



UNIVERSITY OF ST. AUGUSTINE
FOR HEALTH SCIENCES

Condensed Brand Guidelines

St. Augustine, FL

Miami, FL

Austin, TX

Dallas, TX

San Marcos, CA

Our Brand Purpose

The mission of the University of St. Augustine for Health Sciences is the development of professional healthcare practitioners through innovative, individualized, and quality classroom, clinical and distance education.

We've created these guidelines to ensure that in all of our communications, we remain true to The University of St. Augustine for Health Sciences' brand and to the people and services it represents.

Please use these guidelines as a reference when creating any communications for The University of St. Augustine for Health Sciences. Whether it is printed or for the web, a piece of marketing collateral or a letter to a student, make sure that any outside agency you employ has a copy of these guidelines and follows them.

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A low-angle shot of a young man with dark hair, smiling broadly and looking upwards. He is wearing a bright blue polo shirt that features a white crest logo on the left chest. His right hand is raised towards his chest. The background shows a modern building with a glass and metal structure, suggesting an outdoor or semi-outdoor setting. A semi-transparent dark teal rectangle is overlaid on the left side of the image, containing the word "Logo" in white.

Logo

Logo

This is the University of St. Augustine for Health Sciences' logo.



UNIVERSITY OF ST. AUGUSTINE

F O R H E A L T H S C I E N C E S

The University of St. Augustine for Health Sciences' logo

Primary and Secondary Logo

This is the University of St. Augustine for Health Sciences' logo.

Any variation of the primary or secondary logo requires marketing approval.

Primary Logo
(preferred version)

Use the primary logo
whenever possible.



Secondary Stacked Logo

Use the primary logo
whenever possible; only use
the secondary stacked logo
in those instances where the
primary logo is not suitable.



University Logo and Name

The University logo must always include its three elements placed exactly as depicted in the official logo.

Official logos



Primary Logo



Secondary Stacked Logo

The examples below are NOT permitted:



Do not use the shield alone



Do not use the logo without
"FOR HEALTH SCIENCES"



Do not use without the shield



Do not break the logo apart
and do not move the shield
to other locations

The University Name

The official name of the university is University of St. Augustine for Health Sciences. The name should not be abbreviated as "University of St. Augustine", "St. Augustine University", or "USAHS".

The only acceptable use for the USAHS acronym is in internal communications or in copy after the first instance of the name is spelled out, ex. University of St. Augustine for Health Sciences (USAHS).

Clear Space

The minimum clear space around the logo is defined by the shield width. No text or elements should be applied closer than the shield width around the logo. In addition, the logo should be at least a shield width in distance from the edge of any document.

Preferred clear space

Shield width



Acceptable clear space

1/2 the Shield width



Uses

The University of St. Augustine for Health Sciences' logo applications and use.



UNIVERSITY OF ST. AUGUSTINE
FOR HEALTH SCIENCES

Full-color logo

The 2-color logo on white best represents our brand. Use the color logo whenever possible. For use on white backgrounds only.



UNIVERSITY OF ST. AUGUSTINE
FOR HEALTH SCIENCES

Solid white, one-color, reversed logo

Use this logo variation, on dark backgrounds and in one-color applications such as newspaper print or video.



UNIVERSITY OF ST. AUGUSTINE
FOR HEALTH SCIENCES

One-color, USA teal logo

The one-color, teal logo is intended for use on white and very light color backgrounds only.



UNIVERSITY OF ST. AUGUSTINE
FOR HEALTH SCIENCES

One-color, black logo

For use in rare instances when only one-color printing is available such as newspaper print.



UNIVERSITY OF ST. AUGUSTINE
FOR HEALTH SCIENCES

Reversed white logo

Use this logo variation on dark backgrounds and also on top of dark photos.

Applications Against Background Color

It is important to maintain the integrity of our brand by using the logo correctly and in a consistent way. We encourage you to become familiar with its correct usage.

