Brand Style Guidelines

The mission of the Wyss Institute is to discover the engineering principles that Nature uses to build living things and to harness these insights to create biologically inspired materials and devices that will revolutionize healthcare and create a more sustainable world. Our brand is edgy, powerful, relevant, energetic, and game-changing – and our suite of communications collateral must accurately reflect that brand essence.

This simple guide is meant to ensure that we maintain a consistent brand identity.

The Communications Team will continually update this document as needed. Please contact us with any questions:

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Contents

A. Writing Style
B. Logo Use
C. Font Style
D. Social Media
Writing Style

The Wyss Institute adheres to AP Style in all of our communications, with a few clarifications/additions/exceptions. (NOTE: Many online AP ‘cheat sheets’ are available, and the Communications team has the book itself, so just ask if you would like to borrow it.)

Additions and modifications to AP Style:

Wyss Institute. The full name of the organization is the "Hansjörg Wyss Institute for Biologically Inspired Engineering at Harvard University," although in many cases you can use the shorter version of the full name: "Wyss Institute for Biologically Inspired Engineering." In documentation (e.g., web pages), it is permissible to use the shorter version: "Wyss Institute" or “Wyss Institute at Harvard University.” The first mention of the Institute should be either "Hansjörg Wyss Institute for Biologically Inspired Engineering at Harvard University" or “Wyss Institute at Harvard University.” Subsequent mentions may be “the Institute” (capital ‘I’) or “the Wyss.”

Quotation marks. Should be formatted in American English style – i.e., punctuation should be within the end quotation mark. Example: Mooney said, “In cancer, this is typically a limiting feature, since it can extinguish vaccine activity.” An exception to this rule: If text within the quotation marks contains characters to be entered into a field (such as a search field) or characters within an instruction. Example: In the Search field you must enter "Wyss Institute".

Serial commas. In a series, include a comma before the conjunction. Example: The Wyss Institute seeks to transform engineering, medicine, and the environment.

M-Dashes. If an m-dash isn’t permitted (e.g., on a web page), it is preferable to have space-hyphen-hyphen-space over space-hyphen-space.

Bioinspired. One word, no hyphen. Same is true for biomimetic, biomolecular.

Organs-on-chips. Should include hyphens, as should "lung-on-a-chip," "spleen-on-a-chip," etc.

Writing Style (cont.)

**Academic credentials.** Include credentials for formal communications, and use periods. *Example: Don Ingber, M.D., Ph.D.* Please note that this is correct: Don Ingber, M.D., Ph.D., delivered a keynote presentation today. Do not include "Dr." if academic credentials follow the name -- this is incorrect: *Dr. Don Ingber, M.D., Ph.D., delivered a keynote presentation today.*

**Titles.** In general, capitalize titles when they are used before a proper name (e.g., “Wyss Founding Director Don Ingber, M.D., Ph.D, said ...”). Additional note: We no longer use “Founding” before “Core Faculty member.” Do not capitalize “member” in this construction.

**Headlines or Headings (in formal document).** Capitalize only the first word in a headline, plus proper names or abbreviations.
Logo Use

The Wyss Institute logo is the primary visual identifier of the Wyss Institute brand. It is comprised of a depiction of a short segment of DNA ("cut" to suggest the "ss" in "Wyss") and the Wyss Institute logotype. The font family used for the logotype is "Cochin." [Note: Various versions of all of the logos displayed below can be downloaded from wyss.harvard.edu/logos.]

In most cases, you may use the short version of the logo, as shown here. On white paper, use the logo with black lettering (i.e., without the black background):

When For formal documents, and when layout and space permit, you may use the long-name version of the logo:
Logo Use (cont.)

Altering the Wyss logo is not permitted.

The Harvard University shield should also be displayed, if possible, when using the full version of the Institute's name, as follows (e.g., in a footer). Include the shield next to, or directly below the Institute's name:

Hansjörg Wyss Institute for Biologically Inspired Engineering at Harvard University

The version of the Harvard Shield to be used in the above circumstance does not include the "wreath" →
Font Style

"Body" Text

Our preferred typeface is the Calibri family.

Other complementary typefaces can be used, including:

- Helvetica Light
- Arial

Headers

On the Wyss Institute website, the font used in top-level titles (H1 in html) is Georgia, displayed in a blue with a hex value of 748B9D over a white background. This would be appropriate within a print document.
Social Media

We encourage you to participate in our social media platforms so that the Wyss community we reflect to the world is one that is active, engaged and participatory. Do “share,” “like,” and retweet liberally.

TWITTER:     @wyssinstitute
YOUTUBE:     youtube.com/wyssinstitute
VIMEO:       vimeo.com/wyssinstitute
LINKEDIN:    linkedin.com/company/wyss-institute-for-biologically-inspired-engineering

Coming soon...

- Powerpoint template
- Science poster template