

BRAND GUIDELINES



UNIVERSITY of
ST. AUGUSTINE *for*
HEALTH SCIENCES

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01

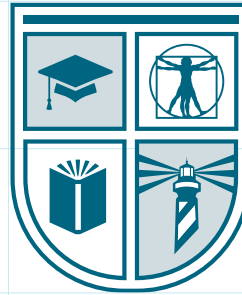
IDENTITY

PRIMARY LOGO

Our logo is one of the most recognizable elements of our brand, so it's important to use it correctly and consistently. This section outlines which logos to use, and how to use them.

The logo comes in a number of versions, to fit a variety of applications. Whenever possible, use the preferred version of the primary logo. Some layouts may require or lend themselves to the other lockups—a centered layout may benefit from the vertical alignment, or a horizontal layout may require the horizontal alignment—so there's room for discretion in which you select.

ANATOMY



SHIELD

UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

WORDMARK

Preferred Lockup

This alignment should be used almost exclusively, in all types of compositions.



UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

Vertical Alignment

For rare instances with restrictive height and width limitations.



UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

Horizontal Alignment

For rare instances with extreme width but limited height.



UNIVERSITY *of* ST. AUGUSTINE
for HEALTH SCIENCES

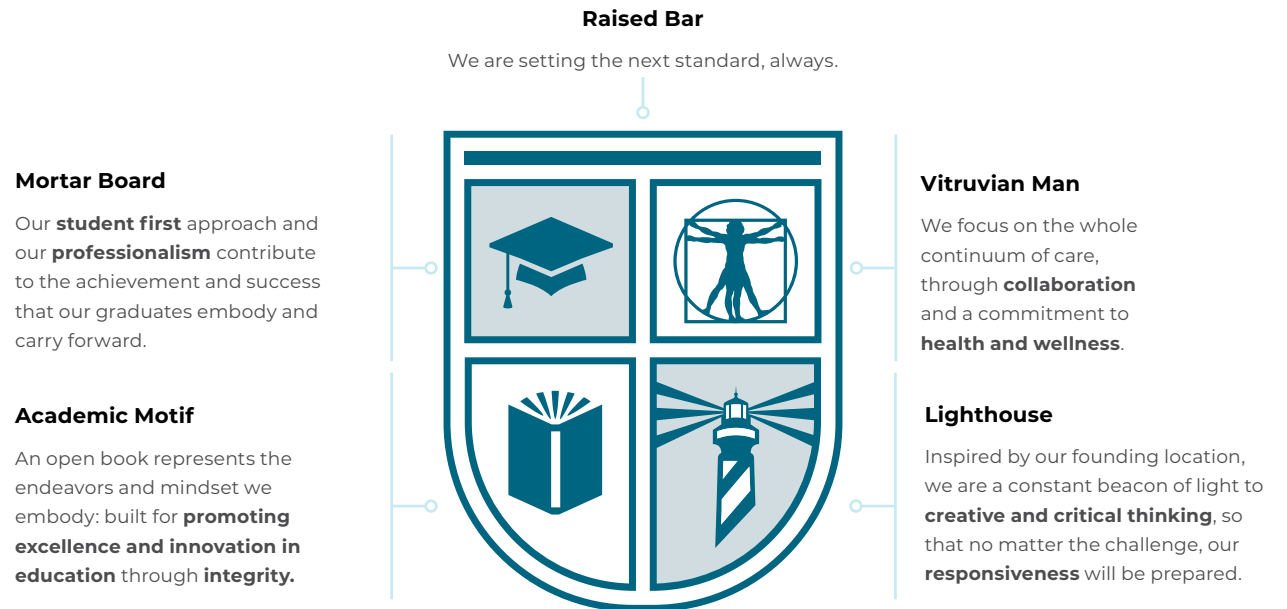
SHIELD

The confident stance and imagery of the shield represents who we are at the purest level. Always be thoughtful when determining how to apply the shield.

Several variations of the shield have been developed to ensure its integrity and assist in consistency.

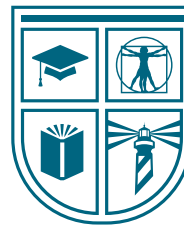
ANATOMY

Our shield includes several symbols that embody our core values.



Knocked-Out Shield

For instances where there are production limitations, this version removes the interior tint so that the shield motifs can render clearly.



01

IDENTITY

LOGO COLORS

Our logo is built to be flexible and adaptable for all printing and digital applications. The versions here make up a snapshot of the most common variations.

Use your discretion in choosing the color option that works best for your application.

TWO-COLOR

Pantone 315 + Black



UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

ONE-COLOR

Pantone 315



UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

ONE-COLOR

Black



UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

Reversed Logos

Use these reversed versions when placing the logo on a background that's too dark for the other color combinations. This can include various colors and photos, but always make sure that there's adequate contrast between the logo and the background.

REVERSED TWO-COLOR

Pantone 315 + White



UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

REVERSED TWO-COLOR

White



UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

01

IDENTITY

LOGO COLORS

Our identity system supports a full range of color needs and variations. For a complete list and guidance for which alternate version would best support your particular needs, please contact Marketing.

SHIELD



PRIMARY LOGO



WEIGHTED ALTERNATE LOGO

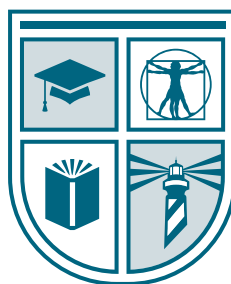
For certain applications, such as embroidery, an alternate logo, with some elements adjusted for weight, may be needed because of certain production limitations. For a complete list of alternates and guidance for which alternate version would best support your particular needs, please contact Marketing.

Note

Only use authorized digital art files for the logo in our communications and materials. Do not attempt to typeset or recreate the logo yourself. Contact Marketing to secure the proper file and asset for your use.

CUSTOMIZED WORDMARK

These alternate logos have a more pronounced wordmark, making it more suitable for embroidery and screen printing applications.



UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

01

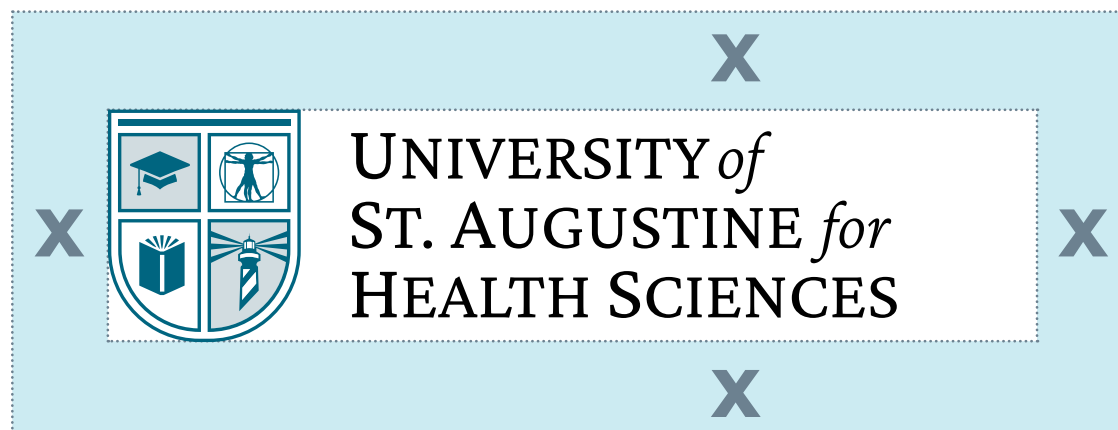
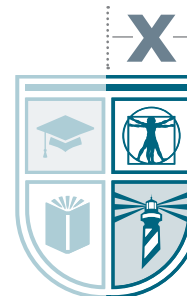
IDENTITY

PROPER USAGE

It's important that the logo always remain prominent and legible, so keep these parameters in mind when applying it in layouts.

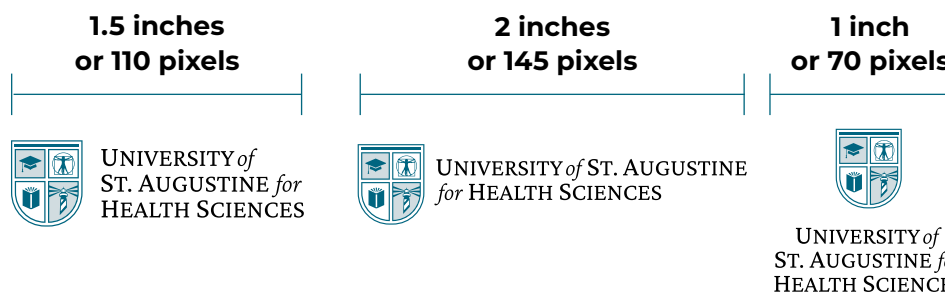
Clear Space

Always make sure that there's enough space around the logo to set it apart from other design elements. This clearance around the perimeter should be no smaller than half the width of the shield.



Minimum Size

To maintain full legibility, never reproduce the logo at widths smaller than what is shown here—either in print or on screen. There is no maximum size limit, but use discretion when sizing the logo; it should live comfortably and clearly as an identifying mark.



Below 1 inch or 70 pixels

Only use logos with the simplified shield.



01

IDENTITY

PROPER USAGE

Avoid these pitfalls when using the logo.

DON'T skew, stretch, or bend the logo in any way.



DON'T rotate the logo.



DON'T use drop shadows or other visual effects.



DON'T change any of the logo's fonts.



DON'T change the colors to unapproved colors.



DON'T break the logo apart, and don't move the elements to unapproved lockups.



DON'T outline the logo or its elements.



CAMPUS LOGOS

These are only examples. Please contact marketing about specific needs, applications and appropriate usage.

PRIMARY LOGO



UNIVERSITY of
ST. AUGUSTINE for
HEALTH SCIENCES
SAN MARCOS



UNIVERSITY of
ST. AUGUSTINE for
HEALTH SCIENCES
ST. AUGUSTINE



UNIVERSITY of
ST. AUGUSTINE for
HEALTH SCIENCES
MIAMI



UNIVERSITY of
ST. AUGUSTINE for
HEALTH SCIENCES
AUSTIN



UNIVERSITY of
ST. AUGUSTINE for
HEALTH SCIENCES
DALLAS

STACKED LOGO



UNIVERSITY of
ST. AUGUSTINE for
HEALTH SCIENCES
SAN MARCOS



UNIVERSITY of
ST. AUGUSTINE for
HEALTH SCIENCES
ST. AUGUSTINE



UNIVERSITY of
ST. AUGUSTINE for
HEALTH SCIENCES
MIAMI



UNIVERSITY of
ST. AUGUSTINE for
HEALTH SCIENCES
AUSTIN



UNIVERSITY of
ST. AUGUSTINE for
HEALTH SCIENCES
DALLAS

STUDY AREA & OTHER LOGOS

These are only examples. Please contact marketing about specific needs, applications and appropriate usage.



UNIVERSITY *of* ST. AUGUSTINE
for HEALTH SCIENCES
OCCUPATIONAL THERAPY



UNIVERSITY *of* ST. AUGUSTINE
for HEALTH SCIENCES
PHYSICAL THERAPY



UNIVERSITY *of* ST. AUGUSTINE
for HEALTH SCIENCES
**SPEECH-LANGUAGE
PATHOLOGY**



UNIVERSITY *of* ST. AUGUSTINE
for HEALTH SCIENCES
SCHOOL OF NURSING



UNIVERSITY *of* ST. AUGUSTINE
for HEALTH SCIENCES
**PRO BONO
CLINICAL EXPERIENCES**



UNIVERSITY *of* ST. AUGUSTINE
for HEALTH SCIENCES
**CENTER FOR INNOVATIVE
CLINICAL PRACTICE**



UNIVERSITY *of* ST. AUGUSTINE
for HEALTH SCIENCES
FOUNDATION



UNIVERSITY *of* ST. AUGUSTINE
for HEALTH SCIENCES
STUDENT WELLNESS



UNIVERSITY *of* ST. AUGUSTINE
for HEALTH SCIENCES
**ACTIVITIES
OF DAILY LIVING**



UNIVERSITY *of* ST. AUGUSTINE
for HEALTH SCIENCES
ALUMNI

02

COLOR

OVERVIEW

Our color palette is an essential element of the University's visual language. By using color consistently and properly, we can protect and strengthen the brand. The USA palette includes primary and secondary colors.

