

Virtua Health College of Medicine & Life Sciences

Brand Guidelines

November 7, 2025

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INTRODUCTION

It's a privilege to represent the University. We have a responsibility to do it well.

When someone sees an item published by Rowan University, it should have a certain “look” about it that says, “Rowan.” At a glance, the use of color, typography, photos and illustrations should work together to reflect our graphic identity and design standards.

This doesn't mean that everything must look alike, but editorial elements and design techniques in a wide range of projects should be consistent enough to show that they're from the Rowan family of communicators.

As we build and strengthen the identity for Virtua Health College of Medicine & Life Sciences (VHC) and its units within Rowan University, this brand identity document provides broad standards and fine details for most projects. With its guidance, we will communicate visually and in writing based on the same, strong cues about Rowan's diverse, complex community and endeavors.

Please work with our communication and graphics professionals to best use the University's limited resources. Together, we will promote Virtua Health College, its mission, services and opportunities in excellent education, research and care.

INTRODUCTION

Developing the identity of a partnership and a complex organization

Virtua Health College of Medicine & Health Sciences came to be as the result of the partnership of two well-established, large and complex organizations.

This document provides basic guidance for using the Virtua Health College identity and aligning the various schools, centers and institutes within it. This standards guide is a starting point, with more identity and communication resources to be added for print publications and specialty projects, including apparel, banners, accessories, gifts and other items.



For the most up-to-date guidance, access to Virtua Health College marks, unit signatures and more info on when and how to use the Rowan logo, please contact:

VHC Communication & Marketing
Lynne Yarnell: falchelm@rowan.edu

University Publications
856-256-4195 or publications@rowan.edu

BRANDING FRAMEWORK

Vision

Our audiences—the people we serve and partner with in education, health care and research—depend on us to communicate consistently and effectively. The guidance in the branding framework helps all VHC representatives present a unified message that speaks to each audience. The foundation is the vision statement:

The College and its entities are national leaders in innovative and equitable learning environments that improve and empower the health and well-being of all.

With that foundation, we explain that the College:

- offers an integrative, hands-on learning experience focused on teaching and research to reshape all aspects of whole-person medicine
- so our students and faculty develop a focused ability to listen and connect to what matters most with people in their health care experiences.

BRANDING FRAMEWORK

Brand pillars and unifying messages

Core themes help demonstrate VHC values and commitment.





BRANDING FRAMEWORK

Brand promise

An integrative experience focused on whole-person medicine and research, that empowers all to listen and connect to make an immediate impact on health.

Positioning statement

Impacting health for good.

BRANDING FRAMEWORK

Audiences

Speaking to our distinct audiences with a consistent voice strengthens each message and relationship.



Students

- Prospective students
- Current students
- Alumni



Professionals

- Faculty
- Physicians & Nurses
- General Virtua workforce



Partners and supporters

- Legislators & community leaders
- Donors
- Research organizations & grant-makers



General audiences

- South Jersey residents
- Patients
- Media outlets

Brand attributes

- Excellence
- Empowerment
- Inclusivity
- Discovery

Brand tone

- Authentic
- Innovative
- Leading
- Bold
- Collaborative
- Impactful
- Dynamic

COLLEGE LOGO

The shield and typography

The shield icon's broadly understood symbolism and Virtua Health's lotus and color palette create a mark that ties the academic endeavor to the health care identity and values.

Minion and Gotham fonts provide highly legible copy that help distinguish between the many elements in each name and the levels of hierarchy within the institution.

The college mark signifies the organizational division and the academic, clinical and research units within.



**Virtua Health College
of Medicine & Life Sciences**
of Rowan University

Don't attempt to recreate or alter any of the marks in the VHC identity. Each logo must be composed according to precise, standard design and type specifications. Contact colleagues in University Publications or VHC Communication & Marketing for help (details on p. 39).

COLLEGE LOGO

Size and spacing

Minimum size and clear space for all marks

To ensure visibility and legibility of the VHC logo and each of the others in the identity system, don't attempt to use them smaller than the minimum shown here at .25 in. high.

No matter the size of the mark, be sure to keep the required "clear space" around the logo to maximize its impact in the layout. The protected area that creates clear space consistently is the height of two lowercase "o" characters.

Apply the clear space rule to other elements in the layout and when determining the minimum distance the logo can be from the edges of an electronic document or printed piece.



MINIMUM SIZE



Clear space



Clear space

COLLEGE LOGO

Color variations

Full color

Preferred use; every effort should be made to use the full color logo.

Ocean Blue

Use on a white or light background when ink colors are limited.

Black

Black should be used when printing in one color and where a single-color version is needed against a light background.

White

The logo may be reversed to white used when placing the logo on a dark background color and when printing on black only.

