

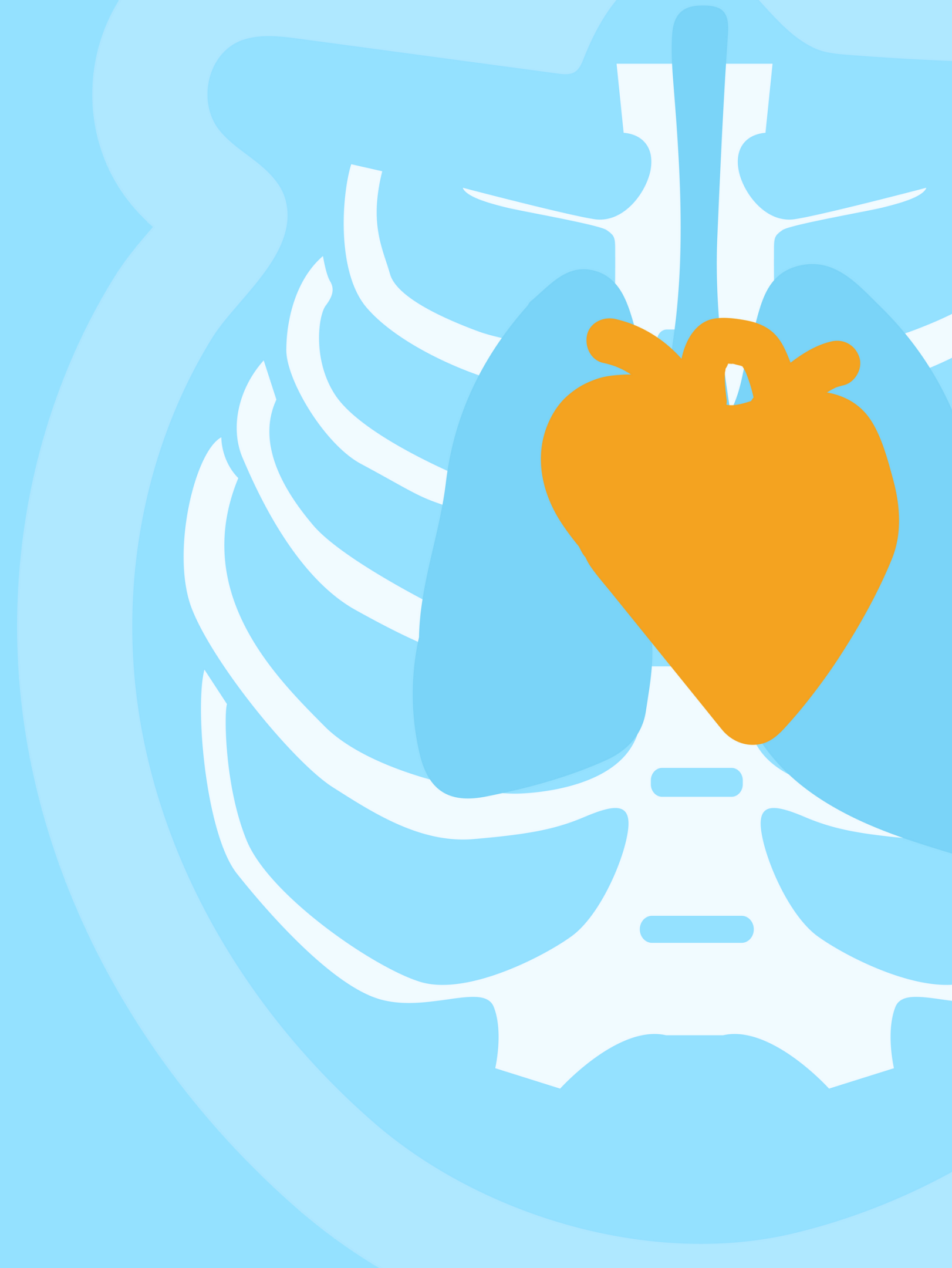
SCU BRAND STYLE GUIDE

Updated October 2025

WHAT'S A STYLE GUIDE?

A brand style guide is a reference tool outlining the official policies and standards for an organization's visual identity and messaging. It may include guidance on the proper use of logos, colors, fonts, copy, and more.

The guidelines outlined in this document should be applied to all SCU promotional materials and communications, whether print or digital, to ensure consistency while helping to strengthen our reputation as the leading integrative, whole health university.