COLOR BUILDS

Our color palette is built around these two colors: our primary blues. While this palette is limited, it offers the versatility to keep our communications looking fresh and dynamic. These blues also ground and unify the colors of the brand, reflecting our institution's philosophy and mission.

Note

When using color builds, always use the color values listed in this section. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns. In general, these color code sources originated from official Pantone Color Bridge swatch books.

PMS 315C

CMYK: 91/49/37/12
RGB: 0/103/127
HEX: 00677F

PMS 7477C

CMYK: 92/58/45/27
RGB: 19/81/99
HEX: 135163

Primary

These are our core colors. Generally, they should be the most prominent colors in any piece, making up about 80 percent of the palette for any particular communication.

COLOR BUILDS

Continued.

Note

When using color builds, always use the color values listed in this section. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns. In general, these color code sources originated from official Pantone Color Bridge swatch books.

PMS 629C

CMYK: 37/0/7/0
RGB: 161/216/224
HEX: A1D8E0

PMS 381C

CMYK: 23/0/89/0
RGB: 201/221/3
HEX: C9DD03

PMS 7417C

CMYK: 0/80/80/0
RGB: 220/80/52
HEX: DC5034 **OR HIGH-CONTRAST
VERSION FOR WEB/DIGITAL:
D64224**

PMS 427C

CMYK: 7/3/5/8
RGB: 228/230/227
HEX: E4E6E3

BLACK

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000

PMS 5493C

CMYK: 46/5/14/14
RGB: 131/175/180
HEX: 83AFB4

PMS 377C

CMYK: 51/5/98/23
RGB: 115/150/0
HEX: 739600

PMS 7608C

CMYK: 5/77/68/26
RGB: 164/73/61
HEX: A4493D

COOL GRAY 6C

CMYK: 16/11/11/27
RGB: 163/167/169
HEX: A3A7A9

WHITE

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

Secondary

These colors add variety to the brand. Their brightness and vibrancy contrast nicely with the primary blues. All together, these colors should make up about 20 percent of the palette for any particular communication.

GRADIENT TEXTURES

The gradient texture floods are a great way to add depth and sophistication to our communications. Note: The options shown here are the only ones approved for use for color floods and backgrounds. When you're choosing a color flood, it's important to consider your audience and your scenario. Use the primary blues for most marketing instances.

You can add depth, increase legibility, and change the look of a layout by moving the texture gradient within a flood in one of these colors. Remember to try to keep the integrity of the brand color by pairing it with the best gradient.

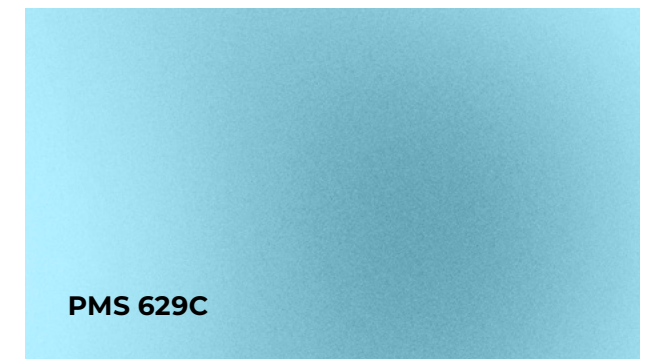
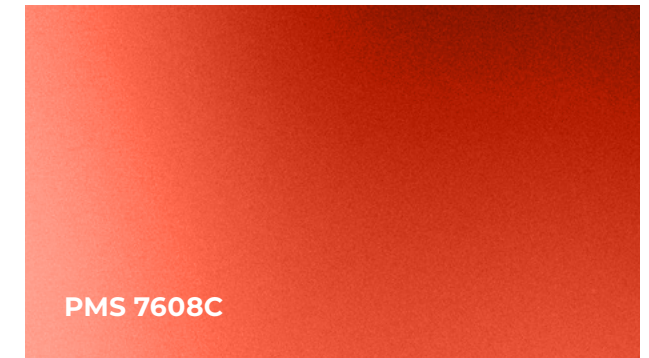
Note

When using color builds, always use the color values listed in this section. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns. In general, these color code sources originated from official Pantone Color Bridge swatch books.

Primary Colors



Secondary Colors

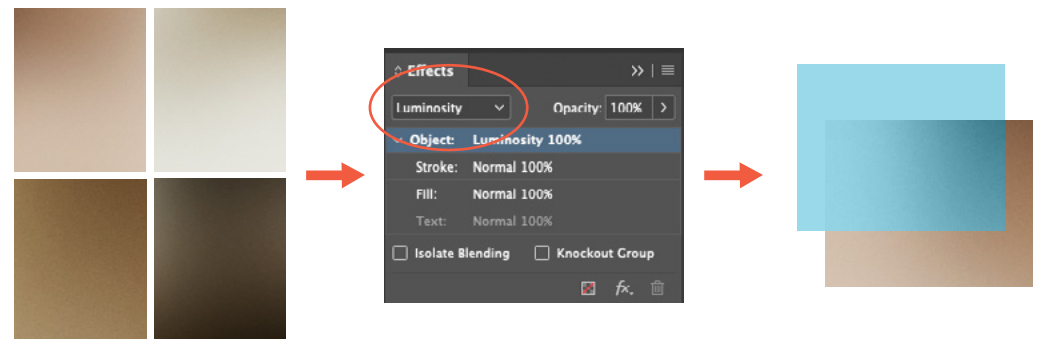


Neutral Color



How to Create

Turn the chosen texture JPG to Luminosity in effects. Then layer it on top of one of the five approved colors above.



03

TYPOGRAPHY

LEAGUE GOTHIC

League Gothic is a strong, tall typeface that speaks to USA's boldness and confidence. It only comes in two versions, but they can also be outlined or tracked out for interesting, dynamic type treatments. Note that, at USA, we use it only in all caps. Choose this typeface for bold headlines, but be aware that its legibility can diminish with longer headlines. (In those cases, go with Montserrat.)