Full color + white wordmark

Primary logo with white wordmark may be used when the background color is dark or where there is insufficient contrast for use of the primary logo with the blue wordmark.



**Virtua Health College
of Medicine & Life Sciences**
of Rowan University

Full color: Preferred



**Virtua Health College
of Medicine & Life Sciences**
of Rowan University

1-color: Ocean Blue



**Virtua Health College
of Medicine & Life Sciences**
of Rowan University

1-color: Black



**Virtua Health College
of Medicine & Life Sciences**
of Rowan University

White



**Virtua Health College
of Medicine & Life Sciences**
of Rowan University

Full color + white wordmark

UNIT SIGNATURES

College and schools

The shield is the common element in the college and school marks, tying them visually to Virtua Health College, while the hyphenated school names express the Rowan-Virtua partnership for each academic division.



**Virtua Health College
of Medicine & Life Sciences**
of Rowan University



ROWAN-VIRTUA
**School of
Osteopathic Medicine**



ROWAN-VIRTUA
**Rita & Larry Salva
School of Nursing
& Health Professions**



ROWAN-VIRTUA
**School of Translational
Biomedical Engineering
& Sciences**



ROWAN-VIRTUA
SOM

UNIT SIGNATURES

Divisions, departments and offices

Positioned beneath the school name, each administrative and academic unit name in capital and lowercase letters distinctly communicates its identity and Rowan-Virtua affiliation.

Typographic structure

The type design for the schools, centers and institutes leads with the partnership identification.

The design is compact and well-proportioned to the shield, with sans serif for the partnership and serif for the unit name.



To ensure ease of use and consistency, use each college, school, institute and center unit lock-up as provided. Don't attempt to recreate or reset the type to simulate the original.

UNIT SIGNATURES

Institutes and centers

Institutes and centers serve as special outreaches with missions based on their affiliation with clinical and research units. The logo lock-ups on this page allow the institute and center names to be most prominent, while clearly within the Rowan-Virtua identity.



ROWAN-VIRTUA
School Institute or
Center Unit Name



ROWAN-VIRTUA
Child Abuse Research,
Education & Service
Institute



ROWAN-VIRTUA
Institute for
Health Equity



ROWAN-VIRTUA
New Jersey Institute
for Successful Aging



ROWAN-VIRTUA
Regional Integrated
Special Needs Center



ROWAN-VIRTUA
Cell & Gene
Therapy Center



ROWAN-VIRTUA
Cardiovascular
Institute



ROWAN-VIRTUA
Neuromusculoskeletal
Institute



ROWAN-VIRTUA
Institute for
Regenerative Medicine
& Transplantation

UNIT SIGNATURES

Institute acronyms

The logo lock-ups on this page show limited exceptions that allow acronyms under the new Rowan-Virtua identity instead of these units' full names.

These four organizations have several decades of clinical practice and research that have established their identity in the market with consumers, collaborators and funding agencies. Inside and outside the organizations, their familiar acronyms will help keep audiences connected with the institutes while they adapt to the new Rowan-Virtua identity.



ROWAN-VIRTUA
CARES Institute



ROWAN-VIRTUA
NJISA



ROWAN-VIRTUA
NMI



ROWAN-VIRTUA
RISN Center

COLORS

Color specifications

Primary color palette



Ocean

PANTONE 2377
CMYK: 86-55-26-29
RGB: 36-84-116
HEX: 245474



Sky

PANTONE 645
CMYK: 57-26-8-0
RGB: 111-161-201
HEX: 6FA1C9



Coral

PANTONE 2348
CMYK: 0-79-66-0
RGB: 241-93-84
HEX: F15D54



Sun

PANTONE 3588
CMYK: 2-42-96-0
RGB: 244-164-39
HEX: F4A427



Rowan Gold

PANTONE 7406
CMYK: 0-20-100-2
RGB: 249-196-0
HEX: FFCC00

Secondary color palette



Light Ocean

PANTONE 103-13-U
CMYK: 65-35-5-9
RGB: 86-134-180
HEX: 5686B4



Light Sky

PANTONE 283
CMYK: 35-5-0-0
RGB: 158-210-241
HEX: 9ED2F1



Light Coral

PANTONE 2346
CMYK: 0-60-45-0
RGB: 244-132-122
HEX: F4847A



Light Sun

PANTONE 135
CMYK: 0-20-75-0
RGB: 255-205-91
HEX: FFCD5B



Rowan Brown

PANTONE 4695
CMYK: 18-86-100-68
RGB: 90-20-0
HEX: 57150B

TYPOGRAPHY

Primary sans serif

Whenever possible, please use University standard fonts to make communication consistent and professional. Sans serif fonts like Gotham work well in larger sizes and in short text blocks.