CONTENTS

Look & Feel | page 4

Personality | page 6

Boilerplate | page 7

Color Palette | page 8

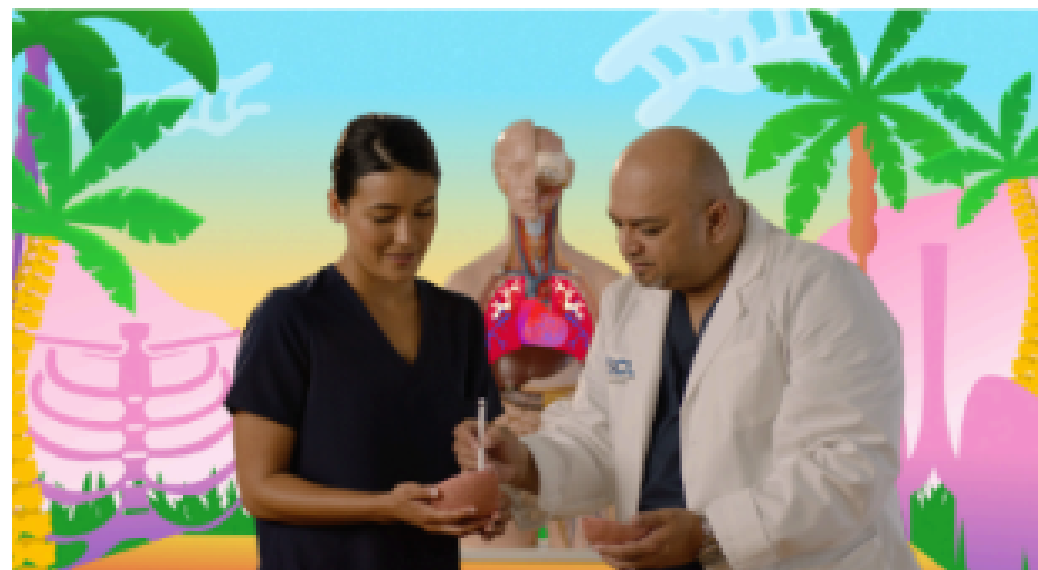
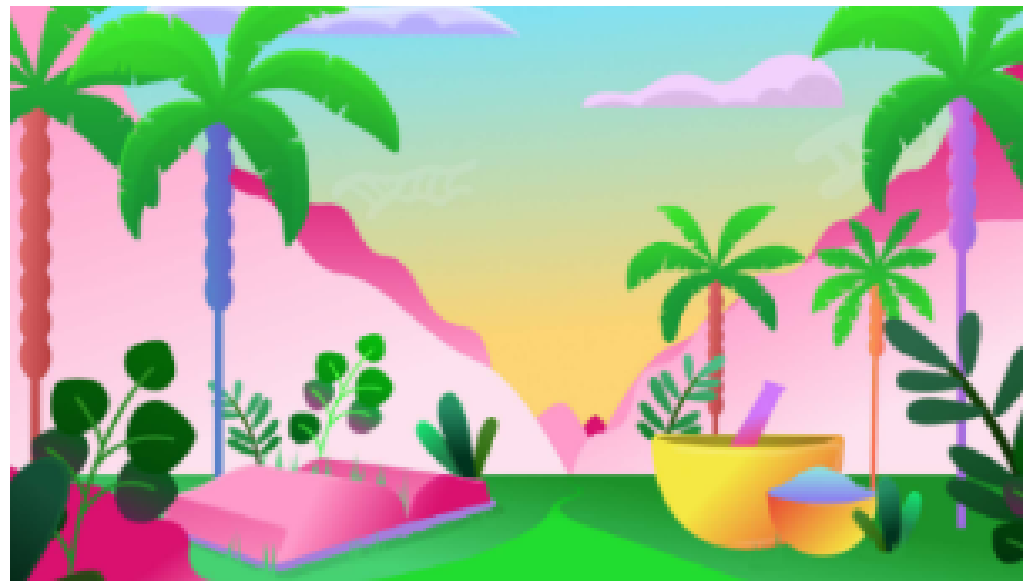
Typography | page 9

Logo Usage | pages 10-13

LOOK & FEEL

In October 2024, we “refreshed” our Go Beyond creative campaign to more directly reflect our evolution to whole health, and to create a slightly more mature or “graduate-level” look and feel, while maintaining continuity with the original aesthetic.

Previous Look & Feel:



Southern California University of Health Sciences (SCU)
Sponsored · 🌐

Ask about SCU's Fixed Rate Tuition.

