



SECHENOV
UNIVERSITY

Federal State Autonomous Educational Institution of Higher Education
I.M. Sechenov First Moscow State Medical University
of the Ministry of Health of the Russian Federation (Sechenov University)

Brand Guidelines

Sechenov University's Branding Guidelines and Stylebook

2017



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INTRODUCTION

I.M. Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation (Sechenov University) is Russia's leading medical university. Its history dates back to 1758, when a school of medicine was formed as part of the Imperial Moscow University. For more than two and a half centuries the University has been known as Russia's prime innovator in healthcare and a proving ground for many outstanding doctors and scientists who have made fundamental contributions to medicine.

In today's world with its dynamic processes, rapid development of technology and exponential growth of information, no one can afford to rest on their laurels. Universities across the globe are undergoing a process of ambitious transformation driven by new demands from both state and society. High-quality professional training and diverse scientific research are no longer enough in themselves to attain the reputation of a modern university. In advanced countries, universities are becoming new centres of knowledge, technology, services and even innovative market structures, putting forward new development strategies alongside other economic stakeholders. They act as hubs, synthesising and controlling development, approval, integration and commercialisation of technologies and business models.

The only possible way not to lose one's competitive edge in the global arena is to integrate into the current system of international partnerships between educational and research institutions, state, public and private actors and venture capital investment. These are the agents laying the foundations the world's contemporary economic system, generating a considerable share of innovation in healthcare and associated fields as well as shaping the future of medicine. A clear understanding of the discrepancy between the University's stage of development in the mid-2010s and current challenges has prompted us to embark upon a rebranding enterprise.

As a tribute to the outstanding Russian scientist and educator whose name our University has borne for over sixty years, we have introduced a new brand: Sechenov University. We have made the decision to create altogether more exhaustive that those previous and in concert with worldwide trends in university brand visualisation. Our choice may seem too radical or inconsistent to some – others may prefer the old version – nevertheless, we are convinced that this new platform will meet our expectations and help our University join the worldwide ranks of next-generation research and education centres.



Brand Strategy

OUR VISION OF THE UNIVERSITY'S BRAND

Our University needs a strong brand to engage in effective communication with the public and attract the best of the best: from talented students, highly qualified professors and experts to major business clients. Our University has to become a place where top-class health professionals are trained, new discoveries are regular, and patients always receive the best medical care.

Our vision of the University brand relies upon a number of tenets which together lay the foundation for our brand platform:

The University as **HUB**

Our University brings together the whole community of Russian-speaking medical staff. Sechenov University is fully integrated into global information space, acting as a mainspring and promoter of cutting-edge knowledge both in Russia and on the world stage.

The University as **AUTHORITY**

Our University occupies a unique niche in the area of consulting and training health professionals. Our staff are regularly invited by mass media as leading representatives of their fields.

The University as **INNOVATOR**

Sechenov University is the key driver of innovation in Russian healthcare. It remains on the front lines of scientific research by cooperating with the world's major pharmaceutical and medical companies, leading foreign universities and research institutes.

The University as **KEEPER OF TRADITIONS**

The University keeps up and promotes the best traditions of Russian medicine with a focus on human health as a whole rather than an organ-specific treatment.

The University as **EDUCATOR**

Our University generates high-quality content targeted at both specialists and a wider audience.

Sechenov University is a place that attracts talents, offers a prime teaching and work experience and is constantly making new discoveries.

OUR MISSION

Our mission is to preserve and augment the legacy of Russian medicine. For centuries, our University has contributed substantially to world medicine. Today we are willing to meet global challenges facing humanity. Our University has the necessary potential to live up to current humanitarian ideals and is ready for serious transformation and further development to achieve its goals.

OUR GOALS

Become the linchpin of world-class state-of-the-art medical projects

Act as an international expert and leader in high-tech treatment of diseases of social significance

Provide individual educational pathways with access to the resources of leading international educational institutions

Focus on research

Intensify the integration of our students, scientists and health professionals into the global scientific and business community

Develop a model of personalised life-long health management

Strengthen our reputation as an institution respected and understood inside and outside the medical community

Diversify sources of finance and raise more non-budgetary funds

BRAND ATTRIBUTES

Brand attributes include its differentiators and core principles. They are consistent and guarantee an integral perception of our brand. Through our brand attributes, we set up a firm emotional link with the audience.

DIFFERENTIATORS

Our University is highly demanded for clinical and scientific research. Our staff are acknowledged as leading authorities in Russian healthcare. Our wealth of experience in clinical medicine and comprehensive infrastructure make up our core competitive advantages that have received worldwide acclaim.

Expertise
Leadership
Focus
Authority

CORE PRINCIPLES

Everything that we say and do relies on five core principles closely related to our driving forces. Our commitment to them has to be clear to the target audience and encourage their trust.

Humanity
Result
Responsibility
Engagement
Transparency

DRIVING FORCES

Our driving forces are those that allow us to move forward and take the lead. This must be the source of our message so that the public may come to grasp the motivations of our actions that stand at the basis of our goals.

Innovation

Mission

Urgency

Public Welfare

BRAND MESSAGING

Each of us tells the story of our University, thus building its brand perception.

Here is an example of what our brand's textual communication should look like as a key to shaping the way our brand is identified and recognised.

BRAND'S TEXTUAL COMMUNICATION

TRADITIONS — are what bring us together. For centuries we have been the creators and promoters of new traditions in Russian medicine. Our university is associated with the founders of entire medical disciplines and leading schools of thought; movers and shakers in science, medical practice and culture who have made substantial contributions to the development of humanity. We believe medicine is the well-tuned stage for the physician as an attentive, responsive and meticulous virtuoso whose work is no less than an art. In line with the best traditions established by the brilliant medical scientists of the past, the physician comes to the aid of those who would entrust their lives to him or her – and the lives of those near and dear. Traditions are at the foundation of both everyday medical practice and its further development.

KNOWLEDGE — is our power. Based on research carried out at the front lines of medical science, we accumulate and apply the most valuable forms of knowledge to improve the quality of human life. We are open to cooperation and are constantly sharing experience with our partners worldwide. Active networking with the leading healthcare institutions and medical schools in Russia and abroad is what keeps our research up to date. Owing to the high quality of our state-of-the-art research, our university has become a unique focal point for clinical and medical studies as well as for education in the national and global arena. Our classic textbooks have continued to educate several generations of physicians.

PROGRESS — is what moves us forward. Our university has become a hub of cross-disciplinary research on the front lines of the biosciences – medicine, genetics and pharmacology. We have a clear vision of the future that goes hand in hand with a personalised approach to prevention, diagnosis and treatment; pharmaceutical as well as translational, molecular and regenerative medicine. Commitment to traditions and constant development for the sake of improving human life lie at the base of our genetic code.

VERBAL AND VISUAL IDENTIFIERS

In the face of stiff competition, a brand is of vital importance in stressing one's identity. The University brand makes up "an intangible sum" representing its many properties: its history, the stories of its famous alumni and important discoveries, its reputation among different target audiences (applicants, students, faculty, doctors, patients and others) as well as their expectations from interacting with the University. The brand thus makes a certain promise to the target audience.

The University's brand, as much as any other, contains a specific set of verbal and visual identifiers. The verbal ones include its name and master tagline. Together they give the brand its resonating force. The visual ones include the master brand signature, logo, logotype, brand colours, patterns and other basic graphic elements used for branding.

BRAND COMMUNICATION CHANNELS

In order to build up the integrated image of the University and maintain its brand strength, it is essential to choose task-specific brand identifiers and appropriate channels of communication with the target audience. Brand communication channels can, in turn, be split into internal and external, formal and informal as well as online and offline ones.

These guidelines governing the use of Sechenov University's brand style serve to build up an effective communication signature between the University and its target audience. One has to bear in mind that anyone who acts on behalf of the University – whether while communicating with students or patients, delivering a speech at a conference, writing an academic paper or preparing a presentation publication – makes their contribution to the way our brand will be received and perceived.

INTRODUCTION

In today's world, information is largely obtained through visual channels. That is the reason why a good visual presentation of our University to the target audience is essential for the proper perception of our brand. Our brand's visual system is designed to facilitate our non-verbal communication with the audience.

Elements of our visual system include the University's master brand signature, primary and secondary typefaces, palette, photography and the rules managing their usage. All the elements of the visual system are critical to the consistent perception of the brand.

OVERVIEW. MASTER BRAND LOGO

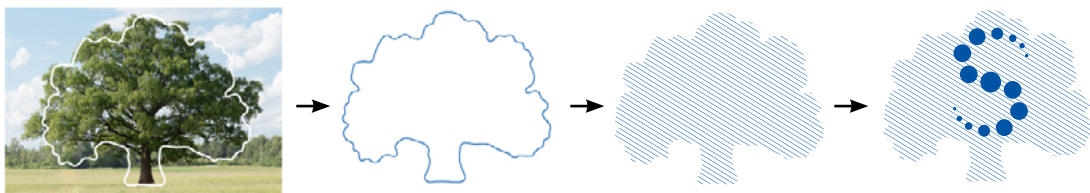
Sechenov University's master brand signature is comprised of the logo and the Sechenov University logotype.

The Sechenov University logo is built upon the idea of a combination of commitment to tradition and passion for progress in research.

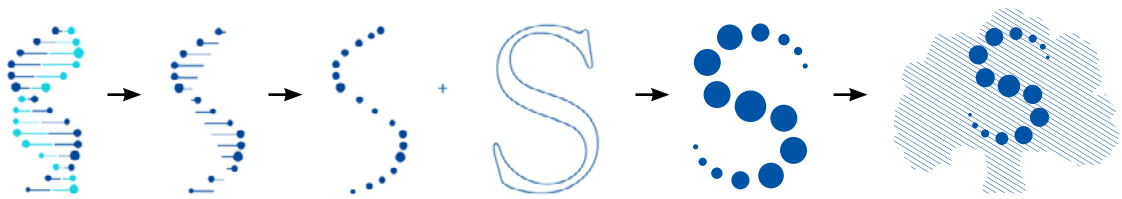
A tree as a symbol of life, nature, growth and wisdom brings together two ideas: progress (growing branches, leaves and buds) and a strong bond with traditions (roots).

Over the centuries, the tree has more than once shown up in the emblems of internationally acclaimed universities (Stanford University, Vanderbilt University, Kyoto University, University of Glasgow, Paris Descartes University, University of Tübingen, and others).

However, our tree is not figured in the typical way. Rather it represents a fusion of fine parallel lines. This graphic structure at once gives lightness to the otherwise heavy structure of the tree whilst also underlining its secondary, background character. The fine lines showcase the precise skill of the physician as an attentive, responsive and meticulous virtuoso whose work is no less than an art.



At the centre of the logo is an S symbol based on several circles of different sizes. It reminds us of the DNA strand as one of the fundamental building blocks of life and a crucial research aspect of the medicine of the future. The DNA helix is represented as the Latin letter S, the first letter in the English version of the University's name.



The circles it incorporates denote numerous University subdivisions which organically interact with each other, collectively forming a single structure.

The university logo and signature illustrate both preservation of traditions of the Russian medical school and an innovative future-oriented approach.

Owing to its structure, the logo leaves room for a rich graphic variability which can be used to strengthen the University's single brand as a complex multicomponent research, education and clinical hub, acclaimed worldwide.

SIGNATURE LOCKUPS

The master brand signature, which is a combination of the University's logo and Sechenov University logotype, has different lockups.

In vertical applications, the logotype is placed below the logo either in one or two lines.

In horizontal applications, the logotype is positioned to the right of the logo. As in vertical applications, the logotype can be shown either in one or two lines.

The use of the lockup depends on the goals and objectives of a specific digital or printed application and its composition. It should be noted that in horizontal applications the focus is shifted to the University name due to the size correlation between the logo and the logotype, the logo being sidelined.



SIGNATURE FORMATS

All the variations of the Sechenov University signature (logo, logo and logotype lock-up or the logotype alone as an independent product) are provided in two colour versions (dark on light background and light on dark background) in several formats. The use of a particular variant is dictated by the intention of the digital/printed application. The format depends on the type of the product and signature size.

One has to remember that the University signatures provided in the files downloaded from the website cannot be recoloured, stretched or scaled disproportionately, or modified in any way.

	Colour model	Resolution	EPS – Vector	PNG – Bitmap (lossless data compression)	JPEG – Bitmap (lossy compression)
For print, branded and souvenir products, signs on the buildings, structures, etc.					
Black on white	CMYK	Vector	•		
Dark blue on white	CMYK	Vector	•		
White on dark blue	CMYK	Vector	•		
On-screen (for presentations, Web, video and animated films, etc.)					
Dark blue on white	RGB	72 dpi, 1000 px	•	•	•
White on dark blue	RGB	72 dpi, 1000 px	•	•	•

As indicated in the table above, only the EPS vector format can be used in printed applications, merchandise, signage shown on buildings and structures as well as in other cases where it is important to keep the signature from being corrupted when scaling it in both dimensions.

In digital applications, both the EPS vector format and PNG and JPG bitmap formats can be used. As a rule, the EPS vector format is best suited for cases where the signature is scaled up or down. Both bitmap formats (PNG and JPG) have a fixed resolution and are, therefore, not suitable for scaling up. PNG formats have transparent backgrounds while JPG formats have a white background.

MASTER BRAND LOGOTYPE

The master brand logotype is used with the primary Georgia Regular type and the primary colour: C 100% M 75% Y 0% K 0%.

СЕЧЕНОВСКИЙ УНИВЕРСИТЕТ

SECHENOV UNIVERSITY

СЕЧЕНОВСКИЙ
УНИВЕРСИТЕТ

SECHENOV
UNIVERSITY

MASTER BRAND SIGNATURE, LOGO AND LOGOTYPE USAGE

The Sechenov University signature, logo or logotype alone can be used depending on the application. One should bear in mind that every element produces an effect of different scale and nature on the audience. The use of the logotype without the logo, for instance, places more emphasis on the resonating force underlying the University's name. The use of the logo without the logotype is applicable in those cases when the audience knows the brand well.

USE OF MASTER BRAND SIGNATURE NEXT TO OTHER UNIVERSITY-RELATED SIGNATURES

The names of the University subdivisions have to be staged with the master brand signature in a strictly determined way. Each lockup is an independent product. Depending on a specific application, vertical or horizontal configurations can be used.

Whenever the signature has to be staged together with a lockup made up by the signature and the subdivision logotype, the signature must always be depicted on the left and the lockup on the right. They are to be separated from one another.



USE OF MASTER BRAND SIGNATURE NEXT TO THE SIGNATURES OF OTHER ORGANISATIONS

When placed next to the signatures of other organisations, the Sechenov University signature (including the logotype) should be proportionate to other signatures.

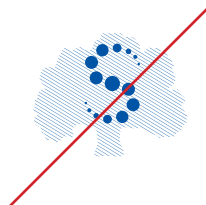
It is preferable to use vertical application of the signature with the logotype in a one-line or two-line configuration.

The master brand signature should not be used without the logotype next to other signatures.

Correct usage:

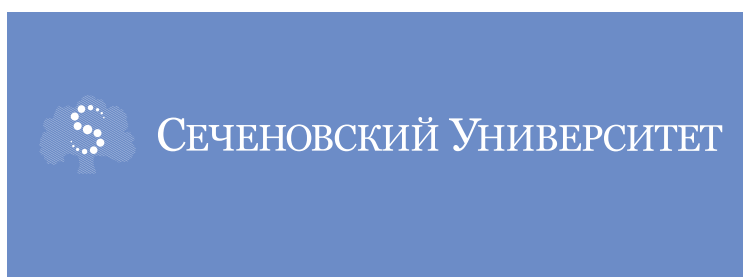
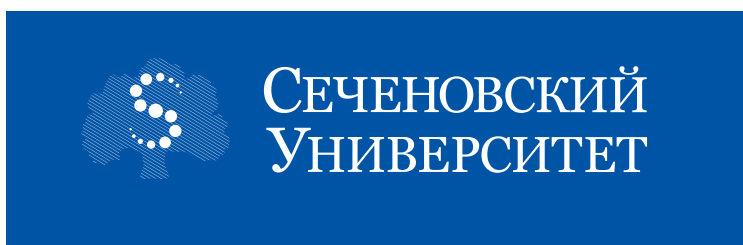


Incorrect usage:



COLOUR VERSIONS OF THE MASTER BRAND SIGNATURE ON DIFFERENT BACKGROUNDS

The signature can be placed on the background of the primary, secondary colours and their tints.



The English signature can be placed on the background of the primary, secondary colours and their tints.



RUSSIAN AND ENGLISH SIGNATURE SIZING

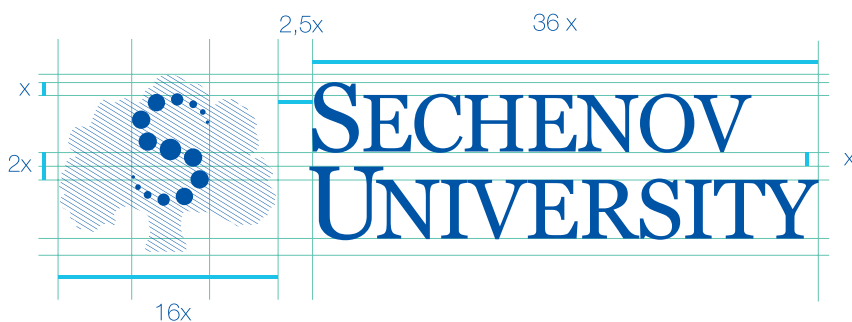
Vertical application with a one-line logotype configuration

The proportions are based on the minimum size of x , the distance between the words SECHENOV and UNIVERSITY in the logotype.



Horizontal application with a two-line logotype configuration

The proportions are based on the size of x , the vertical distance between the bottom points of the word SECHENOV and the top points of the letter U in UNIVERSITY.



Horizontal application with a one-line logotype configuration

The proportions are based on the size of x , the vertical distance between the top points of the capital and lower-case letters in the logotype.



Vertical application with a two-line logotype configuration

The proportions are based on the size of x, the height of the capital letters in the logotype.



IMAGE BACKGROUNDS

The signature without the background can be used against imagery (including photography) which should be light, non-contrasting and with neutral tints. When placing the signature against imagery, it is important to take into account the minimum clear space size (see Clear Space).

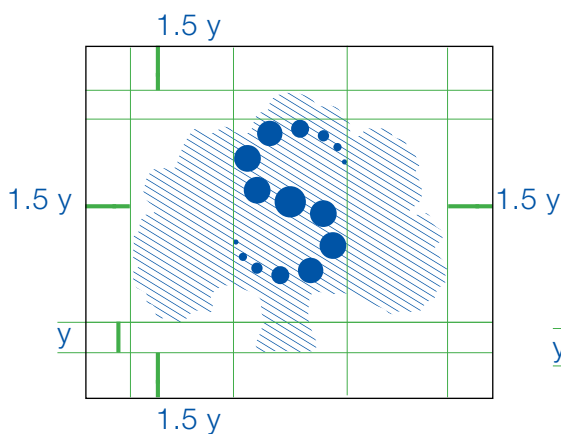
When placed over highly contrasting or dark imagery, the signature should be used with the background. Its size should be equal to the minimum size of the signature clear space.



CLEAR SPACE

Logo

The minimum clear space around the logo has to be 50% bigger than the distance between the bottom of the tree trunk and the lowest point of its crown (y).



Logotype

The minimum clear space around the logotype has to be equal to the height of the capital letters (y).



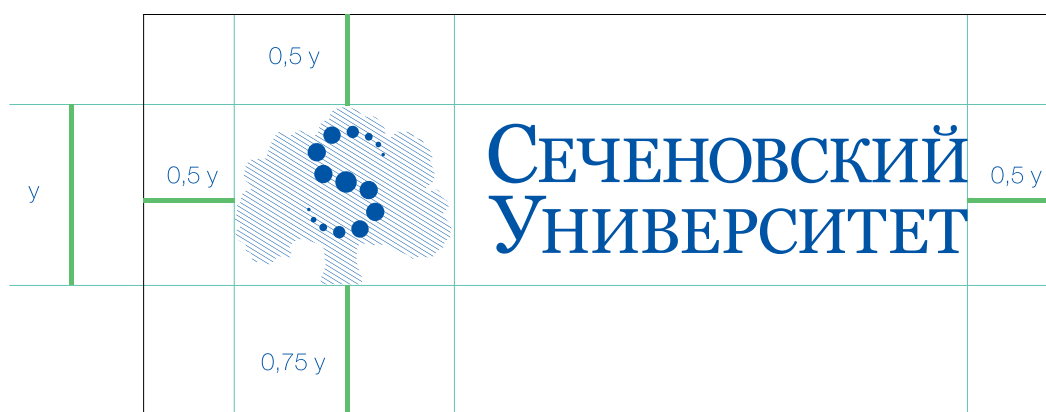
Horizontal application with a one-line logotype configuration

The minimum clear space on the left, on the right and on the top of the signature should be half the signature height (y). The minimum clear space below has to be three quarters of the signature height.