Access

University Publications has a limited site license for Gotham Book, Book Italic and Bold. Please email publications@rowan.edu to request the fonts. Other weights and variants (narrow, condensed, etc.) may be purchased from typography.com.

Alternatives

If Gotham isn't available, the best options are

- Adobe Source Sans
- Arial

Gotham

CAPITALS (18 PT.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE (18 PT.)

abcdefghijklmnopqrstuvwxyz

NUMERALS (18 PT.)

0123456789

PUNCTUATION/LIGATURES/GLYPHS (14 PT., SAMPLING)

!@#\$%&*~({[“+=,;:~?+‡£¥¢€ΣΔ∞≤∂≠ƒ©®™¶•

AaBb	AaBb	AaBb	AaBb	AaBb	AaBb	AaBb	AaBb
<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>	<i>AaBb</i>
THIN	EXTRALIGHT	LIGHT	BOOK	MEDIUM	BOLD	BLACK	ULTRA

TYPOGRAPHY

Primary serif

Whenever possible, please use University standard fonts to make communication consistent and professional. Serif fonts are typically best used in body copy and longer text blocks, as well as headlines.

Access

For those with a University-provided Creative Cloud license, Minion is available through Adobe Fonts. Individual Minion fonts may also be purchased at *FontSpring.com* or *MyFonts.com*.

Alternatives

- Adobe Source Serif
- Georgia
- Times New Roman

Minion Pro

CAPITALS (18 PT.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE (18 PT.)

abcdefghijklmnopqrstuvwxyz

NUMERALS (18 PT.)

0123456789

TABULAR

0123456789

PROPORTIONAL

PUNCTUATION/LIGATURES/GLYPHS (16 PT., SAMPLING)

!#\$%&*~({[“-+=.,,:?†‡§¶ff£¥Σ∞≈Δ√∂≠∫©™•

AaBb

AaBb

AaBb

AaBb

AaBb

AaBb

AaBb

AaBb

REGULAR

MEDIUM

SEMIBOLD

BOLD



Marks in use

How should the marks appear on a project?

Because communication projects come in many forms and with many aesthetic and technical concerns that affect the way we communicate, it can be helpful to see examples of identity elements in use.

The following pages demonstrate the VHC marks in a variety of sizes, formats and materials that follow the standards and best practices.

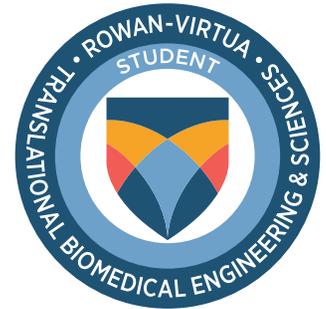
MARKS IN USE

White Coats

As students and residents serve at partner facilities, the college identity will be stitched on the left chest and the school identity will be shown with a patch on the sleeve.

The circular design is the standard for embroidery on white coats only.

Sleeve patches



Standard SOM white coat



MARKS IN USE

Stationery

Letterhead, envelopes and business cards for all campuses may be ordered using the instructions at: rowan.edu/stationery

No “homemade” letterhead or business cards may be produced or distributed on campus or off campus. The watermark that appears in the center of all Rowan stationery helps authenticate it as official correspondence.

Templates

Microsoft Word templates with prebuilt margins and type specifications are available through VHC Communication & Marketing.

LETTERHEAD 8.5" X 11"



College School or Division
Department Name
Building Name, Suite/Room/Floor
201 Mullica Hill Road, Glassboro, NJ 08028
T: 856-000-0000 F: 856-000-0000

BUSINESS CARD 3.5" X 2"



ELECTRONIC LETTERHEAD



College/School/Division Name
Department/Office
Location/Building/Floor
Address
City, State Zip Code

XXX-XXX-XXXX
XXX-XXX-XXXX (fax)
name@rowan.edu



College School Division or Department
Department Name
Building Name, Room/Suite
Street Address
City, ST 00000
10000-10000

#10 ENVELOPE 9.5" X 4.125"

MARKS IN USE

Email signatures

Email directly represents the University and must reflect the Rowan brand, not one's personal aesthetic or point of view.

To ensure consistency for all VHC representatives, please use the [email signature generator](#) under VHC Branding Guidelines. The three options at right offer variable detail.

