



THE ROCKEFELLER UNIVERSITY HOSPITAL

CENTER FOR CLINICAL AND TRANSLATIONAL SCIENCE

GRAPHIC STANDARDS MANUAL



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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LOGO

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).

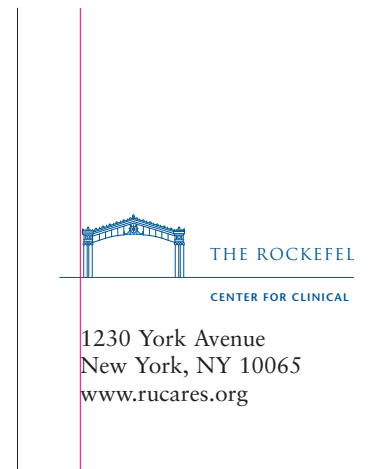
If the logo needs to be placed on the back cover of marketing materials, it should be placed at the bottom left. The address may appear under the logo in this location.



Upper left corner logo placement



Lower left logo placement on back panels, with address

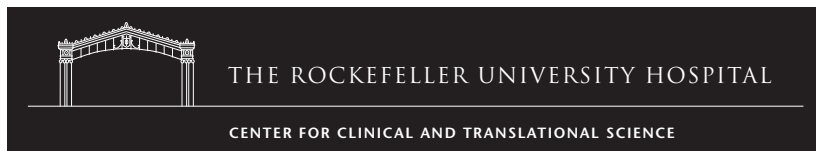


LOGO

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.



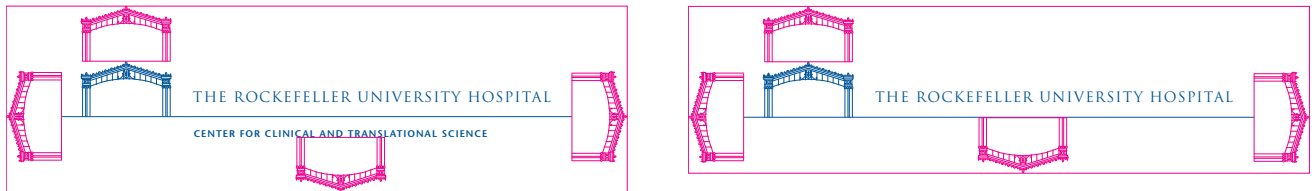
For information regarding the use of the Rockefeller University Hospital typeface logo, please see page 6.

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\"/>The minimum size for the Rockefeller University Hospital logo with the CCTS designation is .45\"/>

The minimum size for the Rockefeller University Hospital logo without the CCTS designation is .3125\"/>The minimum size for the Rockefeller University Hospital logo without the CCTS designation is .3125\"/>

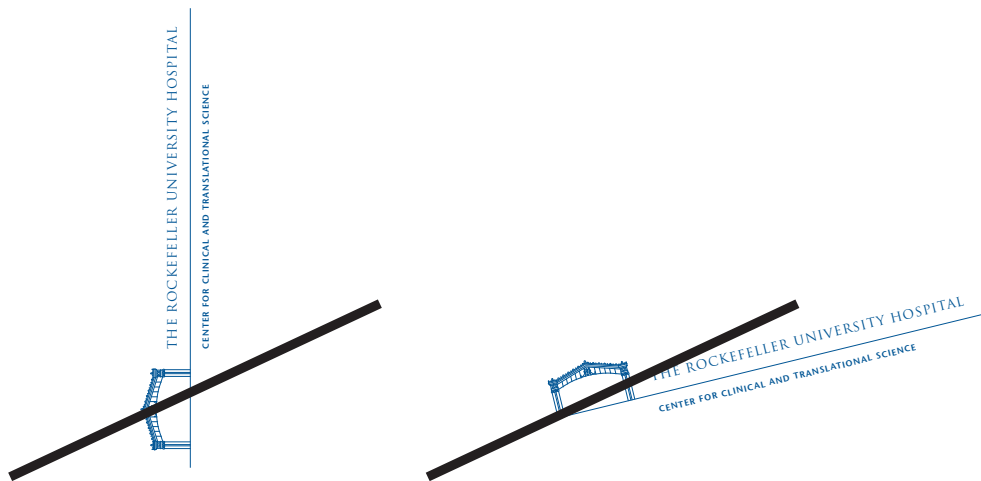
For smaller sized applications, please refer to the Rockefeller University Hospital Typeface Logo section (page 6).

