



# BRAND BOOK

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PURPOSE OF THIS BRAND BOOK

## WHAT ON EARTH IS THIS?

This is a brand book. It's the north star for anything and everything related to the Sonoran University brand. It makes sure everyone who is a creator for the brand—whether with words or visuals—understands who we are and what we stand for.



BRAND BOOK

WHO WE ARE

## OUR HISTORY

### WE HAVE A HISTORY OF MAKING HISTORY

In addition to the medicine we teach and practice, it's important to know about our long history in the Valley of the Sun providing education and care for those looking for an integrative approach. **From our inception, we've blended new ways of learning and teaching with timeless principles of naturopathic and conventional medicine and healthcare.**

We were founded in 1992 as Southwest College of Naturopathic Medicine & Health Sciences. We quickly outgrew our first home and moved to the current Tempe campus in 1996. The medical center remained in Scottsdale until 2010 when an expansion made it possible to co-locate academic learning with clinical services and training at our Tempe campus. In 2019, SCNM's Academic Programs added the School of Nutrition and two Master of Science programs: MS Clinical Nutrition and MS Nutrition Business Leadership. Paving the way for the future of higher education, both master's programs were built to be taught 100% online for a best-of-class learning experience.

In 2022, we changed our name to Sonoran University of Health Sciences. This reflects our transition from a college focused solely on naturopathic medicine to a university with multiple programs related to the healing power of nature. It was inspired by the Sonoran Desert, which is the most biologically diverse desert in the world.

Anyone who has visited the campus will tell you that Sonoran University is much more than a bricks-and-mortar academic institution. It's a place where passionate, like-minded students, faculty and staff come together to make a difference in people's lives. And that feeling of a deeper commitment is tangible on campus.

Throughout the decades, our student body grew from its inaugural class of 42 to its current size exceeding 400. **To this day, we remain committed to our founders' vision of being a force for change to help transform healthcare. Welcome to Sonoran University of Health Sciences.**





## tone of voice

### THIS IS HOW WE TALK

We are passionate about increasing visibility and access to health and wellness grounded in the healing power of nature. And we love to talk about it.

Our voice is like that of a great teacher. We are inspiring and insightful. We aim to talk in a way that makes complex information easy to understand. And we are committed to helping define the future of health.

Our tone is professional and knowledgeable. We are leaders in what we do and that should come across in our written communication. We want to be straightforward because many natural approaches to health and wellness are misunderstood.

## OUR MISSION AND VALUES

### MISSION

**Sonoran University of Health Sciences shapes a healthier future by supporting students as they train to excel as healthcare professionals, by enhancing the health and wellbeing of our patients and communities, and by discovering effective treatments for humanity grounded in the healing power of nature.**

### VISION

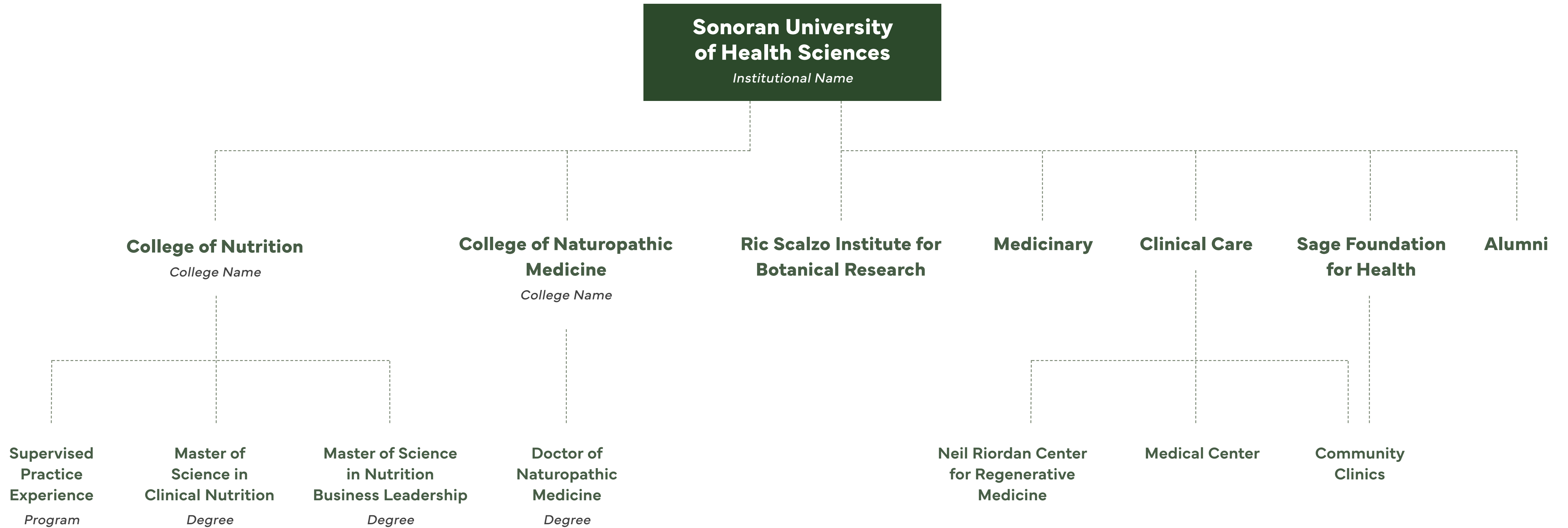
**A world that embraces the healing power of nature.**