DOCTOR OF CHIROPRACTIC DEGREE

SCU
SOUTHERN CALIFORNIA UNIVERSITY OF HEALTH SCIENCES

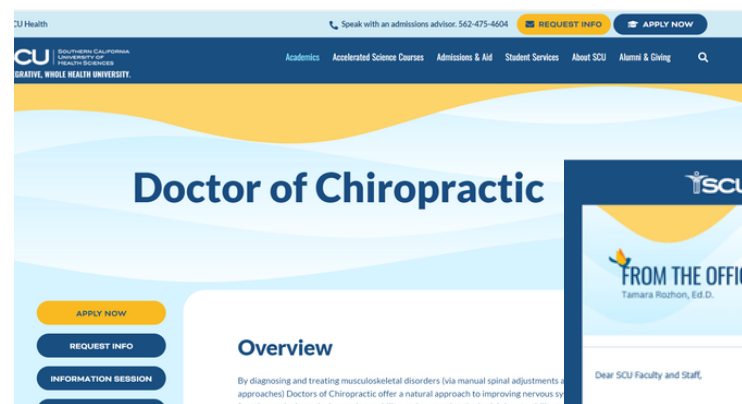
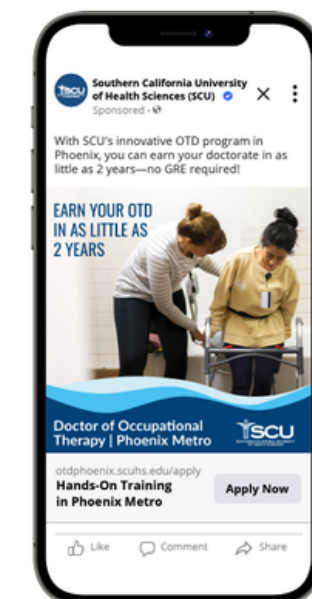
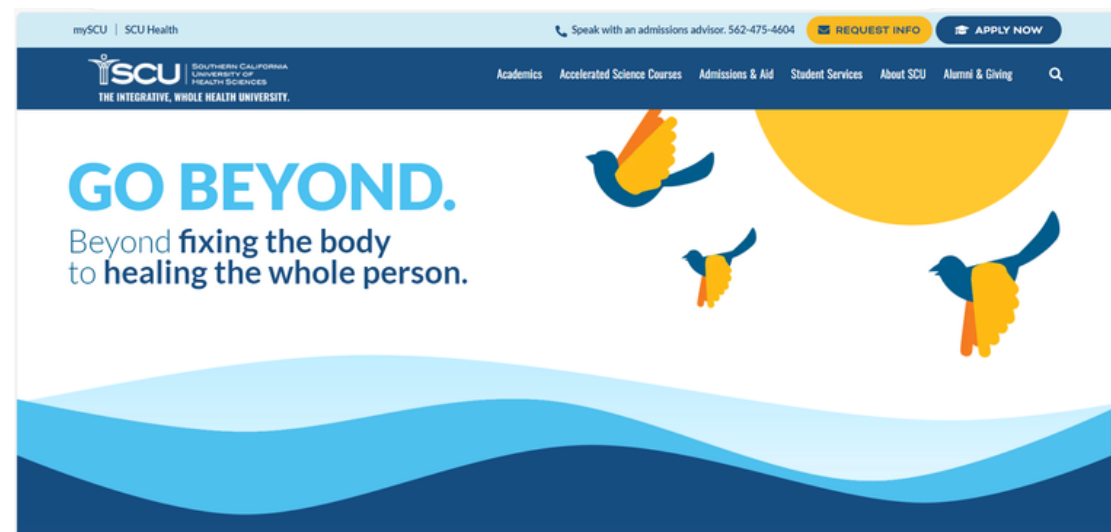
www.scuhs.edu
Apply today for FREE. **Apply now**
SCU Doctor of Chiropractic

The Southern California Advantage

When you study in one of the largest and most diverse metropolitan areas in the world, your educational experience prepares you for the real world of healthcare. During clinical training, you will serve patients from a variety of cultural and socioeconomic backgrounds. By connecting, learning, and practicing in Southern California, you are ideally positioned for a future career as a culturally competent and compassionate healthcare professional.

LOOK & FEEL CONT.

Refreshed Look & Feel:



BRAND PERSONALITY & TONE

Inspiring Optimistic

Daring Determined Confident

Empathic Encouraging Smart

BOILERPLATE

The following SCU overview language should be used in press releases, profiles on social media or association websites, and other channels requiring a brief description of our institution.

Southern California University of Health Sciences (SCU) is one of the world's only Integrative, Whole Health universities—teaching students to blend the best of conventional medicine with proven complementary approaches, and to treat the whole person (body, mind, and spirit). Founded in 1911, SCU has been challenging convention and pushing healthcare forward for more than 100 years. Today, the institution offers graduate, undergraduate, and certificate programs in a wide range of disciplines, including Chiropractic, Sports Medicine, Physical & Occupational Therapy, Genetic Counseling, Genetics & Genomics, Medical Science, Physician Assistant, Ayurveda, Acupuncture & Chinese Herbal Medicine, Clinical Psychology, Whole Health Leadership, and beyond. Learn more at scuhs.edu.

