RGB: 255, 206, 0
Hex: ffee00

Grey
CMYK: 0, 0, 0, 40
RGB: 167, 169, 0
Hex: a7a9ac

Black
CMYK: 75, 68, 67, 90
RGB: 255, 255, 255
Hex: 000000
DESIGN FEATURES

To separate content and maintain a consistent, clean and forward-thinking look, use horizontal bars, boxes, and other rectangular or square elements.

To visually represent “out-of-the-box” thinking and breakthrough discoveries, let the global crescent cross boundaries and overlap a photo.

To add texture and create subtle visual impact, use a large global crescent screened back or as a watermark.
SAMPLES

The remaining pages contain samples of our brand guidelines in action.

Please review them for ideas on implementing our brand appropriately in your own projects and communications. Remember, everything we do is an extension of our brand. The more we work together to portray a consistent brand identity, the greater the impact our brand will have both on and off campus.
Community is an essential part of our culture. We are committed to interdisciplinary and interprofessional collaboration.

We recognize the power of synergy in raising the level of healthcare for Iowa, and beyond.

Redefining the role that pharmacy will play in tomorrow’s healthcare one outcome at a time.

Through education, research, and patient care, we steadfastly pursue new and better solutions to pressing challenges that matter to the people we serve in Iowa and around the world.

Each of us has the potential to build our own personal excellence; in leadership and in advancing the profession as practitioners, educators, or discovering new medicines to improve lives.

Our students, faculty, and friends are encouraged to explore and discover their own personal excellence.
BREAKING IT DOWN

Color palette is used appropriately.

Photo shows students actively working together.

Primary logo is displayed appropriately.

Global Crescent is used as background texture.

Text reinforces core brand values.