

May 2026

University of Western States

Brand Guidelines

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Welcome

University of Western States prepares purpose-driven students to become confident, compassionate practitioners through a rigorous, evidence-based education grounded in whole-person health. We recognize that health is shaped by the dynamic interplay of physical, mental, social, environmental, genetic, and cultural factors—and we challenge our students to see and serve the full human being, not just a set of symptoms. Through academic excellence, hands-on learning from day one, and a nonprofit commitment to reinvesting in people and communities, UWS develops clinicians who are equipped to advance care that is both scientifically grounded and deeply human.

01

Brand Logo

Primary Logo

The University of Western States logo brings together purposeful design and meaningful symbolism to reflect the university's mission. Its signature Plum color conveys confidence, depth, and professionalism. This distinctive hue supports UWS' commitment to whole-person health and innovative health care education, while setting the brand apart with a tone that feels both timeless and forward-thinking.

Horizontal



Secondary Logo

This logo is a stacked variation of the primary logo, designed to provide flexibility while maintaining a cohesive brand identity. It offers an alternative orientation that ensures adaptability across different platforms and formats.

Stacked



Logo Mark

The logo mark provides a simplified yet meaningful representation of the university, ideal for small spaces like social media avatars or favicons. It ensures quick recognition while maintaining the brand's identity.



Logo Colors

The preferred logo treatment is the two-color version using Plum and black.

When two-color printing isn't possible, use one of the approved single-color options: plum, black, or white. White logos should be used only on solid-color backgrounds from the official palette or over photos with sufficient contrast.



Sizing and Clear Space

To ensure clarity and impact, the logo must always be surrounded by clear space equal to the height of the circular dot in the mark. This space keeps the logo free from visual clutter.

Maintain legibility by scaling the logo appropriately and never reducing it below minimum size requirements. Do not alter the logo's proportions or arrangement.



Logo Symbolism

The bold “W” reflects the university’s name and strong foundation in education. Within this letterform, the design subtly incorporates the shape of a person’s head and shoulders, symbolizing human-centered care and the university’s focus on health and well-being. An abstract “S” shape is seamlessly integrated into the flowing elements, representing movement, alignment, and the emphasis of optimal functioning. The circular form at the top reinforces the concept of whole-person health, signifying balance, unity, and the integration of mind, body, and spirit.



Sub-Logos

The college sub-logos retain the primary logo mark, typography, and color palette to ensure visual cohesion, professionalism, and brand recognition. They are used across official documents, digital platforms, and promotional materials to differentiate academic divisions while maintaining a unified identity.



Seal

The University of Western States seal is a formal mark that represents the institution's heritage, credibility, and academic authority. It is reserved for official and ceremonial use, including diplomas, certificates, transcripts, and presidential or institutional communications. The seal should not be used for general marketing or promotional materials, ensuring it maintains its significance and distinction within the university's visual identity system.



Silver

Pantone 4281 C

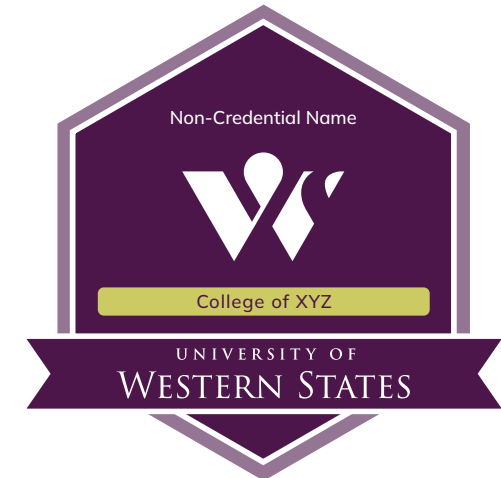
#B2AFB6

33, 27, 22, 4

178, 175, 182

Badges

University of Western States micro-credentials are represented through digital badges issued via Credly upon successful completion of a learning activity. These badge templates are designed to align with the university's brand identity, ensuring a consistent and recognizable visual presence as earners share their achievements across professional and social platforms. Each badge incorporates university and college-level identifiers, serving as a standardized template for all current and future micro-credential offerings.