License Note

This typeface is available for free through Adobe Fonts with a valid Creative Cloud subscription.
fonts.adobe.com/fonts/league-gothic

LEAGUE GOTHIC

LEAGUE GOTHIC ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%&*.:;()

How to use it

STANDARD

OUTLINED

TRACKED OUT

Applications

- Short headlines
- Subheads
- Stats and numbers
- Labels

MONTSERRAT

Montserrat is our primary typeface for body copy. Its type family is robust, with a wide range of weights, making it versatile and usable in a variety of applications.

License Note

Download this free, web-friendly typeface at fonts.google.com/specimen/Montserrat

Montserrat Light *Italic*
Montserrat Regular *Italic*
Montserrat Medium *Italic*
Montserrat Bold *Italic*
Montserrat Extra Bold Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789!@#\$%&*;,()

How to use it

Standard

SMALL, CAPPED,
AND TRACKED OUT

Applications

- Body copy
- Headlines
- Subheads
- Stats and numbers
- Labels and captions

FLOOD

Flood is casual and friendly handwritten font that we use as an accent. In layouts, we employ it sparingly and thoughtfully, often for sign-offs and other words we want to highlight. This typeface pairs well with headlines set in League Gothic.

License Note

You may encounter slight variations in the name of this font, depending on where you use it. In application menus, it will display as **Flood Std Regular**. This typeface is available for free through Adobe Fonts with a valid Creative Cloud subscription.
fonts.adobe.com/fonts/flood

FLOOD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%&*~;()_

How to use it

STANDARD

Applications

- Short headlines
- Sign-offs and accent text
- Names and labels

CRIMSON PRO

An elegant serif font used to build the USAHS logo. We use this font sparingly when we need to add an elevated, sophisticated look to the text.

License Note

This font is available for free in Google Fonts. Download here: <https://fonts.google.com/specimen/Crimson+Pro>.

Crimson Pro

Crimson Pro Italic

Crimson Pro Semi-Bold

Crimson Pro Semi-Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789!@#\$%&*;,()

How to use it

Standard

Applications

- Headlines
- Pull-quotes and accent text
- Names and labels

ALTERNATE SYSTEM FONTS

Our brand typefaces may not always be available for everyone to use in Word documents, PowerPoint presentations, and other digital applications.

In these situations, use the alternate fonts listed here, which are freely available on all computers.

Arial

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Applications

- Body copy
- Headlines
- Subheads
- Stats and numbers
- Labels and captions

TYPESETTING EXAMPLES

The following pages illustrate suggested type combinations that work well together. Actual type sizes will change based on where content lives, so use the specs here as a guide for the general ratios. Use these pages as inspiration for bringing our brand typefaces to life.

League Gothic

Size: 42/50 pt.

Tracking: 50

Treatment: 0.5 pt. Outline

Treatment: All Caps

Alignment: Centered

League Gothic

Size: 42/50 pt.

Tracking: 50

Treatment: All Caps

Alignment: Centered

LEARN FROM
THE BEST,
THEN BRING IT
WHEREVER
YOU GO.

League Gothic

Size: 30 pt.

Tracking: 225

Treatment: All Caps

Alignment: Flush Left

SET YOUR MIND
TO BE THE

League Gothic Italic

Size: 110 pt.

Tracking: 165

Treatment: 0.75 pt. Outline

Treatment: All Caps

Alignment: Flush Left

BEST.

Flood

Size: 24 pt.

Tracking: 0

Alignment: Flush Left

*LEARN FROM THE BEST.***League Gothic Italic**

Size: 74/70 pt.

Tracking: -10

Treatment: All Caps

Alignment: Flush Left

***LIFT EVERYONE AROUND
YOU AND MOVE YOUR
FIELD FORWARD.***

Montserrat Extra Bold

Size: 11 pt.

Tracking: 250

Treatment: All Caps

Montserrat Bold

Size: 22/32 pt.

Tracking: 0

Treatment: Sentence Case

LOREM IPSUM

**And most of all,
it describes the
experience of
being a part of
the University of
St. Augustine for
Health Sciences.**

Montserrat Bold

Size: 15/24 pt.

Tracking: 0

Treatment: Sentence Case

Montserrat Medium

Size: 9/16 pt.

Tracking: 0

Treatment: Sentence Case

Flood

Size: 15 pt.

Tracking: 0

Alignment: Flush Left

League Gothic

Size: 79 pt.

Tracking: 10

Treatment: All Caps

Montserrat Extra Bold

Size: 8.5 pt.

Tracking: 75

Treatment: All Caps



**Lorem ipsum dolor
sit amet, consectetur.
Nullam malesuada
erat ut turpis.**

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat. Praesent dapibus, neque id cursus faucibus, tortor neque egestas eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilis. Phasellus ultrices nulla quis nibh.

IT BEGINS HERE.