LOGO

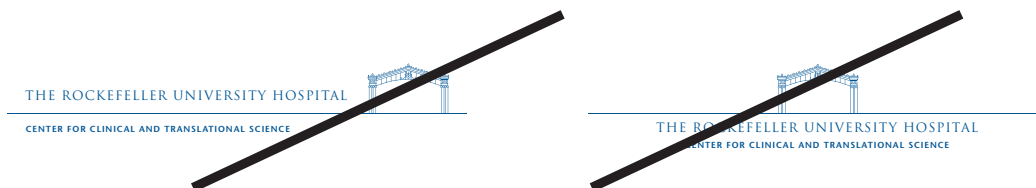
Incorrect Usage of the Logo

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.



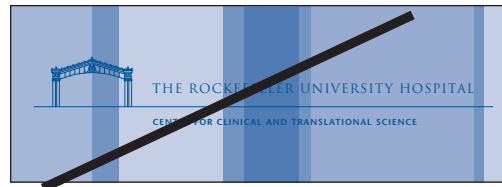
Do not distort the logo.



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.

THE ROCKEFELLER UNIVERSITY HOSPITAL
CENTER FOR CLINICAL AND TRANSLATIONAL SCIENCE

THE ROCKEFELLER UNIVERSITY HOSPITAL
CENTER FOR CLINICAL AND TRANSLATIONAL SCIENCE

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THE ROCKEFELLER UNIVERSITY HOSPITAL

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THE ROCKEFELLER UNIVERSITY HOSPITAL

LOGO

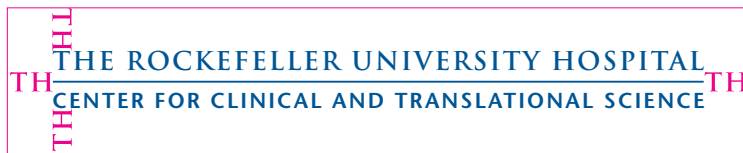
The Rockefeller University Hospital Typeface Logo (continued)

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 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 □ .075"] .17"
CENTER FOR CLINICAL AND TRANSLATIONAL SCIENCE

THE ROCKEFELLER UNIVERSITY HOSPITAL □ .075"

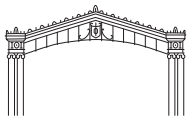
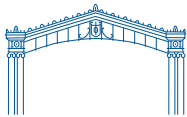
LOGO

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).

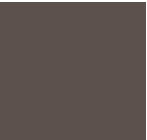
The PMS colors are listed below. If you are printing four-color process and need CMYK breakdowns, please contact Communications and Public Affairs.

Primary Color Palette



PMS 294

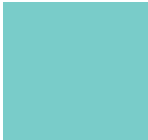
Secondary Color Palette



PMS Warm Gray 11



PMS 1807



PMS 570



PMS 159



PMS 457



PMS 278



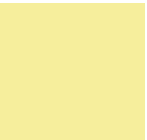
PMS 5205



PMS 4525



PMS 3425



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.

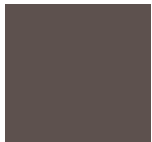
The PMS colors and their closest RGB counterparts are listed below.

Primary Color Palette



PMS 294
#003469

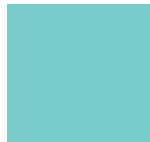
Secondary Color Palette



PMS Warm
Gray 11
#675C53



PMS 1807
#9E3039



PMS 570
#85CEA9



PMS 159
#C75B12



PMS 457
#B19401



PMS 278
#9CBCDA



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
1234567890 !\$\$%&*()?

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

TRAJAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !\$\$%&*()?

Used for:
Headlines only

SABON

SABON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%&*()?

SABON BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%&*()?

SABON ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%&*()?

SABON BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%&*()?