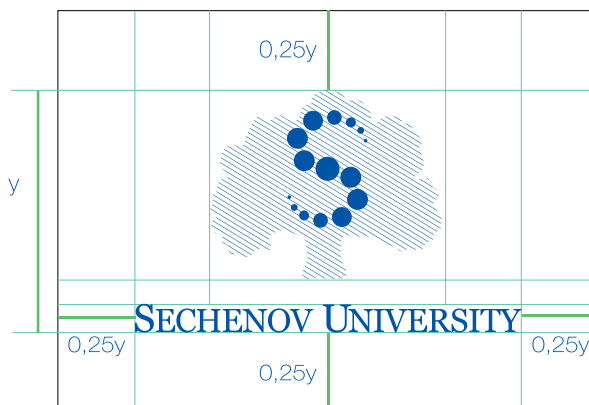
**Horizontal application with
a two-line logotype configuration**

The minimum clear space on the left, right and top of the signature should be half the signature height (y). The minimum clear space below has to be three quarters of the signature height.



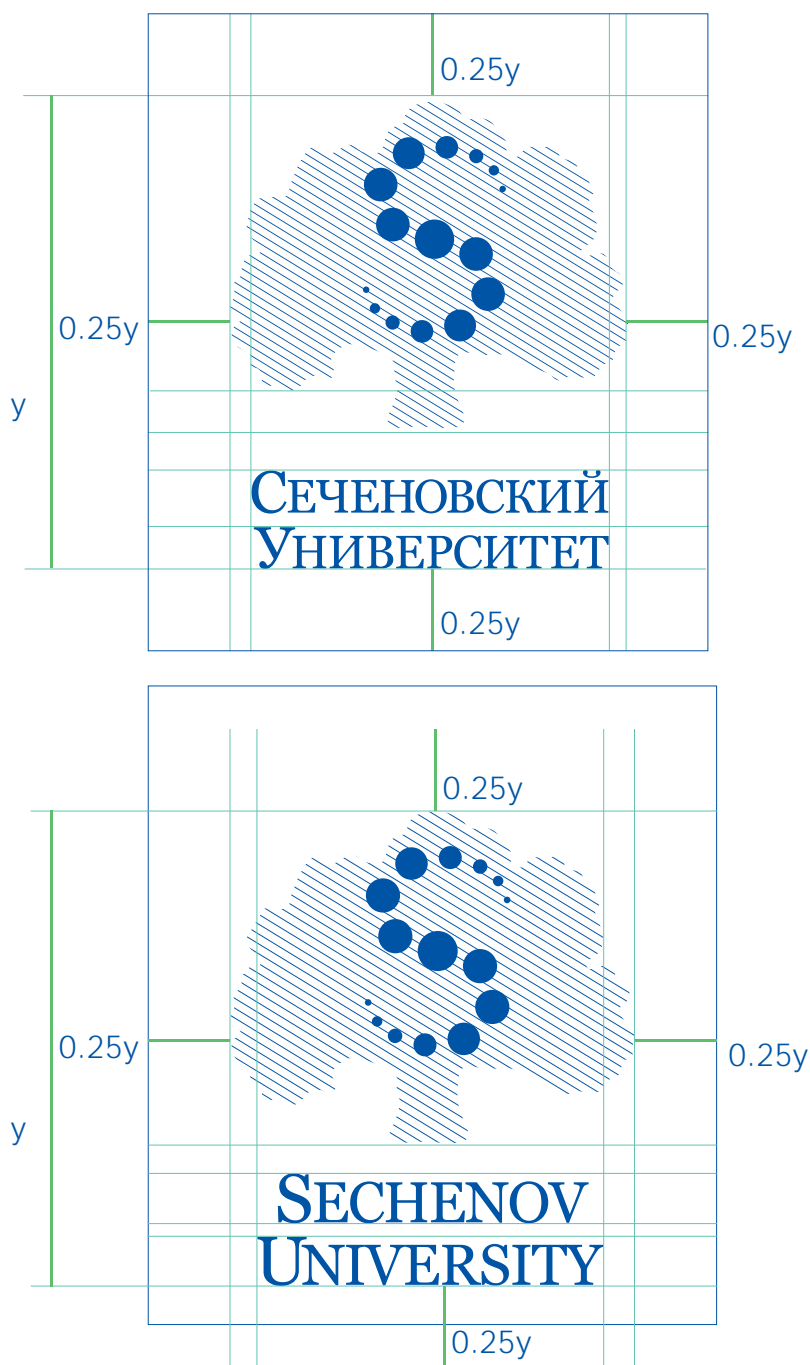
**Vertical application with a one-line
logotype configuration**

The minimum clear space on the left, right, top and bottom of the signature should be one quarter of the signature height (y).



**Vertical application with a two-line
logotype configuration**

The minimum clear space on the left, right, top and bottom of the signature should be one quarter of the signature height (y).



MINIMUM SIGNATURE SIZE

When the signature has to be placed on small surfaces, one must bear in mind that the number of signature variations is strictly limited, with none allowed to threaten brand integrity. Apart from technical restrictions arising from the variety of signature reproductions on different objects, this is another reason why there is an absolute threshold for the minimum allowed signature size. When reproduced through digital or offset printing on paper, cardboard or using UV printing technologies or laser engraving on hard surfaces, the minimum allowed signature size (logo and logotype) is 25 mm horizontally. If the logo or the logotype is used alone, their minimum allowed horizontal size

is 15 mm and 20 mm accordingly. As practice shows, further size reduction makes it impossible to identify the lines forming the tree and is, therefore, inadmissible.

Some signature reproduction technologies (e.g. silk screen or heat transfer) bring about much stricter requirements to the minimum signature size and can, therefore, hinder its reproduction on smaller surfaces. In such cases it is recommended to use only the logotype without the logo.



SIGNATURE PLACEMENT IN SMALL APPLICATIONS

When using the signature on pencils, pens etc., the logo can be omitted (only the logotype can be used). That being the case, the minimum horizontal logotype size is 30 mm for a one-line configuration and 20 mm for a two-line configuration.



SIGNATURE USE IN TEXT

Building and maintaining the University's integrity is a key to increasing its recognition and acknowledgment by the society as a whole. This is why it is of central importance that the University's name be used appropriately in communication.

The most preferable name is the short one – Sechenov University, which is easy to recognize and remember.

In cases where the audience does not know the Sechenov University brand at all, or does not know it well, it is more reasonable to give the full official name without a reference to its legal structure and type ("Federal State Autonomous Educational Institution of Higher Education") at the beginning of the text: I.M. Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation (Sechenov University). On less formal occasions, a reference to department affiliation ("of the Ministry of Health of the Russian Federation") can be omitted.

In order to avoid the repeated use of the full official name or the phrase "Sechenov University", the word "University" or the phrase "our University" should be used instead (with the "University" capitalised in all such cases). The latter phrase is usually more appropriate in journalism, press releases and informal communication and less so for official documents and statements.

The University's official abbreviated name, FSAEI HE I.M. Sechenov First MSMU of MH RF, should not be used except for official business letters, documents, etc.

No other name variations are allowed in either written or oral communication.

One should also bear in mind that the brand logotype name of Sechenov University, along with its brand signature, is an independent product, which in no way can be integrated into a text without using the University's full official name or the "Sechenov University" brand.

Correct usage:



SECHENOV UNIVERSITY

Federal State Autonomous Educational Institution of Higher Education
I. M. Sechenov First Moscow State Medical University of the Ministry of Healthcare
of the Russian Federation (Sechenovskiy University)

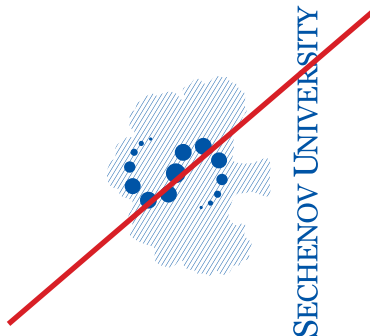
Incorrect usage:

~~SECHENOV UNIVERSITY~~ Federal State Autonomous Educational Institution

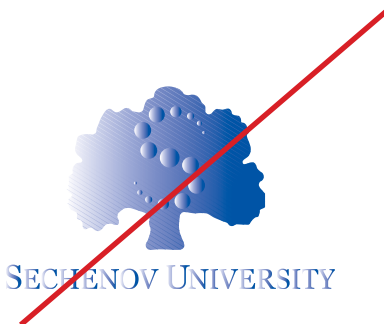
INCORRECT USAGE



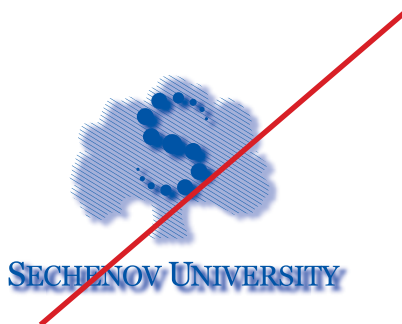
Don't distort or skew



Don't rotate



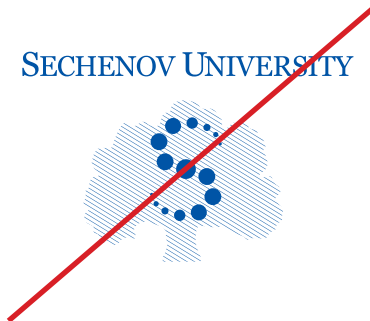
Don't use gradients



Don't add effects



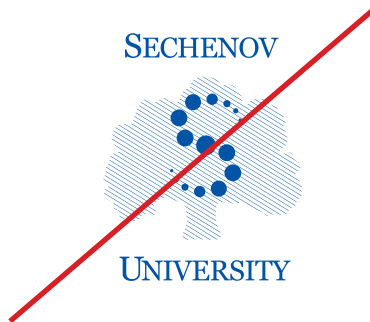
Don't change size relationship of elements



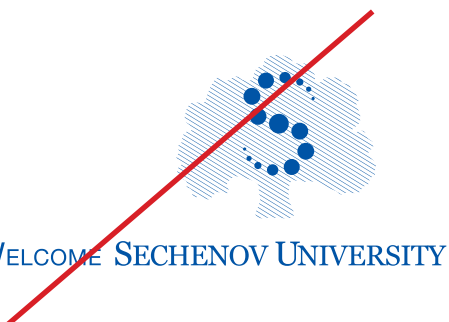
Don't alter element placement



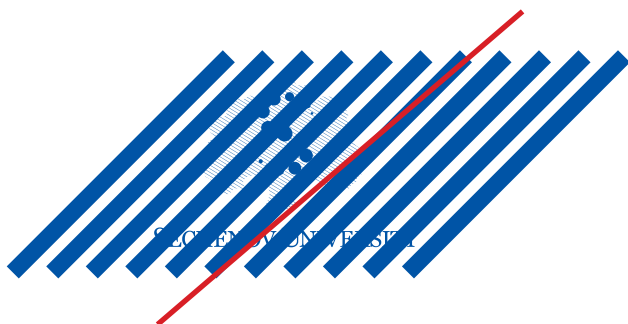
Don't alter colours



Don't split up signature elements



Don't use signature as type in editorial context



Don't place on contrasting backgrounds



Don't place in shape

INTRODUCTION

“Tradition. Knowledge. Progress” is Sechenov University’s master tagline. It reflects our commitment to continuous progress in medicine and associated sciences, backed by knowledge and humanitarian traditions established by the flag-bearers of the Russian school of medicine: doctors, scientists and professors. The master tagline makes up an integral part of our brand: it shapes the way the brand resonates, clarifies its essence and establishes emotional connections with the audience.

Other customised taglines can be used in digital or printed applications. Such taglines have to be consistent with the brand concept as a whole as well as with the stylistic principles of contemporary Russian and English usage. The tagline also has to be well organised in terms of phonetics and rhythm. These rules apply to translations as well. One has to remember that the new tagline, while developing the essence of the master tagline, has to convey to the target audience the brand’s values in a compressed fashion, thus forming a specific University image and stressing its identity.

Below are the examples of taglines that can be used in specific digital or printed applications:

Развивая традиции, создаем будущее медицины
Keeping tradition and shaping the future of medicine

Развивая традиции, создаем будущее
Keeping tradition and shaping the future

SIGNATURE AND MASTER TAGLINE LOCK-UPS

The brand signature and the master tagline, like other brand-related products, need to be carefully handled. As a rule, the master tagline is always positioned next to the University signature or its logotype, every time forming a new product. It must be noted that it should preserve its visual association by never being divided, redrawn or otherwise modified.

A signature/logotype and tagline lockup can be placed at the beginning of printed or digital publications (title page), presentations (the first slide), video or animated films (the first shots). It can be also used in other products intended to convey the brand essence by evoking certain emotions or associated sensations.

One should not use the tagline on the second or the following pages of any presentations, in any documents or other official materials.

The tagline may not be used on employees' personal visiting cards or corporate visiting cards of University subdivisions, on management-related documents of any type, next to the signatures of other organisations or in cases where the University's signature is placed next to those of its subdivisions. It is important that it should never be divided, redrawn or otherwise modified.

The primary Helvetica Neue Medium typeface should be used in the tagline.



SECHENOV UNIVERSITY
Tradition. Knowledge. Progress



SECHENOV UNIVERSITY
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SECHENOV
UNIVERSITY
Tradition. Knowledge. Progress

COLOUR VERSIONS, BACKGROUNDS

The tagline and the signature usually have the same colour. In some cases the tagline can be drawn in another primary colour. The tagline and the signature can be also placed on the dark blue background.



СЕЧЕНОВСКИЙ УНИВЕРСИТЕТ
Традиции. Знания. Развитие



СЕЧЕНОВСКИЙ УНИВЕРСИТЕТ
Традиции. Знания. Развитие



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СЕЧЕНОВСКИЙ УНИВЕРСИТЕТ
Традиции. Знания. Развитие



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IMAGE BACKGROUNDS

A signature and tagline lock-up without a background can be used against imagery (including photography) which should be light, non-contrasting and with neutral tints. When placing the signature against imagery, it is important to take into account the minimum clear space size (see Clear Space).

When placed over highly contrasting or dark imagery, the signature should be used with the background. Its size should be equal to the minimum size of the signature clear space.

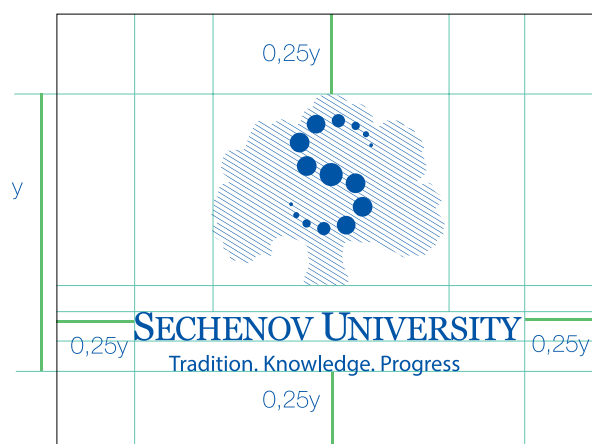
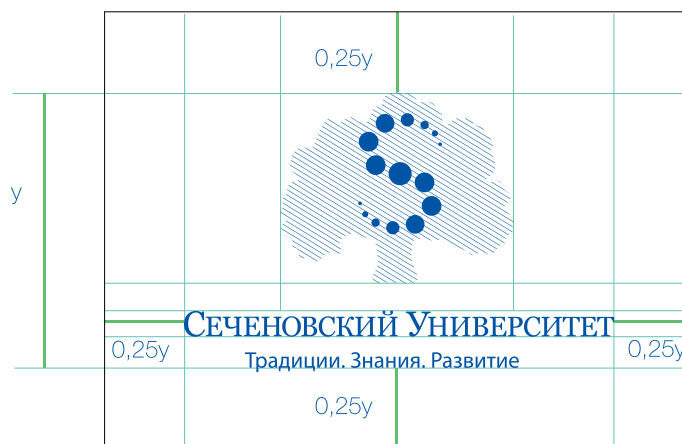
When necessary, the tagline can be used without the signature.



CLEAR SPACE

Vertical signature with a one-line
logotype configuration

The minimum clear space around the
signature and tagline lockup on the left,
right, top and bottom should be equal to
one quarter of the lockup height (y).

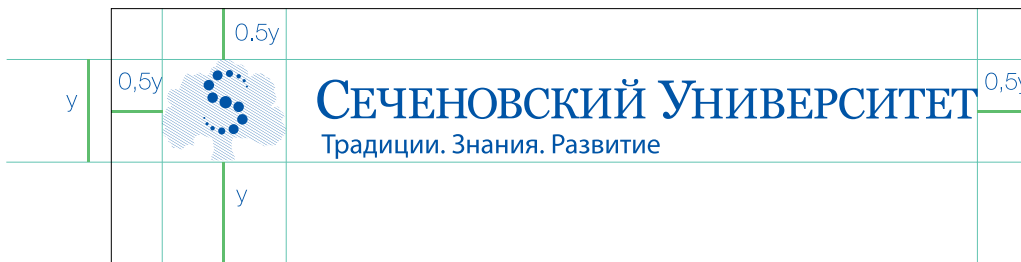


Horizontal signature with a one-line logotype configuration

The minimum clear space around the signature and tagline lockup on the left, right and top should be half the signature height (y). The minimum clear space underneath should be equal to the signature height.

English version

The minimum clear space around the signature and tagline lockup on the left, right and top should be half the signature height (y). The minimum clear space underneath should be equal to three quarters of the signature height.



Horizontal signature with a two-line logotype configuration

The minimum clear space around the signature and tagline lock-up on the left, right and top should be half the signature height (y). The minimum clear space underneath should be equal to the signature height.

English version

The minimum clear space around the signature and tagline lock-up on the left, right and top should be half the signature height (y). The minimum clear space underneath should be equal to three quarters of the signature height.



MINIMUM TAGLINE SIZE, SIZING, TAGLINE LOCK-UPS

The minimum allowed horizontal size of the signature and tagline lock-up is

– 50 mm for a horizontal signature with a two-line logotype configuration and a vertical signature with a one-line logotype configuration;

– 60 mm for a horizontal signature with a one-line logotype configuration.

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35 mm



50 mm



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50 mm



60 mm

INCORRECT USAGE

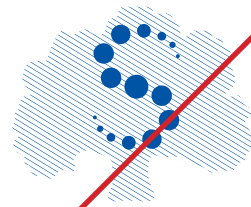
Tradition. Knowledge. Progress



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Tradition. Knowledge. Progress

Don't change size relationship



SECHENOV UNIVERSITY

Don't change placement



SECHENOV UNIVERSITY

Tradition.
Knowledge.
Progress

Don't alter tagline element placement



SECHENOV UNIVERSITY

TRADITION KNOWLEDGE PROGRESS

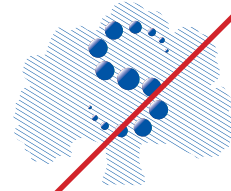
Don't alter tagline typeface



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Don't change tagline colour to tints



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Don't add effects

INTRODUCTION

Typography is an essential part of the Sechenov University visual system. When used appropriately, typefaces serve to better present the brand and enhance the power of its message. The right choice of typeface creates a high level of confidence in our message with the target audience.

OVERVIEW

Helvetica Neue is our primary typeface. It is made up of six weights: Ultra Light, Light, Roman, Medium, Bold and Black. The default weight is Helvetica Neue Light. Helvetica Roman can be used in some cases. Other weights may suit smaller text fragments: subheads, captions, charts, tables and folios.

The second typeface reflecting our brand's individuality is Georgia and its weights: Regular, Italic and Bold. The typeface goes well with Helvetica Neue and serves to emphasise specific text fragments. It is primarily used in larger headlines and subheads as well as on the title page. Both typefaces cannot be changed, transformed or subjected to different effects.

Helvetica Neue

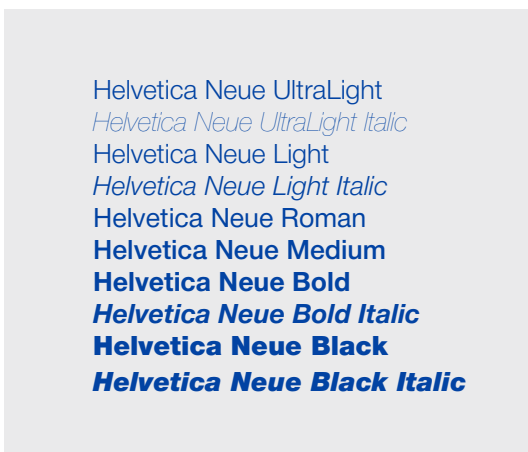
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (.,:?!@#\$%^&*-)

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (.,:?!@#\$%^&*-)

PRIMARY TYPEFACE

Helvetica Neue is our primary typeface. It should be used in text blocks next to the signature. It may also be used as the primary sans-serif typeface in printed and digital applications.



SECONDARY TYPEFACE

Georgia is our secondary typeface. Georgia should be used in headlines and as the primary serif typeface in online messages.



PRIMARY AND SECONDARY TYPEFACE USAGE

The minimum size of the primary and secondary typefaces is 8 points.



It is not recommended to use a typeface that is similar to the background in colour.



PRIMARY TYPEFACE SUBSTITUTES

In cases where Helvetica Neue cannot be used, Arial and its weights should be used as a substitute. Although not preferred, this typeface is widely available and helps preserve visual integrity of the brand.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
Arial Black

EXAMPLES OF PRIMARY AND SECONDARY TYPEFACE USAGE

The text should be always aligned on the left margin, with a line space equal to the type size plus two points. It can be smaller for headlines, titles and subheads.