### CORE VALUES

- We Shape the Future
- We Love
- We Achieve Excellence
- We Are Resilient
- We Do the Right Thing

### SONORAN UNIVERSITY IS RENOWNED FOR

- **Student-Centeredness** – empowering and supporting students to engage in a learning process that sparks curiosity, develops critical thinking, and respects their unique attributes and capabilities.
- **Grounding in the Healing Power of Nature** – fostering the self-healing process in people and uncovering the health-promoting properties of medicinal plants.
- **Strategic Partnerships** – with other academic, research, healthcare institutions, governmental and non-profit agencies, and businesses to expand the University’s role in addressing health problems.
- **Values-Based Education and Care** – applying our Core Values, “We Shape the Future, We Love, We Achieve Excellence, We Do the Right Thing, We Are Resilient” to the way we think, speak, and act.
- **Interprofessional Synergy** – within the University, faculty, practitioners, and researchers collaborate across disciplines to enhance learning, patient care, and discovery.
- **Inclusive Excellence and Belonging** – a community that values the range of human experiences and where students, staff, faculty, and patients feel respected, included, supported, and valued.
- **Innovative and Exceptional Education** – grounded in learning science and driven by data insights.
- **Inclusive and Holistic Healthcare** – practiced in the campus and community medical centers.



**BRAND ARCHITECTURE**

**A HOLISTIC LOOK AT SONORAN UNIVERSITY**

We are an institution focused on unleashing the healing power of nature. New programs complementary to naturopathic medicine and nutrition will enhance students’ experience with interprofessional learning. Laboratory research and clinical trials will explore the healing properties of plants and other natural therapies. Expansion of naturopathic and nutritional care for people living in Arizona will empower individuals and communities while adding a greater sense of purpose for our students. At Sonoran University, each part of our brand works together to shape a healthier future.