02

Color Palette

Brand Colors

This color palette reflects a brand that is rigorous, curious, ethical, enterprising, inclusive, and confident.

Grounded tones such as Eggplant, Redwood, and Sage reflect depth, integrity, and structure. Plum adds a bold, intellectual spark, balancing seriousness with creative energy. Brighter hues such as Moonstone and Citron bring innovation and curiosity, while Antique White ensures warmth, clarity, and accessibility.

Together, the colors form a system that is principled yet dynamic, expressing a brand that leads with both intention and imagination.

Primary Colors

Plum

Pantone 262 C
#4E184B
73, 100, 33, 37
78, 24, 75

Eggplant

Pantone 4076 C
#753F52
43, 75, 41, 38
117, 63, 82

Secondary Colors

Redwood

Pantone 2442 C
#9B6559
29, 59, 54, 25
155, 101, 89

Sage

Pantone 5655 C
#ACC3A6
38, 13, 40, 1
172, 195, 166

Antique White

Pantone 11-0907
#FAEADB
2, 10 15, 0
250, 234, 219

Graphite

Pantone 447 C
#333333
69, 60, 55 66
51, 51, 51






Moonstone

Pantone 7702 C
#56AAC8
65, 16, 16, 1
86, 170, 200


Citron

Pantone 4015 C
#CCCC64
27, 10, 71, 0
204, 204, 100

Color-To-Personality Mapping

COLOR	HEX	NAME	FITS BEST WITH	WHY
 Redwood	#9B6559	Warm earthy red	Inclusive, Ethical	Grounded and earthy. Communicates care, authenticity, and connection.
 Eggplant	#753F52	Muted rose plum	Rigorous, Confident	Deep, composed, intellectual. Feels serious and methodical.
 Plum	#4E184B	Rich reddish-purple	Confident, Curious	Bold and expressive. Curious with a decisive edge.
 Sage	#ACC3A6	Gentle muted green	Rigorous, Ethical	Calm, clean, and disciplined. Conveys structure with softness and focus.
 Antique White	#FAEADB	Soft neutral	Inclusive, Ethical, Confident	Light, warm, and neutral. Supports balance, trust, and openness.
 Moonstone	#56AAC8	Clear blue	Curious, Enterprising	Bright and refreshing. Evokes clarity, innovation, optimism, and forward motion.
 Citron	#CCCC64	Vibrant yellow-green	Enterprising, Curious	Energetic and bold. Creates contrast and is inventive, energizing, and unconventional.
 Graphite	#333333	Deep neutral gray	Rigorous, Confident	Strong and grounding. Provides clarity, legibility, and sophistication without the severity of pure black. Conveys structure, focus, and dependability while letting accent colors shine.

Suggested Palette Color Roles

COLOR	HEX	FITS BEST WITH	WHY
 Redwood	#9B6559	Primary Accent / Warm Core	Warm, earthy reddish-brown—adds grounded richness, approachability, warmth, and subtle strength. Great for key highlights or call-to-action elements.
 Eggplant	#753F52	Secondary / Depth & Luxury	Deep muted plum—evokes sophistication, creativity, and mystery. Use for secondary buttons, headings, or backgrounds to add depth and elegance.
 Plum	#4E184B	Brand Signature / Bold Statement	Dark purple—bold, distinctive, confident. Perfect for logo marks or key identity elements to anchor the brand.
 Sage	#ACC3A6	Supporting Neutral / Calming Balance	Soft muted sage green—calming, natural, healthful. Works well as a background or to soften the palette, balancing stronger tones.
 Antique White	#FAEADB	Highlight / Neutral Background	Warm cream/off-white—clean, fresh, approachable. Great for backgrounds, whitespace, or to lighten compositions.
 Moonstone	#56AAC8	Fresh Accent	Bright muted blue—energetic, modern, trustworthy. Use sparingly for fresh highlights or to communicate innovation and clarity.
 Citron	#CCCC64	Energizing Accent	Muted chartreuse yellow-green—lively, optimistic, slightly quirky. Good for subtle accents that bring energy and vitality without overpowering.
 Graphite	#333333	Neutral Text / Structural Elements	A deep, versatile gray that provides clarity, legibility, and sophistication. Works best for body text, icons, dividers, and structural accents where black would feel too harsh but color isn't appropriate. Anchors the palette while letting Plum, Redwood, and other tones stand out.