98%

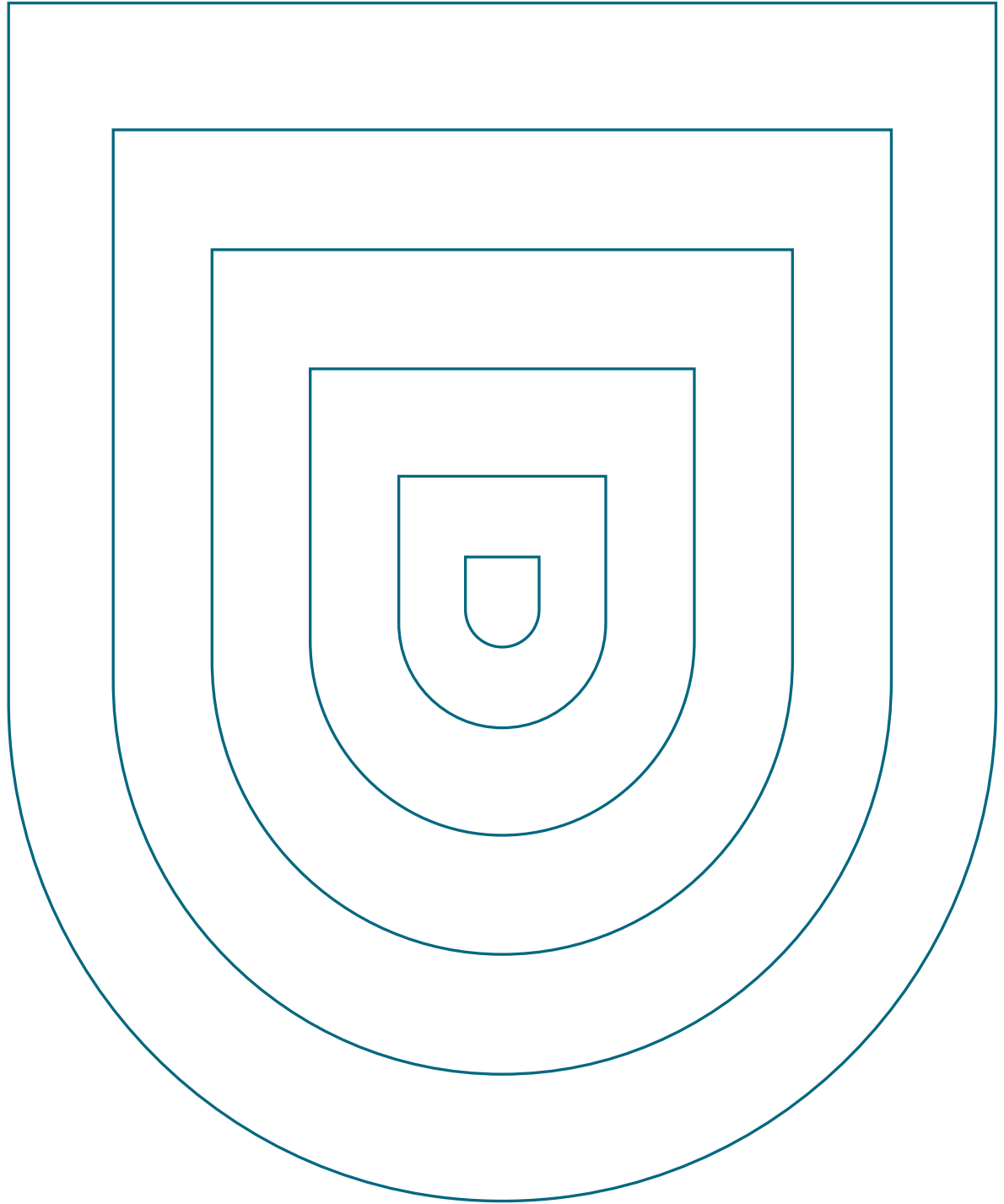
**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUER
ADIPISCING ELIT.**

04

GRAPHIC ELEMENTS

RADIATING SHIELD

Inspired by our logo's shield graphic, this simple visual element can add a unique texture to color floods, or it can work as a pattern. The radiating effect of the shield was inspired by the impact our students and faculty have on one another and throughout their careers.

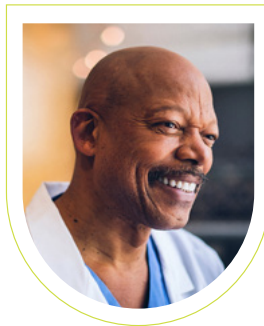


SHIELD PHOTO FRAME

This simpler adaptation of the radiating shield graphic offers options for housing photography. It subtly underscores the brand and adds visual interest to our communications.

Note

Make sure that the photo within the radiating shield container isn't too small.



ICONOGRAPHY

We prioritize consistency in our icons, ensuring they are as simple and easily interpretable as possible to effectively support the content.

These icons are monochrome, simple, high-contrast and gender-neutral. Their purpose is to be concise and serve as visual aids to emphasize the content.

Please refer to the examples provided for further clarification.



Facts and Figures



1-ON-1

Faculty Support and
Mentorship ⓘ



175+

Faculty
with Expertise in 30+ OT
Specialties ⓘ



5,000+

OT Alumni.
Largest community of
OT alumni ⓘ



25+

Year Legacy
of OT education

KINETIC LINEWORK

USAHS students are always bettering themselves and moving forward. This simple graphic element can add energy to a layout, moving the reader from one point to another with dynamic linework. This design tool works great for telling stories of collaboration. Keep the linework simple—too many lines in one layout can feel frenetic. The intention is to easily guide the reader through the content.

Note

This accent mark should always be customized and adjusted to work seamlessly within the layout.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat. Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan portitor, facilis, Phasellus ultricies nulla quis nisl. Quisque a lectus. Donec consectetur ligula. vulputate, sem tristique cursus. Nam nulla quam, gravida non, commodo Lorem ipsum dolor sit.

98%

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.

1:14

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.



“

Donec nec justo eget felis facilisis fermentum. Aliquam portitor mauris sit amet orcifelis.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.

DR. JAMES CONRAP



CALL-TO-ACTIONS ON OUR WEBSITE

Our call-to-action (CTA) buttons are consistently prominent and color-coded. The primary CTA is labeled “Request Information” and displayed as a vibrant coral red button (HEX: DC5034) to ensure visibility. Secondary CTAs utilize either the dark blue (HEX: 135163) or light blue (HEX: A1D8E0) brand colors.

The text labels on our CTA buttons should be concise yet clearly convey the intended action or destination when users click.

SCHOOL OF NURSING

DOCTOR OF NURSING PRACTICE (DNP) PROGRAM

The Doctor of Nursing Practice (DNP) program gives working nurses additional education in competencies such as systems leadership, healthcare policy, interprofessional collaboration, evidence-based practice and health information systems. Our doctorate of nursing practice program is among the highest-level hands-on + online DNP degree programs available. We offer personalized support, popular role specialties, acceleration options and the flexibility of online + hands-on learning. Advance your career with a doctorate in nursing that prepares you for advanced practice nursing.

See Requirements & Program Details

Request Information

Apply Now



Have an MSN?

Have an MSN? If you are seeking a **DNP with a new role specialty**, you can apply to the BSN-DNP and accelerate your path to completion with transfer credits for core MSN courses.