Best practices

- Use hyperlinks, not icons for University websites and social media accounts
- No personal quotes or taglines
- Approved Rowan-Virtua taglines and promotional messages may be added if they meet all guidelines and have an explicit expiration date
- Confidentiality clauses apply to employees whose position requires discretion; privilege clause applies to attorneys

RECOMMENDED



Firstname Lastname, D.O., F.C.C.S.
Director of Pulmonary Research
Rowan-Virtua School of Osteopathic Medicine

One Medical Center Road, Stratford, NJ 08084
T: 856-555-5555
som.rowan.edu

OPTIONAL



Firstname Lastname, D.O., F.C.C.S. (she/her/hers)
Title, Division
School or Department

Building Name, 123 Street Address, City, NJ 00000
T: 856-555-5555 | M: 856-555-5556 | F: 856-555-5557
lastname@rowan.edu | webaddress.rowan.edu

[Facebook](#) | [Twitter](#) | [Instagram](#)

MINIMUM



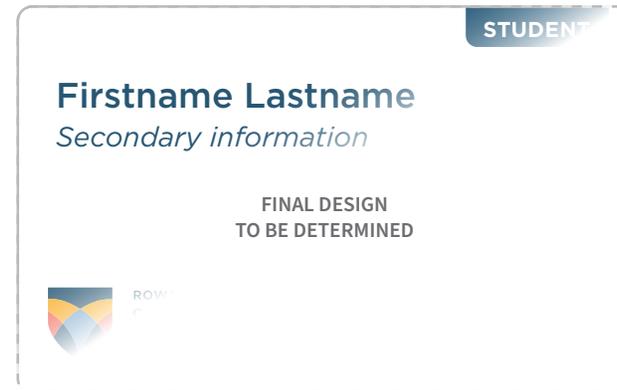
Firstname Lastname, D.O., F.C.C.S.
Title, Division
School or Department

MARKS IN USE

ID Badges

The final design of the new Virtua Health College cards depends on production, technology and security specifications.

Under development



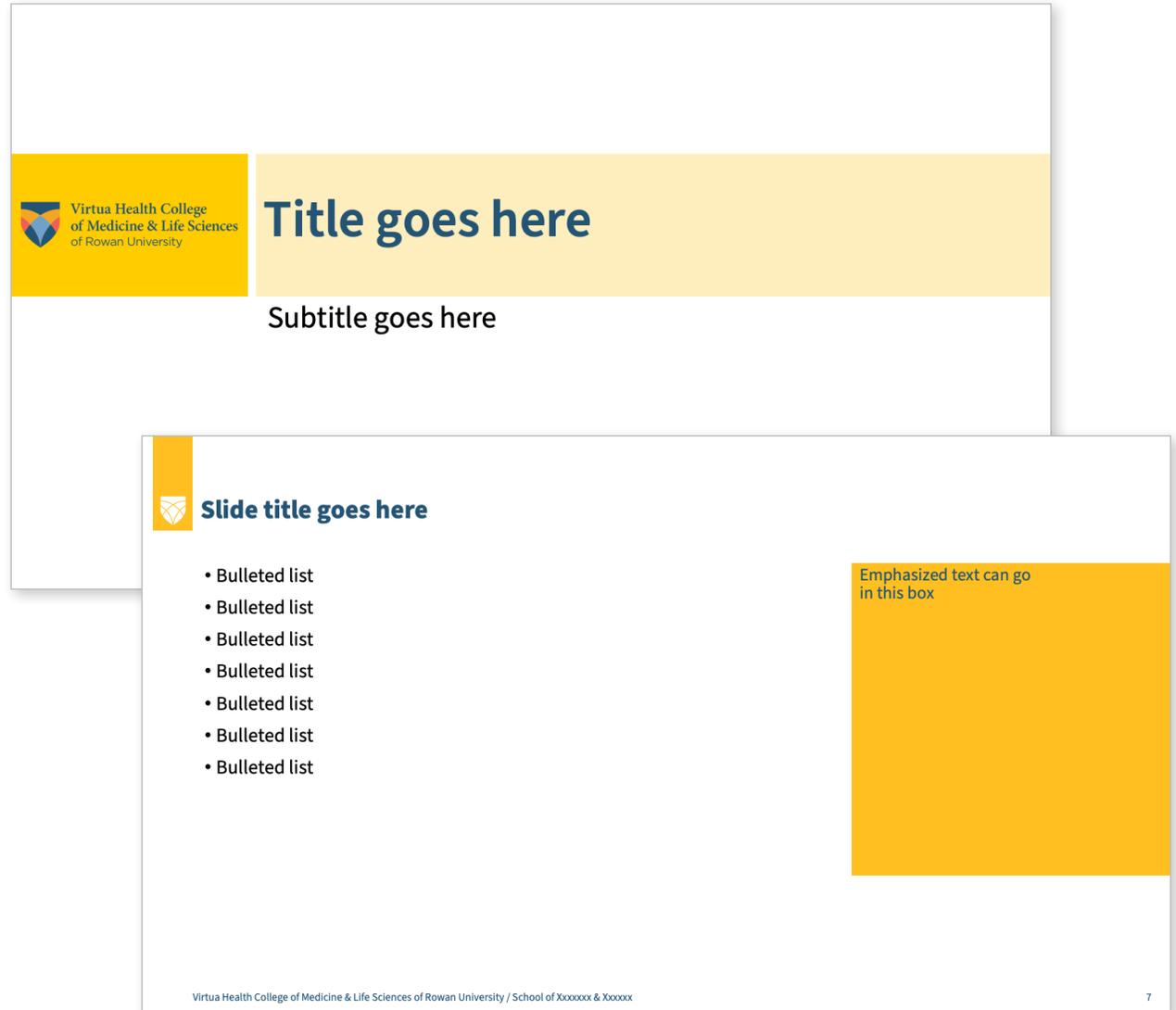
3" x 2" ID BADGES, CONSISTENT WITH ROWAN STANDARD