Preferred

2-color on white



2-color, white on teal background



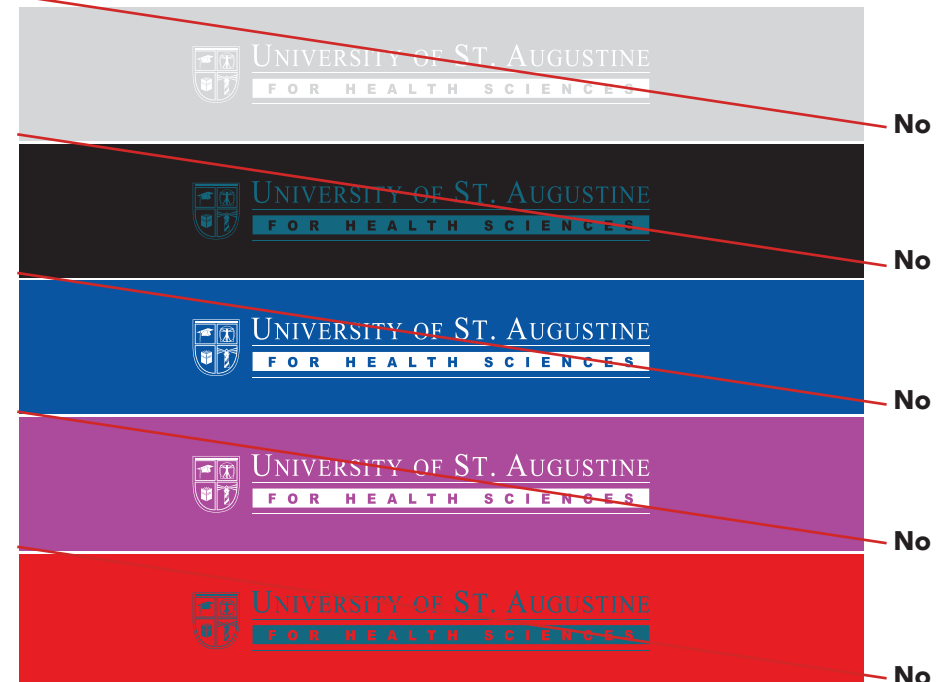
Acceptable

In instances where you are unable to choose the background color, it is acceptable to print the logo as one color on another background color.



Not Acceptable

Do not use the white logo on a light background or a teal logo on a dark background. **Use of background colors other than those shown on the left must be approved by Marketing.**



Applications Against Background Images

The logo must be clearly visible against the background.

Yes



No



Color



Color Palette

This is the University of St. Augustine for Health Sciences' color palette.

Primary



Pantone 315C
CMYK: 91/49/37/12
RGB: 0/103/127
HEX: 00677f

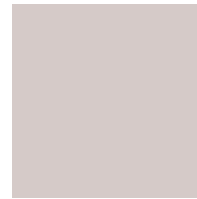
Accent and CTA Color



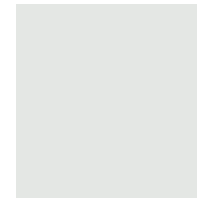
Pantone 7626C
CMYK: 0/93/95/2
RGB: 213/61/37
HEX: d53d25



Pantone 7522C
CMYK: 8/62/54/16
RGB: 162/108/95
HEX: a26c5f



Pantone 7611C
CMYK: 15/17/16/0
RGB: 214/203/201
HEX: d6cbc9

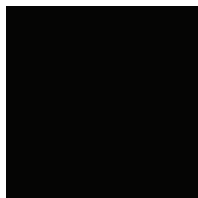


Pantone 427C
CMYK: 7/3/5/8
RGB: 228/230/227
HEX: e4e6e3



Pantone 7477C
CMYK: 92/58/45/27
RGB: 17/81/99
HEX: 105163

Neutrals



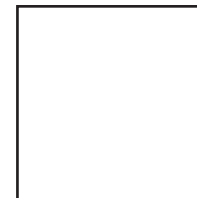
Black
CMYK: 75/68/67/90
RGB: 0/0/0
HEX: 000000