Request Information

Request Information CTAs displayed as a vibrant coral red button.

MOT Campuses

San Marcos, CA

St. Augustine, FL

Miami, FL

Austin, TX

Dallas, TX

Schedule a Tour



Secondary CTAs appear as dark- or light blue buttons.

Featured OT Faculty



▶ PLAY VIDEO

Claribel Bayona — OTD, OTR/L
NEUROLOGICAL REHABILITATION



▶ PLAY VIDEO

Cody Cox — OTD, OTR/L, MED
GERIATRICS



▶ PLAY VIDEO

Helen Carey — PHD, MSC
ADV OT, OTR, ADULT REHABILITATION



▶ PLAY VIDEO

Keith B. McWilliams — OTD, OTR/L, DRS
ONCOLOGY

Explore More OT Faculty

Buttons labeled with clarity. In this case, a triangle icon is added to indicate this CTA is launching a video content.

THE OT JOURNEY TO CLINICAL EXCELLENCE™

This is a special visual style presenting the unique OT Journey to Clinical Excellence™ to our students. This campaign includes a special logo and topographic line patterns.

If you need to use these visual cues to promote the Journey, please contact Marketing first.



**MOT
RESIDENTIAL
PATHWAY**

FINISH IN LESS THAN
2 YEARS STUDYING
ON CAMPUS.

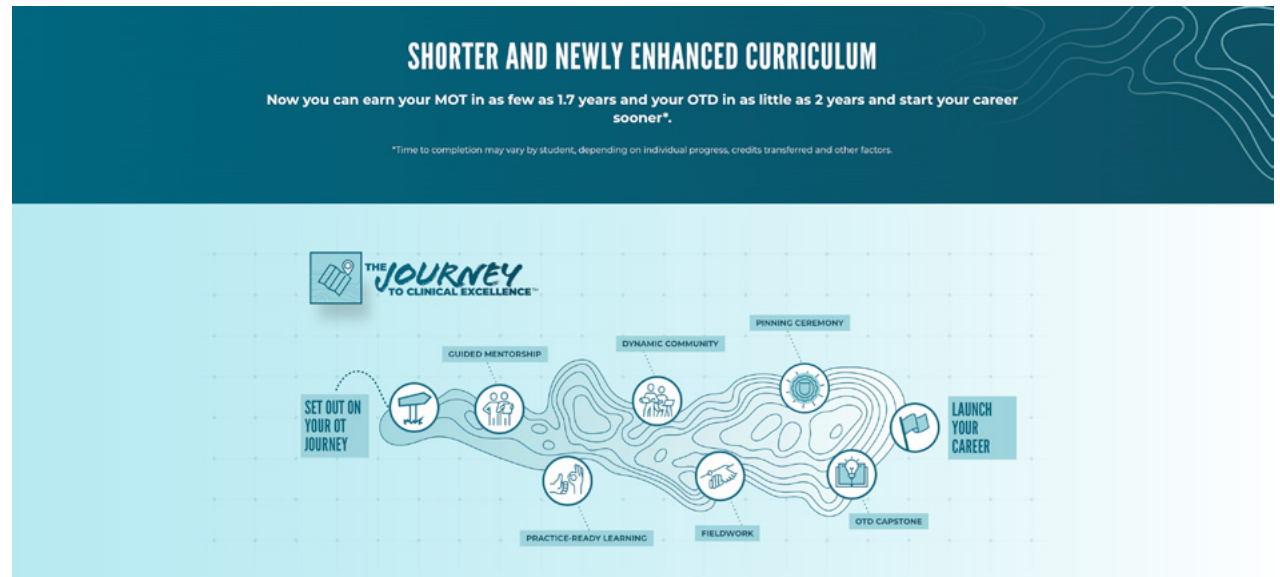


Graduate occupational therapy (OT) programs

**THE JOURNEY
TO CLINICAL EXCELLENCE™**

You are here because you are driven to help others thrive—empowering them to fully participate in the activities that make life meaningful. With your compassion and creativity, you are ready to make a real difference through occupational therapy.

Your path in occupational therapy will be unique—whether you pursue clinical practice, research or a new role. Our curriculum is designed to empower your learning journey based on your individual goals. Your faculty mentor will support you every step of the way, helping you track progress, evolve and graduate poised to impact lives.



05 LAYOUT GUIDES

LAYOUT GUIDELINES FOR PRINTED ASSETS

When creating printed booklets or flyers, we prioritize consistency and flexibility across all elements. Our design philosophy emphasizes clean, logical layouts that are both inviting and easy to read and follow, while maintaining visual appeal. This is achieved through the application of **modernist design principles**, including **modular grid layout**, **dynamic background blocks and images**, **infographics**, and **ample white space**.

Typography is carefully considered to enhance readability and create a welcoming reading experience. The modular grid layout facilitates the inclusion of various text columns, callout boxes, and pull-quotes. The body copy is characterized by a **light and spacious “text-rug,”** achieved through **generous paragraph spacing and line leading**. Please avoid the use of justified text and hyphenating.

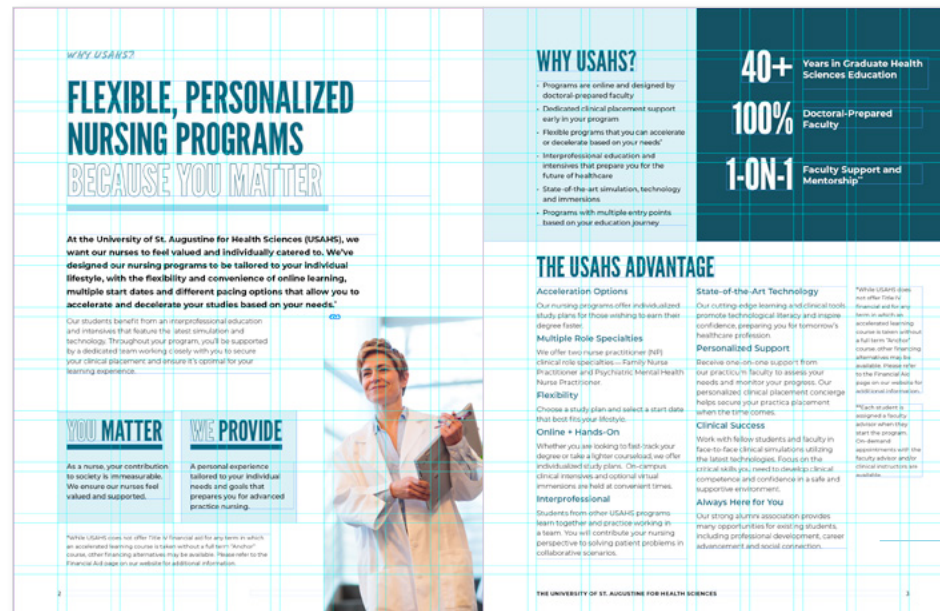
Color choices align with the brand palette, with a preference for lighter blue and gray colors and a judicious use of our darker hues. This approach minimizes visual clutter, allowing images to stand out.