03

Typography

Typography

TITLE & HEADLINE FONT

Kazimir (Adobe Fonts)

Kazimir is UWS's primary headline typeface, chosen for its refined serif structure and modern character. With high contrast strokes and sculptural letterforms, it brings a sense of credibility, clarity, and sophistication to key messaging. Its expressive yet timeless style supports the UWS brand by balancing academic tradition with forward-thinking whole-person health.

Regular. *Regular Italic.*

Bold. Bold Italic.

Black. Black Italic.

Aa Nn

Kazimir

**Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

**Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0

Typography

SUBTITLE, HEADER, & BODY FONT

Mulish (Google Fonts)

Mulish is UWS's primary sans-serif typeface, chosen for its clean, modern design and excellent readability. Its open, balanced letterforms make it ideal for subtitles, headers, and body copy across print and digital communications—supporting a clear, accessible, and professional brand experience.

Light. *Light Italic.*

Medium. *Medium Italic.*

Bold. *Bold Italic.*

Black. *Black Italic.*

Aa Nn

Mulish

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz Aa Bb Cc

1 2 3 4 5 6 7 8 9 0

Typography

COMMUNITY FONTS

Georgia and Verdana may be used if you need a Microsoft Word or web-safe alternative.

Aa Nn

Georgia

**Aa Bb Cc Dd Ee Ff Gg Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Aa Nn

Verdana

**Aa Bb Cc Dd Ee Ff Gg Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

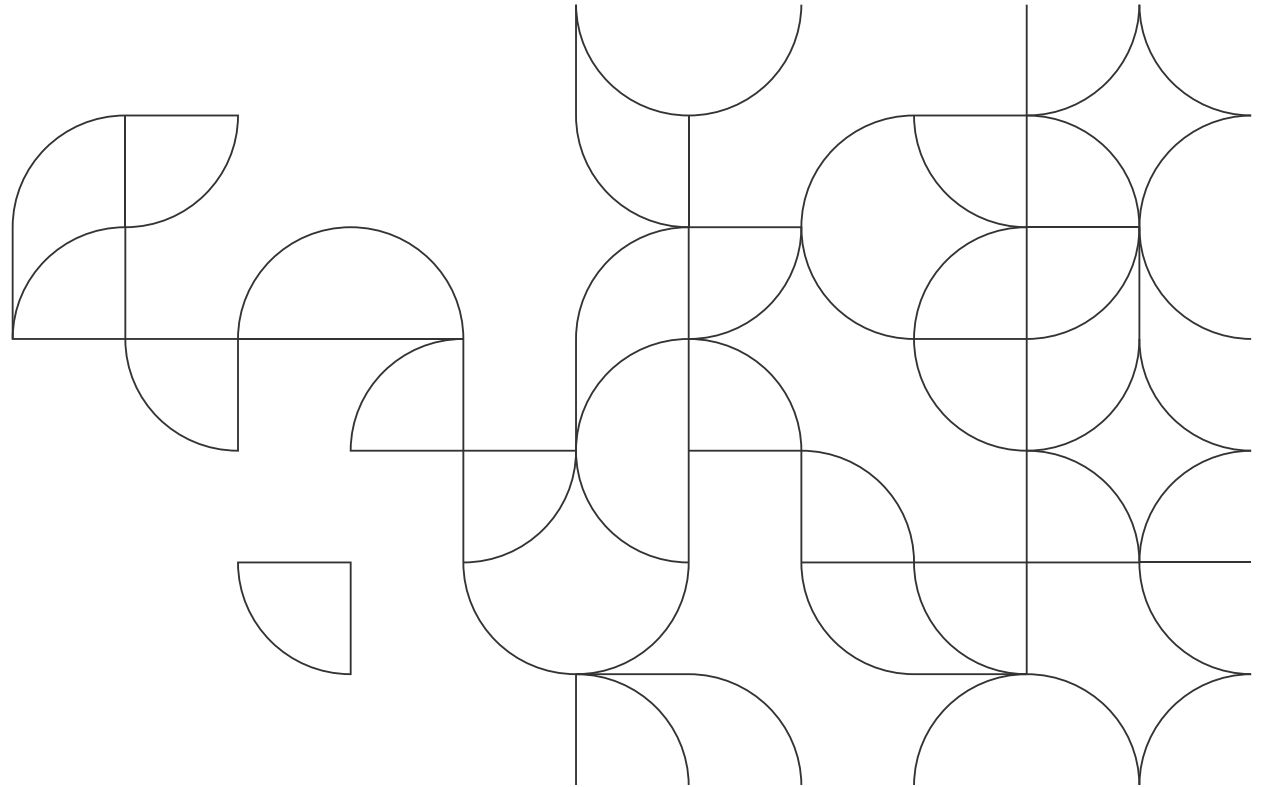
1 2 3 4 5 6 7 8 9 0

04

Pattern and Shapes

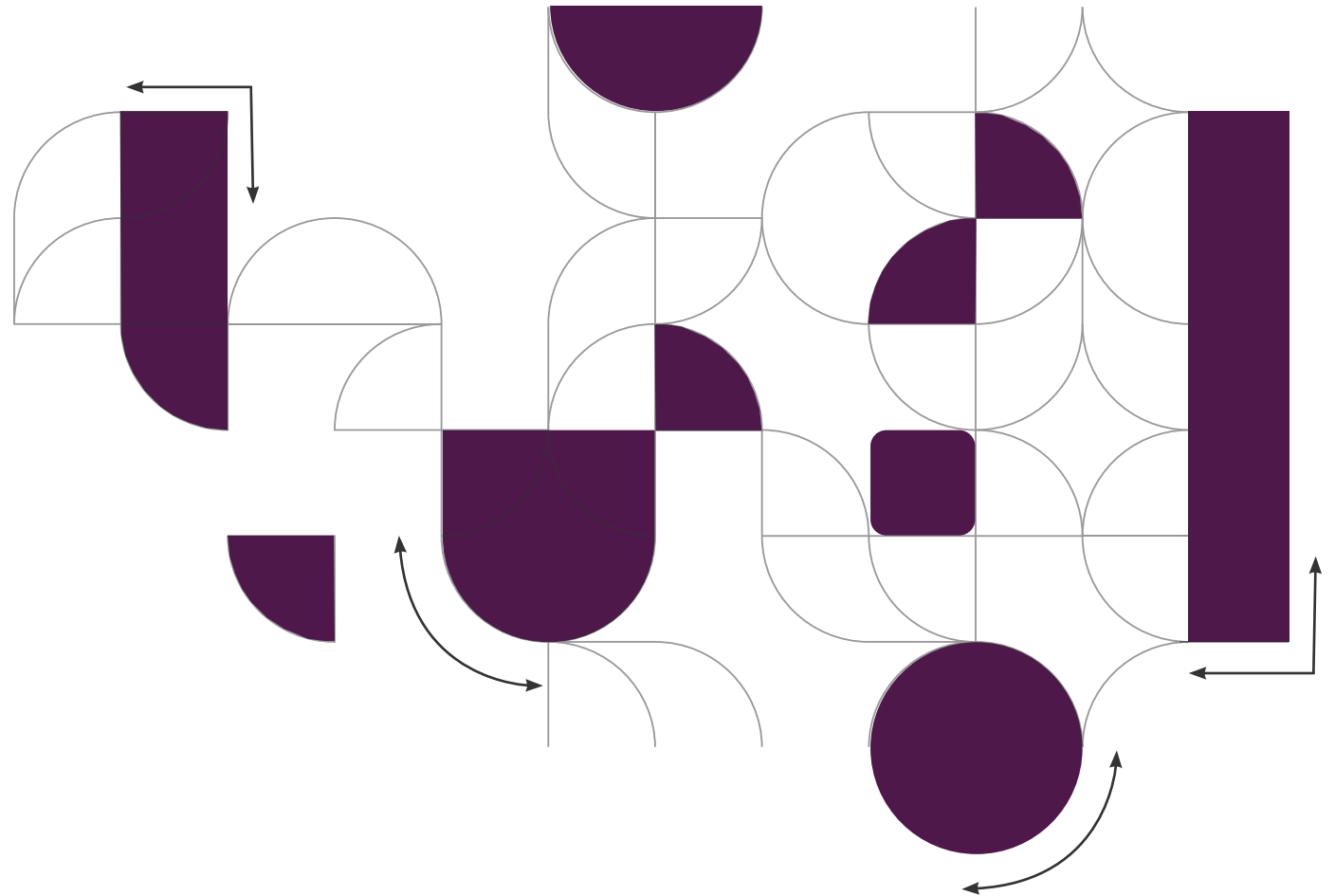
Pattern