Used for:
Stationery, Body Copy/Text, Address Copy

COLOR PALETTE AND TYPOGRAPHY

Typography (continued)

STONE SANS

STONE SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

STONE SANS SEMI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

STONE SANS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

STONE SANS ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

STONE SANS SEMI BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

STONE SANS BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

Used for:
Subheads, Pull-out Quotes

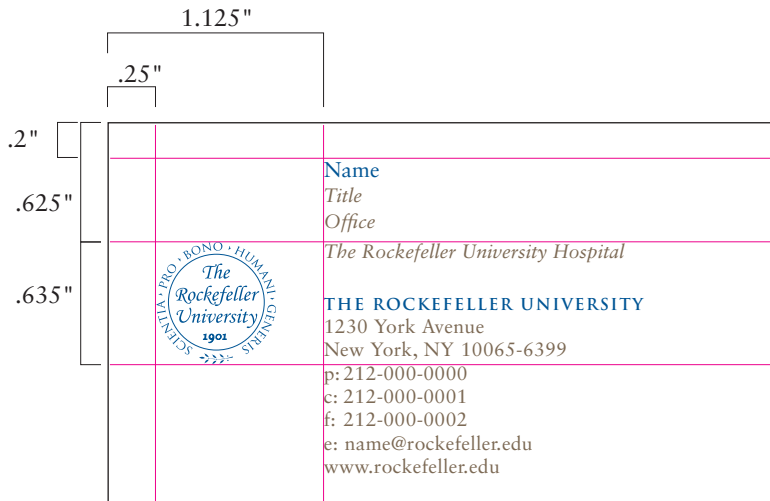
STATIONERY

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

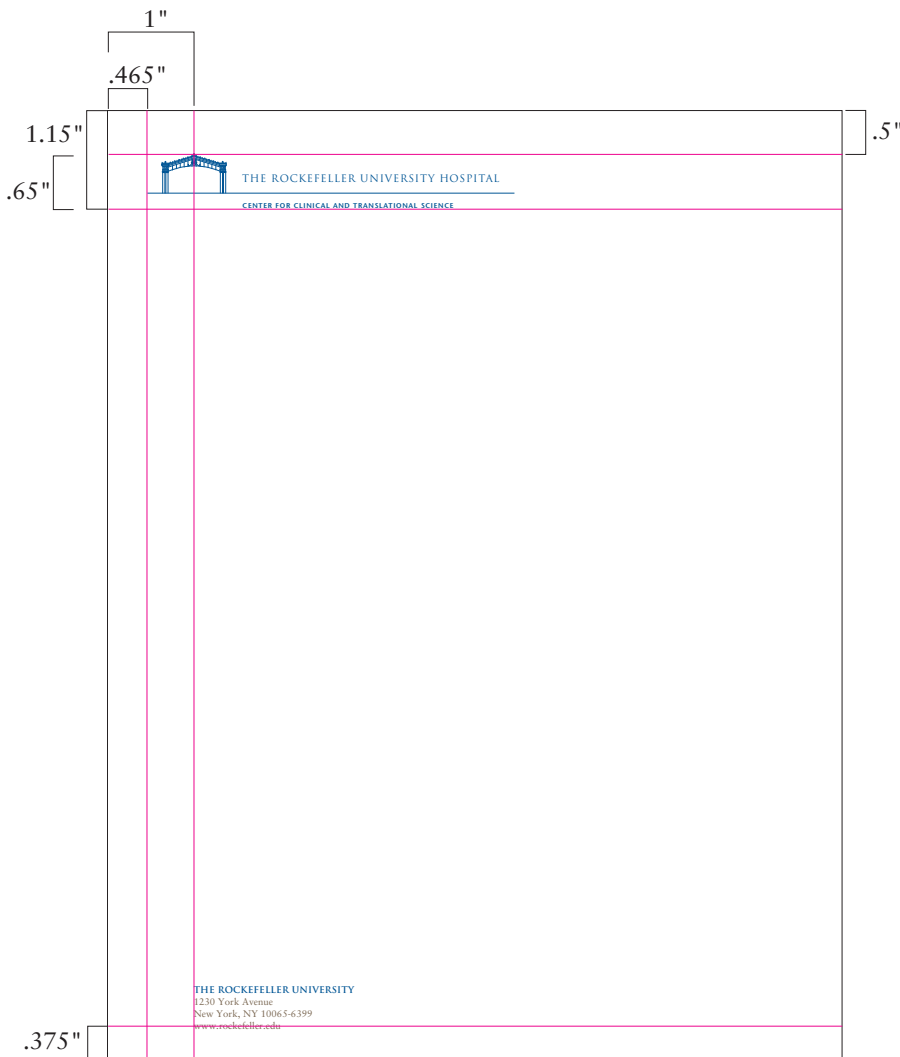
STATIONERY

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.