Dynamic cropping of images, in this case a tall and narrow image box that bleeds off the page

Callout boxes and background blocks that sometimes bleed off the page



Generous paragraph spacing and leading; a variation in column width



Modular grid system

MORE LAYOUT EXAMPLES

A few more examples that represent the principles of USAHS print layouts.

Pull-quote

Flyer design with strong branding, while following the same design principles



CONTINUING PROFESSIONAL EDUCATION CERTIFICATES

HEALTHCARE BUSINESS AND LEADERSHIP CERTIFICATE

As the healthcare industry grows, so does the demand for more leaders. With their supervisory experience, health systems managers, clinicians, administrators and academic healthcare faculty and staff are perfectly poised to further develop their skills to become effective and skilled healthcare leaders.



Take the Next Step!

If you work in a health system, academic setting, public or government role, you're ready to take the next step in your career and embrace a new challenge of applying your wealth of experience at an executive level. Our Continuing Professional Education (CPE) certificate provides the full suite of skills required for a leadership position in the healthcare industry. It is designed and developed by faculty and consultants at USAHS, an established leader in graduate health sciences education since 1979.

The **Healthcare Business and Leadership** certificate program will teach you the important skills you need for success. As you earn your badges and certificates, you'll learn...

- Teamwork building, professionalism and negotiation techniques
- Styles of communication and connecting with different personalities
- How to build an exceptional healthcare team while meeting HR regulations
- Marketing, financial, analytical and presentation skills
- Communicating to maximize employee efficiency and productivity
- How to motivate staff to learn, grow and embrace organizational change

By the end of the program, you'll have developed the skills to lead with confidence with a leadership mindset, applicable to a myriad of situations, including:

- Health systems management
- Clinical management
- Academic leadership
- Public health and government leadership roles

"The Healthcare Business and Leadership certificate series of seminars prepares learners to take their leadership skills to the next level. Whether the goal is leading a small team, a large company or just to feel more confident in your current role, completion of this series of seminars will help build skills and confidence to move your healthcare career forward."

LESLIE IRWIN
PT, MBA, former
healthcare administrator
at Covenant Health,
Knoxville, Tennessee



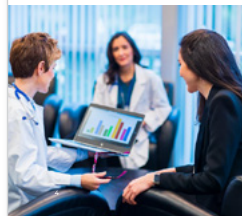
WHY CHOOSE AN NP ROLE?

YOU CARE ABOUT YOUR PATIENTS WE CARE ABOUT YOU

“

I recommend USAHS' FNP program because of its flexibility and instructor support. The online learning is in a format that is easy to navigate and very accommodating to working students.

KIM Z.
USAHS FNP



Here's why becoming a nurse practitioner makes sense for your career:

As the saying goes, "The more you learn, the more you earn." Being able to capitalize on your hard-earned experience by advancing your education always makes sense. As a nurse practitioner, you'll be part of one of the fastest growing fields in the U.S. with consistent and well-documented financial reward, according to the latest figures from the U.S. Bureau of Labor Statistics (BLS).

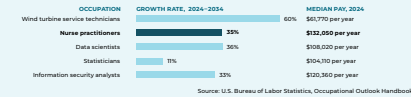
- You'll continue making a difference.
- You have the opportunity to boost your earnings potential.
- You can specialize in an area that really interests you.
- Nurse practitioners are in huge demand and are projected to continue to be for the next decade.

See charts on the next page. ▶

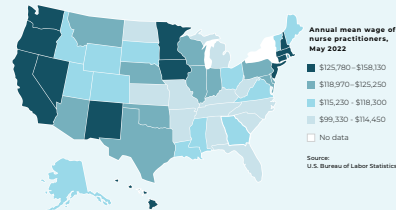
NURSE PRACTITIONER PROGRAMS

LET THE NUMBERS TALK

According to the U.S. Bureau of Labor Statistics Occupational Outlook Handbook, nurse practitioner is one of the fastest growing occupations in the United States, with a projected growth rate of 35% between 2024 and 2034. The median pay for nurse practitioners in the United States in 2024 was \$132,050 per year.



According to the U.S. Bureau of Labor Statistics, the annual mean wage of nurse practitioners in May 2024 is \$132.05. The top-paying states for nurse practitioners are California, New Jersey, Massachusetts, Oregon and Nevada.



THE UNIVERSITY OF ST. AUGUSTINE FOR HEALTH SCIENCES

Infographics

Dynamic background box



NURSE PRACTITIONER PROGRAMS



**EXPAND YOUR CREDENTIALS AND
ELEVATE YOUR CAREER**



CONTINUING PROFESSIONAL EDUCATION CERTIFICATES HEALTHCARE BUSINESS AND LEADERSHIP CERTIFICATE



Online
self-paced
learning

**FROM CLINICAL OR TASK THINKING
TO A LEADERSHIP MINDSET**

Brochure cover designs

LAYOUT GUIDE FOR PAID DIGITAL MEDIA ASSETS

Our digital paid advertising assets adhere to consistent colors and layouts to create a cohesive and recognizable presentation across all advertising platforms.

In these creatives, the photography is accentuated using the USAHS shield graphic. The shield is initially divided and cropped vertically, followed by masking along the left edge to provide space for the headline.

Then, the university logo appears with the CTA in a block on the right side.