The University of Western States brand pattern reflects movement, balance, and whole-person health. Its repeating arcs and structured grid symbolize chiropractic alignment, scientific precision, and the integration of health disciplines. The interplay of shapes represents the university's holistic approach, merging science, nutrition, and functional medicine. This pattern adds depth and continuity to the brand while maintaining a clean, modern aesthetic.



Pattern System & Shapes

The UWS pattern system is built from the core geometry of the “W,” combining its intentional angles with the softer, rounded forms found throughout the pattern. This blend of structure and curvature echoes whole-person health, precision, and expertise balanced with empathy and human connection. The pattern can be used in creating a cohesive foundation for backgrounds, texture, and expressive brand moments.



Background

Hero background
(digital use only)



05

Application

Application

STATIONERY

Letterhead and
business cards



UNIVERSITY OF
WESTERN STATES

Date

(Recipient Name)
(Recipient Title)
(Company Address)
(City, State, Zip)

Dear (Recipient Name),

Is exerumque voles est alicien imagnih iciduci qui berro es rendae nis ereicium consequas dite consere vera doloreiurit ento intibus et evel et occumqui reparate culpari osandi dollore proriti umquidusam fugitati temperia dolum quideni conet eatibus cimpellit qui cumque litium int molum facepti diam il ide con nos et volorest maximus simus vel moluptasped ma dent qui adisci nulparanti sim quia ipictur escipid ellaboresto magnis autet, consectes mos est eosam, cus, nimodit, evereri onserunto totatus apidelecto minihic itisquas molupta tatus molorisit assinim quaerov ident, ut ipsustibus consequer peruntur, asimus ut qui cuptat.