The Rockefeller University
Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in
Illustrator or InDesign
PMS 294

Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

Web Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

THE ROCKEFELLER UNIVERSITY
1230 York Avenue
New York, NY 10065-6399
www.rockefeller.edu

Address with "The Rockefeller University"

1230 York Avenue
New York, NY 10065-6399
www.rucares.org

Address without "The Rockefeller University"

STATIONERY

General Letterhead Typing Grid

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.

1.15"

.65"

1"

.465"

.75"

.5"

2.75"

The Rockefeller University
Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in
Illustrator or InDesign
PMS 294

Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

Web Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

Body Copy
Sabon 10pt/12.5pt or
Garamond 10pt/12.5pt (PC) or
Adobe Garamond 10pt/12.5pt (Mac)
Black

May 30, 2006

James Smith
123 Smith Street
Smithtown, NY 12345

Dear Mr Smith,

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Estvetus atque probus, centum qui perficit annos." Quid, qui deperit centum qui perficit minnen vel anno, inter quos referendus erit? Veteresne centum qui perficit poetas, an quos et praesens et postera respuat aetas? alste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. Utor permissio.

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo. Interdum volgus rectum videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, et sapit et mecum facit et lova iudicat aequo. Non equidem insector delen dave carina Livised emendata videri pulchraque et exactis minimum distantia miror. Inter quae verbum, et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

Ros, et sapit et mecum facit et lova iudicat aequo. Non equidem insector delen dave carina Livised emendat a videri pulchraque et exactis minimum distantia miror. Inter quae verbum, et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema. Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promisscadant esomnia Pythagorea. Naevius in manibus non est et quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, Afranitoga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi, vicere Caecilii gravitate, Terentius arte. Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea.

Epicharmi,
Sonvenisse Menandro

THE ROCKEFELLER UNIVERSITY
1230 York Avenue
New York, NY 10065-6399
www.rockefeller.edu

.375"

Example above is at 50% of actual size.

