

College of Veterinary Medicine & Biomedical Science

Branding Guidelines

Revision 1A
October 2009

What is a Brand?

A brand is everything we do and say as well as how we present materials. A brand is an opinion that is formed through experiences. A brand is a reputation. A brand is not a logo. A logo is a symbol of a brand. The key to building a brand is consistency in value, service and messaging over time.

A few helpful terms:

- Brand (*noun*) = our reputation, combined with our promise
- Brand Promise (*noun*) = the expectations we set for clients (and ourselves)
- Brand (*verb*) = branding is the action of visually marking our materials and using consistent language and behaviors to create a recognizable, consistent reputation

Why?

Strong College and Veterinary Teaching Hospital identity/brand will improve our collective success at:

- attracting the most qualified students and residents
- attracting the most competitive faculty
- attracting and retaining a strong client base
- attracting research funding
- attracting a strong base of private donors

The College

The College of Veterinary Medicine & Biomedical Sciences is comprised of three entities and many sub-entities. The three entities are:

Colorado State University College of Veterinary Medicine & Biomedical Sciences
 Colorado State University Veterinary Teaching Hospital
 Colorado State University Veterinary Diagnostic Laboratories

The table below describes the basic unique focus for each entity and the target audiences for each entity.

Organization Name	Colorado State University College of Veterinary Medicine & Biomedical Sciences	Colorado State University Veterinary Teaching Hospital	Colorado State University Veterinary Diagnostic Laboratories
Focus	Academic and research focus	Clinical & clinical research focus	Diagnostic focus
Primary Audiences	Students, educators, researchers	Animal owners, veterinarians, students	Veterinarians, producers, national animal health organizations

While the CSU Diagnostic Lab and the CSU VTH are both part of the College, the College as an entity is branded as the academic and research portion of the whole. The CSU VTH and D-Lab will be branded as unique sub-entities with a specific focus on their target audience(s) and do not need to bear the College name on all materials.

Our communication and representations will be focused on these alignments and provide clear distinct, but related, sub-brands for each of these entities. Every sub-organization within the CVMBS will have a primary alignment with **one** of these organizational and brand identities.

The Names

The official names for use in all publications, websites and articles for the three entities are:

Colorado State University College of Veterinary Medicine & Biomedical Sciences
Colorado State University Veterinary Teaching Hospital
Colorado State University Veterinary Diagnostic Laboratories

James L. Voss Veterinary Teaching Hospital refers to the physical building that houses the Colorado State University Veterinary Teaching Hospital and the Animal Cancer Center.

Diagnostic Medicine Center refers to the physical building that houses the Colorado State University Veterinary Diagnostic Laboratories, the Veterinary Teaching Hospital Clinical Pathology Service and the Animal Population Health Institute (APHI).

The name “Veterinary Medical Center” will not be used at this time.

Using Names

Names of the three primary entities should always include Colorado State University in publication, website, articles and news release references. References later in the article may use CSU for brevity.

Every sub-entity in CVMBS must be associated with one of the primary entities in all publications, websites, articles and news releases. It is no longer necessary to associate all sub entities with CVMBS. For example, references may be made as follows:

- The Department of Environmental & Radiological Health Sciences in the Colorado State University College of Veterinary Medicine & Biomedical Science,
- The Animal Heart Center in the Colorado State University Veterinary Teaching Hospital, (note no reference to the College of Veterinary Medicine & Biomedical Sciences)
- The Argus Institute in the Colorado State University Veterinary Teaching Hospital (note no reference to the College of Veterinary Medicine & Biomedical Sciences).

News releases for ***all*** entities within the College of Veterinary Medicine & Biomedical Sciences, whether primarily aligned with the College, the Veterinary Teaching Hospital, or Veterinary Diagnostic Laboratories, will reference the College of Veterinary Medicine & Biomedical Sciences at some point.

Use of Logos

All materials must include an official Colorado State University logo available at http://graphicstandards.colostate.edu/index.asp?url=download_logos. The official Colorado State University College of Veterinary Medicine & Biomedical Sciences logo is also available at this location.

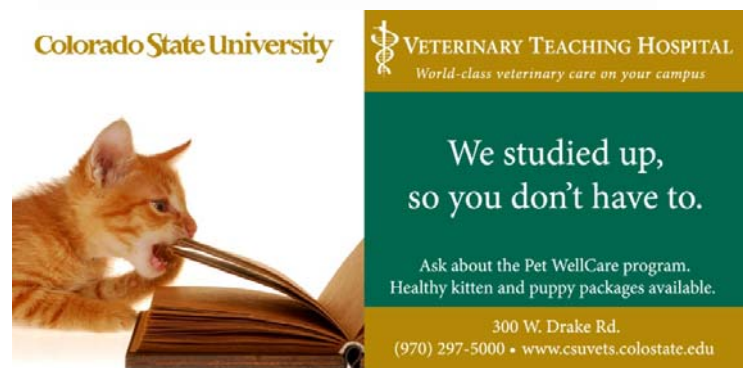


The CVMBS version of the caduceus is the only approved visual element that should be used for all visual branding within the College. Over time, every effort should be made to replace other visual images and marks with the CVMBS caduceus. There is only one approved caduceus image for use anywhere or for any application in the College.

CSU Creative Services has officially approved the two marks below for the Veterinary Teaching Hospital and the Veterinary Diagnostic Laboratories. All approved College, Veterinary Teaching Hospital, Veterinary Diagnostic Laboratories and caduceus marks are available at www.cvmbs.colostate.edu/communications/logos.



Separating the Veterinary Teaching Hospital mark from Colorado State University logo is appropriate in publications and as long as the CSU logo appears prominently.



All design work must follow the CSU Graphic Standards including use of official CSU colors available at <http://graphicstandards.colostate.edu/>.

Artistic license with the emphasis and layout of the caduceus and names as pictured below is possible. Please contact Meg Wilson meg.wilson@colostate.edu to work out your ideas within the College branding framework.



Resources

Watch for more brand detail at <http://www.cvmbs.colostate.edu/communications/>. Do not hesitate to contact one of the CVMBS Communications Team for more information or assistance:

Meg Wilson, meg.wilson@colostate.edu, (970) 491-6229, general questions and input

Toby Mai, toby.mai@colostate.edu, (970) 491-7589, web questions and input

Carol Borchert, carol.borchert@colostate.edu, (970) , writing/editing questions

Judea Franck, judea.franck@colostate.edu, (970) 491-2351, college/VTH development questions

Dell Rae Moellenberg, dellrae.moellenberg@colostate.edu, (970) 491-6009 public relations/media