Cool Gray 6C
CMYK: 16/11/11/27
RGB: 132/132/132
HEX: a7a8aa



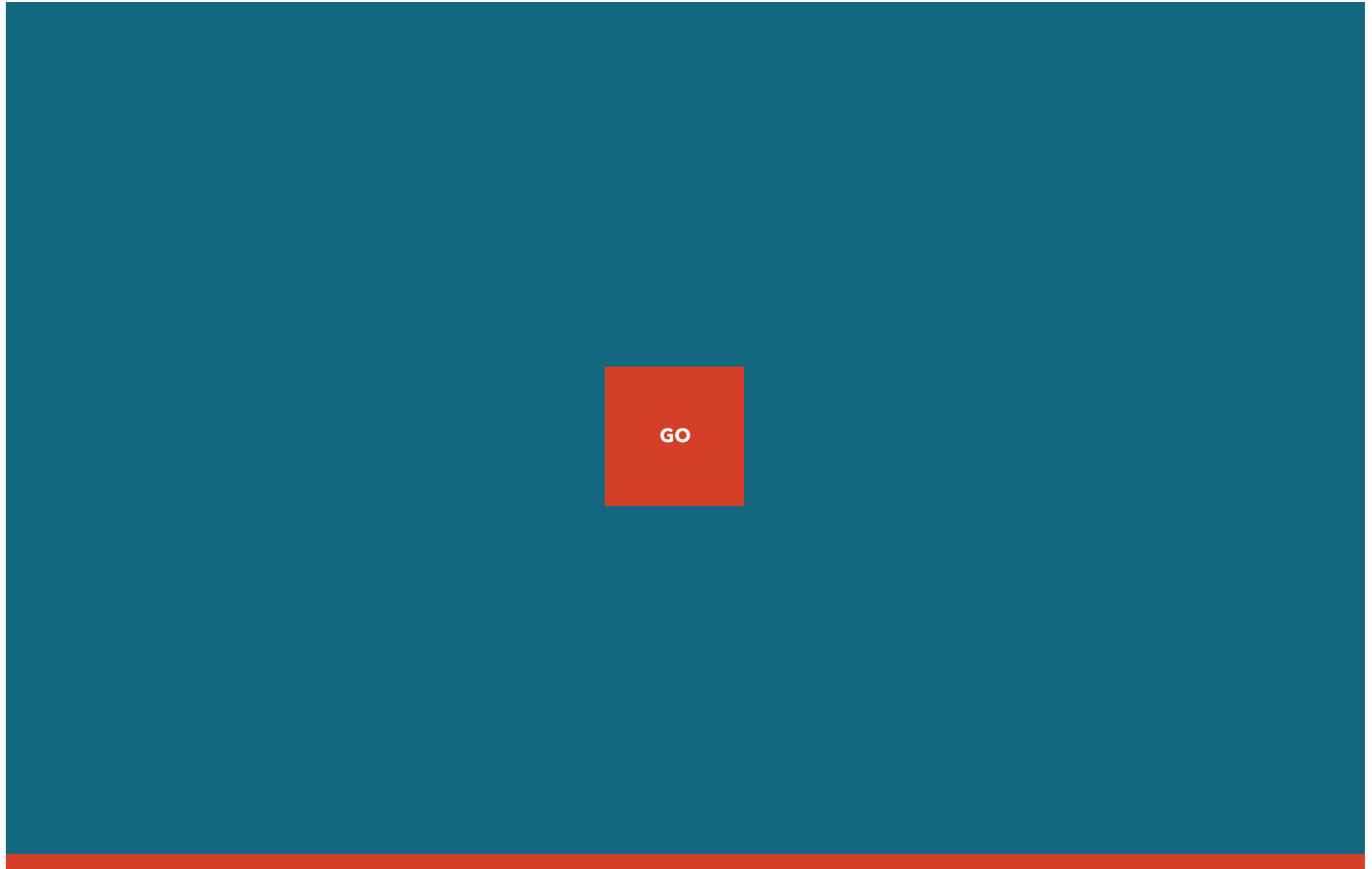
Warm Gray 1C
CMYK: 3/3/6/7
RGB: 215/210/203
HEX: d7d2cb