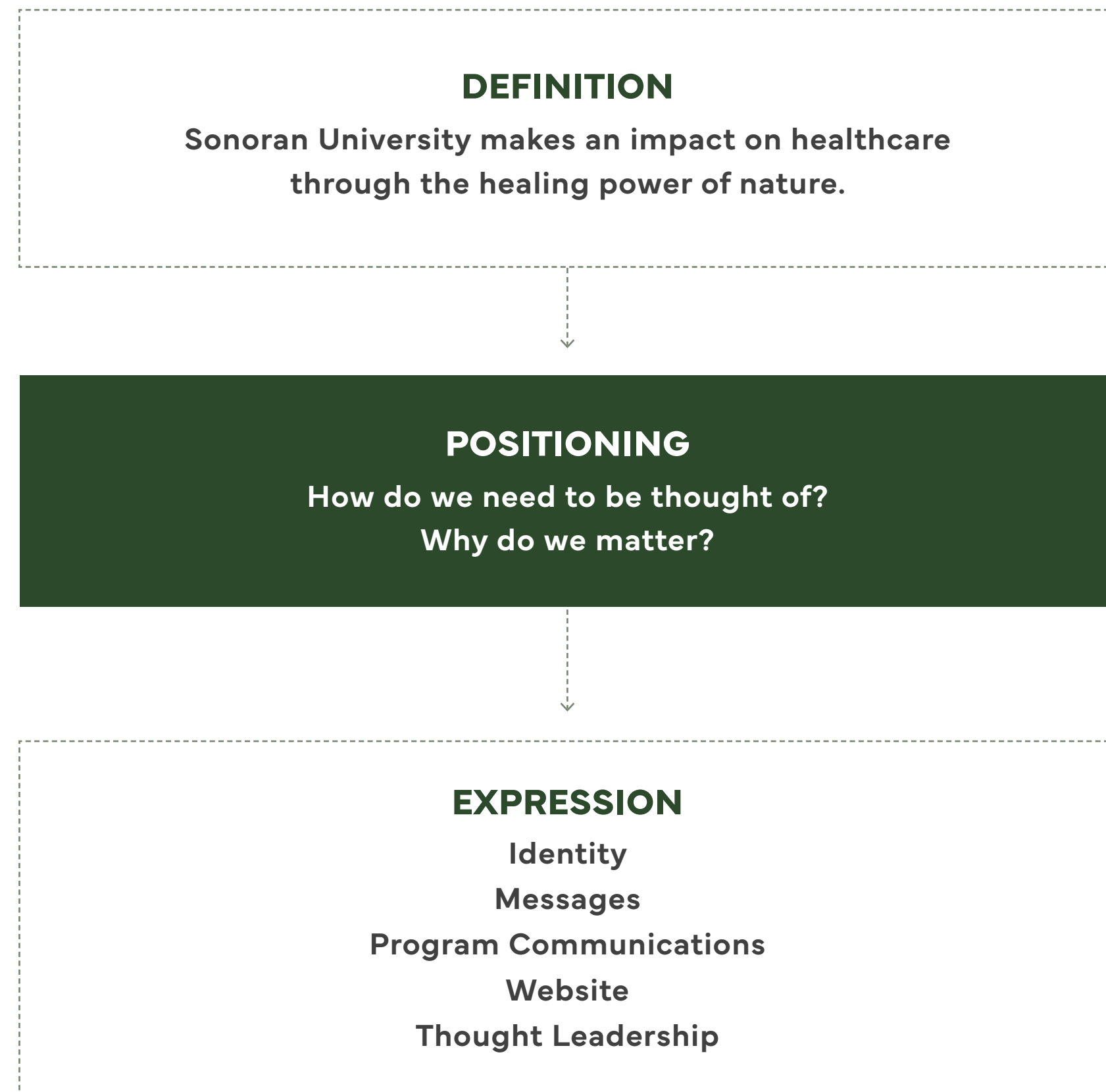


BRAND BOOK

# POSITIONING AND MESSAGING

## BRAND POSITIONING

Brand positioning creates clarity around who we are and who we serve. It also explains to our target audience why we are the best institution for them and what sets us apart from our competitors.



## BRAND STORY

**Our brand story is the highest-level overview of our brand. Sonoran University is shaping a healthier future for individuals and communities by living our values and focusing our innovations on the healing power of nature.**

- Emphasize Sonoran University’s ethos of values-based education and care to focus future efforts that elevate nature-based approaches to health and preventative wellness.
- Elevate messaging to highlight the collective value and benefits of Sonoran University’s groundbreaking research, educational programs and approach to care.
- Convey the commitment of individual programs to an additive and collaborative contribution to the health and wellness ecosystem.
- Illustrate impact on health and wellness for communities through a leadership role in meeting the unmet needs of our time.

