



University of Nevada, Reno
School of Medicine

BRAND TOOLKIT 101

Brought to you by the Advancement and Engagement Team (A+E), the easy-to-use Brand Toolkit is your guide to putting our brand to work.

Visit med.unr.edu/brand to find the resources you need to complete a project or plan an event that will contain the School of Medicine's name or logo.

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| PMS 282 C HEX #003366 RGB 0 51 102 CMYK 100 68 0 54 | PMS 611 C HEX #BFAESC RGB 191 174 92 CMYK 0 5 64 30 | PMS 346 C HEX #5CA786 RGB 92 167 134 CMYK 57 0 50 18 |
| PMS Cool Gray 11 C HEX #58595B RGB 88 89 91 CMYK 0 0 0 80 | PMS Cool Gray 2 C HEX #D4D3D6 RGB 212 211 214 CMYK 16 13 11 0 | PMS 2975 C HEX #93BFD1 RGB 147 191 209 CMYK 35 5 6 10 |

THE BRAND TOOLKIT INCLUDES:

Brand Assets and Guidelines

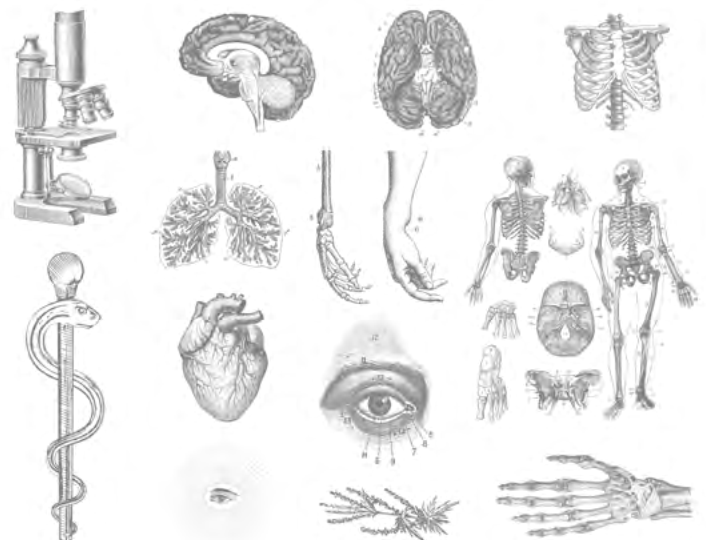
- School of Medicine logos
- UNR Med Departmental sub-logos
- Primary and extended color palettes
- Primary font usage and other font options

Templates

- Email signature-building tool
- Memo, agenda and meeting minute templates
- Flyer and invitation templates
- PowerPoint, poster and syllabus templates
- Electronic letterhead and printed letterhead instructions

And much more!

Find expanded color palette options and download medical illustrations at med.unr.edu/brand



NEED ASSISTANCE WITH AN UPCOMING PROJECT OR EVENT?

The Brand Toolkit is the place to request an event review, an artwork review or a print release. It also offers simple forms to submit newsletter content, web updates and photography requests.

If you are in need of more hands-on support, attend an A+E Workshop, held on the third Thursday of each month. Use the "Schedule a Consultation" form at med.unr.edu/brand to reserve time with our team.

Explore the brand toolkit today!

med.unr.edu/brand

For assistance with University Health branded projects, please contact marketing@med.unr.edu.