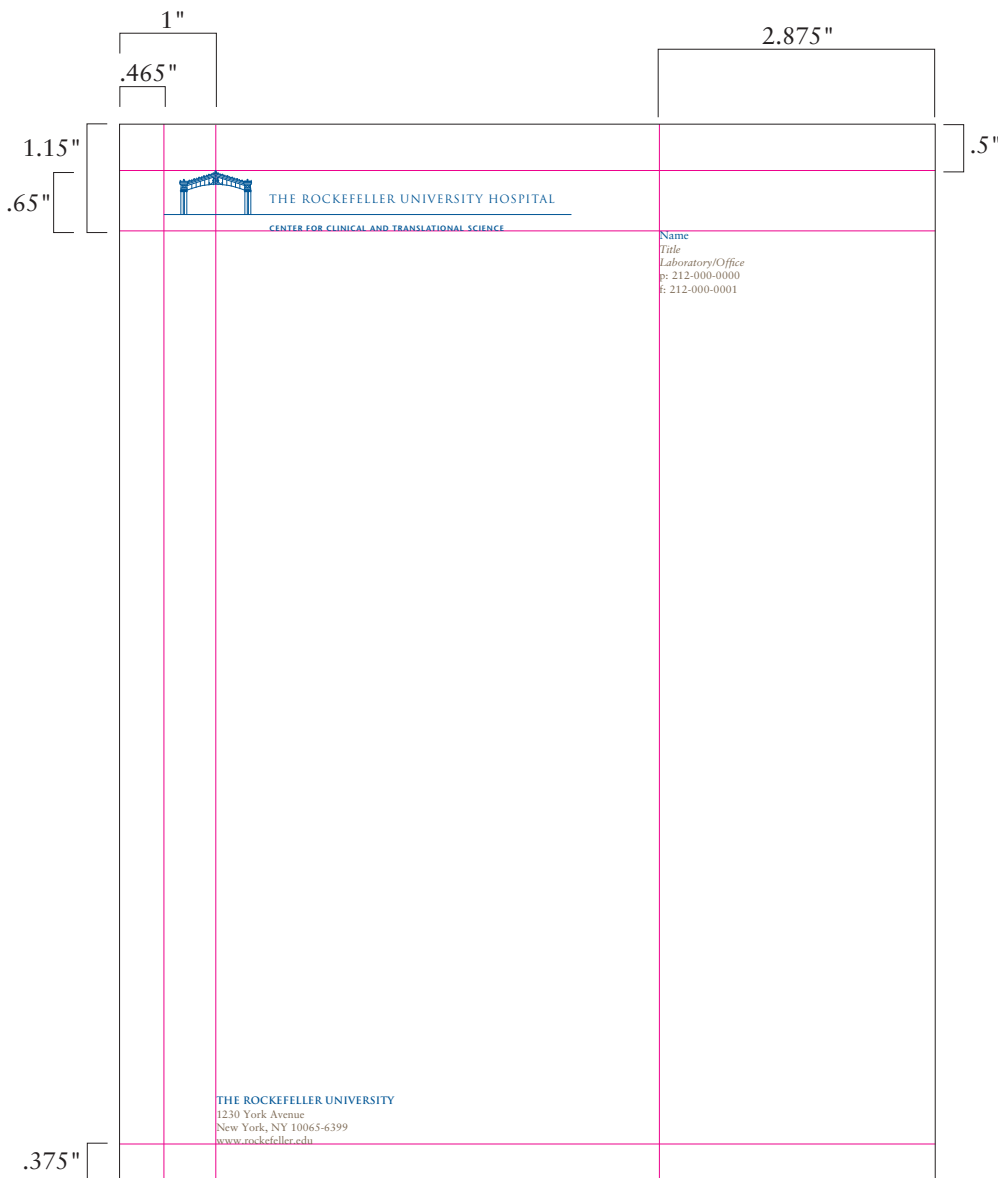
STATIONERY

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.



The Rockefeller University
Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in
Illustrator or InDesign
PMS 294

Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

Web Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

Personalized Information
Name
Sabon 8.5pt/10pt or
Garamond 8.5pt/10pt (PC) or
Adobe Garamond 8.5pt/10pt (Mac)
No tracking
PMS 294

Title
Sabon Italic 8pt/10pt
No tracking
PMS Warm Gray 11

Phone and fax
Sabon 8pt/10pt
No tracking
PMS Warm Gray 11

Example above is at 50% of actual size.

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

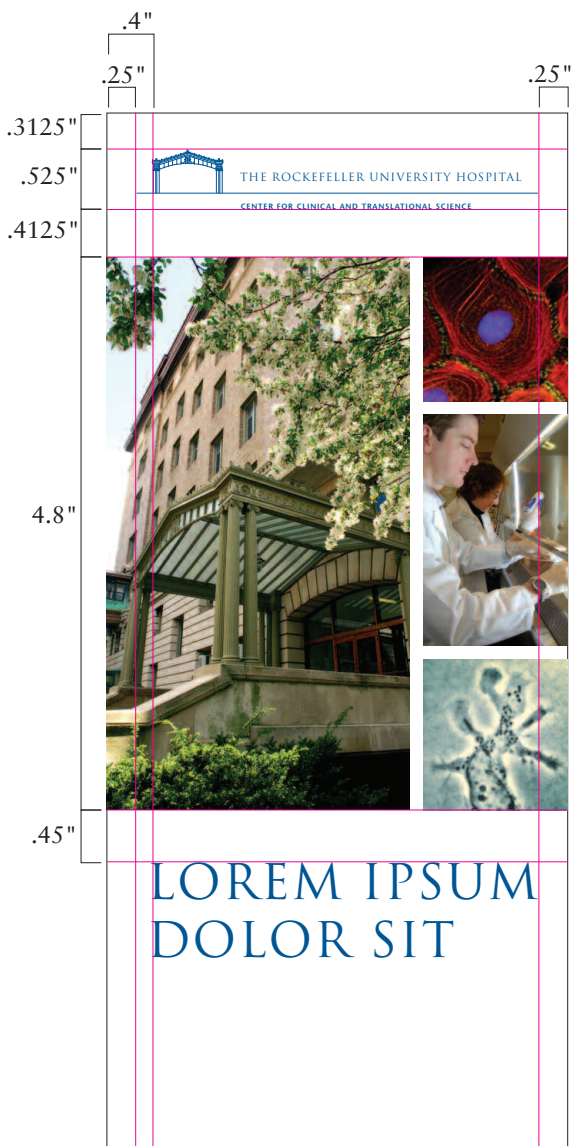
MARKETING MATERIAL

#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.