MARKS IN USE

PowerPoint

Templates

Microsoft PowerPoint templates are available through VHC Communication & Marketing.



MARKS IN USE: SAMPLES AND CONCEPTS

Small scale



1" LAPEL PIN

3.5" x 2" BUSINESS CARD



Virtua Health College
of Medicine & Life Sciences
of Rowan University

Firstname Q. Lastname, RN
Title, Department Name

Rita & Larry Salva School of Nursing & Health Professions
Building Name
555 Street Name, Suite 5555A
P.O. Box 0000
City, NJ 00000

T: 856-555-5555 F: 856-555-5555
lastname@rowan.edu • rowan.edu/website

5.5" x .5" PEN



Examples at scale

8.5" X 11" LETTERHEAD



Virtua Health College
of Medicine & Life Sciences
of Rowan University

4" X 8.5" DEPARTMENT BROCHURE



Virtua Health College
of Medicine & Life Sciences
of Rowan University

D.O.

Medical Education program goes here

ROWAN-VIRTUA SCHOOL OF OSTEOPATHIC MEDICINE



MARKS IN USE

Social Media

Consistency is key

Social media icons and handles are critical parts of communication strategy. To ensure our audiences recognize and interact with Rowan social media, please use only one of the variations provided by the Rowan Social Media team. Do not use different configurations of the art or attempt to change any part of the icons.

A full social media standards guide is being developed. Until its release, please consult with the Rowan Social Media team about your social media toolkit.

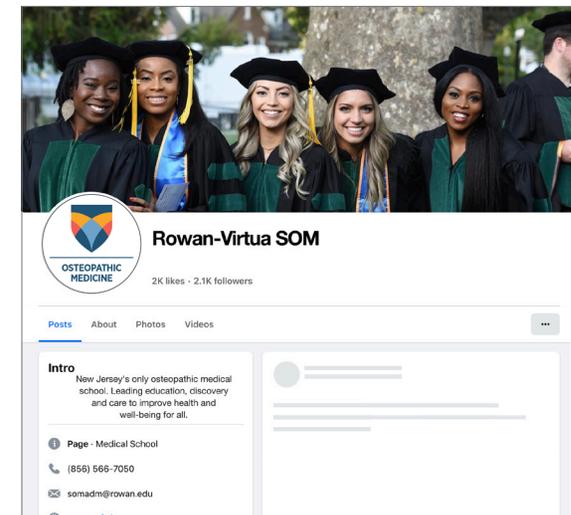
Individuals may not create social media accounts for departments unless approved by Virtua Health College Communications & Marketing. Please contact:

Jenna Fischer, VHC Social Media Coordinator
fischerjr@rowan.edu or 856-566-6156

Facebook



Virtua Health College of Medicine & Life Sciences of Rowan University



Rowan-Virtua School of Osteopathic Medicine

MARKS IN USE

Social Media

X (formerly Twitter)



Virtua Health College of Medicine & Life Sciences of Rowan University



Rowan-Virtua School of Osteopathic Medicine

MARKS IN USE

Social Media

 Instagram



339 Posts **1,421** Followers **189** Following

Virtua Health College of Medicine & Life Sciences of Rowan University
An academic health partnership dedicated to lead education, discovery and care to improve health and well-being for all.
[@RowanUniversity](#) | [@VirtuaHealth](#)
rowan.edu/vhc

 Followed by **rowanalumni** and **rowanuniversity**

[Follow](#) [Message](#) [Contact](#) 

Virtua Health College of Medicine & Life Sciences of Rowan University



197 Posts **1,363** Followers **69** Following

Rowan-Virtua SOM
Education
New Jersey's only osteopathic medical school. Leading education, discovery and care to improve health and well-being for all.
[@Rowan University](#) | [@VirtuaHealth](#)
rowan.edu/som

 Followed by **rowanuniversity** and **rowanalumni**

[Follow](#) [Message](#) [Contact](#) 