White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: ffffff

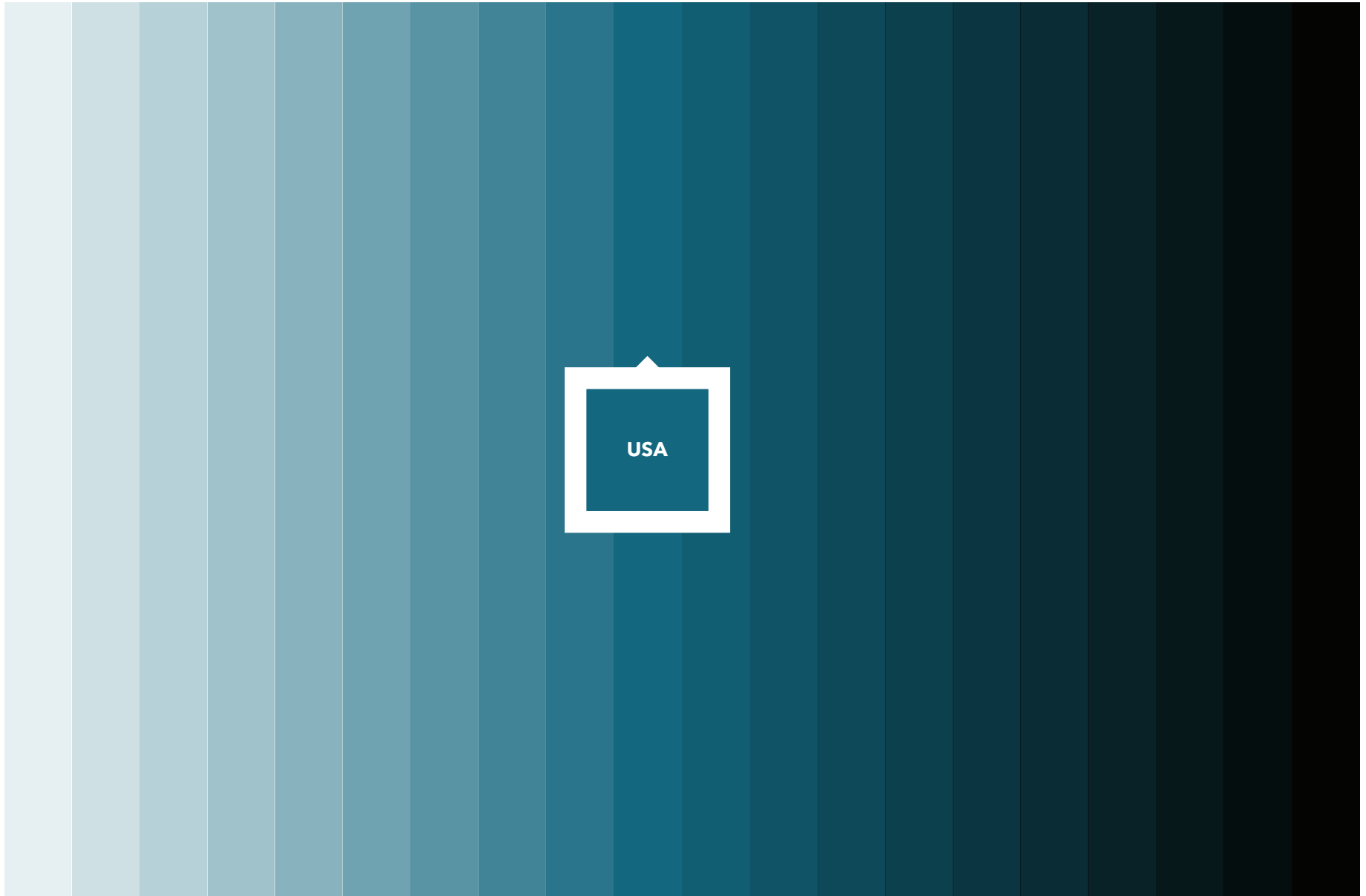
Call to Action Color

This is the University of St. Augustine for Health Sciences' CTA color. It can be used as an accent color as well.



Tints

Tints of the Universities' branded teal color are acceptable accent colors.



Typography



Typography - Printed Font Use

Avenir is our primary print typeface. All type treatments can be executed using one of four different weights of Avenir. Please use Avenir fonts for printed materials.

Avenir

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Typography - Digital Font Use

Roboto is our primary online typeface. All type treatments can be executed using one of four different weights of Roboto. Please use Roboto fonts for web communications.

Roboto

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography - Limited Use

Not everyone has access to Avanir or Roboto. In those instances, Arial is our designated typeface for everyday use (i.e. word documents, emails, internal communications).

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Photography



Guidelines

Custom photography was created for the University of St. Augustine for Health Sciences. The photos capture students utilizing the innovative approaches to health education while participating in web-based, classroom, and laboratory learning activities.

Avoid using photography that is forward facing. Crop photos tightly for interesting angles and perspectives.