## BRAND MESSAGING

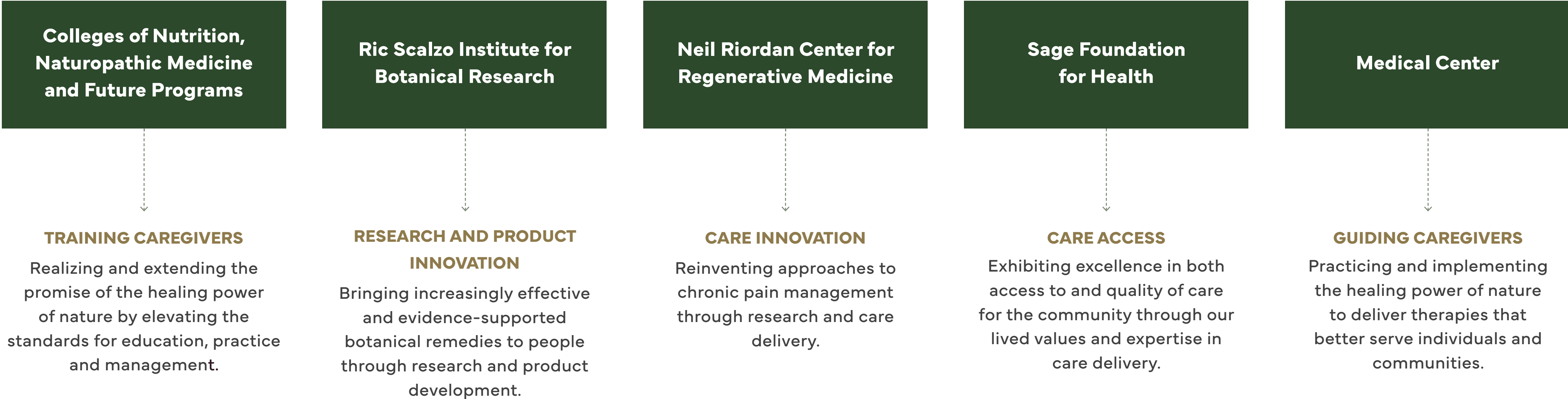
Our healthcare system is built upon sickness—the unnatural state of our bodies—and we are quick to treat symptoms rather than their underlying causes. At Sonoran University, we envision a different and healthier future, defined by natural approaches and personalized wellness.

With a deep commitment to the values of love, resiliency and doing the right thing, we achieve excellence in training caregivers, providing care, and introducing evidence-based research and products that use nature to better serve the needs of individuals and communities.

Our community clinics provide healthcare, empowering communities who have been historically marginalized and providing people access to a foundation for health. Our research develops new products and improves existing botanical therapeutics through scientific exploration grounded in clinical herbalism’s rich tradition.

As the leading source for innovative therapies, products, and practitioners to promote health naturally, we will make a meaningful and lasting impact on the lives of people near and far.

# Sonoran University of Health Sciences



**AUDIENCE MESSAGING POINTS**

## TAILORING OUR STORY TO DIFFERENT AUDIENCES

Our brand encompasses all parts of our University, but each of our target audiences have different needs. This chart is a guide that can be used to determine what you should say based on who you are talking to.

## NAME GUIDELINES

# HERE'S WHAT YOU SHOULD CALL US

### SONORAN UNIVERSITY OF HEALTH SCIENCES

The first mention in any owned, earned or paid communication should always use our full legal name: Sonoran University of Health Sciences. After that, shorten it to Sonoran University. In rare instances where space is an issue, we can shorten it further to Sonoran. Never use the acronyms SU or SUHS in speaking or writing.

### COLLEGES OF SONORAN UNIVERSITY

Use the full legal name upon first mention. For example, Sonoran University College of Nutrition or College of Nutrition at Sonoran University. After that, shorten it to the divisional name only. For example, College of Nutrition.

### ALL OTHER SUB-UNITS OF SONORAN UNIVERSITY

Use the full legal name upon first mention. For example, Sonoran University Neil Riordan Center for Regenerative Medicine. Do not switch the order to "Sub-unit" at Sonoran University. After first mention, shorten the name. For example, Neil Riordan Center. Approved shortened names listed below for all sub-units.

FULL NAME	SHORTENED NAME AFTER FULL NAME IS USED
Sonoran University Medical Center	Medical Center
Sonoran University Sage Foundation for Health	Sage Foundation for Health Sage Foundation
Sonoran University Neil Riordan Center for Regenerative Medicine	Neil Riordan Center for Regenerative Medicine Neil Riordan Center <i>*Never use NRC in speech or writing</i>
Sonoran University Ric Scalzo Institute for Botanical Research	Ric Scalzo Institute for Botanical Research Ric Scalzo Institute <i>*Never use RSIBR in speech or writing</i>
Sonoran University Alumni	Alumni





BRAND BOOK

OUR LOOK AND FEEL



## LOGOS

### PRIMARY LOGO - STACKED

The stacked primary logo consists of the Sonoran University mark and “Sonoran University of Health Sciences” set in the Mundial Bold font. Within the mark, the two leaves formed by the counter spaces of the letter S not only represent balance and our nature-based approach, but are also a nod to our previous mark and its history.