Georgia should be used in headlines.

Education

From pre-university studies to upgrading skills

Sechenov University implements a “school – university – clinic” model of medical education which promotes an effective continuous and self-regulating system of learning and teaching in healthcare.

INCORRECT USAGE

OUR UNIVERSITY HAS THE NECESSARY
POTENTIAL TO LIVE UP TO CURRENT
HUMANITARIAN IDEAS AND IS READY
FOR SERIOUS TRANSFORMATION AND
FURTHER DEVELOPMENT TO ACHIEVE
ITS GOALS.

Don't capitalize text body as it worsens readability

Our university has the
necessary potential to live
up to current humanitarian
ideas and is ready for
serious transformation and
further development to
achieve its goals.

Don't apply excess letter spacing as it worsens readability

**Our university has the necessary
potential to live up to current
humanitarian ideas and is ready for
serious transformation and further
development to achieve its goals.**

Don't print the text body in bold

Our university has the necessary potential
to live up to current humanitarian ideas
and is ready for serious transformation and
further development to achieve its goals.

Don't use extra line spacing

Our university has the necessary
potential to live up to current
humanitarian ideas and is ready
for serious transformation and
further development to achieve
its goals.

Don't apply extra word spacing

Our university has the necessary potential
to live up to current humanitarian ideas
and is ready for serious transformation and
further development to achieve its goals.

Don't use bright colours in the
body text

INTRODUCTION

Colour plays one of the leading roles in making a strong impression on the audience. It generates an emotional pull and shapes the attitude towards the brand message. We developed primary and secondary colour palettes for our visual system, each colour being meticulously selected from numerous options. Strict use of the chosen colours and their combinations guarantees a consistent perception of the new brand and its successful non-verbal communication.

In today's world, visual communication is based on both traditional (printed) and digital applications, which is why we produced two sets of colour formulae, each one best suited for a specific communication channel.

PRIMARY COLOUR PALETTE

Our brand palette consists of seven colours, made up of three primary and four secondary colours. Primary colours and their tints as well as secondary colours are available in three systems: Pantone (PMS, Pantone Matching System), CMYK subtractive colour model and RGB additive colour model. The first two systems are used in printing, the third one reserved for colour coding in digital systems (screens, TV etc.).


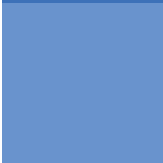
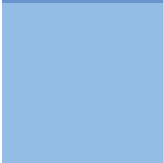
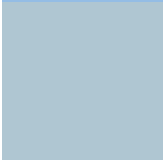
Our brand colours are light blue, dark blue and grey. They can be used in different combinations. The light blue colour (100/75/0/0) is used in business documents, printed and digital applications, as primary texture colour, for headlines and in job work.


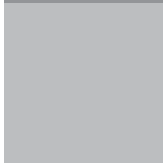
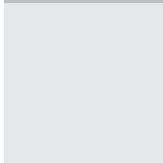

	PANTONE 286 CMYK 100/ 75/ 0/ 0 RGB 0/ 84/ 166
	PANTONE Dark Blue C CMYK 100/ 90/ 25/ 10 RGB 4/ 51/ 119
	PANTONE 7540 CMYK 0/ 0/ 0/ 70 RGB 109/ 110/ 113


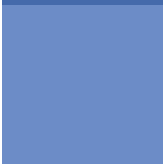
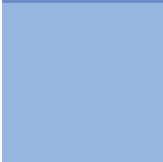
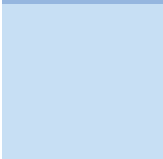
PRIMARY COLOUR TINTS

Dark blue tints can be used in addition to the primary colour in printed and digital applications. They cannot be used in headlines.

Grey colour (0/0/0/70) is used as the primary typeface colour. Grey tints are used as secondary colours of the linear texture and as patches of solid colour.



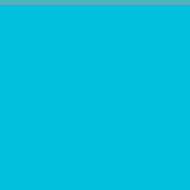

	PANTONE 7455 CMYK 80/ 55/ 0/ 0 RGB 61/ 113/ 184
	PANTONE 659 CMYK 60/ 35/ 0/ 0 RGB 105/ 147/ 205
	PANTONE 278 CMYK 40/ 15/ 0/ 0 RGB 148/ 189/ 229
	PANTONE 545 CMYK 20/ 0/ 0/ 0 RGB 175/ 198/ 210

	PANTONE Cool Gray 9 CMYK 0/ 0/ 0/ 50 RGB 147/ 149/ 152
	PANTONE Cool Gray 5 CMYK 0/ 0/ 0/ 30 RGB 188 190/ 192
	PANTONE Cool Gray 2 CMYK 0/ 0/ 0/ 10 RGB 230/ 231/ 232
	PANTONE WHITE CMYK 0/ 0/ 0/ 0 RGB 255/ 255/ 255

	PANTONE 2727 C CMYK 80/ 60/ 5/ 0 RGB 69/ 106/ 171
	PANTONE 2718 CMYK 60/ 40/ 0/ 0 RGB 108/ 140/ 199
	PANTONE 7451 CMYK 40/ 20/ 0/ 0 RGB 149/ 182/ 223
	PANTONE 2706 CMYK 20/ 5/ 0/ 0 RGB 199/ 223/ 244

SECONDARY COLOUR PALETTE

Secondary colours include three tints of light blue and the green colour. They are used in a variety of combinations in the presentation materials, the green colour serving to highlight specific text fragments.

	PANTONE Blue 0821 C CMYK 45/ 15/ 15/ 0 RGB 140/ 185/ 202
	PANTONE 325 C CMYK 65/ 10/ 25/ 0 RGB 80/ 178/ 189
	PANTONE 631 CMYK 70/ 0/ 10/ 0 RGB 0/ 191/ 223
	PANTONE 363 CMYK 75/ 5/ 100/ 0 RGB 65/ 173/ 3

USE OF PRIMARY AND SECONDARY COLOURS AND THEIR TINTS IN PRINTED APPLICATIONS

Primary colours can be staged together with their tints, giving more variety to printed products (leaflets, booklets, outdoor advertisements).



USE OF PRIMARY AND SECONDARY COLOURS IN DIGITAL APPLICATIONS

Primary colours can be used alongside secondary ones in presentations for emphasis. Secondary colours can be also used for highlighting different sections of large presentations.



USING TEXT – COLOUR

The primary dark blue colour can be used apart from the classical black typeface. It is not recommended to use primary colour tints in the body text except for the grey colour (0/0/0/70) (see p. 64).



SECHENOV
UNIVERSITY

DEAR EVGENY ALEXANDROVICH,

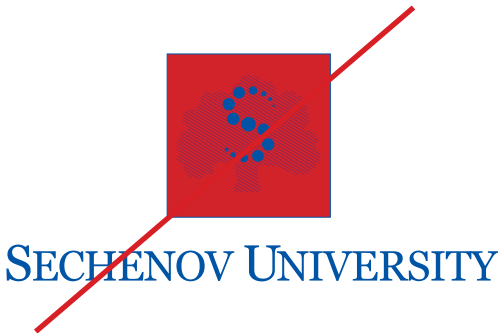
IN RESPONSE TO YOUR LETTER DATED **15 MARCH 2017**, I HEREBY INFORM YOU THAT **SECHENOV UNIVERSITY'S PRESS SERVICE** MADE ARRANGEMENTS FOR YOUR COMPANY TO PROVIDE VIDEO RECORDING ON THE **UNIVERSITY PREMISES** DURING THE **WEEK OF MEDICAL EDUCATION – 2017 CONFERENCE**, HELD FROM **3 TO 7 APRIL 2017**.

YOURS SINCERELY,

BORIS DAVYDOV

SECHENOV UNIVERSITY
HEAD OF STRATEGIC COMMUNICATIONS
AND INFORMATION POLICY DEPARTMENT

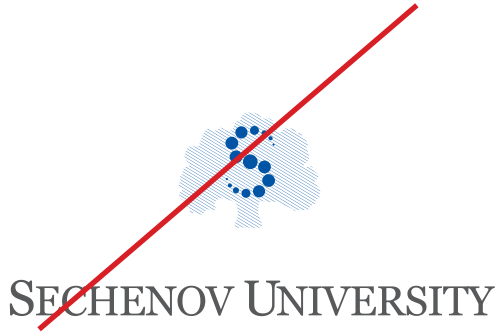
INCORRECT USAGE



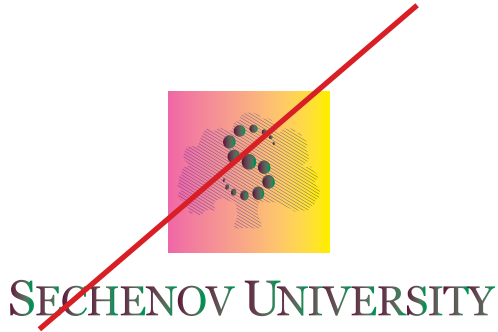
Don't use colours other than the brand ones for the background



Don't alter element colour



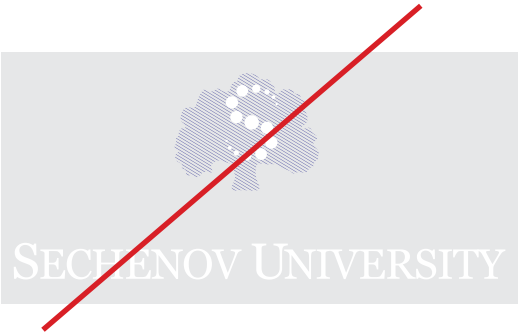
Don't alter logotype colour



Don't create gradients



Don't use tints similar to the background colour or an overly dark non-contrasting background



Don't use tints similar to the background colour or an overly light non-contrasting background

INTRODUCTION

When meticulously selected, photographs can tell a whole story and convey a wide range of sensations that shape the audience's attitude to our work.

Licensed stock pictures as well as original imagery from the University's photo library can be used in final products. The latter includes only those photos that bear some aesthetic value and meet high technical standards.



EMOTION-BASED IMAGERY

Such photographs must look bright, light, attractive and authentic, conveying a positive mood.

Of primary importance are the people shown in the photos, whether on the university campus or practising elsewhere (students, professors and

researchers alike). The figures must convey a positive attitude and interest in what they are doing. No superfluous details distracting attention from the focus area may be present.



CONTEXTUAL IMAGERY

Context-focused imagery can show the process of learning, practice or research. Each photograph is to showcase continuous improvement of the future doctor as well as an active life within the University walls. Photographs depicting joint activi-

ties or discussions in a calm and friendly environment will convey the sense that anyone could acquire the knowledge they need and make use of the University's base of support.



MEDICAL IMAGERY

Medical-focused imagery should focus on the University's state-of-the-art medical equipment, introducing the viewer to a variety of research activities and stressing the up-to-date character

of education. The background of such pictures must be dominated by equipment, although the presence of people will enliven the shot, highlighting their exceptional role in science.



TECHNICAL REQUIREMENTS FOR IMAGES

Print

Formats: JPEG/TIFF

(single Background layer)

Resolution:

- digital printing, offset: 300 dpi
 - arge-format interior printing: 150-300 dpi
 - large-format exterior printing: 36-72 dpi
- CMYK colour model (black-and-white images have to be prepared as Grayscale).

Online

Format: JPEG/PNG

Resolution: 72 dpi

RGB

No low-quality pictures or imagery with distorted proportions may be used. Pictures have to be taken in daylight or artificial light, approximately from an eye-level angle; no important elements may be cropped. No excessive retouching is permitted. The photograph's colour palette should preferably match the University's brand palette colours. Black-and-white pictures should only be used for showcasing historical moments.

INCORRECT USAGE



Do not use images with distorted proportions



Do not use low-quality images



Do not use images shot from a low angle or with superfluous and distracting details



Do not use poorly cropped images with overly bright, mismatching colours



Do not use overly serious or grave images



Do not use unclear, overly-complex graphics or mismatching colours

INTRODUCTION

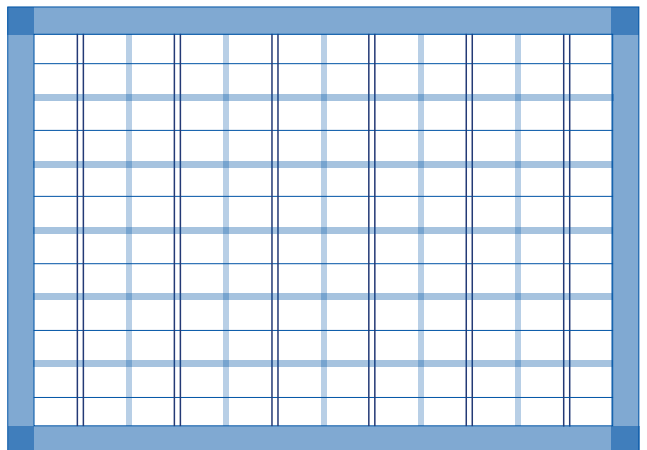
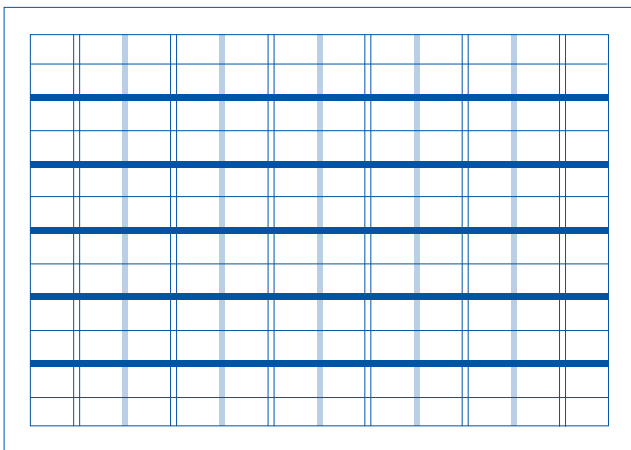
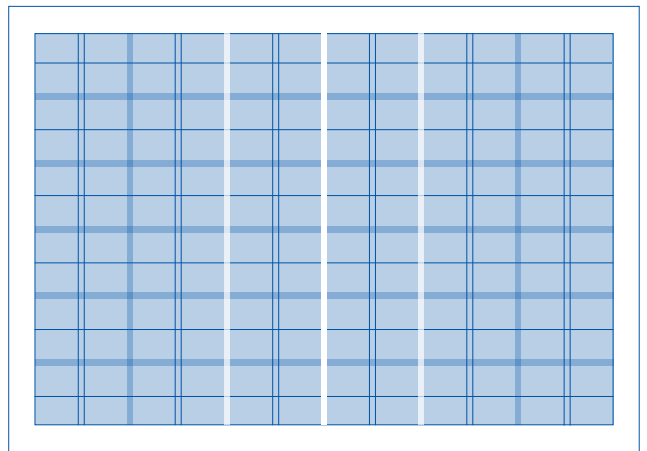
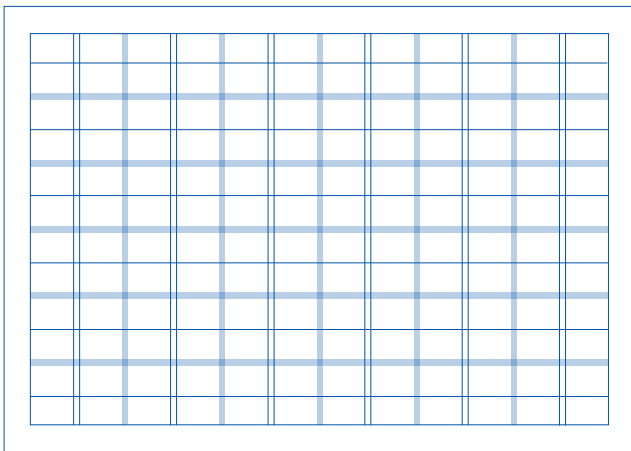
The graphic system brings together all the elements of the visual system like a conductor directing an orchestra, fusing together all the musical parts to produce a single, symphonic composition.

GRAPHIC GRIDS

Graphic grids set the layout for digital and printed products, making a strong impression on the audience. We use our products to tell a story. Each of these unique stories shapes an attitude towards our brand. The following section deals with graphic grids and shows their use in the layouts of digital and printed applications.

HORIZONTAL GRIDS

A two-column grid is produced by dividing the page into two halves. Whether a two-column or a three-column grid should be used depends on the content and goals of the product. More columns give more layout options.



VERTICAL GRIDS

Use the same grid to find areas for aligning the graphic expression with the signature.



INTRODUCTION

It is only possible to create memorable products which clearly show our values when all brand elements that build up brand consistency are carefully selected and subjected to the same logic and style. This section provides an overview of different applications. When creating a new branded product, there is nothing to be neglected.

BRANDED ENVELOPES

DL/E65 envelope

Format

220x110 mm

Printing

Offset, 1/0

Matte white paper,

80–100 g/m²

Typeface

Times New Roman Regular 10 pt

Times New Roman Regular 8 pt

25 mm



СЕЧЕНОВСКИЙ
УНИВЕРСИТЕТ

федеральное государственное автономное образовательное
учреждение высшего образования
Первый Московский государственный
медицинский университет
имени И. М. Сеченова
Министерства здравоохранения
Российской Федерации
(Сеченовский Университет)

(ФГАОУ ВО Первый МГМУ им. И. М. Сеченова
Минздрава России (Сеченовский Университет)
Трубевская улица, д. 8, стр. 2
Москва, 119991
Тел.: (499) 248-05-53; e-mail: rektorat@sechenov.ru
<http://www.sechenov.ru>



B4 envelope

Typeface

Times New Roman Regular 10 pt

Format

250x353 mm

Printing

Offset, 1/0

Matte white paper,

80–100 g/m²

25 mm



СЕЧЕНОВСКИЙ
УНИВЕРСИТЕТ

федеральное государственное автономное образовательное учреждение высшего образования
Первый Московский государственный медицинский университет имени И. М. Сеченова
Министерства здравоохранения Российской Федерации (Сеченовский Университет)

(ФГАОУ ВО Первый МГМУ им. И. М. Сеченова Минздрава России
(Сеченовский Университет))

Трубецкая улица, д. 8, стр. 2
Москва, 119991

Тел.: (499) 248-05-53; e-mail: rektorat@sechenov.ru
<http://www.sechenov.ru>

C4 envelope

Format

229x324 mm

Printing

Offset, 1/0

Matte white paper,
80–100 g/m²

Typeface

Times New Roman Regular 9 pt

25 mm



СЕЧЕНОВСКИЙ
УНИВЕРСИТЕТ

федеральное государственное автономное образовательное
учреждение высшего образования
Первый Московский государственный
медицинский университет
имени И. М. Сеченова
Министерства здравоохранения
Российской Федерации
(Сеченовский Университет)

(ФГАОУ ВО Первый МГМУ им. И. М. Сеченова
Минздрава России (Сеченовский Университет))
Трубцкая улица, д. 8, стр. 2
Москва, 119991
Тел.: (499) 248-05-53; e-mail: rektorat@sechenov.ru
<http://www.sechenov.ru>



C5 envelope

Format

162x229 mm

Printing

Offset, 1/0

Matte white paper,
80–100 g/m²

Typeface

Times New Roman Regular 10 pt

Times New Roman Regular 9 pt

25 mm



СЕЧЕНОВСКИЙ
УНИВЕРСИТЕТ

федеральное государственное автономное образовательное
учреждение высшего образования

Первый Московский государственный
медицинский университет

имени И. М. Сеченова

Министерства здравоохранения
Российской Федерации

(Сеченовский Университет)

(ФГАОУ ВО Первый МГМУ им. И. М. Сеченова
Минздрава России (Сеченовский Университет))

Трубецкая улица, д. 8, стр. 2

Москва, 119991

Тел.: (499) 248-05-53; e-mail: rektorat@sechenov.ru
<http://www.sechenov.ru>



POSTCARD

Application

Used for congratulations and official invitations on behalf of the Rector or authorised officials.