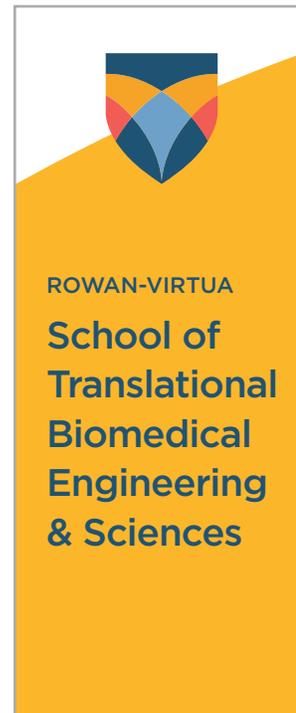
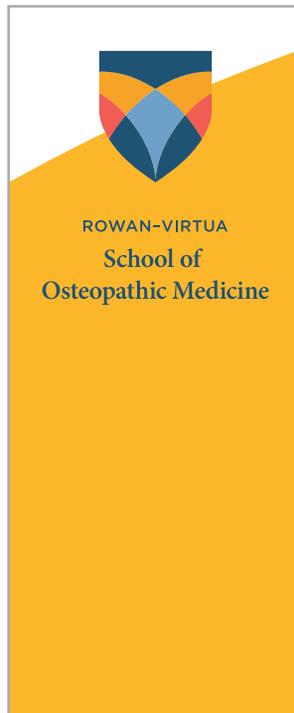
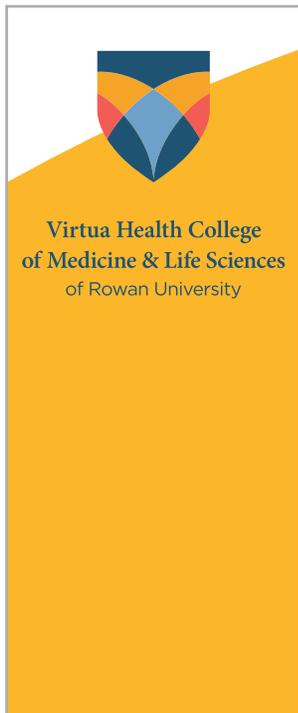
Rowan-Virtua School of Osteopathic Medicine

MARKS IN USE: SAMPLES AND CONCEPTS

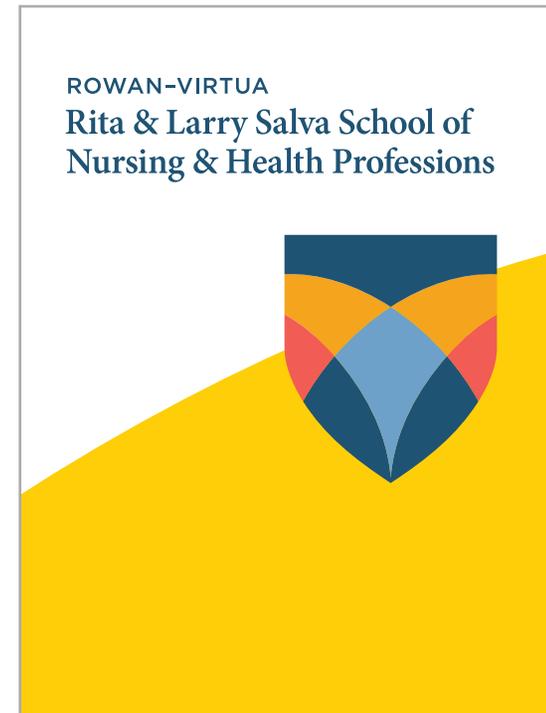
Retractable banners

Retractable banners are available through VHC Communication & Marketing, either on loan or for purchase through the University Print Center. Both 33 inch width and 60 inch width banners extend to 8 ft. high.

33" Retractable banners



60" Retractable banners



MARKS IN USE

Apparel options

Building identity and affinity through student organization projects can take two approaches: formal or informal.

Formal: the logo lock-up

Use the shield lock-up (A) to identify students as representatives of any VHC unit or program when in an academic, pre-professional or professional setting. Outerwear and collared shirts are typical uses.

Informal: the informal type design

The informal type design (B) is a good option for a classic, collegiate look, especially on informal apparel such as t-shirts and hoodies, as well as on totebags and informal gift items. Depending on budget and goals, it can be customized for activities and programs.

Informal: other options

Sometimes a project will work well with a fully customized informal design (C). In that case, it's still critical to identify the VHC unit or program, whether the name is prominent or a more subtle part of the design.



Clinical affiliation

Health care in the marketplace

Rowan Medicine and Virtua Health have a strong presence through the health care services of their individual organizations. As the Rowan-Virtua partnership develops, its ability to serve patients will further establish the clinical services and South Jersey's reputation for superior health care.

