INTRODUCTION

The Rockefeller University Hospital’s identity is based on that of the university. The visual identity provides a consistent and coherent look and feel to print and Web-based materials that are produced by various Hospital departments.

This Graphic Standards Manual provides basic usage instructions for the Hospital logo, the portico graphic, colors and fonts, as well as flexible design guidelines for the various collateral materials that are produced by Hospital departments.

The logo, color palette and templates are available on the Rockefeller University Hospital Web site at http://www.rucares.org/communication.

Please follow the graphic guidelines in the handbook using the approved templates, logos and colors on all visible correspondence, advertising and Web sites, as it will support our effort to convey a consistent message to the outside world, which is useful in our recruitment, outreach and fundraising efforts.

If you have any questions about the hospital identity or this Graphic Standards Manual, please contact Alyssa Gelbard of CPA at x7080 or at gelbara@rockefeller.edu.
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Updated 11/16/12
LOGO

The Rockefeller University Hospital Logo

The Rockefeller University Hospital logo identity is a rendering of the building portico with lines of type, used with and without the Center for Clinical and Translational Science (CCTS) designation. The CCTS line is always positioned below the horizontal rule and cannot be used on its own.

The logo with and without the CCTS line is supplied in EPS format and, to ensure maximum print quality, should be reproduced with the supplied files.

The logo should be positioned in the upper left corner on all marketing materials (see Marketing Material section on page 18).

If the logo needs to be placed on the back cover of marketing materials, it should be placed at the bottom left. The address may appear under the logo in this location.

Upper left corner logo placement

Lower left logo placement on back panels, with address
LOGO

Logo Colors

The primary logo colors are PMS 294 (blue), black or dropped out of a dark background.

The logo also may be printed in four-color process inks (CMYK). Please contact Communications and Public Affairs for more information.

For information regarding the use of the Rockefeller University Hospital typeface logo, please see page 6.
LOGO

Logo Clear Space and Minimum Size

Clear space is the area around the logo that should remain clear of all other graphic elements.

Note: This is not a defined measurement as in inches or picas. It is a way to show how much space should be kept, at a minimum, around the logo, whether it’s used on a business card, flyer or promotional items.

Logo with and without CCTS designation
The clear space minimum for the Rockefeller University Hospital logo is equal to the height of the portico.

Logo Minimum Size
The minimum size for the Rockefeller University Hospital logo with the CCTS designation is .45" high from the top of the portico to bottom of CCTS line of type.

The minimum size for the Rockefeller University Hospital logo without the CCTS designation is .3125" high from the top of the portico to the horizontal rule.

For smaller sized applications, please refer to the Rockefeller University Hospital Typeface Logo section (page 6).
LOGO

Incorrect Usage of the Logo

The following rules apply to both the Rockefeller University Hospital logo with and without the CCTS designation, where applicable.

The logo must always appear in an upright position. Do not reproduce the logo at an angle or in a vertical position.

Do not rearrange the elements of the portico and lines of type.
LOGO

Incorrect Usage of the Logo (continued)

Do not use colors other than PMS 294. The logo may also be reproduced in Black or dropped out of a dark background.

Do not distort the logo.

Do not place the logo inside shapes.

Do not place the logo on competing or patterned backgrounds.

Do not allow the logo to be scanned from printed material or printed from low-resolution files. Use reproductive artwork supplied as high-resolution electronic files.
LOGO

The Rockefeller University Hospital Typeface Logo

The portico logo, with or without the CCTS designation, is the preferred logo. As an alternative, if the portico logo cannot be used, the typeface logo, with or without the CCTS designation, can be used.

The suggested colors are PMS 294 (blue) and black, or the text can be dropped out of a dark background. The typeface logo may also be printed in four-color process inks (CMYK). Please contact Communications and Public Affairs for more information.
LOGO

The Rockefeller University Hospital Typeface Logo (continued)

The typeface logo with and without the CCTS designation is supplied in EPS format and, to ensure consistent proportions and maximum print quality, may only be reproduced with the supplied files.

The typeface logo should be positioned in the upper left corner on all marketing materials.

The rules for logo usage on pages 4 and 5 also apply to the typeface logo.

The area around the logo that should remain clear of all other graphic elements is equal to the length of the letters “TH” in the word “THE.”

![The Rockefeller University Hospital Typeface Logo](image)

The minimum size for the typeface logo is .17" high when used with the CCTS designation and .075" high when used without.

![The Rockefeller University Hospital Typeface Logo](image)
LOGO

The Rockefeller University Hospital Portico Graphic

The portico graphic may be used separately from the logo. It is supplied in EPS format and, to ensure consistent proportions and maximum print quality, may only be reproduced with the supplied files.

The suggested colors are PMS 294 (blue) and black. The graphic can also be printed as PMS 278 (light blue) on a background of PMS 294, or dropped out of a dark background.

The portico graphic can function as a background element to provide more brand recognition in conjunction with the logo, like the banner shown.

Sample banner (5% of actual size)
COLOR PALETTE AND TYPOGRAPHY
COLOR PALETTE AND TYPOGRAPHY

Color Palette

The Rockefeller University Hospital color palette is related to the Rockefeller University color palette and comprises one primary color and ten secondary colors.