This logo should be used most often throughout all documents and materials. Against dark backgrounds, the white and gold logo is preferred, but the all-white version can also be used when the background is not dark enough to show the gold properly.

One-color and black versions are available and should only be used in documents where color printing is limited or black and white printing is required.

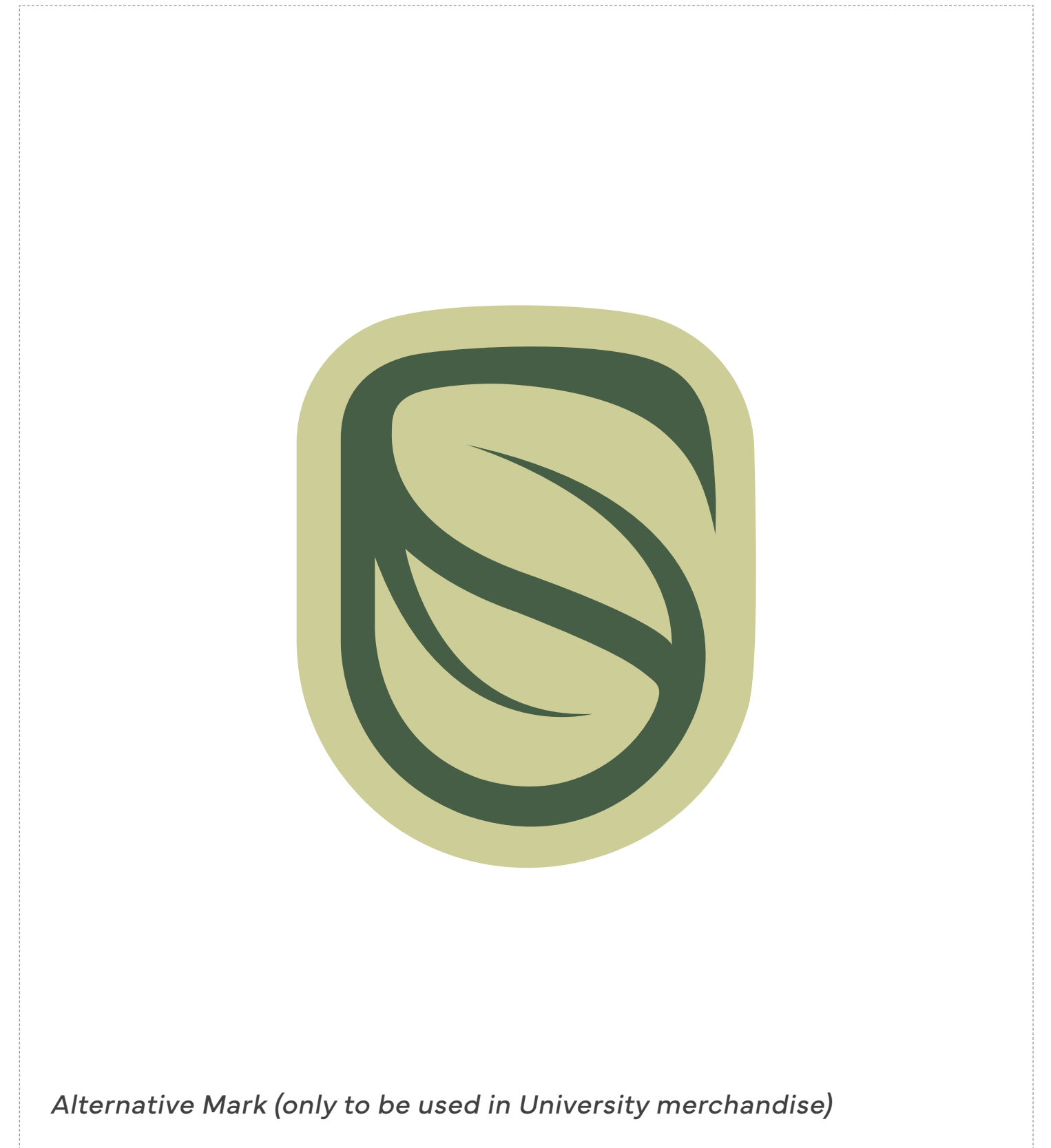


## LOGOS

### PRIMARY LOGO - CENTERED & HORIZONTAL

Although the stacked primary logo is preferred in most applications, the centered and horizontal logos can be used when space is limited or a different orientation of the logo is desired. Against dark backgrounds, the white and gold logo is preferred, but the all-white version can also be used when the background is not dark enough to show the gold properly.

