FORTIS

*Basic style guide, review and approval process
for all marketing related communications*

Your Life. Powered By Learning

MedVance® INSTITUTE

SAINT PAUL'S SCHOOL OF NURSING

ALL-STATE CAREER

MAY, 2012

APPROVAL PROCESS

MARKETING, ADVERTISING & PROMOTIONAL MATERIAL REVIEW AND APPROVAL PROCESS

1. *ALL material must be reviewed and approved by Marketing and Compliance prior to use or submission to any outside media source, venue or website, or in any outreach to prospective students.*

2. *GUIDELINES:*

a. **All advertisement, marketing, promotional material and prospect communication must be clear and truthful in the following:**

   i. Make clear we offering post-secondary education
   ii. Use Complete and proper Brand name
   iii. Usage of Logo and company elements must conform to style guidelines
   iv. Use of correct and exact program name(s) when applicable
   v. List Campus location(s) with full and proper names
   vi. Have conspicuous placement of consumer information disclosure language
   vii. List fully all required compliance and accreditation language
   viii. Copy relating to financial aid available to those who qualify
   ix. Copy relating to job placement assistance for graduates

b. **All advertisement, marketing, promotional material and prospect communication must:**

   i. Be written in clear, concise and proper English
   ii. Be written in language understandable at the student level
   iii. Use clear and legible type font or style
   iv. Use font large enough to be read easily
   v. Audio to be read at reasonable speed
   vi. Footnote and list correctly and fully any 3rd party data (e.g. BLS statistics)
   vii. Have signed releases at Home Office for any testimonials from grads or employers

c. **All advertisements, marketing and promotional material and prospect communication can not do the following:**

   i. Contain any conflicting or confusing statements
   ii. Imply or express a guarantee of an educational outcome or job placement
   iii. Use distracting graphics or sound effects
   iv. Use improper superlatives or adjectives
   v. Use "Free" offers as enticement to respond
   vi. Use scholarship offers as enticements to respond
   vii. Use current students for testimonials

THE IDENTITY

The FORTIS Brand has a distinctive identity that will transcend the specific usage situation. Please refer to the organization you are representing in order to make sure you are using the correct logo for the situation at hand. (i.e. FORTIS College, FORTIS Institute, or FORTIS online)

The word FORTIS should always be CAPITALIZED in print, wherever it is used. This will enhance the distinctiveness and consistency in our Brand representation.

Whenever you use body copy regarding the FORTIS Brand, you should strive to make it as readable as possible (i.e. black or PMS 7463) and at all times rendered using the fonts listed in the FONTS section of this document.

FORTIS
INSTITUTE

Your Life. Powered By Learning

FORTIS
COLLEGE

Your Life. Powered By Learning

FORTIS
ONLINE

Your Life. Powered By Learning

EXCLUSION ZONE

In order to maximize its visual presence and maintain the integrity of the logo image the identifier requires a surrounding area clear of any other graphic elements or text.

The exclusion zone is equal to the width of the letter 'O' in the FORTIS logo.

Always allow at least this amount of clear space around the FORTIS logo. It is important that this rule is observed and the exclusion zone is maintained at all times.

Since the logo will appear on many different applications and formats, this will help to give it clarity and presence.

This is not a placement guide. It is a minimum only.

THE FLAME

The Flame of Learning should not be used as a substitute for the complete logo treatment. The logo treatment should always be used as a whole, including both the flame and the FORTIS name.

The flame may, however, be used as a graphic device or watermark in printed publications where there are no images to complement the text. It can be printed bleeding off the page or container and screened back/made transparent to approximately 30% of PMS 130 (or 20% or less of the black or PMS 7463 blue color)

THE FORTIS LOGO

LOGO USAGE

The FORTIS logo should be placed on a light colored or white background for clarity and emphasis, and should not be placed on a background that makes it hard to see or define all or part of the logo. The YOUR LIFE. POWERED BY LEARNING tagline should always be included if possible but in extreme cases it is possible to omit. For questions on tagline usage please contact Marketing.

The FORTIS logo should be used at all times scaled proportionately to the file provided by the Marketing Department. It should never be clipped, scaled disproportionately, skewed, twisted, rotated or used with a drop shadow or any other graphic treatment.