The primary logo colors are PMS 294 (blue), black or dropped out of a dark background. The logo also may be printed in four-color process inks (CMYK).

The PMS colors are listed below. If you are printing four-color process and need CMYK breakdowns, please contact Communications and Public Affairs.

Primary Color Palette

![PMS 294](color)  
PMS 294

Secondary Color Palette

![PMS Warm Gray 11](color)  
PMS Warm Gray 11  
![PMS 1807](color)  
PMS 1807  
![PMS 570](color)  
PMS 570  
![PMS 159](color)  
PMS 159  
![PMS 457](color)  
PMS 457  

![PMS 278](color)  
PMS 278  
![PMS 5205](color)  
PMS 5205  
![PMS 4525](color)  
PMS 4525  
![PMS 3425](color)  
PMS 3425  
![PMS 609](color)  
PMS 609
COLOR PALETTE AND TYPOGRAPHY

Web Color Palette

The Rockefeller University Hospital Web color palette is related to the Rockefeller University Web color palette and comprises one primary color and ten secondary colors.

The primary logo colors are PMS 294 (blue), black or dropped out of a dark background.

The PMS colors and their closest RGB counterparts are listed below.

**Primary Color Palette**

- PMS 294
  - #003469

**Secondary Color Palette**

- PMS Warm Gray 11
  - #675C53
- PMS 1807
  - #9E3039
- PMS 570
  - #85CEA9
- PMS 159
  - #C75B12
- PMS 457
  - #B19401
- PMS 278
  - #9CBS6A
- PMS 5205
  - #89687C
- PMS 4525
  - #D3C57D
- PMS 3425
  - #005232
- PMS 609
  - #F5F585

If necessary, other acceptable colors include:

- #666666
- #FFCC33
- #3399cc
- #AB2C36
- #B0D787
- #8EB4D9
- #8F83AC
- #B3A456
- #7C7C7C
- #F4B349
COLOR PALETTE AND TYPOGRAPHY

Typography

Two typefaces are consistently used in printed materials throughout the Rockefeller University and Rockefeller University Hospital branding systems. The typefaces are Trajan and Sabon. Stone Sans can be used as an additional typeface.

On a PC, Garamond can be used as a substitute for Sabon; on a Mac, Adobe Garamond is an alternative. Please contact IT if you need any of these fonts installed.

**TRAJAN**

**TRAJAN BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()
```

Used for:
The words “The Rockefeller University Hospital,” Headlines

**TRAJAN**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()
```

Used for:
Headlines only

**SABON**

**SABON**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()
```

**SABON BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()
```

**SABON ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()
```

**SABON BOLD ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()
```
COLOR PALETTE AND TYPOGRAPHY

Typography (continued)

STONE SANS

STONE SANS
ABCDEFHIJKLNMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 !@#$%&*()?

STONE SANS SEMI BOLD
ABCDEFHIJKLNMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 !@#$%&*()?

STONE SANS BOLD
ABCDEFHIJKLNMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 !@#$%&*()?

STONE SANS ITALIC
ABCDEFHIJKLNMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 !@#$%&*()?

STONE SANS SEMI BOLD ITALIC
ABCDEFHIJKLNMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 !@#$%&*()?

STONE SANS BOLD ITALIC
ABCDEFHIJKLNMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 !@#$%&*()?

Used for:
Subheads, Pull-out Quotes
STATIONERY
STATIONERY

Business Card

Size: 3.5" x 2"

PMS 294 is used for the name, the seal and the words “The Rockefeller University.” PMS Warm Gray 11 is used for the title and the contact information. The tagline is not used on business cards. The third line of the title is always “The Rockefeller University Hospital.”

Example above is at 100% of actual size.

Name
Sabon 8pt/9.5pt
Flush left aligned with contact information
No tracking

Title
Sabon Italic 7.25pt/9.5pt
No tracking

The Rockefeller University
Trajan Bold 6pt/8.75pt
Tracking: 15 in Quark or 75 in Illustrator or InDesign
Flush left aligned with contact information

Address
Sabon 7.25pt/8.75pt
Tracking: 3 in Quark or 15 in Illustrator or InDesign
Flush left aligned with name and title

Web Address
Sabon 7.25pt/8.75pt
Tracking: 3 in Quark or 15 in Illustrator or InDesign
Flush left aligned with name and title
STATIONERY

General Letterhead

Size: 8.5" x 11"

Letterhead utilizes the logo with the CCTS designation. The logo rests 1.15" from the top edge to the baseline of the CCTS type line and .465" from the left edge. The height of the logo is approximately .65". The top part of the logo is .5" from the top edge. The address sits .375" from the bottom edge and 1" from the left edge.

The address can either include or omit “The Rockefeller University.” If it is included, the corresponding URL is “www.rockefeller.edu.” Without it, the URL is “www.rucares.org.” Please see examples to the bottom right.