One-color and black versions are available and should only be used in documents where color printing is limited or black and white printing is required.



## LOGOS

### MARK

The Sonoran University mark can be used as an additional decorative design element in contexts where the primary logo or the Sonoran University name is already present and in higher visual hierarchy. Some usage examples of the mark include stationery, footers, documents, social media avatars, website favicons, etc. The black version should only be used in documents where black and white printing is required.

The alternative mark (pale green border) can only be used on University merchandise where a background behind the mark is required—examples of this include stickers and lapel pins. **Do not use the alternative marks on documents, social media, or any marketing materials.**





## LOGOS

### UNIVERSITY SEAL

Our new University seal is an evolution from our roots. It looks revitalized, yet it honors 1992 as our institution’s founding and includes the leaf from our past logo. The two phrases encircling the center of the seal, “The Healing Power of Nature” and “Shaping a Healthier Future,” embody our core principles and are the foundation of our mission.

The University seal should only be used for formal occasions. Examples include legal and official documents such as diplomas and transcripts, formal academic ceremonies, permanent building signage, etc. In non-formal communications, it should not be treated as a substitute for the Sonoran University logo.



*Minimum Spacing*



*Minimum Sizing*

## MINIMUM SPACING & SIZING

Always maintain a minimum of clear space equal to the height of the letter S around all logos. No graphics or text should be present within the boundary outlined above. To ensure legibility, the logos must not be reproduced at sizes smaller than the following:

**Stacked Logo:** 0.35 inches or 26 pixels high

**Horizontal Logo:** 0.25 inches or 18 pixels high

**Mark:** 0.65 inches or 47 pixels high

FILE	BACKGROUND	VECTOR/RASTER	COLOR FORMATS AVAILABLE
AI	Transparent	Vector	CMYK, RGB, Spot
EPS	Transparent	Vector	CMYK, RGB, Spot
JPG	White	Raster	CMYK, RGB
PDF	White	Vector	CMYK, RGB, Spot
PNG	Transparent	Raster	CMYK, RGB

## FILE FORMAT GUIDE

Use this guide to use the different logo file formats as directed so all materials look their best.

**CMYK vs RGB vs SPOT:** Use CMYK on materials that will be printed. Use RGB on materials that will be displayed on screens. Use Spot for offset print runs with minimal colors (such as business cards) and/or specialty printing methods (such as screen printing).

**RASTER vs VECTOR:** Raster files are commonly used on most materials, but are limited by their resolution and become pixelated when scaled larger than their original size. On the other hand, vector files are infinitely scalable and are ideal for large designed materials such as signage.

## PRIMARY COLOR PALETTE



**SONORAN GREEN**  
PMS 7735 C  
Hex: #485E48  
CMYK: 69 44 72 32  
RGB: 72 94 72



**SONORAN DARK GREEN**  
PMS 350 C  
Hex: #314A30  
CMYK: 75 47 82 47  
RGB: 49 74 48



**SONORAN GOLD**  
PMS 7562 C  
Hex: #9E8359  
CMYK: 36 43 71 10  
RGB: 158 131 89



**GRAY**  
PMS 422 C  
Hex: #8B8E98  
CMYK: 49 39 32 2  
RGB: 139 142 152

## SECONDARY COLOR PALETTE



**YELLOW**  
PMS 141 C  
Hex: #EDB95A  
CMYK: 7 28 75 0  
RGB: 237 185 90



**ORANGE**  
PMS 7583 C  
Hex: #C26B35  
CMYK: 19 66 91 6  
RGB: 194 107 53



**PLUM**  
PMS 7659 C  
Hex: #603D5B  
CMYK: 63 84 39 27  
RGB: 96 56 91



**PEWTER BLUE**  
PMS 7695 C  
Hex: #85B1C3  
CMYK: 48 19 17 0  
RGB: 198 154 101



**BLUE**  
PMS 647 C  
Hex: #297BA2  
CMYK: 83 44 21 1  
RGB: 41 123 162



**PALE GREEN**  
PMS 5797 C  
Hex: #CDCB98  
CMYK: 21 13 47 0  
RGB: 205 203 152

## COLOR PALETTE

The Sonoran Greens, Gold and Gray unify our visual identity system across all materials. The primary color palette should be used most consistently in all applications. The Sonoran Greens and Gold should have more visual prominence than Gray. **When using green as a background color, always use Sonoran Dark Green instead of Sonoran Green to provide enough color contrast, especially when the reversed Sonoran University logo (white and gold or all-white) is present.**

The secondary color palette offers variation and may be used as accent colors occasionally. Secondary colors may also be used to identify different entities within Sonoran University.