The campaign utilizes curated typefaces and colors from these brand guidelines.

PMS 7477C

CMYK: 92-58-45-27
RGB: 19-81-99
HEX: 135163

PMS 381C

CMYK: 23-0-89-0
RGB: 201-221-3
HEX: C9DD03

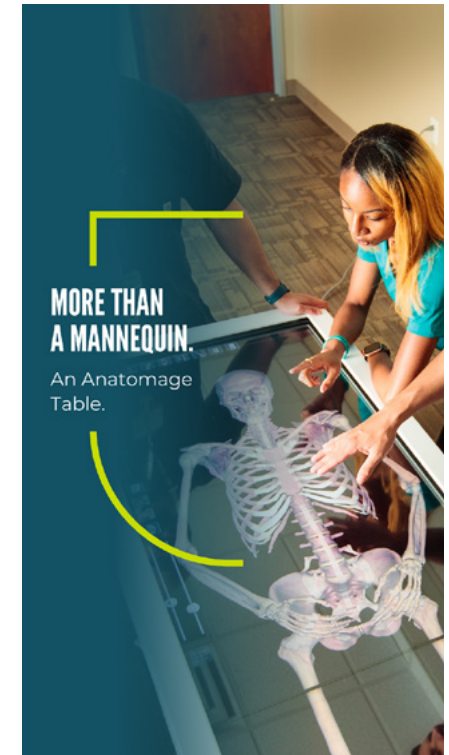
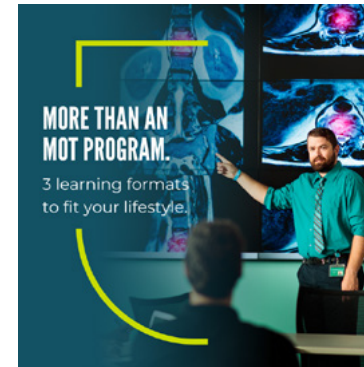
BLACK

CMYK: 0-0-0-0
RGB: 0-0-0
HEX: 000000

WHITE

CMYK: 0-0-0-0
RGB: 255-255-255
HEX: FFFFFFFF

A consistent color scheme used for each campaign creative.



Examples of campaign visuals.



Step 1.

The brief anatomy of the creative building blocks.



Step 2.



Step 3.

06 SOCIAL MEDIA STYLE GUIDE

WHY THIS MATTERS

This guide provides a quick reference for faculty and staff on how to engage with and contribute to USAHS social media. **Our goal is to showcase academic excellence, student experiences, and faculty expertise while maintaining a consistent and professional brand voice.**

HOW TO TAG US

If you post about campus life, events, student achievements, or anything USAHS-related, tag us!

Use #USAHS across all platforms.



Instagram:

@uofstaug



TikTok:

@uofstaug



Facebook:

University of St. Augustine
for Health Sciences



LinkedIn:

University of St. Augustine
for Health Sciences

PLATFORM BREAKDOWN



Instagram:

@uofstaug

Audience:

Current and prospective students.

Goal:

Showcase authentic student life, campus culture, and program experiences.

Best performing content includes real student moments, hands-on clinical learning, peer interactions, Stories, and Reels. Top posts have featured instructor spotlights, campus announcements, and Women in STEM stories.

Avoid:

Overly polished graphics, generic promotional posts, and text-heavy static images.



TikTok:

@uofstaug

Audience:

Prospective students.

Goal:

Build brand awareness through authentic, relatable content.

Best performing content is student-led and conversational. Think vlog-style “day in the life” videos, campus tours, and relatable grad school moments.

Avoid:

Highly scripted or overly produced videos that don’t feel genuine to student life.



LinkedIn:

University of St. Augustine
for Health Sciences

Audience:

Faculty, staff, alumni, and healthcare professionals.

Goal:

Elevate USAHS as a thought leader in health sciences education and grow our professional network.

Best performing content highlights faculty research, program spotlights, professional milestones, alumni career achievements, and community impact.

Avoid:

Generic announcements without a professional insight or story attached.



Facebook:

University of St. Augustine
for Health Sciences

Audience:

Alumni, faculty, and staff..

Goal:

Foster community connection and highlight the people who make USAHS special.

Best performing content includes event recaps, faculty and staff spotlights, graduation celebrations, and candid community photos.

Avoid:

Repetitive posts or content that doesn’t connect to campus life or real stories.

PLATFORM BREAKDOWN



What Works Across All Platforms

Authentic beats polished. Real students, real moments, and real stories consistently outperform designed graphics. Content that reflects genuine student experiences like fieldwork, clinical placements, and career outcomes builds trust and engagement. Mission-driven stories such as our pro bono clinics and community programs, are strong differentiators worth sharing.

What to Avoid

- Generic announcements without a human story
- Promotional posts focused on sales or enrollment without context
- Overly scripted videos
- Graphic-only posts with no authentic imagery

How You Can Help

- **Submit story ideas**, event photos, or student and faculty achievements to campusconnections@usa.edu
- **Tag us in your posts** using #USAHS and the platform handles above
- **Give us a heads-up** on upcoming events or initiatives so we can plan coverage in advance

07

EMAIL SIGNATURE

EMAIL SIGNATURE SETUP GUIDE

Guidelines for Creating Your Email Signature:

First and Last Name	Arial 10 pt. bold
Advanced Degrees and Professional Designations	
Title	
Office: (XXX) XXX-XXXX	Arial 10 pt. italic
Mobile (optional)	
USAHS Logo	Find at https://www.usa.edu/brand-assets/

To

Cc

From

Bcc

Sarah M. I. Cartwright, DNP, RN, NI-BC, CAPA, FASPAN
Associate Dean, School of Nursing
Office: (760) 407-2301
Mobile: (XX) XXX XXXX

 UNIVERSITY of
 ST. AUGUSTINE for
 HEALTH SCIENCES

Aa- [List Icons] [B] [I] [U] [Trash Icon] Cancel Save Send

08 RESOURCES

CONTACT INFORMATION

If you have any questions, requests or need guidance on how to use these assets, please contact: **CCarcamo@usa.edu**

You can download essential brand assets here:

usa.edu/brand-assets





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HEALTH SCIENCES