COLOR PALETTE

The refreshed Go Beyond creative campaign leverages primarily blues and oranges. All other colors in our original palette are now considered tertiary and should be used sparingly.

Primary

#194e80

#94e1ff

4ac1f0

d1ebf5

Secondary

#f27e29

#ffc730

#fdd46a

Tertiary

#da006e

#a16ae5

#024027

#004e78

#4751d4

#ff97c7

#d173ff

#10921d

#0f9eb0

#6750e6

#fee2ef

#d6d0ff

#23d019

#73e0fc

#93a6ff

TYPOGRAPHY

All official institutional communications and promotional materials should use consistent fonts and formatting as shown below.

HEADING

Oswald, **ALL CAPS & BOLD**, typically dark blue

Subheading

Lato, **Initial Caps**, typically dark blue

Body copy

Lato, **Sentence case**, typically dark blue

INSTITUTIONAL LOGOS

Institutional logos are available in vertical and horizontal formats, both with and without our tagline.

While the tagline version is typically preferred, select the format that fits most gracefully in the space in which it is being used.



Pro Tip: Wondering how to tell the difference between our current logos and other outdated versions? Look for these tell-tale signs of an **outdated** version:

- Does not have a registered trademark symbol (Circle R) on it.
- In some cases, the first letter of each word is slightly taller than the other letters.
- In the stacked logo, the text is centered rather than flush left.



DEPARTMENTAL LOGOS

SCU's colleges, centers, key offices, and discipline areas each have their own logos. **Individual degree programs do not have logos.** Rather, individual programs should use the SCU logo with a separate line of italicized text, at a reasonable distance below it, as shown below.

Logos are available for the following entities:

Los Angeles College of Chiropractic

College of Chiropractic Education

College of Eastern Medicine

College of Health Professions

College of Medical Sciences

Center for Faculty Development & Excellence

Center for Interprofessional Education

Alumni

Alumni Services

Office of the President

Office of the Provost

Student Services

Acupuncture & Chinese Herbal Medicine

Ayurvedic Medicine

Chiropractic Medicine

Chiropractic Sports Medicine

Genetic Counseling

Human Genetics & Genomics

Medical Science

Occupational Therapy

Physical Therapy

Physician Assistant

Whole Health Leadership

Examples:



Master of Science in Medical Science

STUDENT CLUB LOGOS

Because student-led clubs are not run by, regulated, or specifically endorsed by SCU, **student clubs should not use the SCU logo or any derivative of the logo.** Instead, clubs may develop their own logos and those logos must look significantly different than SCU's official logos. The SCU Brand Marketing Department will review and approve all club logos to ensure they remain distinct enough to meet this guideline. Below are examples of several student-designed logos that have been approved because they look sufficiently different from the SCU logo.

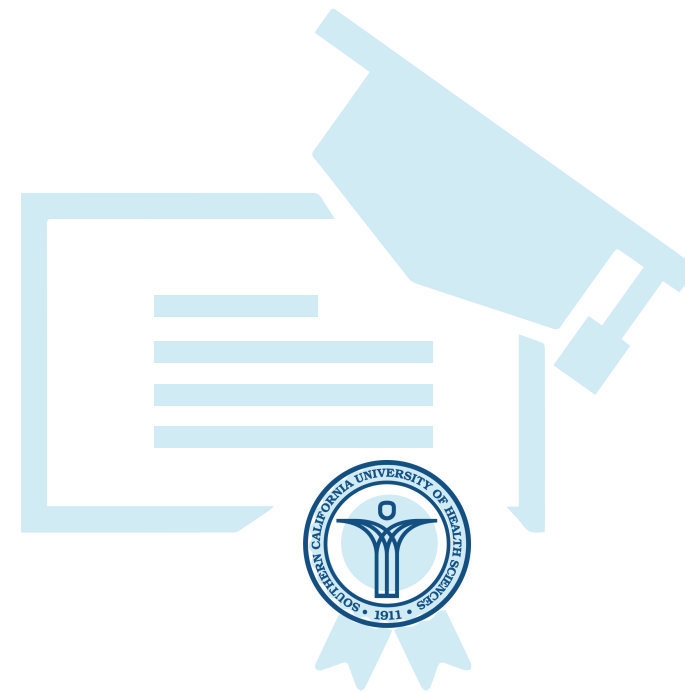


INSTITUTIONAL SEAL

The official SCU seal should be used only on formal documents such as diplomas or transcripts, not on marketing materials, garments, etc. The purpose of a seal is, essentially, to “validate” or “certify” and, as such, it should not be used for informal or promotional purposes.



YES



NO



THE END.