Aped modis et verum audi bea dit rem et modian nis est abo. Edit, ut occulpa nos a valore nosam, sed quod quis ut re oditatemquos sant voluptas nosto blabo. Nobis di aut et il il mod experci magnis eicit fugite ige ninihnic toreste si tem eos non nobis quas ne solupturendi ium esere vel etur alit labore volo ende parrovit ud endande ndipsam rehendam et quo et la a natatiuria aignatio. Borpore platet entur, voloratiur, volori torem dolundebis cus nobit voluptaqui officii dus est, ium ventist otaspid quat enis diti optaturibus.

Mendeles que ent, que ma consequer culparum iliquibusant qui bea velis rem digendistium inti sum nis arumet ut enissimust que corro conet, atiatur aut acعات, eatate laceptum commodiām, consequuntis volores sercietur moluptatibus que quatem fugit molenia iminivel esed quo berum es dicitus molupicia nis d maximal upatiam doluptomis ipsoe voluptiatio. Nam resequid maxim aut quia valorum dolupta veriore pedigen improiae quaturio. Ipsandi ssimi, qui valorum faces eatur, vellatur mil mossim id quatiae lignati undelique repratiusae remolorerum nos sa etur mo omniminum inciet valorum dolecta temolup.

sincerely,

(Your Name)
(Your Title)
(Your contact info)

8000 NE Tillamook Street | Portland, OR 97213 | 971-449-9287 | uws.edu



UNIVERSITY OF
WESTERN STATES
College of Naturopathic Medicine

Date

(Recipient Name)
(Recipient Title)
(Company Name)
(Company Address)
(City, State, Zip)

Dear (Recipient Name),

Is exerumque voles est alicien imagnih iciduci qui berro es rendae nis ereicium consequas dite consere vera doloreiurit ento intibus et evel et occumqui reparate culpari osandi dollore proriti umquidusam fugitati temperia dolum quideni conet eatibus cimpellit qui cumque litium int molum facepti diam il ide con nos et volorest maximus simus vel moluptasped ma dent qui adisci nulparanti sim quia ipictur escipid ellaboresto magnis autet, consectes mos est eosam, cus, nimodit, evereri onserunto totatus apidelecto minihic itisquas molupta tatus molorisit assinim quaerov ident, ut ipsustibus consequer peruntur, asimus ut qui cuptat.