Format

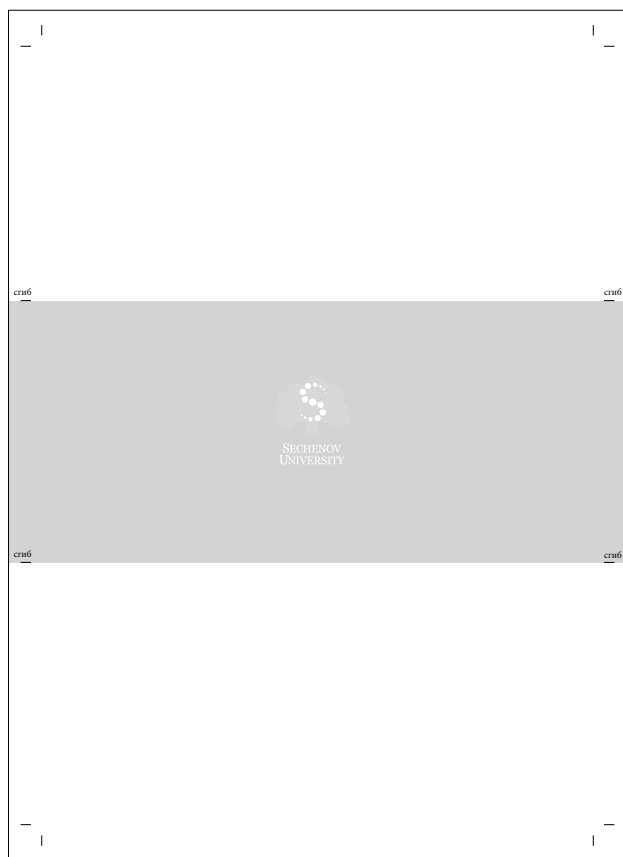
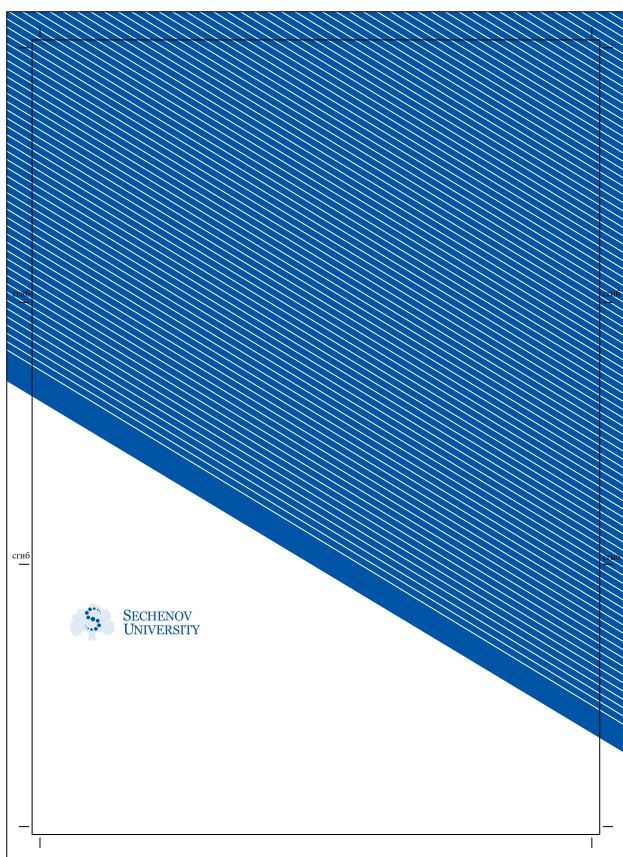
210x300 mm (open)
210x100 mm (folded)

Printing

Digital or offset, 2/1
Matte white paper,
100 g/m²

Typeface

Helvetica Neue Medium
11 pt
Helvetica Neue Thin
10 pt



DEAR VERA IGOREVNA,

LET ME EXTEND MY SINCERE CONGRATULATIONS ON THE INTERNATIONAL WOMEN'S DAY.

LET THIS SPRING HOLIDAY BE FULL OF SUNSHINE AND THE WARMTH OF MEN'S HEARTS. YOU GIVE US SUPPORT, LOVE, CARE, HAPPINESS AND INSPIRATION, CHARMING US WITH YOUR DIGNITY, WILLPOWER AND COMPASSION. YOU MANAGE TO BALANCE FAMILY, WORK, CREATIVITY AND SOCIAL WORK.

NEVER STOP BEING SUCH A KIND, PATIENT, WISE AND BEAUTIFUL PERSON. LET THE HARDSHIPS PASS YOU BY. I WISH HEALTH, JOY, HAPPINESS AND PROSPERITY TO YOU AND THOSE NEAR AND DEAR WITH ALL MY HEART.

PYOTR GLYBOCHKO

RECTOR

PERSONAL BUSINESS CARDS OF DIFFERENT STAFF CATEGORIES

Format

90x50 mm

Printing

Digital, 2/0

Matte white paper

or matt white cardboard,

300–350 g/m²

Typeface

Helvetica Neue Bold 18 pt

Helvetica Neue Regular 18 pt

Helvetica Neue Regular 10 pt

Helvetica Neue Regular 8 pt



CORPORATE BUSINESS CARDS (WITH SUBDIVISION DETAILS)

Format

90x50 mm

Typeface

Subdivision name – Georgia 24 pt

Output information – Helvetica Neue Roman 8 pt

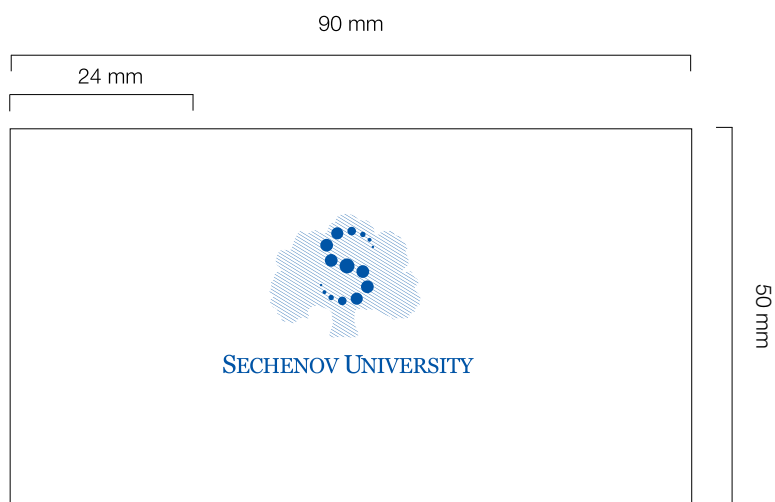
Printing

Digital, 2/2

Matte white paper

or matt white cardboard,

300–350 g/m²

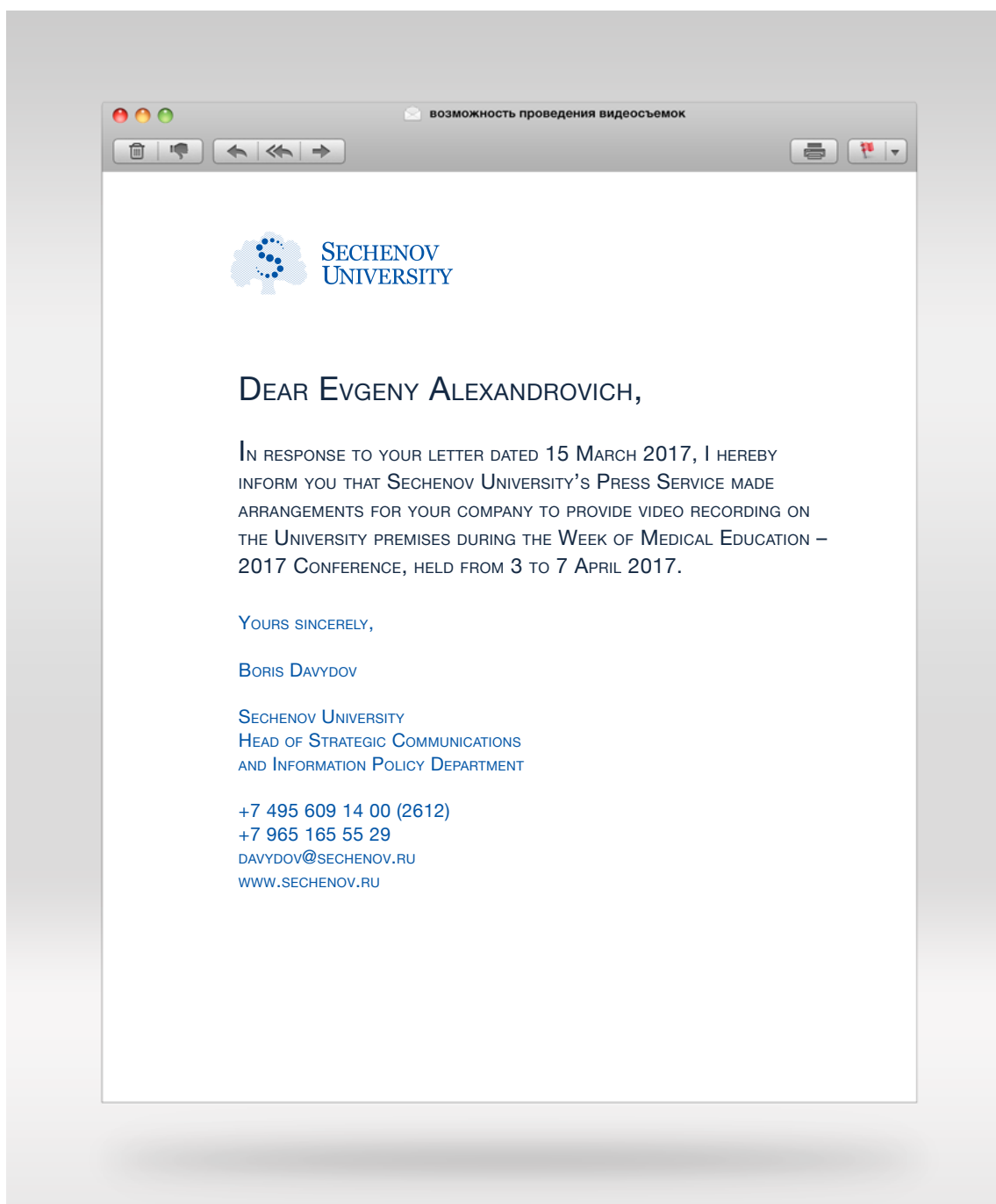


EMAIL

Typeface

Arial Light – 12 pt

Arial Light – 9 pt



LAYOUT FOR A 120-MM CD

Application

Used for long-term storage and distribution of information about University-based events in the field of science, education and culture.

Format

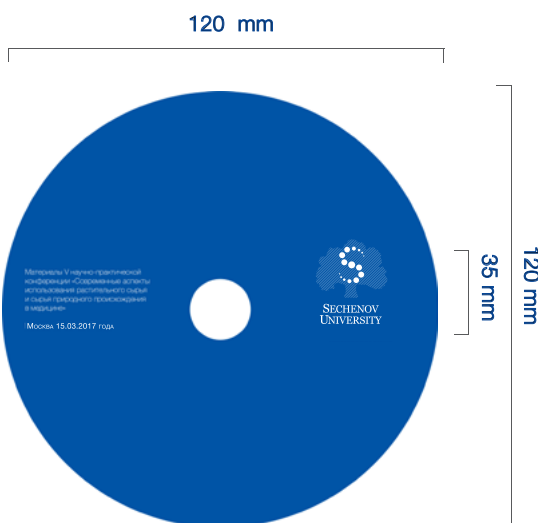
120x120 mm

Typeface

Helvetica Neue Light 9 pt

Printing

Digital, 2/0
Offset, 2/0



LAYOUT FOR A SLEEVE OF A 120-MM CD, DVD OR BLU-RAY DISC

Format

123x125 mm

Printing

Offset, 2/0

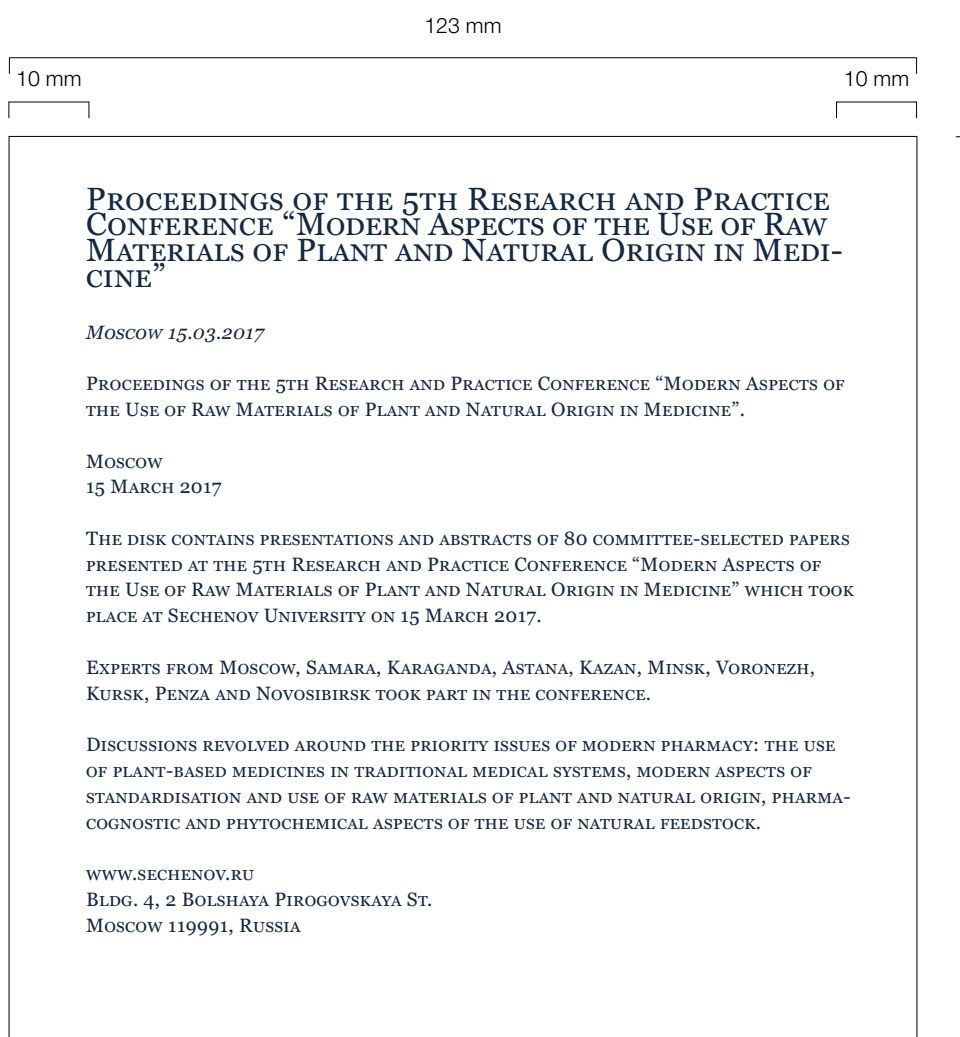
Typeface

Title – Helvetica Ultra Light 9 pt

Georgia Regular 10

Information – Georgia Regular 8 pt

Contacts – Helvetica Ultra Light 7 pt



INVITATION

Application

Used for official invitations signed by the Rector or authorised officials.

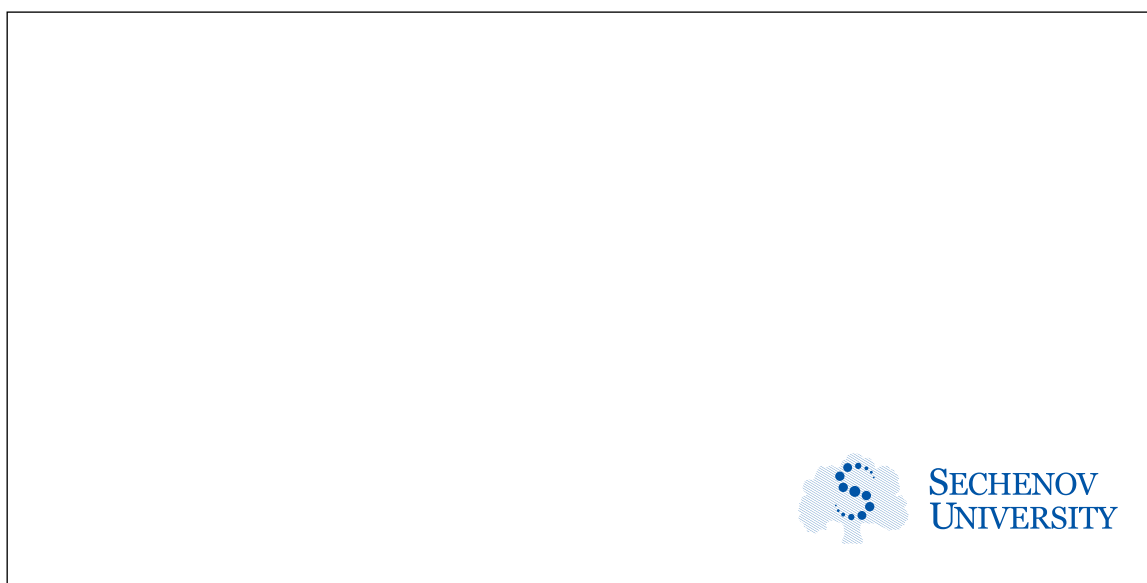
Format

220x110 mm
(for DL/E65 envelope)

Printing

Offset, 1/0
(for envelope)

Envelope

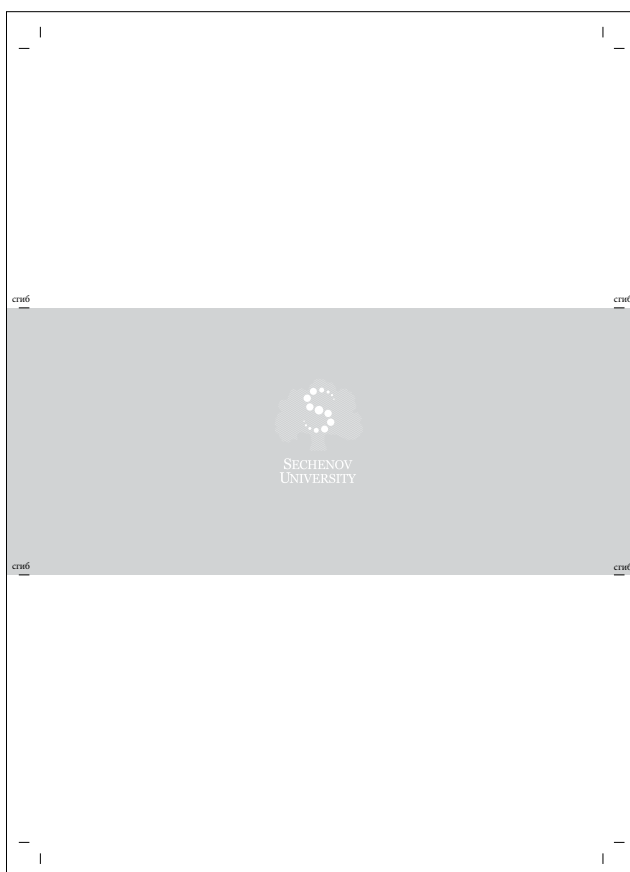
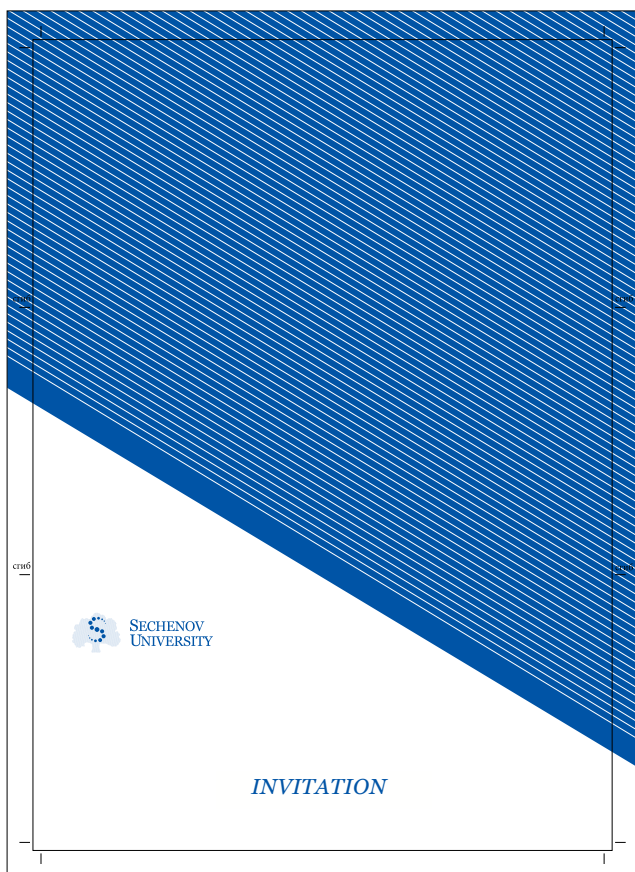


Format

210x300 mm (open)
210x100 mm (folded)

Printing

Digital or offset, 2/1
Matte white paper, 100 g/m²



Format

200x100 mm

Typeface

Helvetica Neue Medium 13 pt

Helvetica Neue Light 9 pt

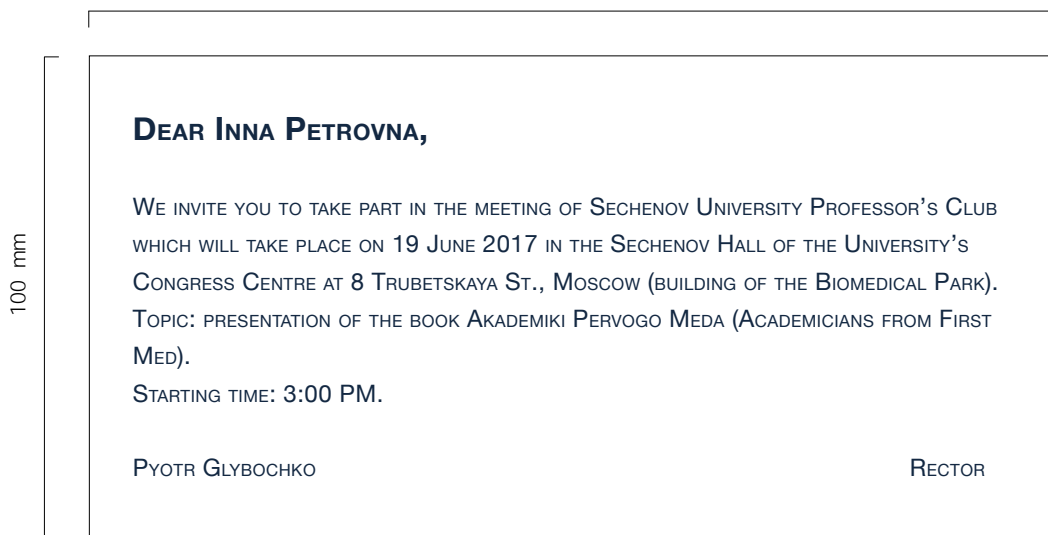
Printing

Digital, 2/0

Matte white paper,

220 g/m²

200 mm



NAME TAGS

Format

105x135 mm

Name tags have to be two-sided.