All students and instructors must be shown in professional attire, including: scrubs, lab coats, business casual clothing. Photo subjects receiving treatments may be shown in casual clothes, minus clothing with logos, words, and large images.



Real-World Scenarios



Innovative Training Tools



Hands-On Practice



Online Learning
and Destination Campuses



Sample Print Communications

Billboard

UNIVERSITY OF ST. AUGUSTINE
FOR HEALTH SCIENCES

usa.edu

Graduate OT & PT Programs

Committed Solely to Health Sciences Education for 40 Years

Pull-Up Banner

UNIVERSITY OF ST. AUGUSTINE
FOR HEALTH SCIENCES

PA Program

Dynamic simulation facilities including ER & Trauma Stations
First PA Program in San Diego County
Interprofessional learning environment
Diverse local and national clinical education opportunities

www.usa.edu

UNIVERSITY OF ST. AUGUSTINE
FOR HEALTH SCIENCES

Let your passion power your future.

The mission of the Master of Science in Physician Assistant Studies Program^{*} is to prepare graduates to achieve clinical excellence through innovative Physician Assistant education that is patient-centered and evidence-based. Graduates will be positioned with the knowledge and skills required to become competent healthcare providers and leaders who deliver safe and equitable care to the communities they serve.

www.usa.edu

Table Top Ad

UNIVERSITY OF ST. AUGUSTINE
FOR HEALTH SCIENCES

BECOME A LEADER IN NURSING. FURTHER YOUR EDUCATION.

Let your passion power your future.

ADVANCE IN YOUR FIELD.

Master of Science in Nursing (MSN)^{*}
Doctor of Nursing Practice (DNP)
Doctor of Education (EdD)
Continuing Education (CEUs)

Find out how USAHS can help advance your career!
www.usa.edu | 800-241-1027

^{*} The Master of Science in Nursing (MSN) program at University of St. Augustine for Health Sciences is accredited by the Commission on Collegiate Nursing Education, 655 K Street, NW, Suite 750, Washington, DC 20001, 202-887-6791.

Sample Print Communications

Campus Posters

**UNIVERSITY OF ST. AUGUSTINE**
FOR HEALTH SCIENCES

Campuses in St. Augustine and Miami  www.usa.edu

LET YOUR PASSION POWER YOUR FUTURE



Take the next step toward your future in Occupational Therapy. Masters and Doctoral Programs Available.

- Experience web-based, classroom, and laboratory learning
- Gain hands-on knowledge at our Center for Innovative Clinical Practice
- Learn from a faculty of leading educators and professional practitioners

**UNIVERSITY OF ST. AUGUSTINE**
FOR HEALTH SCIENCES

Campuses in St. Augustine and Miami  www.usa.edu

ARE YOU READY FOR A PURPOSE DRIVEN CAREER?





Take the next step toward your future in Occupational Therapy. Masters and Doctoral Programs Available.

- Experience web-based, classroom, and laboratory learning
- Gain hands-on knowledge at our Center for Innovative Clinical Practice
- Learn from a faculty of leading educators and professional practitioners

Sample Digital Communications

HTML email

**UNIVERSITY OF ST. AUGUSTINE**
FOR HEALTH SCIENCES




ADVANCE YOUR CAREER
WITH AN EdD.

The Top 7 reasons to consider earning a EdD.


The very first reason has everything to do with where you see yourself today.

[Read more](#)




Let us help you take the next step toward your future.

[Learn more](#)




We're flexible.

Choose from three start dates each year, Spring, Summer, and Fall. Complete the program online with an optional on-campus residency.




Learn alongside distinguished faculty.

Our world-class faculty members enrich your on and offline learning experience with their wide range of professional, academic, clinical, and research experience.




Pursue a world of career opportunities.


With a degree from a leading health sciences university, you will be prepared to take your career to the next level and pursue an advanced practice role.




www.USA.edu
Phone: 800.241.1027
Email: info@usa.edu



LinkedIn Ad

**University of St. Augustine for Health Sciences**
8,296 followers
Promoted

Earn a degree lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore. <https://usa.edu>



DEGREES THAT MAKE A DIFFERENCE

[READ MORE ▶](#)

Lorem ipsum dolor sit amet, consectetur adipiscing

www.usa.edu

[Learn More](#)



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