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

Example above is 60% of actual size.

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.

1.05"
.5" .25"

.5"
.65"
.475"

6.25"

.525"

Headline
Trajan 20pt/23pt
Tracking: 10 in Quark or 50
in Illustrator or InDesign
PMS Warm Gray 11

Subhead
Sabon 15pt/25pt
No tracking
PMS Warm Gray 11

THE ROCKEFELLER UNIVERSITY HOSPITAL
CENTER FOR CLINICAL AND TRANSLATIONAL SCIENCE

LOREM IPSUM DOLOR
Quisque nec ligula non velit commodo tempor

Example is at 45% of actual size.

MARKETING MATERIAL

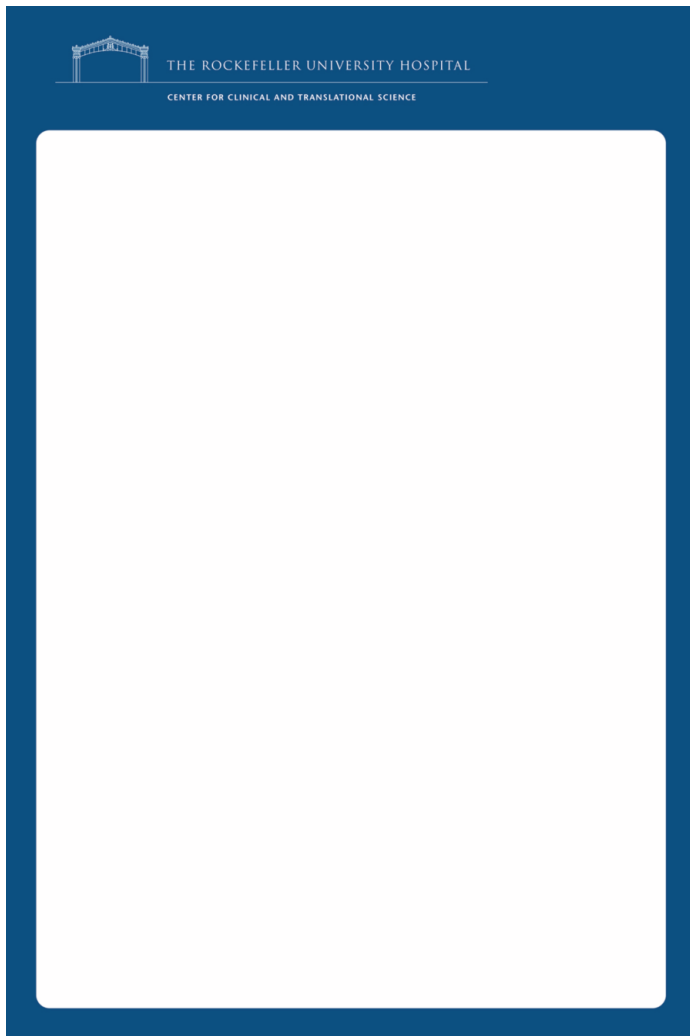
Informational Poster Template

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

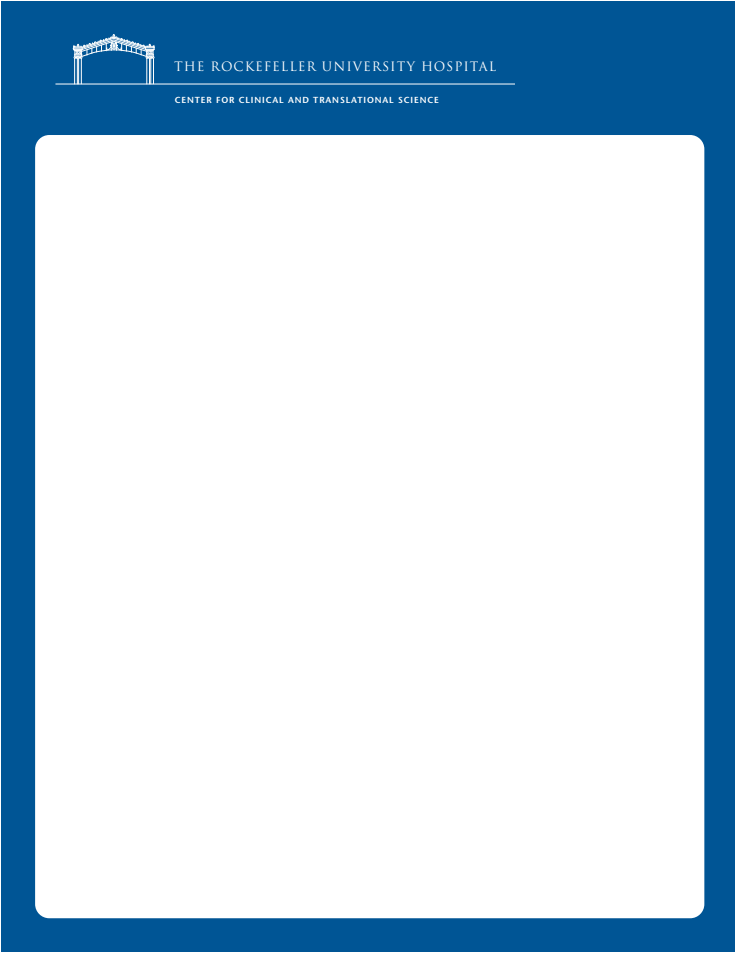
Flyer Template

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.

Grid dimensions: .9" (top margin), .562" (left margin), .2" (gutter), .562" (right margin), .439" (top margin), 2.04" (height of main content area), .562" (bottom margin), .375" (right margin).

contents box: size varies depending on contents length.

Example above left is at 25% of actual size.