For web-based design, please utilize the Sonoran University Web Design Style Guide. Contact [marketing@sonoran.edu](mailto:marketing@sonoran.edu) for access.

AaBbCcDdEe

Mundial Bold

AaBbCcDdEe

Arial Bold

AaBbCcDdEe

Mundial Demibold

AaBbCcDdEe

Arial Regular

AaBbCcDdEe

Mundial Regular

## TYPOGRAPHY

To ensure the Sonoran University brand is consistent across all communications, use Mundial Bold for headlines and Mundial Regular for body copy. Mundial Bold may also be used on sub-headers and Mundial Demibold may be used to emphasize ideas within the body copy. **The Mundial font family should be used on all marketing and public-facing materials**, such as social media, signage, brochures, website, etc. It is allowed to use the Arial font family as an alternative font for internal applications such as letters, documents, and PowerPoint presentations, as well as editable documents that will be sent externally, such as Word or PowerPoint files.



✗ Don't distort logo



✗ Don't change colors



✗ Don't place logo on a background with poor contrast.



✗ Don't remove the mark



✗ Don't apply effects to logo



✗ Don't reformat elements



✗ Don't skew logo



✗ Don't rotate logo

## WHAT TO AVOID

To ensure we present a cohesive and consistent message to our internal and external audiences, it is important that all Sonoran University's entities abide by these logo usage guidelines. **Do not alter the logo in any way. Make sure you are using the correct logo file, give the logo proper clear space around it and it is shown at a legible size.**



Horizontal



Horizontal



Stacked



Stacked

## SUB-UNIT LOGOS

Sub-unit logos are used to identify colleges, departments, programs or other entities. Stacked sub-unit logos may be used when space is limited. Sub-unit logos can replace the Sonoran University logo on printed and online materials—it is not necessary to use both logos.

The same Sonoran University logo guidelines apply to the sub-unit logos and they are available in the same file formats and colors.



Horizontal



Stacked



## SUB-UNIT LOGOS

### CLINICAL CARE LOGO

Sonoran University Clinical Care is the part of our organization that contains all of our patient- and client-serving clinical and retail efforts. Because it is primarily an organizational container, it will not have the same amount of external use as sub-unit brands. The only places we will use this brand are whenever all clinical care services are represented, such as in patient or client invoices. Sub-unit logos can replace the Sonoran University logo on printed and online materials—it is not necessary to use both logos.

The same Sonoran University logo guidelines apply to the sub-unit logos and they are available in the same file formats and colors.