Aped modis et verum audi bea dit rem et modian nis est abo. Edit, ut occulpa nos a valore nosam, sed quod quis ut re oditatemquos sant voluptas nosto blabo. Nobis di aut et il il mod experci magnis eicit fugite ige ninihnic toreste si tem eos non nobis quas ne solupturendi ium esere vel etur alit labore volo ende parrovit ud endande ndipsam rehendam et quo et la a natatiuria aignatio. Borpore platet entur, voloratiur, volori torem dolundebis cus nobit voluptaqui officii dus est, ium ventist otaspid quat enis diti optaturibus.


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sincerely,

(Your Name)
(Your Title)
(Your contact info)

8000 NE Tillamook Street, Portland, OR 97213
971-449-9287 | uws.edu


Front



UNIVERSITY OF
WESTERN STATES

FirstName LastName
Professional Title

O: 123-456-7890
M: 123-456-7890
email@uws.edu
uws.edu



UNIVERSITY OF
WESTERN STATES

FirstName LastName
Professional Title

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M: 123-456-7890
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UNIVERSITY OF
WESTERN STATES
College of Chiropractic

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Professional Title

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uws.edu

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M: 123-456-7890
email@uws.edu

Back

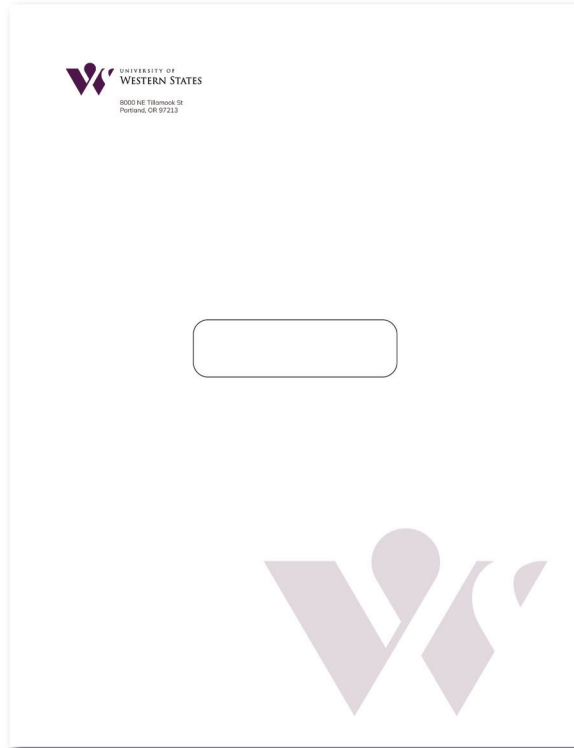


Application

STATIONERY

Envelopes

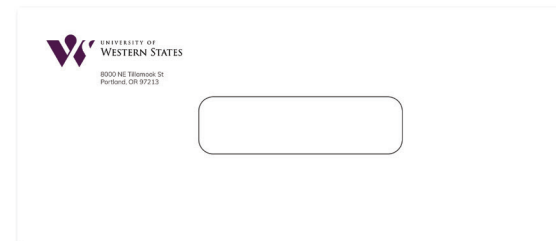
10x13 Envelope (Horizontal)



10x13 Envelope (Vertical)



9.5x4.125 Envelope



Application

EMAIL SIGNATURE

FirstName LastName
Professional Title
(pronouns: they/them/their)
123-456-7890 | www.uws.edu