Example above is at 45% of actual size.
Letters look best when text begins 2.75" down from the top edge and 1" from the left edge (so that the left side of the letter aligns with the address at the bottom). The right margin should be .75". The recommended font for body copy is Sabon 10pt/12.5pt. The alternate recommended font is Garamond 10pt/12.5pt on a PC or Adobe Garamond (AGaramond) 10pt/12.5pt on a Mac.

For address options, please see page 14.

Example above is at 50% of actual size.
STATIONERY

Personalized Letterhead

Size: 8.5" x 11"

The name and title begin 1.15" from the top edge (aligned with the bottom of the CCTS designation) and 2.875" from the right edge. The recommended font for personalized information is Sabon 8.5pt/10pt. The alternate recommended font is Garamond 8.5pt/10pt on a PC or Adobe Garamond (AGaramond) 8.5pt/10pt on a Mac.

For address options, please see page 14.
STATIONERY

Additional Stationery

For note pads, envelopes, mailing labels, folders and folder labels, name tags, fax sheets, or memo sheets, please contact Communications and Public Affairs for assistance.
MARKETING MATERIAL
MARKETING MATERIAL

#10 Brochure

Size: 4" x 9"

The suggested design is a grid with two or three vertical columns and three horizontal rows. The top row holds the logo with CCTS designation. The middle row features any combination of images, color blocks, or graphics. The bottom row is for the headline.

Photos may be full color, halftone or duotone, with duotone photos working within the approved color palette.

Example above is 60% of actual size.

**Headline**

Trajan, sized to fit comfortably in space allowed
No tracking
PMS 294
MARKETING MATERIAL

8.5" x 11" Report/Presentation Cover

Size: 8.5" x 11"

The suggested design is a grid with two or three vertical columns and three horizontal rows. The top row holds the logo with CCTS designation. The middle row features any combination of images, color blocks, or graphics. The bottom row is for the headline.

Photos may be full color, halftone or duotone, with duotone photos working within the approved color palette.

Example is at 45% of actual size.
MARKETING MATERIAL

Informational Poster Template

Size: 20' x 30'

The informational poster templates are supplied as PowerPoint files and, to ensure maximum print quality, may only be reproduced with the supplied files.

The informational poster may be printed in any color within the approved color palette.

The informational posters body copy should follow the format of the copy positioned as placeholders within the templates.

Example above is at 18% of actual size.
MARKETING MATERIAL

Presentation Poster Templates

Size: Various

The presentation poster templates are supplied as PowerPoint files and, to ensure maximum print quality, may only be reproduced with the supplied files.

The presentation posters body copy should follow the format of the copy positioned as placeholders within the templates.

Examples above are at 15% of actual size.
MARKETING MATERIAL

Flyer Template

Size: 8.5" x 11"

The flyer shell is supplied in EPS format and, to ensure maximum print quality, may only be reproduced with the supplied files.

The flyer shell may be printed in any color within the approved color palette.

The flyer body copy should follow the guidelines for typography on pages 10–11.

Example above is at 45% of actual size.
MARKETING MATERIAL

8.5" x 11" Newsletter

Size: 8.5" x 11"

The Rockefeller University Hospital newsletter is identical to the Rockefeller University newsletter, with the exception of the logo. Use this layout when the hospital identity is the primary brand.

The grid is three vertical columns and five horizontal rows. Gutter width is .2". Margins are .562" from the top, bottom, left and right edges. Design is flexible, with two examples based on this grid shown below.

Type and photos can be two- or four-color. The logo should appear in PMS 294 (blue) or black. If a PMS color other than PMS 294 is used, the logo should appear in black. Body text should be black. Photos may be full color, halftone or duotone, with duotone photos working within the approved color palette. Tints should also work within the approved color palette.

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**Subhead**
Stone Sans Semibold
9pt/12pt

**Body Copy**
Sabon 9.5pt/12pt

**Call Outs**
Stone Sans 11pt/15pt

**Table of Contents Box**
15% tint

**Table of Contents Head**
Trajan 12pt/15pt
Box is 60% tint

**Opening Paragraph**
Sabon 11pt/16pt

**Slug**
Stone Sans Semibold
12pt/15pt
Box is 15% tint
Box is .25" high

**Secondary Story Headline**
Sabon Bold 14pt/17pt

**Byline**
Stone Sans Semibold
10pt/14pt

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MARKETING MATERIAL

8.5" x 11" Newsletter

Size: 8.5" x 11"

Use this layout when the university identity supercedes the hospital identity, such as with CCTS materials. The suggested masthead for this newsletter is the Rockefeller University logo, newsletter subhead and headline all dropped out of PMS 294. The body copy and headlines should follow the guidelines for typography on pages 10–11.

Type and photos can be two- or four-color. Body text should be black. Photos may be full color, halftone or duotone, with duotone photos working within the approved color palette. Tints should also work within the approved color palette.

Example above is at 50% of actual size.

Date
Stone Sans Medium 16pt

Subhead (CCTS line)
Stone Sans Medium 11pt

Headline
Trajan Bold 27pt
MARKETING MATERIAL

PowerPoint Slides

Version A and Version B differ in that Version A presents the hospital and CCTS as the primary brand while Version B emphasizes the university, with the hospital as a subbrand.