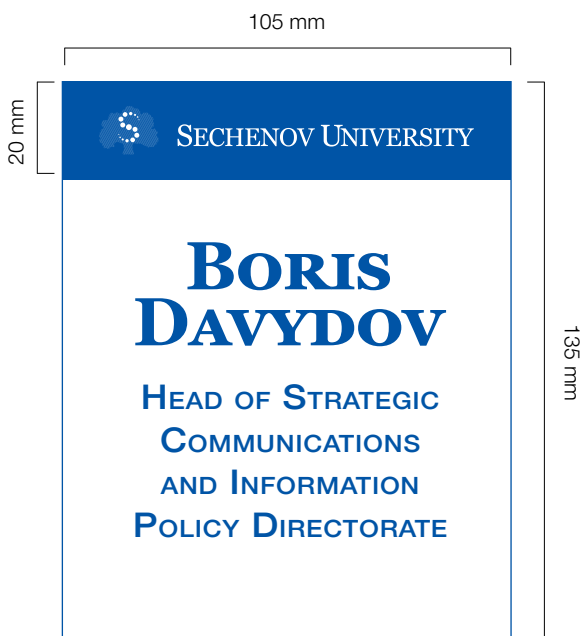
Typeface

Georgia Regular 24 pt

Helvetica Neue Medium 12 pt

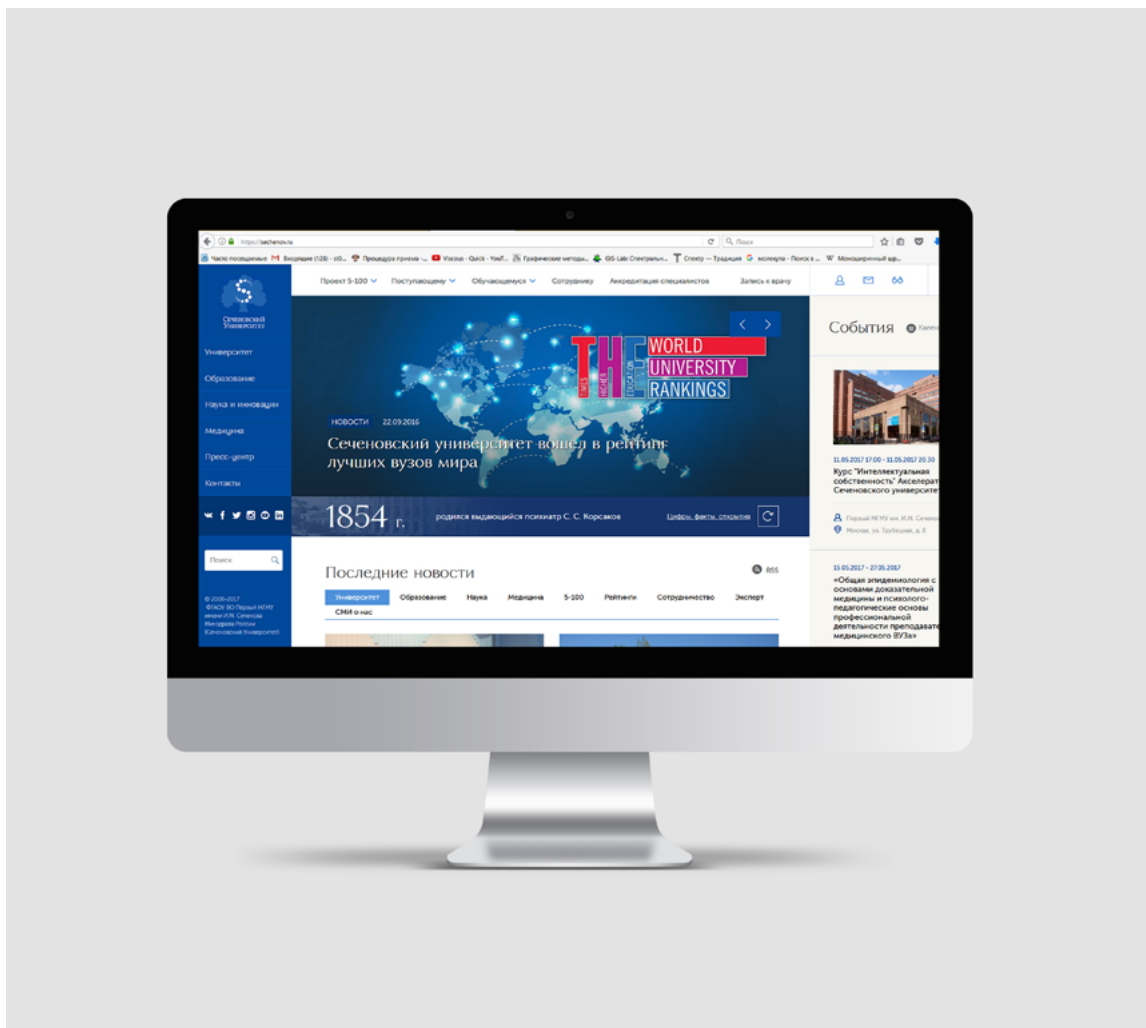
Printing

Digital, 2/2

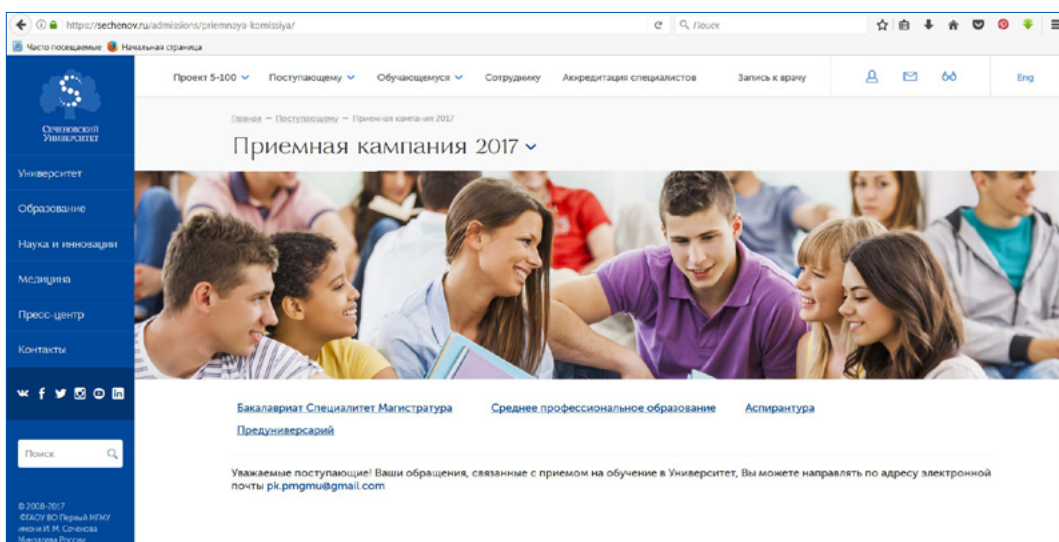
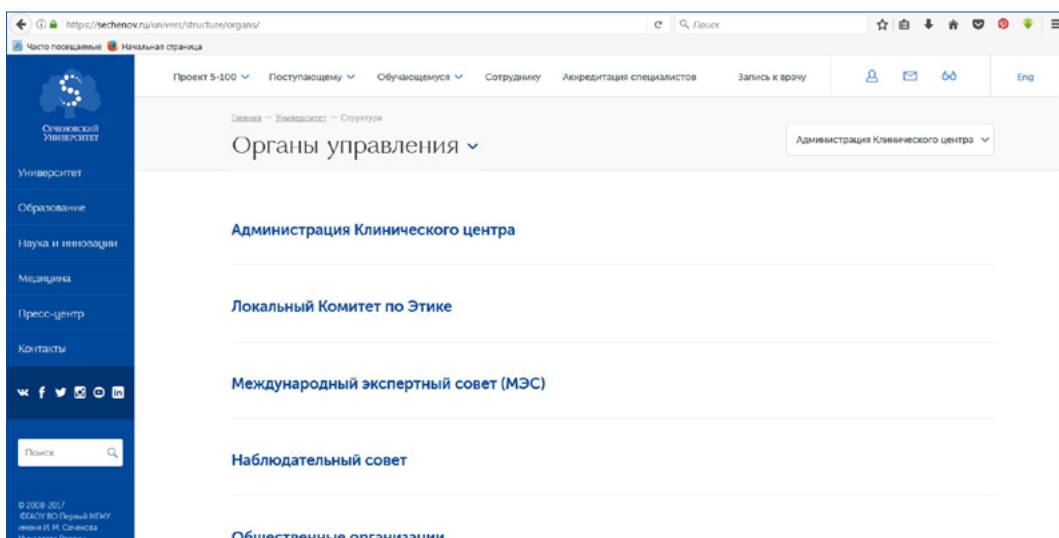
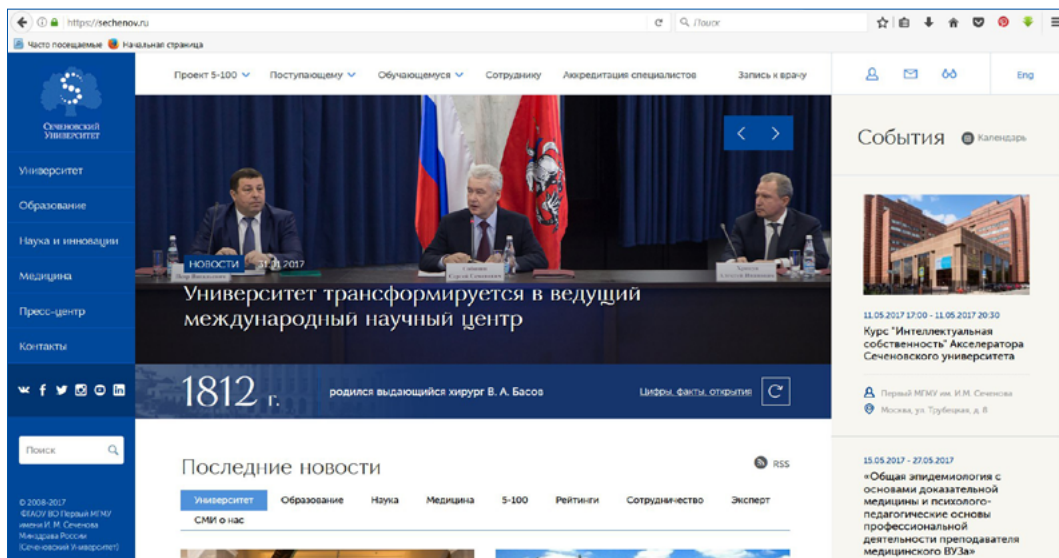
Matte white paper,
80–130 g/m²

INTRODUCTION

The University website is a complex mechanism which shapes the very first impression. That is why it is important that the website fully comply with brand ideology. This section brings together core recommendations on the website compliance with the new brand style of our University.



BUILDING AN INTEGRAL IMAGE OF THE UNIVERSITY



BRANDED AREAS

Vertical menu



Horizontal menu



Slide show



BANNERS

Сеченовский университет

Университет

Образование

Наука и инновации

Медицина

Пресс-центр

Контакты

Поиск

© 2008-2017
ФГАОУ ВО Первый МГМУ
имени И.М. Сеченова
Минздрава России
(Сеченовский университет)

Проект 5-100 | Поступающему | Обучающемуся | Сотруднику | Аккредитация специалистов | Запись к врачу

Новости 20.12.2016

Дмитрий Медведев посетил научно-технологический парк биомедицины Сеченовского университета

630 млн.руб. Общий объем научно-исследовательских работ

Цифры, факты, открытия

Последние новости

Университет | Образование | Наука | Медицина | 5-100 | Рейтинги | Сотрудничество | Эксперт

СМИ о нас

События

Календарь

11.05.2017 17:00 - 11.05.2017 20:30
Курс "Интеллектуальная собственность" Акселератора Сеченовского университета

Первый МГМУ им. И.М. Сеченова
Москва, ул. Трубецкая, д. 8

15.05.2017 - 27.05.2017
«Общая эпидемиология с основами доказательной медицины и психолого-педагогические основы профессиональной деятельности преподавателя медицинского ВУЗа»

Сеченовский университет

Университет

Образование

Наука и инновации

Медицина

Пресс-центр

Контакты

Поиск

© 2008-2017
ФГАОУ ВО Первый МГМУ
имени И.М. Сеченова
Минздрава России

Главная | Пресс-центр | События

События

Календарь

Поиск

Поиск

25.04.2017 14:00 - 25.04.2017 18:00
Лекция профессора Ника Галдемонда

Первый МГМУ им. И.М. Сеченова | Москва, ул. Трубецкая, д. 8

22.02.2017 09:00 - 10.05.2017 21:00
Волонтеры Победы

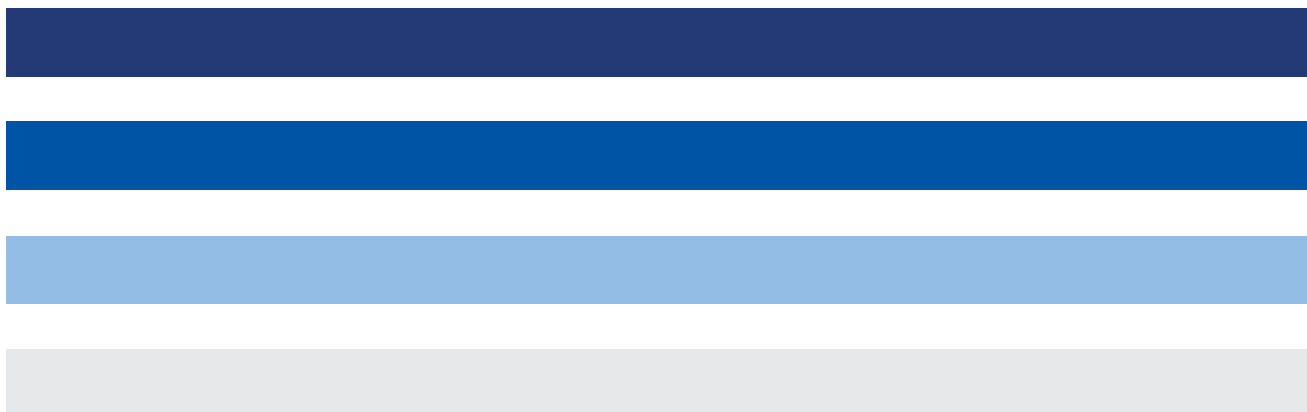
Волонтеры Победы открывают регистрацию добровольцев на 9 мая

Всероссийское общественное движение «Волонтеры Победы» | Москва

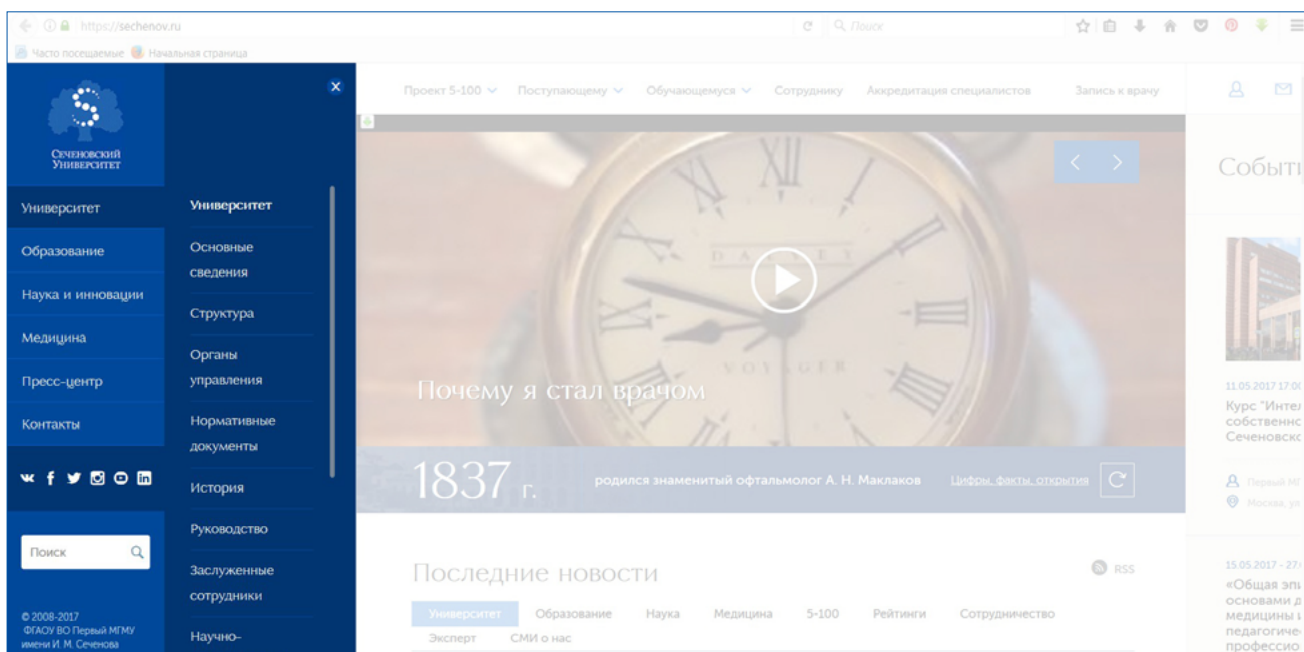
20.03.2017 - 30.06.2017

COLOUR USAGE

Primary brand colours and their tints, as specified in the Colour section, are used on the website.



NAVIGATION



The screenshot shows the website of Sechenov University. The main navigation menu includes: Проект 5-100, Поступающему (selected), Обучающемуся, Сотруднику, Аккредитация специалистов, and Запись к врачу. The left sidebar contains: Университет, Образование, Наука и инновации, Медицина, Пресс-центр, and Контакты. The main content area features a search bar and a list of links for the 2017 admission campaign, including: Приемная кампания 2017, Подготовка к поступлению, Перевод из иной образовательной организации, Программы вступительных испытаний, Кредит на обучение, Стоимость обучения, and Информация для поступающих. Below this is a banner for 'ВОЛОНТЕРЫ ПОБЕДЫ' (Volunteers of Victory) with dates 22.02.2017 09:00 - 10.05.2017 21:00. At the bottom, there is a notice about the 'Attention! Sechenov International Olympiad'.