Colors for backgrounds should adhere to the standards outlined in this document in the COLOR PALETTE section. Colors such as the magenta background at right are unacceptable.
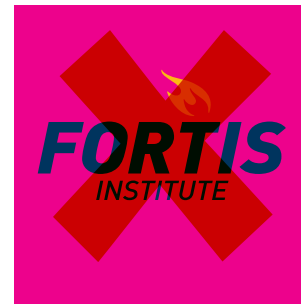
PROPER LOGO USAGE:

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FORTIS
COLLEGE
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IMPROPER LOGO USAGE:

FORTIS FONTS

TYPEFACE

Dinot Black Italic has been selected as FORTIS' primary display typeface (or computer font), and is used for headline copy in any promotional materials that are produced in-house.

Avenir should continue to be used for all regular body copy purposes as also shown in the sample on the right. Variations of Avenir (bold/black/oblique/italic) can also be used in body copy and paragraph format content.

Text can be either aligned from the left-hand edge of the books or the left-hand edge of the logotype. Please avoid centered or justified titles and text.

Dinot Black Italic can be used to define emphasis like in the example at right.

Please also try to be consistent and use ALL CAPS for headlines as it will aid in creating a consistent Brand look.

NOW ENROLLING FOR OUR NEW FALL PROGRAMS!

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. **Ut enim ad minim** veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. *Duis aute irure dolor in reprehenderit* in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Dinot Black Italic HEADLINES ONLY

Avenir Book, Black and Oblique (italic) shown in a sample body copy block.

What about Arial?

Arial is a widely available sans-serif typeface and computer font packaged with Microsoft Windows, other Microsoft software applications, Apple Mac OS X and many PostScript computer printers. It can and should ONLY be used for internal communications such as email, where Avenir is not applicable.

It is not considered a replacement for Avenir.

FORTIS COLORS

DOMINANT COLORS

PMS 7463
C100 M62 Y12 K62

PMS 130
C0 M30 Y100 K0

ACCENT COLORS

PMS 2597
C78 M94 Y0 K0

PMS 384
C24 M5 Y98 K5

PMS 292
C58 M11 Y0 K0

PMS 1797
C2 M98 Y85 K7

COLOR PALETTE

**The FORTIS core color palette is shown at left.
It should be used for all communications.**

What we've developed is a family of colors that provides myriad combinations while still defining a feel that's still FORTIS. The colors are grouped into two categories, dominant and accent. This is not to say that one of the dominant colors cannot be used sparingly as an accent, but rather we're suggesting that when there are large fields of color, you should please look to the dominant palette first.

When choosing color it is important to consider the best options from the palette that will project the information clearly, effectively and complement any chosen images. There must always be good contrast between text and the background color. Dark colors on a white or very pale background are the most legible. White type should only be used on a dark enough background – for example Fortis Blue - PMS 7463, black or 60% black or darker. Colors can also be printed in 4-color process, the percentages are listed below the color on the left. All colors on the page are shown at values of 100%. It is not appropriate to print the colors at less than 100% solid color value for each.

At right, proper usage of the logo is shown. Avoid using the logo in full color on top of a dark background. Use the PMS 130 and white, or a single reversed (white) logo on a blue or black background if need be. You can also choose to use a solid PMS 7463 logo if in a one-color environment (banners, t-shirts, etc)

In the event of a single-color project, a suitable black or PMS 7463 FORTIS logo should always be used. In the event that PMS colors are not an option (i.e. Banners, Screen Printing etc.) please choose either black or a dark 'navy' blue, if possible. White on a dark 'navy' blue or black background are also acceptable. **Any use of the corporate logo upon any other colors than blue, black or white must be submitted to and approved by EA Marketing Dept. before use**.

CONTACT INFO

MARKETING INQUIRIES

Inquiries to this documentation should be directed to the appropriate Corporate Marketing Department personnel at the home office.

Please contact one of the following persons to obtain camera-ready art for logos, photography, or any other creative help.

PATRICK WOODS
Print and Online Creative
Marketing Dept.

Email   pwoods@edaff.com
Phone   410-513-8044

FORTIS LOGOS & ARTWORK

We have also created a self-service webpage on the FORTIS website where you can go to always obtain the most recent version of this document, as well as download approved FORTIS logo artwork and other graphic elements for your convenience.

If you are asked for any of these materials by outside agencies, newspapers, signmaking shops, etc. feel free to forward this link to them as well.

The link is at
http://www.fortis.edu/marketing-materials.aspx