The Rowan Medicine name with the Virtua Medical Group affiliation tag identifies the partnership.



Editorial style

Basic writing resources and standards

Writing about the Rowan-Virtua partnership and its college, schools, institutes and centers can be a challenge, if only because of the breadth of the organization and the length and complexity of some of the names.

Most of the following guidance about editorial style is based on the AP Stylebook, which Rowan communication professionals follow to ensure that what we write complies with professional editorial standards.

The following pages show how to use each name on first and subsequent references, using combinations of the shortened familiar name, acronyms and common nouns for relief in copy.

For basic descriptions of Virtua Health College, please use the boilerplates in this section.

EDITORIAL STYLE

Boilerplates

135-word version

Established in 2021, Virtua Health College of Medicine & Life Sciences of Rowan University promises to further distinguish South Jersey as a hub for health care innovation, research and clinical discovery. Developed as a unique academic health partnership between Rowan University, a top 100 public research institution, and Virtua Health, South Jersey's largest health system, the college encompasses the Rowan-Virtua School of Osteopathic Medicine and its institutes; the Rowan-Virtua Rita & Larry Salva School of Nursing & Health Professions; the Rowan-Virtua School of Translational Biomedical Engineering & Sciences, as well as multiple research institutes; and aligned clinical practices to improve patient care and train the health care workforce of the future. Through a team-based, hands-on approach, Rowan and Virtua are creating a unique and diverse learning environment to improve the health and well-being of all.

71-word version

Established in 2021, Virtua Health College of Medicine & Life Sciences of Rowan University is an academic health partnership between Rowan University, a top 100 public research institution, and Virtua Health, South Jersey's largest health system. The college encompasses the state's only osteopathic medical school; a nursing and allied health professions school; a school of translational biomedical engineering and sciences; multiple research institutes and centers; and clinical practices.

33-word version

Virtua Health College of Medicine & Life Sciences of Rowan University is an academic health partnership between Rowan University, a top 100 public research institution, and Virtua Health, South Jersey's largest health system.

EDITORIAL STYLE

Naming conventions: College



Virtua Health College
of Medicine & Life Sciences
of Rowan University

Virtua Health College of Medicine & Life Sciences of Rowan University

First reference

Virtua Health College of Medicine & Life Sciences of Rowan University

Second and subsequent reference

Virtua Health College, VHC, college

NAMES IN USE (BOLD TYPE HIGHLIGHTS EACH EXAMPLE)

Established in 2021, **Virtua Health College of Medicine & Life Sciences of Rowan University** promises to further distinguish South Jersey as a hub for health care innovation, research and clinical discovery. **Virtua Health College** encompasses New Jersey's only osteopathic medical school, a nursing and health professions school, a new translational biomedical engineering and sciences school, new research institutes and aligned clinical practices. United in mission, **VHC schools**, centers and institutes will collaborate to advance health for all.

EDITORIAL STYLE

Naming conventions: School



School of Osteopathic Medicine

First reference

Rowan-Virtua School of Osteopathic Medicine

Second and subsequent reference

Rowan-Virtua SOM, SOM, the school

NAMES IN USE (BOLD TYPE HIGHLIGHTS EACH EXAMPLE)

Rowan-Virtua School of Osteopathic Medicine is New Jersey's only osteopathic medical school. With campuses in Stratford and Sewell, **Rowan-Virtua SOM** admitted 288 students in 2022. The **school** started in 1976. **SOM** has earned a national reputation for excellence in medical education.

EDITORIAL STYLE

Naming conventions

Rita & Larry Salva School of Nursing & Health Professions

Virtua Health College guidelines for identifying schools in prose

The Rowan-Virtua prefix appears with each VHC school name unless a donor is honored, as with Rita & Larry Salva School of Nursing & Health Professions. In prose, refer to the school to show its relationship with VHC.

First reference

Rita & Larry Salva School of Nursing & Health Professions

Second and subsequent references

Salva SNHP, SNHP, the school

NAMES IN USE (BOLD TYPE HIGHLIGHTS EACH EXAMPLE)

1. **Rita & Larry Salva School of Nursing & Health Professions** promotes excellence in health care education as part of Virtua Health College of Medicine & Life Sciences of Rowan University. **Salva SNHP** is helping address the critical shortage of health care professionals. The **school's** programs benefit from small classes from expert **SNHP** faculty.
2. The new nursing education building for **Rita & Larry Salva School of Nursing & Health Professions** is one of the facilities that hosts Virtua Health College of Medicine & Life Sciences programs at Rowan.
3. To include the school in a list or directory where space limits use of the full Virtua Health College affiliation, add Rowan-Virtua:
 - Jefferson School of Nursing
 - Rowan-Virtua Rita & Larry Salva School of Nursing & Health Professions
 - Rutgers School of Nursing