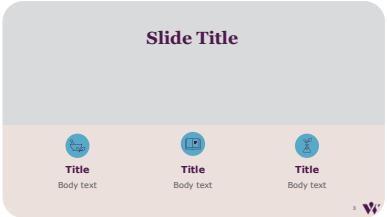
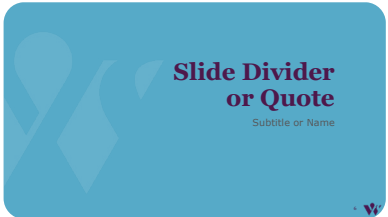
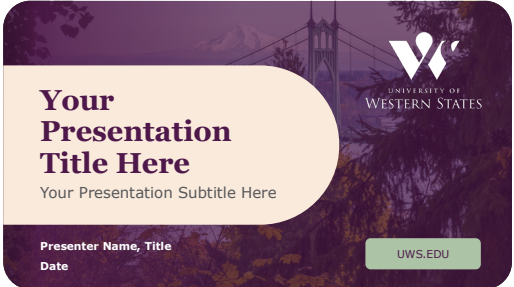
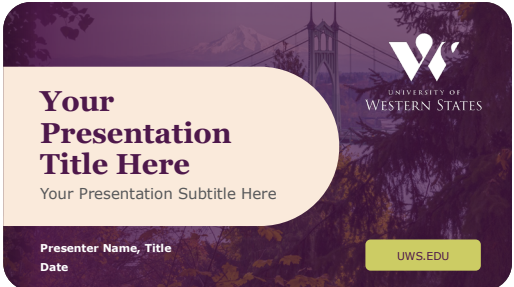
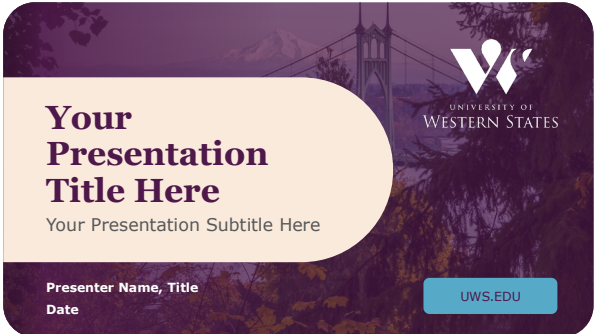
University of Western States
8000 NE Tillamook St | Portland, OR 97213



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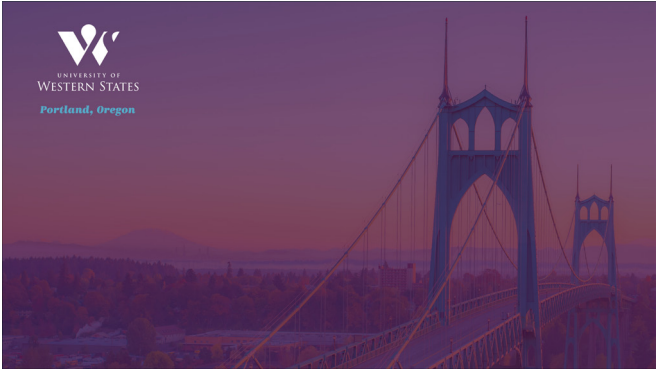
Application

POWERPOINT PRESENTATIONS



Application

VIRTUAL BACKGROUNDS



Application

SOCIAL



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[Learn More](#)

Application


PRINT

Front


Back





Doctor of Chiropractic



Leading the Way in Whole Person Health Care
Established in 1904, the **Doctor of Chiropractic** program at UWS is the second oldest in the world and solidified the university as the leader in whole health for more than 120 years. You will graduate as an expert in whole person care, a trusted chiropractic leader prepared to apply evidence-informed care with professionalism and integrity.

 Can be completed in three years of study

 4,200+ hours of instruction and clinical experience

 Opportunities for community-based internships and preceptorship programs in your last year of study

Program Offerings
Offered at our modern Portland, Oregon, campus, the Doctor of Chiropractic program combines research, strong academics, doctors' knowledge, and the inclusion of the patient's goals in pursuing courses of treatment.

This rigorous, evidence-based program offers hands-on, practical training taught by experienced and compassionate faculty. The curriculum is grounded in UWS' basic tenet: each patient is unique and must be evaluated and cared for according to their needs.