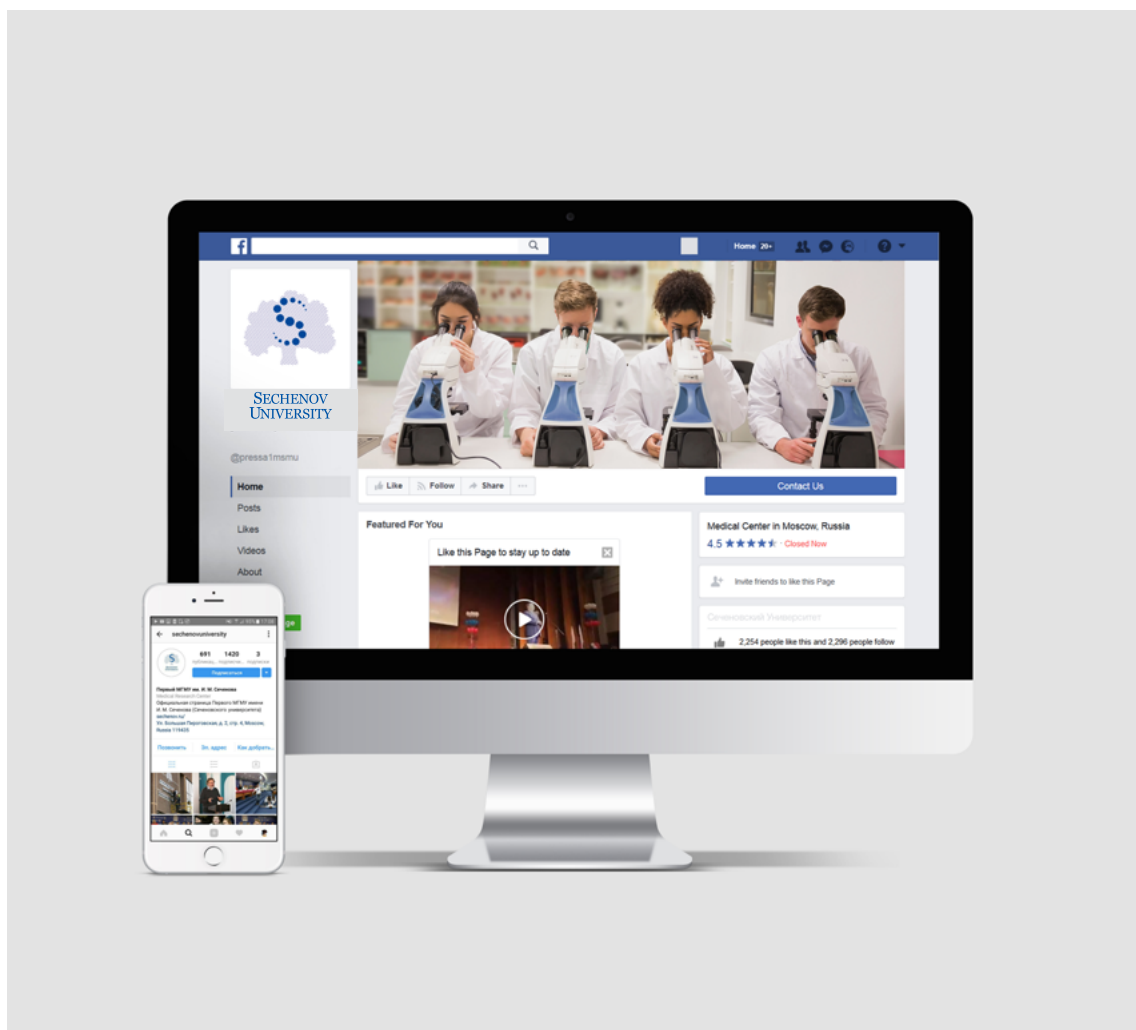
The screenshot shows the 'Учеба и наука' (Study and Science) section of the Sechenov University website. The main navigation menu is the same as in the previous screenshot. The left sidebar is also the same. The main content area has a breadcrumb trail: Главная - Обучающемуся - Учеба и наука. Below the title, there are three columns of links: 'Локальные нормативные акты' and 'Студенческие организации' under the first column; 'Образовательные программы' and 'Корпуса и кампусы' under the second column; and 'Учеба и наука' and 'Университет-обучающемуся' under the third column. Below this is a 'Новости' (News) section with three articles: 'Конкурсы открыты для российских студентов' (dated 03.02.2017), '2016 – мысли глобально, действуй... глобально' (dated 30.12.2016), and 'В анатомическом корпусе прошла юбилейная конференция и конкурс' (dated 28.11.2016). There is also a partially visible article dated 14.03.2017 about 'Именная стипендия Правительства Москвы'.

INTRODUCTION

Social media is a valuable and powerful vehicle through which Sechenov University connects with its community and the broader public.

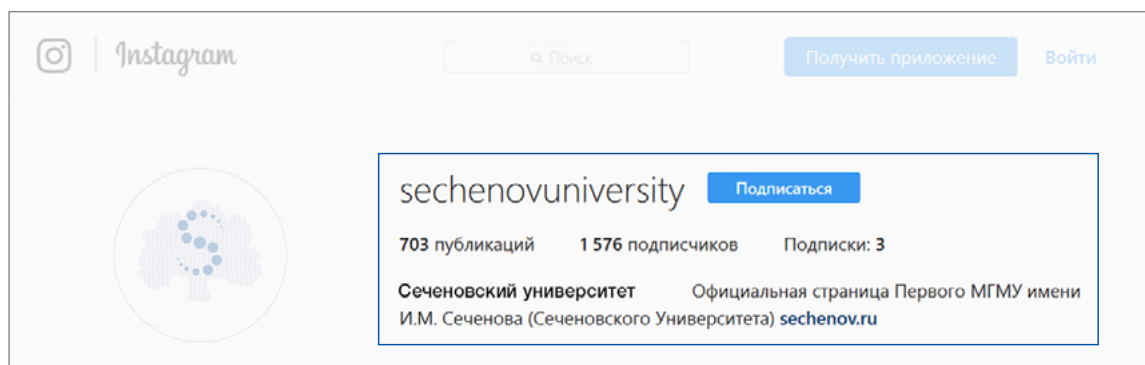
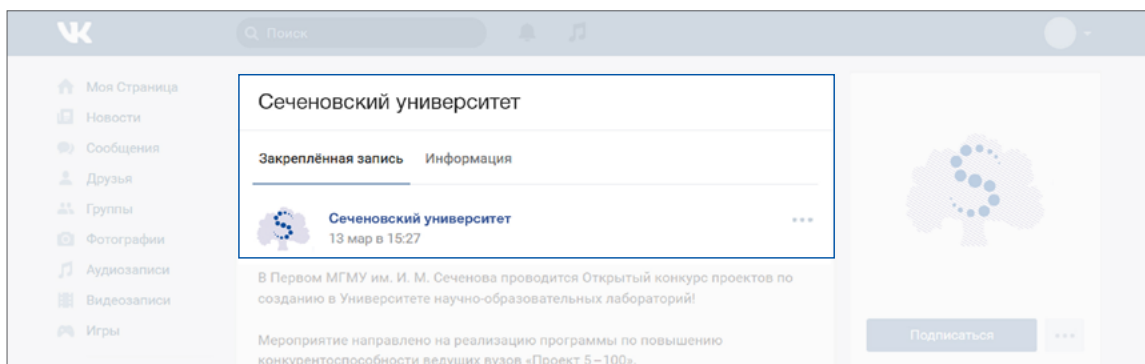
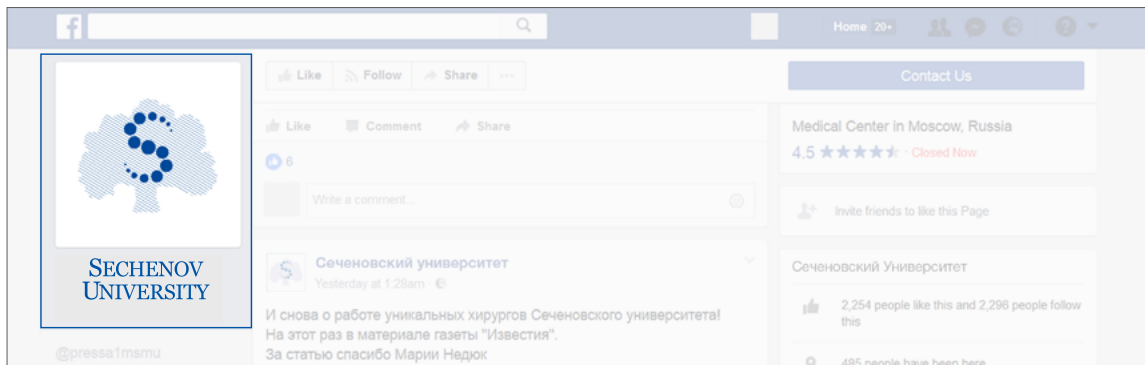
At the same time the world of social media has a composite character lacking unified standards, form and visual language. This makes shaping a consistent image of the university in social media of primary importance.

This section offers guidelines that establish a consistent perception of the brand with our audience across different social media.



BRAND USAGE IN SOCIAL MEDIA

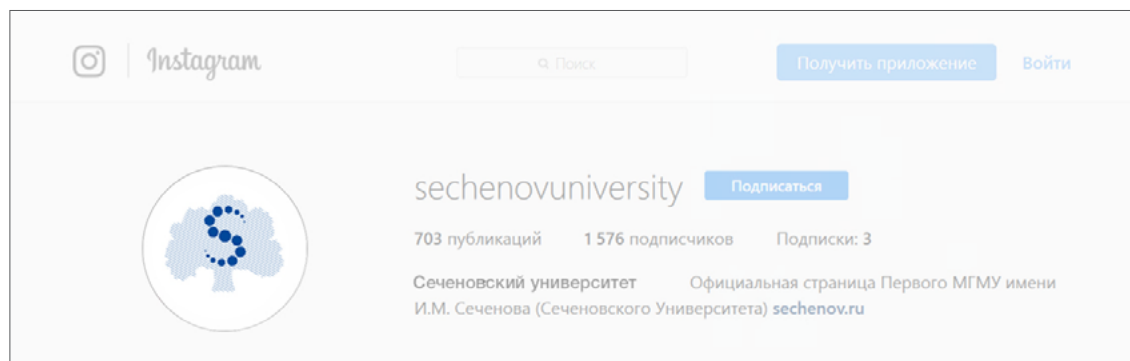
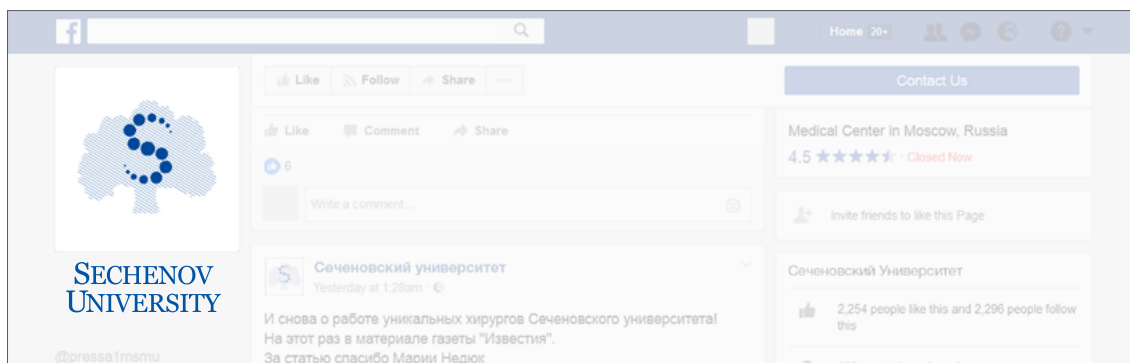
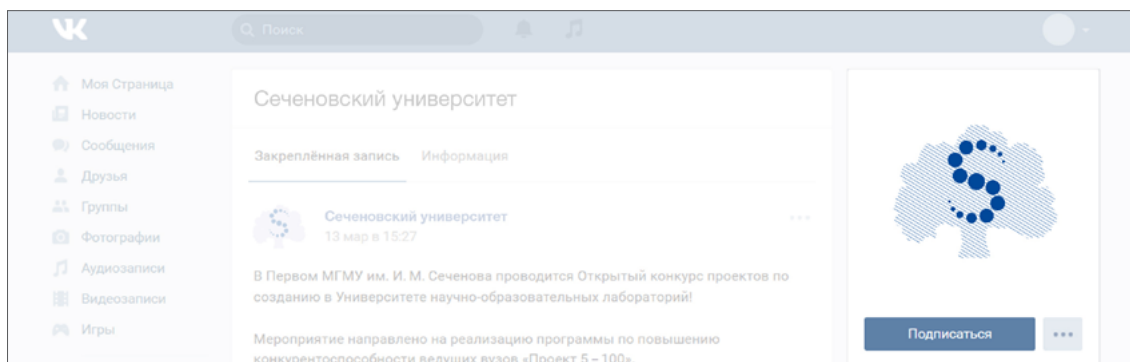
Naming in social media should be brief – Sechenov University. This can be staged together with the signature, website address or other important information with a name size limited to 100 characters.



AVATARS

Avatars in different social media can be represented by two signature versions: on the white background or inverted. It should be noted that when uploaded, the miniature image becomes a circle. In this case the dark blue signature on the white background should be used.

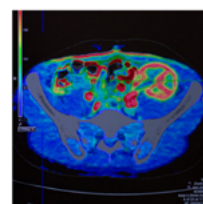
Recommended avatar size
 Vkontakte – 200x200 px
 (the uploaded image should be no less than 430x430 px)
 Facebook – 160x160 px
 (the uploaded image should be no less than 180x180 px)
 Instagram – 110x110 px



PHOTOGRAPHIC AVATARS

A photograph can be used instead of the signature as an avatar. Contextual and medical imagery in particular as well as evocative photographs are the most suitable. No portraits should be used.

It should be noted that even though the uploaded image will be cut into a circle, it must still look clear and interesting after being cropped.



Instagram

🔍

Получить приложение

Войти

sechenovuniversity

Подписаться

703 публикаций
1 576 подписчиков
Подписки: 3

Сеченовский университет Официальная страница Первого МГМУ имени И.М. Сеченова (Сеченовского Университета) sechenov.ru

COVER IMAGERY

Photographs on the covers should be selected so as to match the signature in colour and keep them prominent. All the three types of imagery may be used.

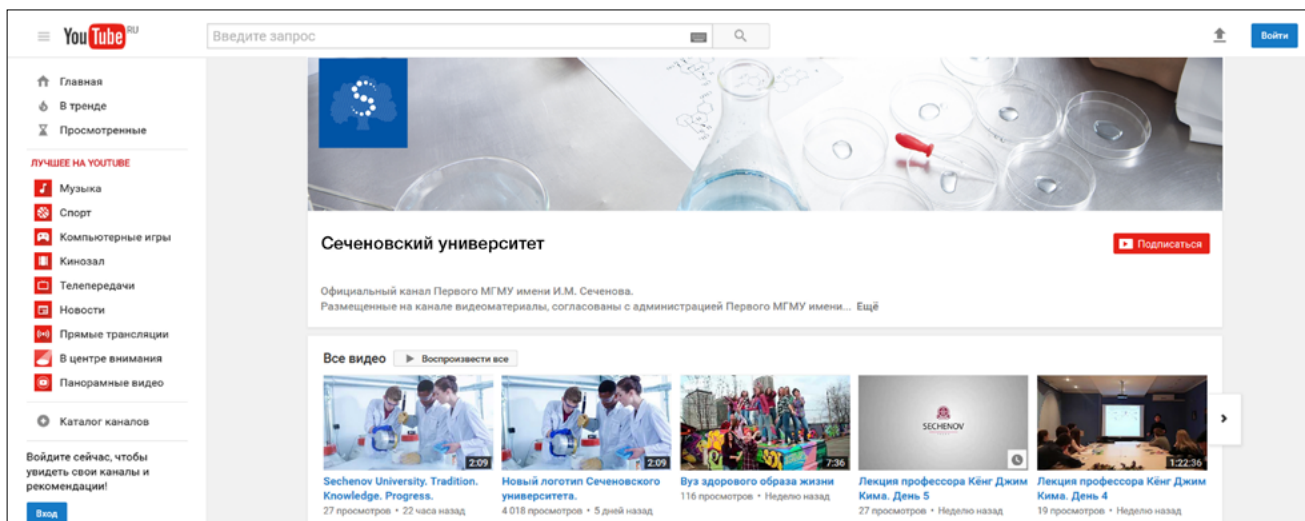
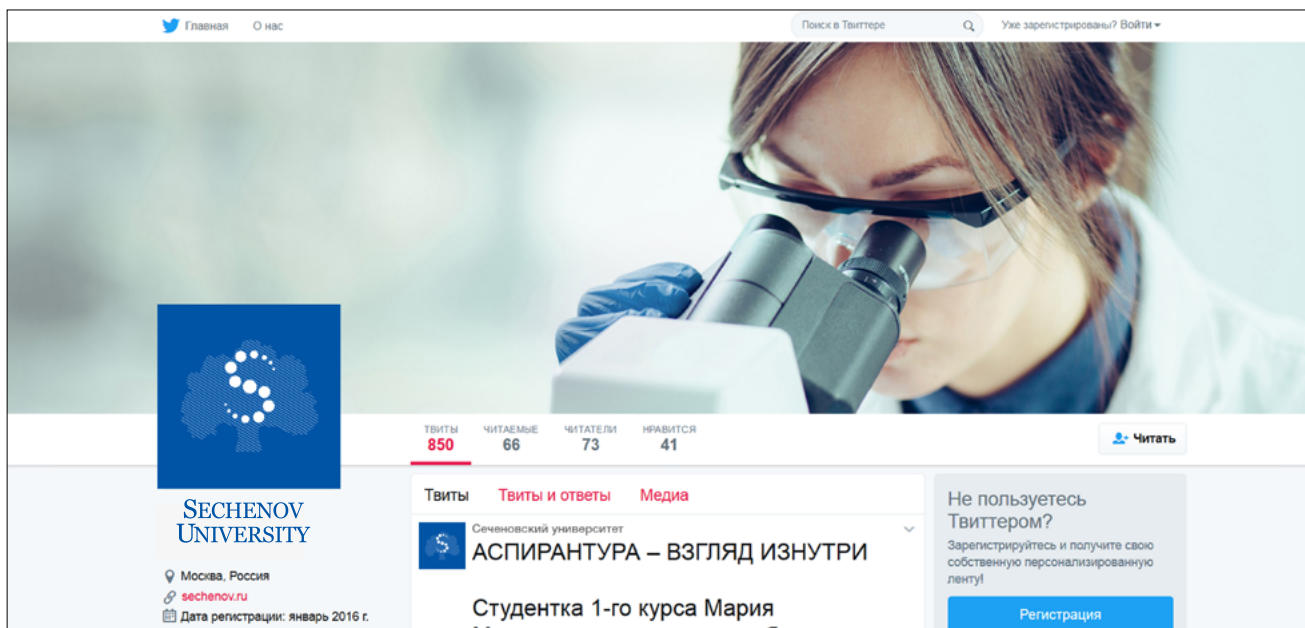
Recommended image size

Facebook – 851 x 315 px

Twitter – 1500 x 354 px

(1000 x 354 px – mobile version)

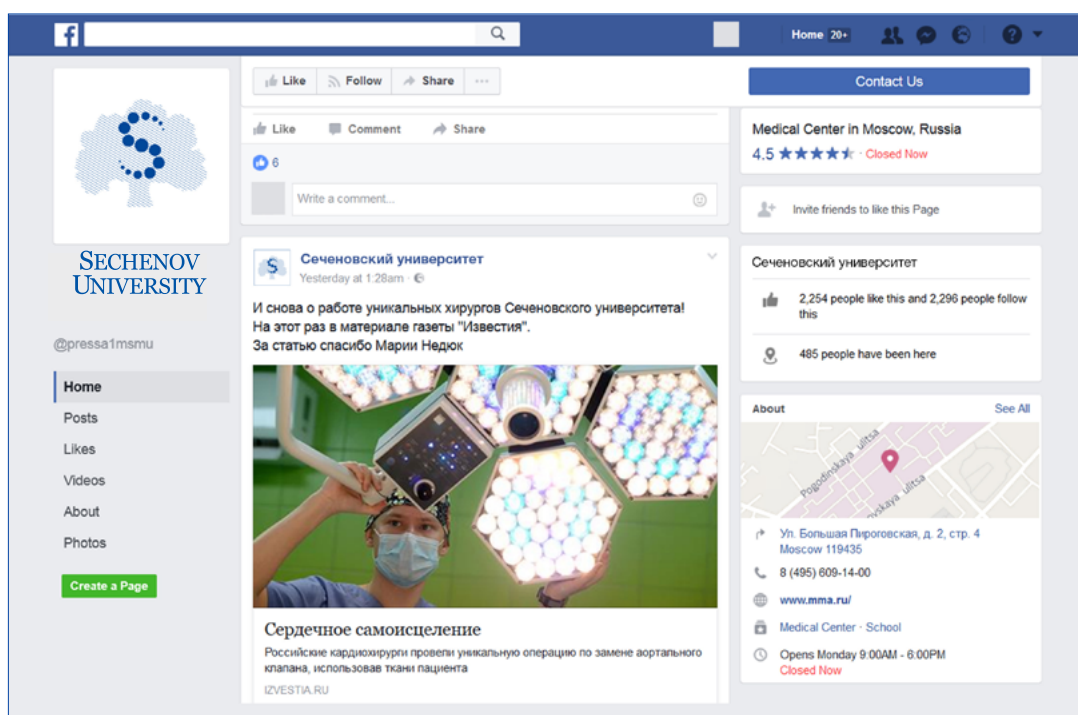
Youtube – 2560 x 224 px



CONSISTENCY ACROSS ONE SOCIAL MEDIA PLATFORM

The dark blue logo on the white background coupled with a light cover and the corresponding name of the University serve to create a consistent style on Facebook.