Example above right is at 15% of actual size.

- Newsletter Title**
Trajan Bold 31pt/34pt
Tracking: 5 in Quark or 25 in Illustrator or InDesign
- Accompanying Title**
Stone Sans Semibold 11pt/14pt
- Date**
Sabon Italic 11pt/15pt
- Newsletter Title Box**
10% tint
- Primary Headline**
Sabon Bold 18pt/21pt

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

Contents
Sabon 10pt/12pt

Page Numbering
Sabon 10pt/13pt
Folios sit at the bottom right hand of the page, .375" away from bottom edge.

Picture Captions
Sabon Italic 9pt/11pt

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.



Date
Stone Sans Medium 16pt

Subhead (CCTS line)
Stone Sans Medium 11pt

Headline
Trajan Bold 27pt

Example above is at 50% of actual size.

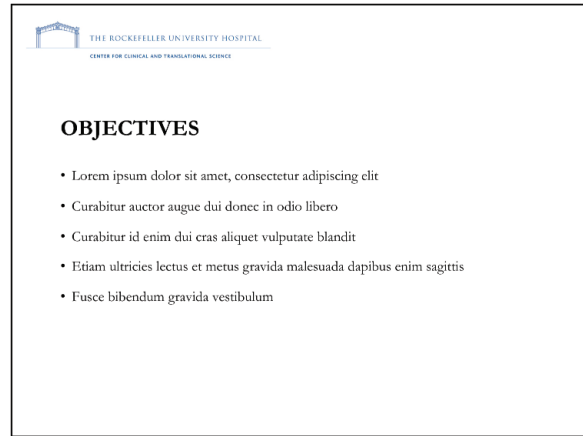
MARKETING MATERIAL

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.



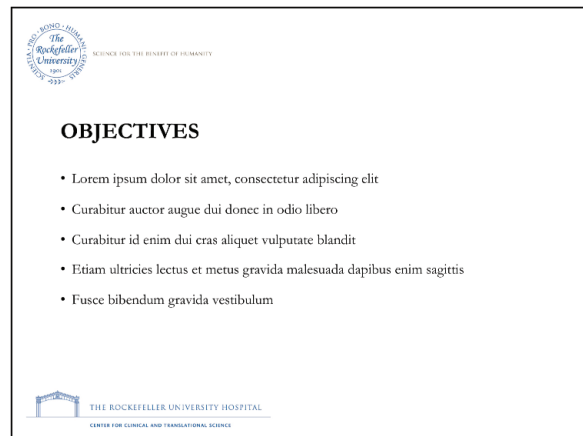
Version A cover slide



Version A content slide



Version B cover slide



Version B content slide

Title
Garamond Bold 18pt
Black

Credit
Garamond 12pt
Black

Headline
Garamond Bold 28pt
Black

Body Copy
Garamond 18pt
Black