*Primary Sage Foundation Logo - Horizontal*



*Primary Sage Foundation Logo - Stacked and Reversed*



*Alternative Sage Foundation Logo - Horizontal*



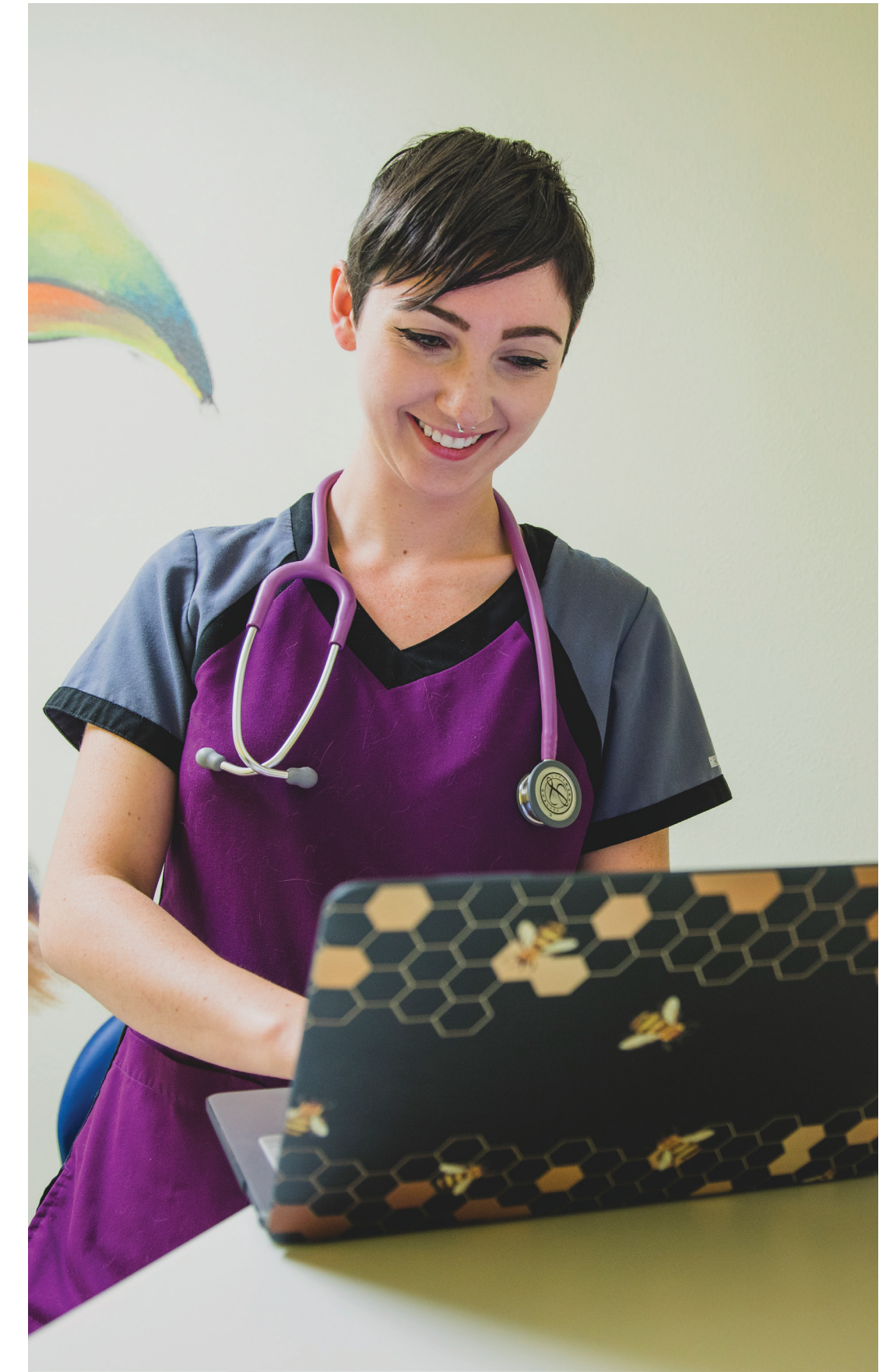
*Alternative Sage Foundation Logo - Stacked and Reversed*

## SUB-UNIT LOGOS

### SAGE FOUNDATION FOR HEALTH LOGO

The Sage Foundation, while closely associated with our University and supportive of our mission, is a separate legal organization. For that reason, an alternative logo is included for limited purposes for the Foundation. The visual expression of the alternative logo is linked to ours through the symbol but does not contain our University name. In most cases, Sage Foundation for Health will use the Primary Logo that is linked to the University name. Sub-unit logos can replace the Sonoran University logo on printed and online materials—it is not necessary to use both logos.

The same Sonoran University logo guidelines apply to the sub-unit logos and they are available in the same file formats and colors.



## PHOTOGRAPHY GUIDELINES

### Do:

- Include images of the Sonoran University academic environment
- Always use the highest resolution files
- Be mindful of what is on computer screens and window reflections
- Leave enough room for headlines at the top, left and right of photos
- Make sure images are well-lit and show students candidly

### Don't:

- Put filters over images
- Capture busy patterns on clothing
- Capture individuals wearing solid black clothing
- Capture other brands' logos
- Capture the old SCNM logo

# APPLICATION EXAMPLES



Letterhead



Business Cards



**QUESTIONS?**

Please contact University Marketing & Communications  
at [marketing@sonoran.edu](mailto:marketing@sonoran.edu)