The program is structured to integrate concepts and skills across the clinical and chiropractic sciences that are applied to clinical reasoning, diagnosis, and patient outcomes.

Career Pathways
Chiropractic physicians have the opportunity to pursue a wide variety of practice methods and specialties. Day-to-day work typically consists of diagnostics and treatment, but these areas can vary widely depending on the strengths and interests of the individual clinician.

After completing the Doctor of Chiropractic program, you may consider careers in some of the following areas:

- Private practice
- Public health
- Hospitals
- Sports chiropractic (with professional or amateur athletes)
- Veterans Affairs
- Academia (both teaching and research)
- Community health centers

uws.edu

Accreditation
The Doctor of Chiropractic program at University of Western States is awarded programmatic accreditation by the Council on Chiropractic Education (CCE).

Licensure
Graduates of the Chiropractic program at UWS satisfy the academic requirements to pursue licensure in most jurisdictions in the United States and many countries around the world. Local laws and regulations regarding licensure requirements may vary. Prior to applying to our program, applicants should research the requirements of the jurisdiction where they wish to work. For information on licensure regulations, please visit Federation of Chiropractic Licensing Boards at fclb.org

The Canadian Chiropractic Examining Board (CCEB) develops and administers the written multiple choice and objective structured clinical examinations (OSCE) that are part of the qualifying licensing requirements for chiropractors in Canada. Visit cceb.ca for more information.

UWS is designated as an eligible college by the National Board of Chiropractic Examiners (NBCE). Our enrolled Doctor of Chiropractic students are eligible to take these credential and licensing examinations. To learn more about these examinations, please visit mynbce.org

Why University of Western States?

You should attend University of Western States to receive a comprehensive integrated health sciences education from an institution that has remained at the forefront of the whole person philosophy of health care since 1904.

Apply today

to the Doctor of Chiropractic program

Necessary Material for Applying to University of Western States*
Prospective UWS students must provide the following with their applications:

- Academic transcripts
- Background check
- Current resume or CV
- English proficiency test:
- Two letters of recommendation
- TOEFL iBT: 89
- Interview (if required)
- IELTS: 6.5
- Personal essay
- Duolingo: 120
-
- \$50 application fee

*Specific application requirements vary by program and are subject to change. Please check the University of Western States website and catalog for official requirements for your program of interest.



Contact Us

✉ admissions@uws.edu
☎ +1-800-641-5641
🌐 uws.edu
📍 @uniwesternstates

(Revised 3/2026)



Sports Medicine



Enhancing Athletic Performance
The Master of Science in Sports Medicine program enhances the knowledge and skills of health care providers to offer evidence-based, individualized care to their patients.

The program builds upon existing knowledge of key sports medicine content areas, such as anatomy, physiology, assessment, rehabilitation, exercise sciences, and others. Health care providers seeking to better understand athletes and active populations, may include physicians (MDs, DOs), physician's assistants, nurse practitioners, physical therapists, athletic trainers and others who meet program admissions criteria.

 Developed for clinicians with a background in physical medicine and musculoskeletal care.

 Students can pursue this degree while enrolled in the UWS Doctor of Chiropractic program or working full-time as a health professional.

 Online coursework with in-person practicum experiences that can be completed in two years.

Program Offerings
Our curriculum includes instruction in the prevention and treatment of injuries and opportunities to select electives that align to your career goals. You will receive comprehensive training and an overview of the most up-to-date research in sports medicine. This degree allows for opportunities in the sports industry and enhances a provider's skills, knowledge, and marketability to treat active and athletic populations.

Offered primarily online, this program requires one extended weekend hands-on lab session at the UWS campus in Portland, Oregon. Additionally, students will complete four credits of practicum with an appropriate licensed and/or credentialed supervisor in their geographic area.

Career Pathways
Work with professional or collegiate sports teams, with high school athletics programs, or in sports-related facilities. A sports medicine degree can provide opportunities to work in various sports-related settings, such as on a sideline or in a dance studio, where practitioners can apply their expertise in helping others by maximizing their physical performance.

uws.edu

Application



SWAG





UNIVERSITY OF
WESTERN STATES