Primary logo: always preferred



ROWAN-VIRTUA
Rita & Larry Salva
School of Nursing
& Health Professions

Secondary logos: only available with permission from VHC Communication & Marketing



ROWAN-VIRTUA
Salva School of Nursing
& Health Professions



Rita & Larry Salva
School of Nursing
& Health Professions



Salva School of Nursing
& Health Professions

EDITORIAL STYLE

Naming conventions: School

Salva School identity, illustrated

Named to honor its individual donors, this school always should be identified as part of Virtua Health College in one of two ways:

- Place the primary logo so it is visible on first impression or in close proximity to the Rita & Larry Salva School name (fig. 1).
- Refer to the school in prose to show its relationship with VHC (examples on p. 36).

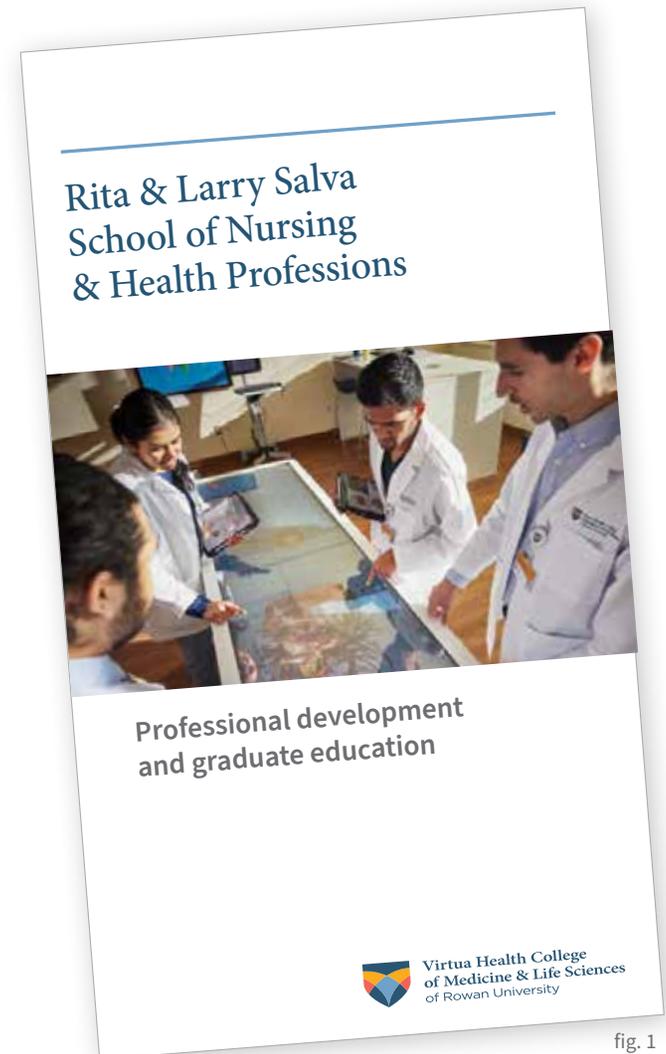


fig. 1

EDITORIAL STYLE

Naming conventions: School



School of Translational Biomedical Engineering & Sciences

First reference

Rowan-Virtua School of Translational Biomedical Engineering & Sciences

Second and subsequent reference

Rowan-Virtua TBES, TBES, the school

NAMES IN USE (BOLD TYPE HIGHLIGHTS EACH EXAMPLE)

Rowan-Virtua School of Translational Biomedical Engineering & Sciences provides solutions to global health challenges and translates science into medicine to improve health. Rowan-Virtua TBES students work on research starting early in their academic programs and collaborate with innovators at the school and its centers and institutes. Together, TBES specialists bring to the marketplace improvements in patient diagnosis, care and therapies.

EDITORIAL STYLE

Naming conventions

Center and Institute Names

Rowan-Virtua Child Abuse Research & Education Service Institute

Rowan-Virtua New Jersey Institute for Successful Aging

Rowan-Virtua Cell & Gene Therapy Center

Rowan-Virtua NeuroMusculoskeletal Institute

Rowan-Virtua Regional Integrated Special Needs Center

Rowan-Virtua Cardiovascular Institute

Rowan-Virtua Institute for Regenerative Medicine & Transplantation

Rowan-Virtua Institute for Health Equity

Help index

For access to Virtua Health College marks, unit signatures and more info on when and how to use the Rowan logo, as well as general and specific guidance on how to identify and communicate about VHC, please contact:

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Thank you

Please remember, these are just the basics of our effort to communicate about Virtua Health College. As the organization develops and we have more opportunities to create communication and promotions, we will provide more guidance and resources to help build and maintain a strong identity.