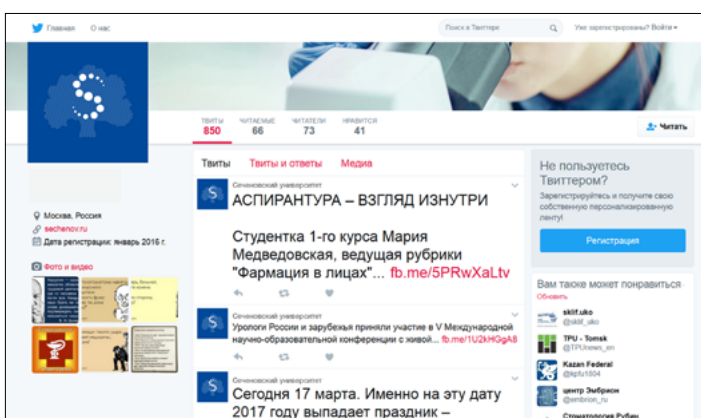
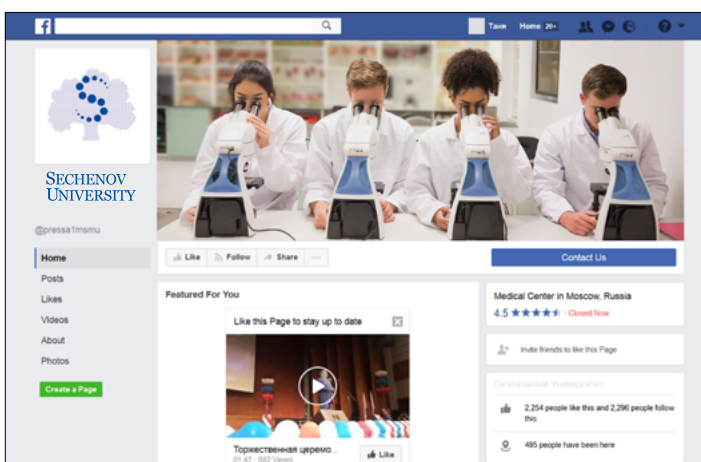
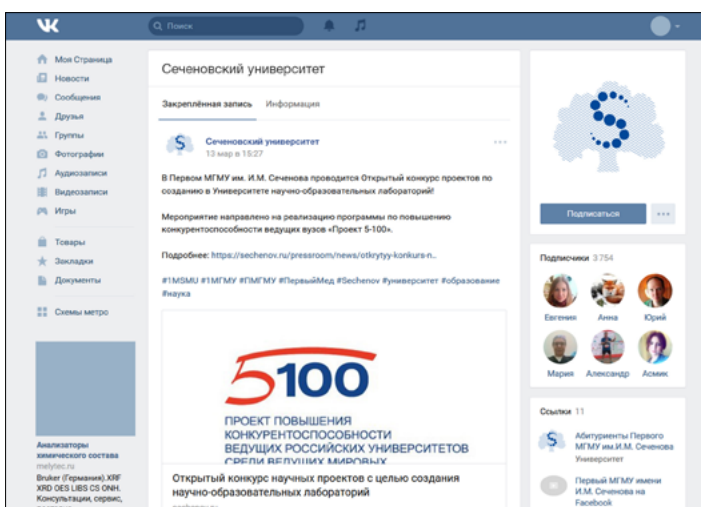
All posts must be consistent in style too. Photos must be preferably use a similar colour palette.



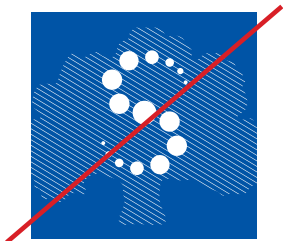
CONSISTENCY ACROSS MULTIPLE SOCIAL MEDIA PLATFORMS

The way an avatar should look depends on the style of social media, which is why avatars used across different social media can differ. The name of the University, however, should look identical across all social media. Photos on

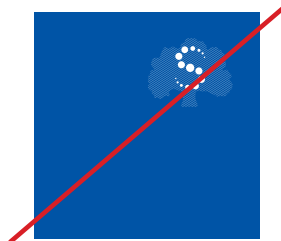
the covers and, whenever possible, imagery showing the events covered in the news feed should follow the style guidelines laid out in the Photography section.



INCORRECT USAGE



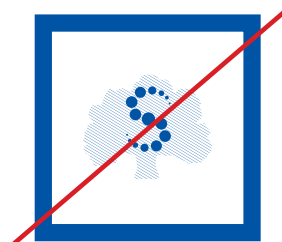
Don't move beyond the box



Don't move or scale down the logo



Don't use the logotype



Don't use frames



Don't use portraits



Don't stage logo and photo together

INTRODUCTION

When giving something as a gift on behalf of the University, we tell a story through the object and through our words. The story, in turn, must convey our brand values. That is why it is essential that the integral brand attributes are taken into account when branded or souvenir merchandise is created (see Brand Strategy, p. 19–20).

PEN, PENCIL

Because of the small and rounded surface, only the logotype without the logo should be placed.

The logotype is recommended to be no less than 30 mm long.

The recommended printing technique is UV for wood and plastic and laser engraving for metal.



WALL CALENDAR

The recommended format is a vertical spiral wall calendar, 297 x 420 mm in size. The primary impression produced by the calendar stems from the high quality of photographs and grid typography. Photographs are usually obtained through special photo sessions, each one with a specific topic, models and location.

Paper: 160 g/m² for interior pages
300 g/m² for cover.

It is recommended to use a vertical signature with a one-line logotype configuration (horizontal size of no more than 7 cm).

Recommended printing technique:
offset.



USB FLASH DRIVE

It is recommended to use USB flash drives with a smooth matte metal surface of grey colour (from anodised aluminium or steel) with a laser-engraved signature. Other printing options may prove unable to show the intricate elements of the signature on such small surfaces.

A horizontal signature with a two-line logotype configuration is recommended. The signature should not be less than 26 mm long and 6 mm high.



PAPER BAG

The minimum recommended paper density is 250 g/m².

The recommended colour palette is outlined in the Colour section.

The horizontal signature should be no more than 9 cm long; vertical signature – no more than 6 cm wide.

When creating a bag from highly dense white paper, it is advisable to use digital or offset printing (depending on circulation). For paper bags from non-white designer paper (e.g. ColorPlan dark blue, 170 g/m²), UV printing is recommended.



PLASTIC BAG

Plastic bags can be only produced from high-pressure polyethylene which does not make a typical rustling sound.

The horizontal signature should not be more than 9 cm long.

Silk screen is recommended.



NOTEBOOK

Recommended size: 148.5 x 210 mm.

Recommended cover material: dark blue ColorPlan cardboard, 270 g/m².

Recommended page material: Curious Skin extra white, 100 g/m², 20 – 40 pages.

UV printing is recommended.

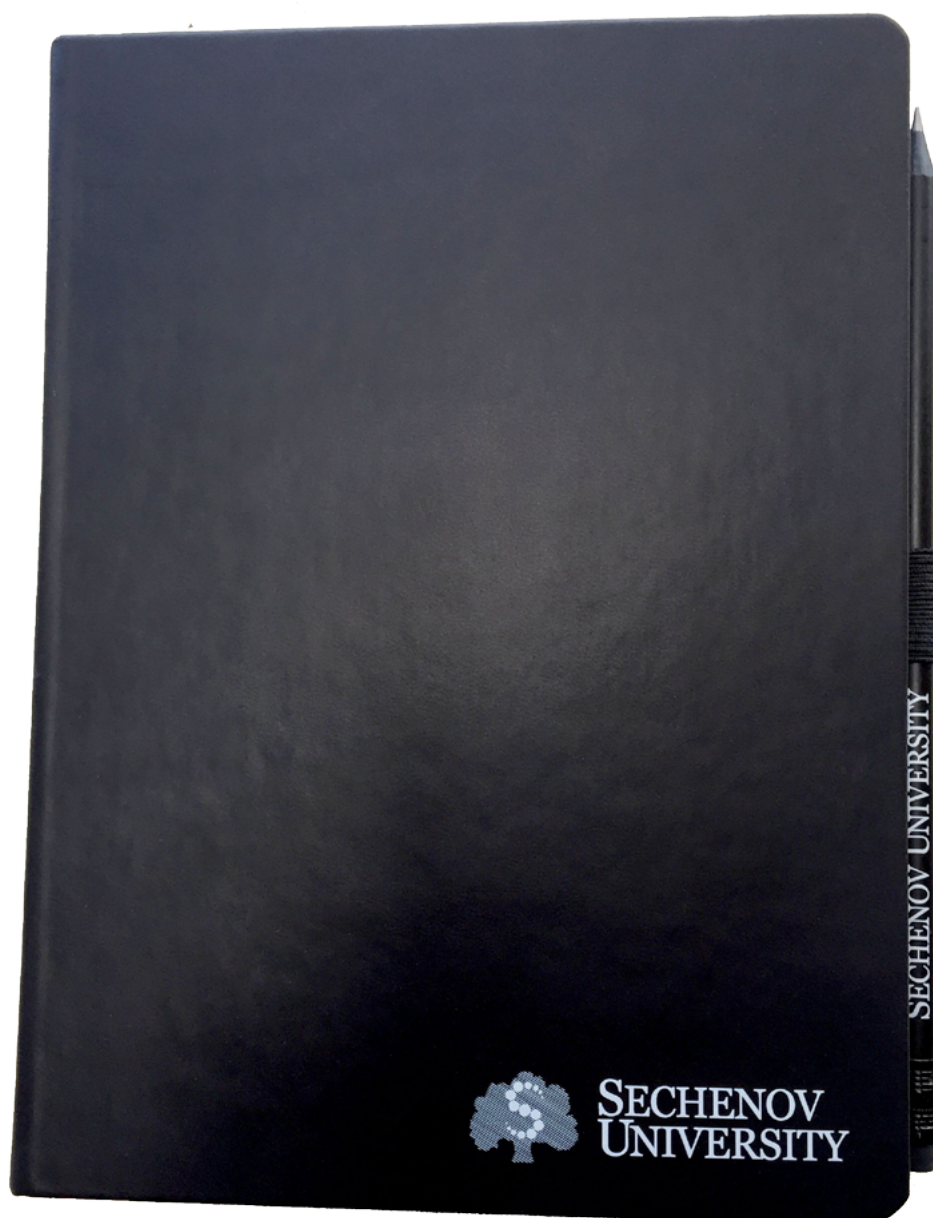


DATEBOOK

Recommended size: no less than A5
(148 x 210 mm).

UV printing is recommended.

The signature should be no more than
5 cm long.



SWEATSHIRT

The signature should be no more than 4 cm wide.

Silk screen is recommended.

Heat transfer printing is also possible.



THERMAL MUG

So that the signature looks decent and does not wear out, laser engraving should be used.

The vertical signature should be no less than 20 mm wide; the horizontal signature with a two-line logotype configuration should be no less than 70 mm wide.



POLO SHIRT

It is recommended to place the signature on the left sleeve.

Heat transfer printing can be used.



BUSINESS CARD HOLDER

It is recommended to produce business card holders from anodised aluminium or similar alloys.

Laser engraving is the best suitable technique.

A horizontal signature with a two-line logotype is advisable. Signature length should not exceed 35 mm.



DESK PLANNER

Recommended format:
292 x 140 mm.

UV printing is recommended.

The signature should not be more
than 6 cm long.



A4 FOLDER

Option 1

The signature should not be more than 4 cm wide.

Recommended paper: dark blue designer paper (see Primary Colour Palette).

UV printing is recommended.



Option 2

The signature should not be more than 5 cm wide.

Recommended paper: grey designer paper (see Primary Colour Palette).

UV printing is recommended.

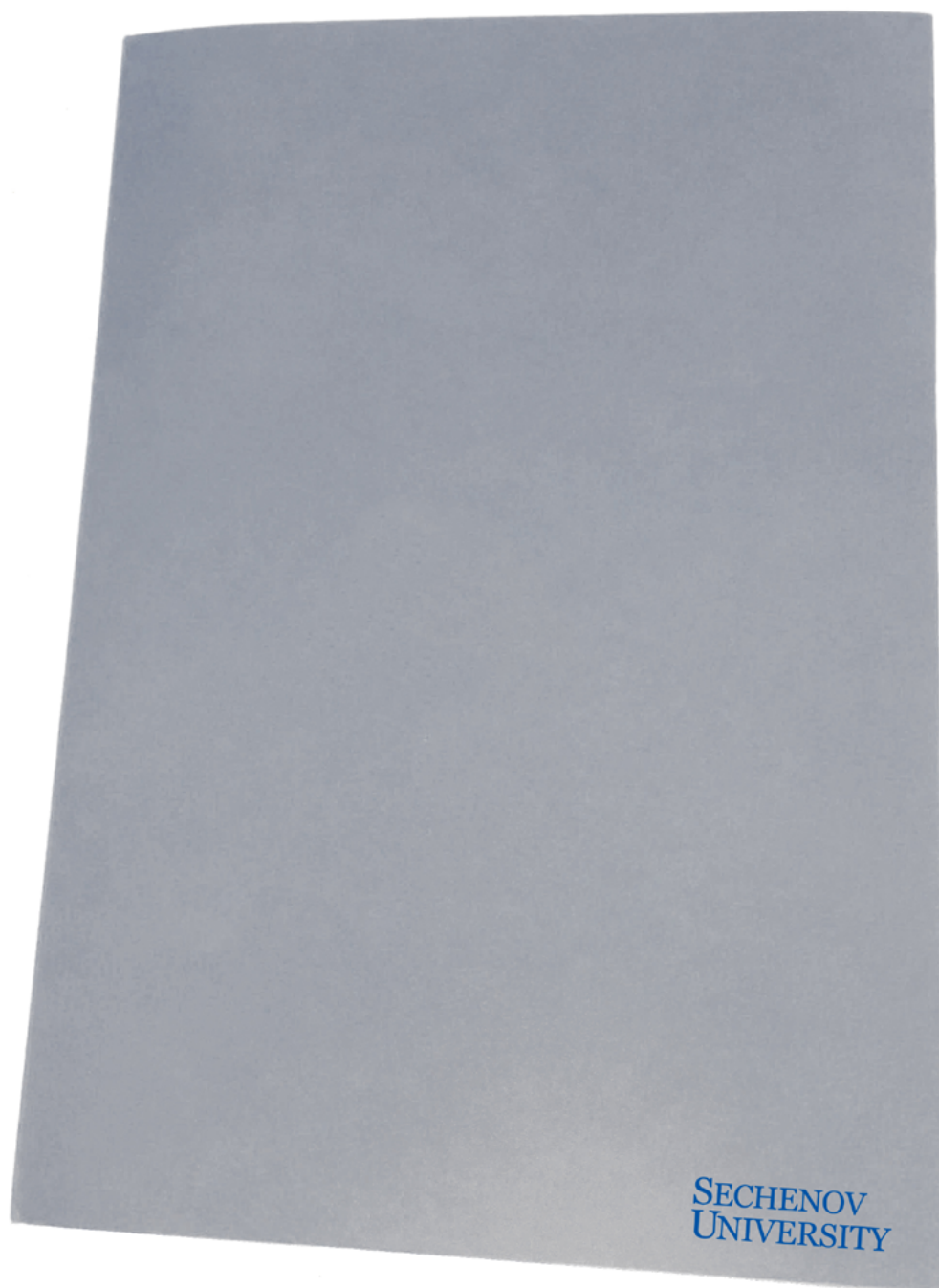


A5 FOLDER

The signature should not be more than 4 cm wide.

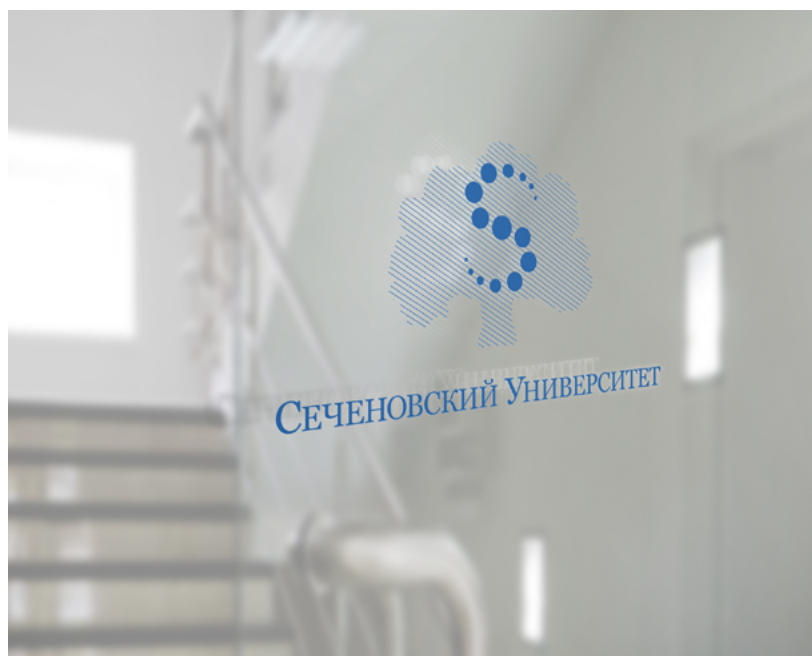
Recommended paper: grey designer paper (see Primary Colour Palette).

UV printing is recommended.



ENVIRONMENTAL SIGNAGE

Environmental signage can show the signature, logo, logotype and other typical patterns. They can be formed either by repeated oblique lines whose angle is the same as in the tree crown depicted in the logo or by the circles (spheres) positioned similarly to the genome strands.





DISPLAY SIGNAGE

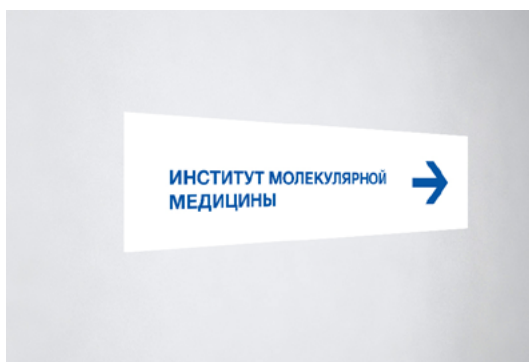
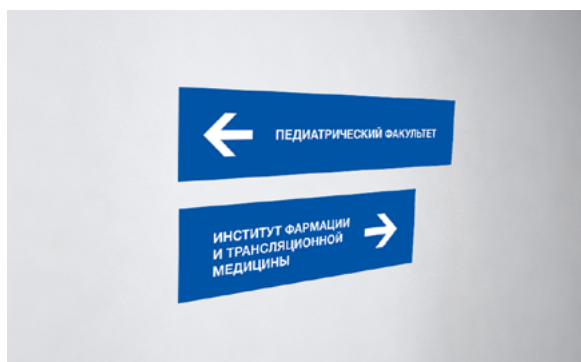


BUILDING SIGNS

The signature is placed on a solid dark blue area. Both horizontal and vertical signatures are possible. In both cases a two-line logotype configuration should be used.



CAMPUS SIGNAGE



INDOOR SIGNAGE



INFORMATION STANDS/ROLL UP BANNER STANDS



POP UP STANDS



SAMPLE OUTDOOR ADVERTISEMENTS

Format: 3 x 6 m

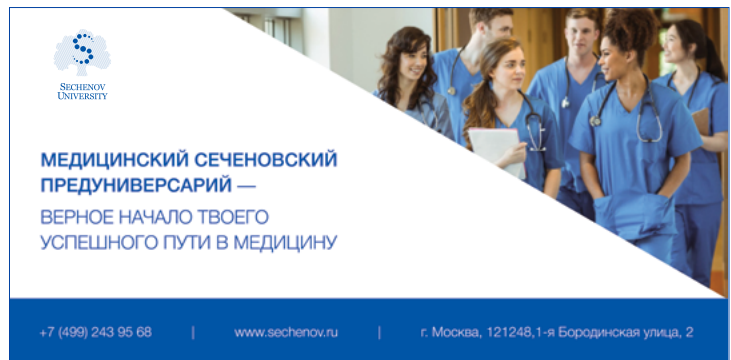


**МЕДИЦИНСКИЙ
СЕЧЕНОВСКИЙ
ПРЕДУНИВЕРСАРИЙ –**

ВЕРНОЕ НАЧАЛО
ТВОЕГО УСПЕШНОГО
ПУТИ В МЕДИЦИНУ

+7 (499) 243 95 68
www.sechenov.ru
г. Москва, 121248,
1-я Бородинская улица, 2

Сеченовский
Университет



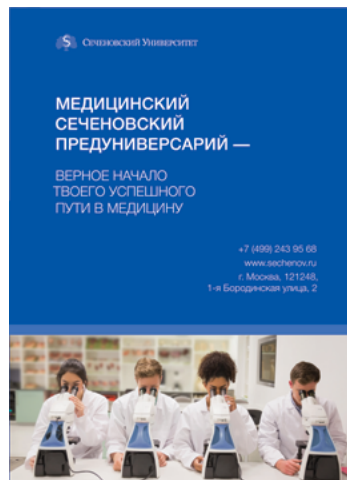
SECHENOV
UNIVERSITY

**МЕДИЦИНСКИЙ СЕЧЕНОВСКИЙ
ПРЕДУНИВЕРСАРИЙ —**

ВЕРНОЕ НАЧАЛО ТВОЕГО
УСПЕШНОГО ПУТИ В МЕДИЦИНУ

+7 (499) 243 95 68 | www.sechenov.ru | г. Москва, 121248, 1-я Бородинская улица, 2

Format: 2.7 x 3.7 m



Сеченовский Университет

**МЕДИЦИНСКИЙ
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ПРЕДУНИВЕРСАРИЙ —**

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ПУТИ В МЕДИЦИНУ

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Format: 1.2 x 1.8 m



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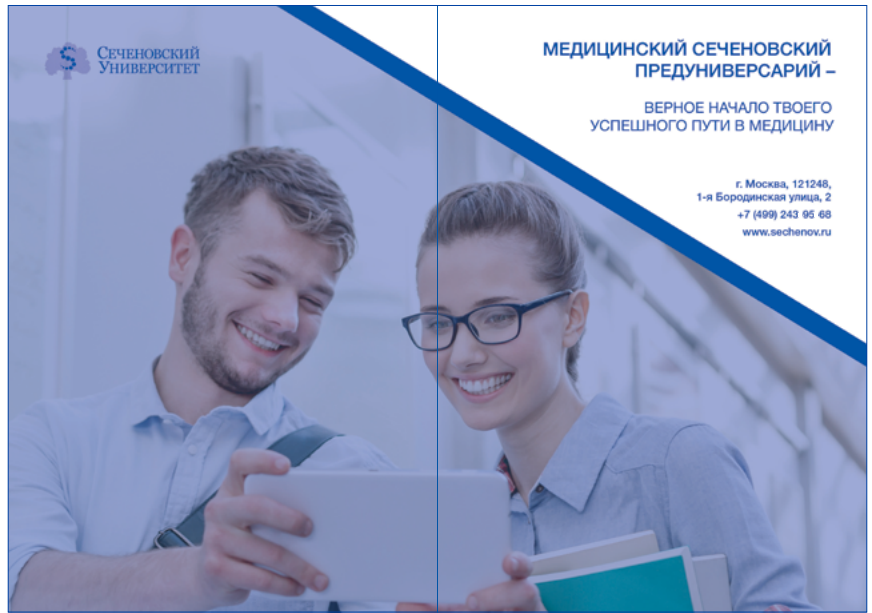
**#МЕДИЦИНА_
МИРОВОГО_
УРОВНЯ**

#ПРИСОЕДИНЯЙСЯ

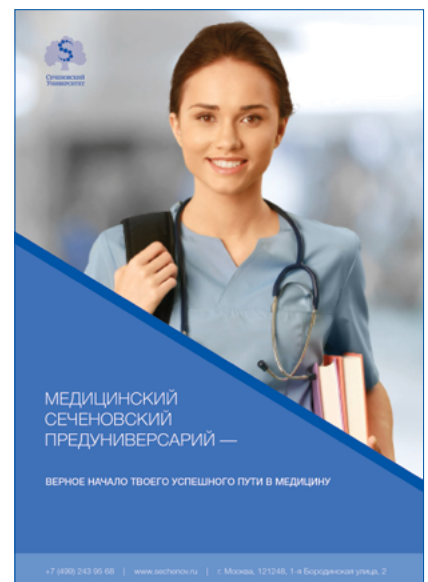
+7 (499) 243 95 68
www.sechenov.ru

SAMPLE MASS MEDIA ADVERTISEMENTS

A3 FORMAT
(420 x 297 mm,
double spread)



A4 FORMAT
(210 x 297 mm)

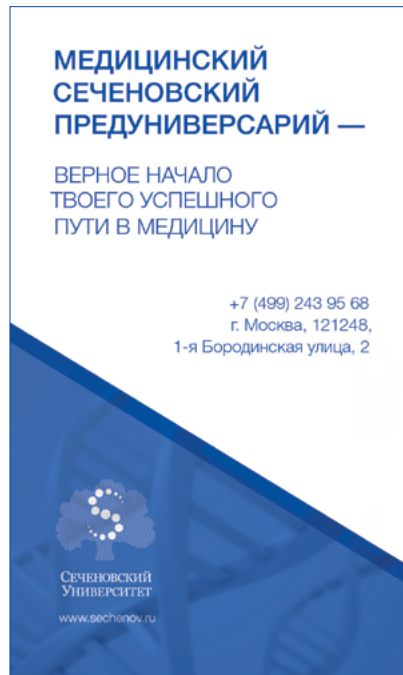


A5 FORMAT
(210 x 149 mm)



SAMPLE ONLINE BANNERS

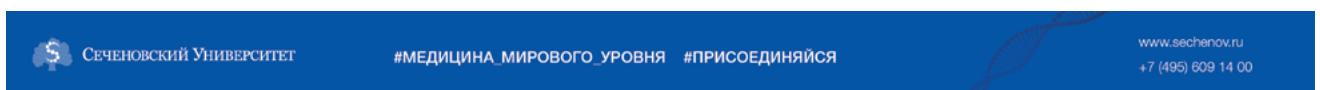
Format:
240 x 400 px
(vertical column)



Format: 240 x 140 px (horizontal block)



Format: 750 x 50 px (long horizontal banner)



A4 BOOKLET



SAMPLE PRESENTATIONS

Option 1

When creating presentations, primary colours and their tints are used (for highlighting different parts of the presentation, for instance). Secondary colours are used only for small details. When preparing their presentations, authors can use either licensed or the University's own imagery which complies with the style guidelines set out in the Photography section. The screen format (16:9 or 4:3) determines the location of the elements, which is why it should be known in advance.

Currently a 16:9 aspect ratio is the most popular. Most modern computer screens, TV sets and multimedia projectors use this format.

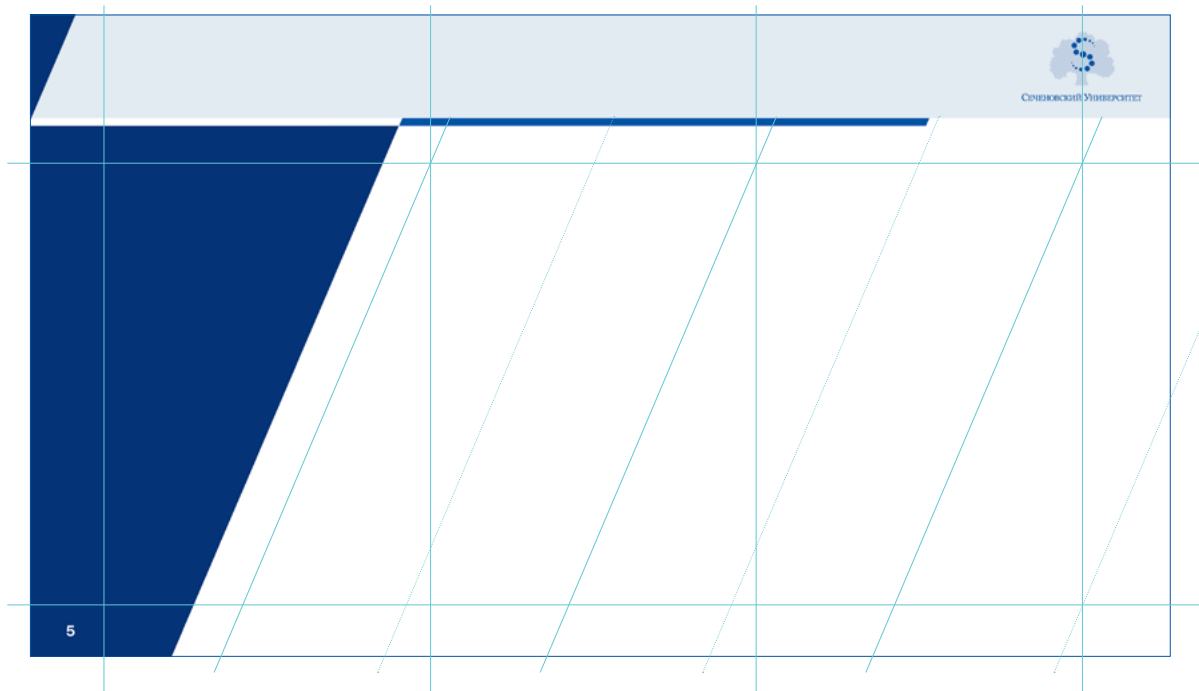
Title slide



Closing slide



Interior slides



НАПРАВЛЕНИЯ ТРАНСФОРМАЦИИ
БРЕНДА УНИВЕРСИТЕТА

УНИВЕРСИТЕТ ДЛЯ ИЗБРАННЫХ / УНИВЕРСИТЕТ ДЛЯ ТАЛАНТЛИВЫХ

- Выстраивание системы работы с талантливой молодежью
- Выстраивание системы проактивного рекрутинга подающих надежды перспективных молодых ученых
- Выстраивание системы точечного рекрутинга высококвалифицированных специалистов, ученых с именем для работы в Университете

4

Helvetica Neue is recommended for interior slides.
Titles: Helvetica Neue Bold, 40 pt.

Text: Helvetica Neue Medium, 35 pt.
Supplementary/technical data: Helvetica Neue Regular, 30 pt.

Title slide

PROF. **ANDREY SVISTUNOV**

FIRST VICE-RECTOR,
CORRESPONDING MEMBER
OF THE RUSSIAN ACADEMY
OF SCIENCES

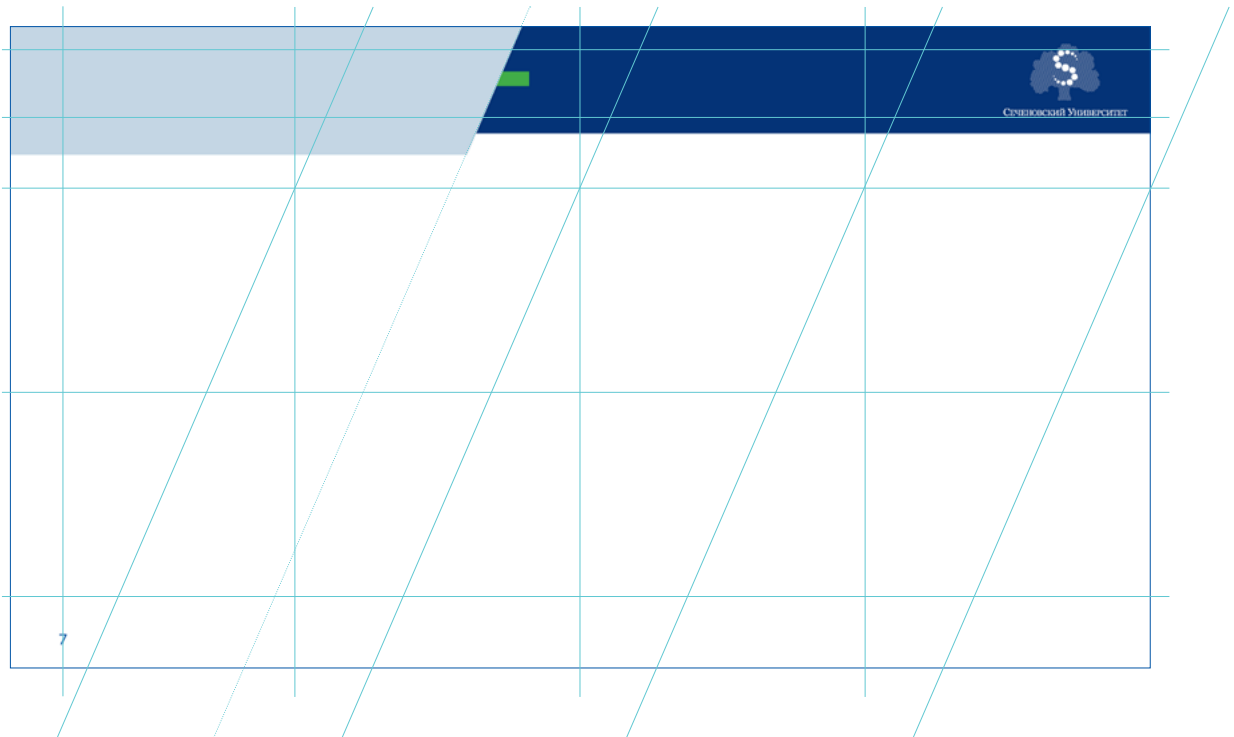
SECHENOV UNIVERSITY

Сеченовский Университет

THANK YOU FOR YOUR ATTENTION!


Option 2


Interior slides



ЗАДАЧА 3

ПОДГОТОВКА ВРАЧЕЙ-ИССЛЕДОВАТЕЛЕЙ
 (МОДЕЛЬ CLINICIAN-SCIENTIST)


Семеновский Университет



- ОБЪЕДИНЕНИЕ ТЕОРЕТИЧЕСКИХ ЗНАНИЙ, ПРАКТИЧЕСКИХ КОМПЕТЕНЦИЙ И НАУЧНОЙ СОСТАВЛЯЮЩЕЙ — НЕОБХОДИМЫЙ ТРАМПЛИН В ПРОЦЕССЕ ТРАНСФОРМАЦИИ ТРАДИЦИОННОЙ МОДЕЛИ ПОДГОТОВКИ МЕДИЦИНСКИХ РАБОТНИКОВ
- - Институт персонализированной медицины
- Институт регенеративной медицины
- Институт молекулярной медицины
- Институт фармации и трансляционной медицины

БЛАГОДАря ПЯВЛЕНИЮ В НИХ СТУДЕНТОВ СТАЛИ ПОЛНОЦЕННЫМИ НАУЧНО-ОБРАЗОВАТЕЛЬНЫМИ ЦЕНТРАМИ

Helvetica Neue is recommended for interior slides.
 Titles: Helvetica Neue Bold, 35 pt.
 Subtitles: Helvetica Neue Medium, 32 pt.

Text: Helvetica Neue Regular, 30 pt.
 Supplementary/technical data: Helvetica Neue Light, 30 pt.

Title slide




Сеченовский Университет

**РЕБРЕНДИНГ ПЕРВОГО МОСКОВСКОГО
ГОСУДАРСТВЕННОГО МЕДИЦИНСКОГО
УНИВЕРСИТЕТА ИМЕНИ И. М. СЕЧЕНОВА
(СЕЧЕНОВСКОГО УНИВЕРСИТЕТА)**

Борис Вячеславович Давыдов
НАЧАЛЬНИК УПРАВЛЕНИЯ
ПО СТРАТЕГИЧЕСКИМ КОММУНИКАЦИЯМ
И ИНФОРМАЦИОННОЙ ПОЛИТИКЕ

17 апреля 2017 г.
Москва

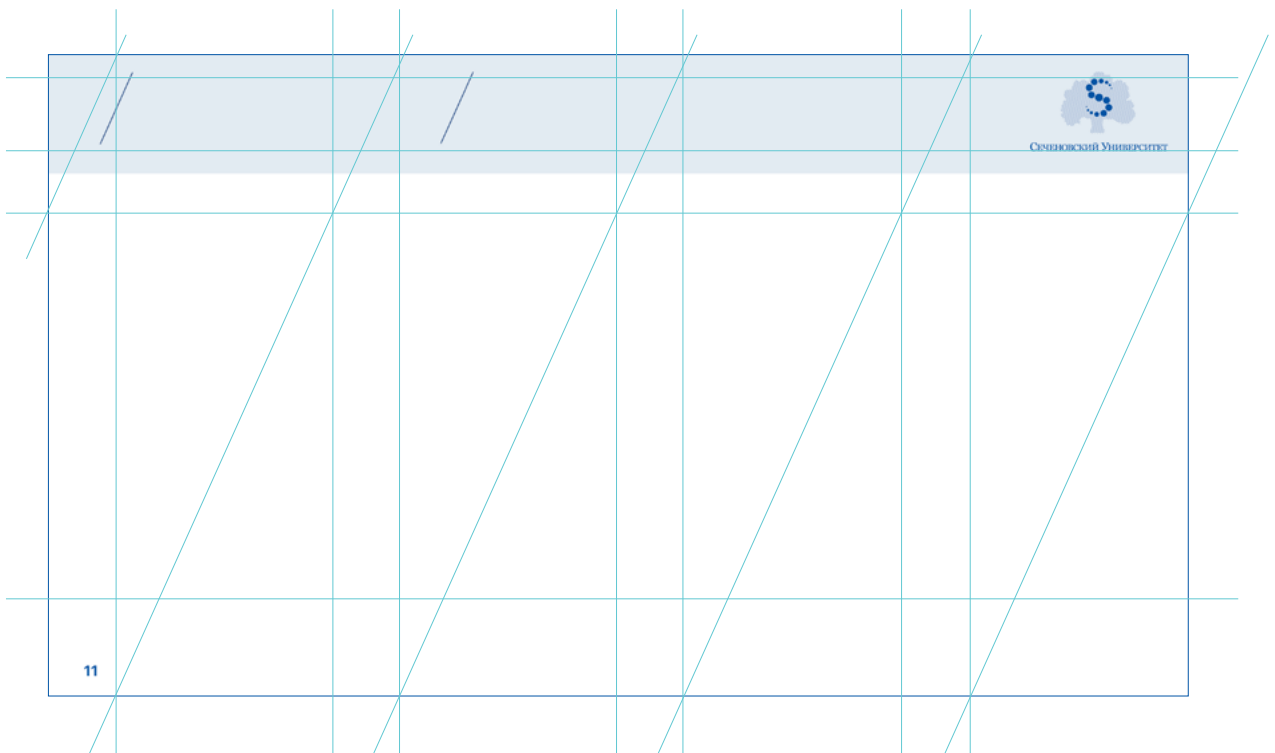
Closing slide




Сеченовский Университет

THANK YOU FOR YOUR ATTENTION!

Interior slides



Helvetica Neue is recommended for interior slides.
Titles: Helvetica Neue Bold, 35 pt.
Subtitles: Helvetica Neue Medium, 32 pt.

Text: Helvetica Neue Regular, 30 pt.
Supplementary/technical data: Helvetica Neue Light, 30 pt.

VIDEO OPENING SHOTS

Option 1

The opening shot has to build specific emotional connections with the audience. Since the opening shot does not last long, it has to contain only images and symbols that shape a positive perception of the subsequent content.

Videos should use primary and secondary colours as well as imagery and video content that follow the style guidelines set out in the Photography section. The 16:9 format should be used as a baseline as it is the most widespread format for TV and computer screens.

Opening shot



Final shot



Option 2

Opening shot



Final shot



SAMPLE CREDITS, CAPTIONS, COMMENTS

For better perception of audio-visual products in a science and popular science genre, video imagery is provided with captions, comments and credits.

Captions for people give details about the person shown.

Captions for inanimate objects are used to clearly identify them. Unlike comments, such captions always appear together with the object.

Comments can be used for quotations and big texts serving to supplement the main story.

Closing credits are used at the end of the video. They include information about copyright, producers, actors and the intellectual property of other parties (photo and video imagery, music etc.).

Option 1

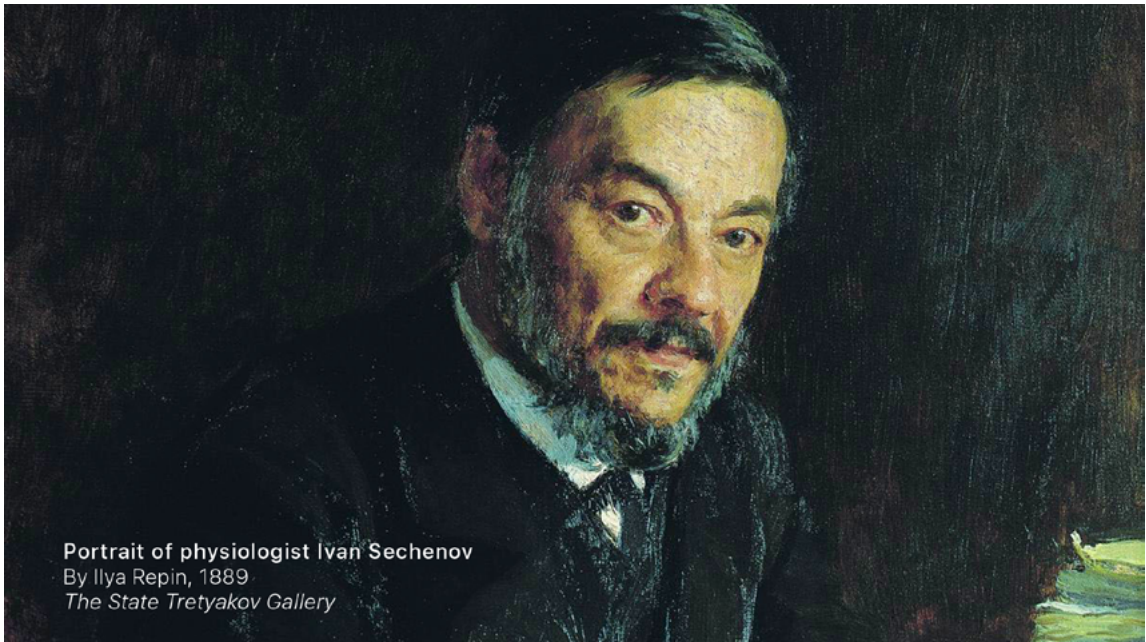
Caption introducing a person shown (with the signature)



Caption with additional information



Comment with additional information



Final shot



Captions for people shown



Caption with additional information and the signature



Comment with additional information



Final shot



TECHNICAL SPECIFICATIONS

Technical parameters for the video depend on its further use. The 16:9 format is recommended for playback on a local computer and in online services.

If a local computer is used, the file size should not exceed 1 GB. For a video composition, standard Full HD (1920×1080 px) and conversion to one of the most popular formats (.mov, .mpeg4 or .avi), compatible with local computers, are recommended.

If uploaded, the video file should not exceed 300 MB. Before online posting – on YouTube or Vimeo, for instance – the file should be converted to 1280×720 px in one of the above formats.

BRAND OVERVIEW AND INFORMATION POSTED ON THE WEBSITE

A brand is a living organism, and as such it undergoes continuous progress, evolution and change. For this reason the University's brand guidelines must also change and be revitalised with time.

An up-to-date version of brand guidelines as well as all the materials available on the Sechenov University website, including files with the University signature, are posted on the Brand page (<https://www.sechenov.ru/eng/msmu-worldwide/brand/>). Certain Brand page materials can only be accessed by authorised users with a username and password.

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Institution of Higher Education I.M. Sechenov
First Moscow State Medical University of the
Ministry of Health of the Russian Federation
(Sechenov University), 2017.

