



THE ROCKEFELLER UNIVERSITY HOSPITAL

CENTER FOR CLINICAL AND TRANSLATIONAL SCIENCE

# WEB GRAPHIC STANDARDS MANUAL



## INTRODUCTION

The Rockefeller University Hospital's visual identity was created in early 2012 and is based on that of the university. The visual identity provides a coherent and consistent look and feel to both the external and internal print and Web-based materials that are produced by various Hospital departments.

A Graphic Standards Manual was developed as part of the identity and provides basic usage instructions for the logo and tagline, colors and fonts, as well as flexible design guidelines for the various collateral materials that are produced by various Hospital departments. In addition, a series of templates was created to make it easy to produce letterhead, memos, fax cover sheets, scientific posters and PowerPoint presentations.

This Web Graphic Standards Manual provides basic guidance for the Hospital's Web presence. It is essential that these standards are followed to create visual consistency and a logical and seamless user experience on the Hospital Web site. This is important in the Hospital's recruitment, outreach, fundraising and other external and internal communication efforts.

All new or updated Web pages, Web sites and Web-based applications must endeavor to follow the standards, which include usage instructions for the logo, colors, fonts, etc., as well as guidance for page layout and style, navigation and user experience.

If you have any questions about this Web Graphic Standards Manual or the Graphic Standards Manual for printed materials, please contact Alyssa Gelbard of Communications and Public Affairs at x7080 or [gelbara@rockefeller.edu](mailto:gelbara@rockefeller.edu). If you have specific questions about implementing elements of this manual, please contact Ed Barbour at x7689 or [ebarbour@rockefeller.edu](mailto:ebarbour@rockefeller.edu).

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# GENERAL DESIGN & LAYOUT

## Overview

The standard Rockefeller University template must be used for all newly created or updated Hospital Web pages, and contain elements that cannot be changed, including fixed usage of the logo, page header graphic dimensions and style and basic navigation and page footer requirements (see below). Guidelines relating to other aspects of Web pages are contained in the following pages of this manual.

The items highlighted in yellow indicate required elements of the university template.

The screenshot displays the Rockefeller University Hospital website layout. At the top, there is a yellow header with the university logo and tagline, a search bar, and navigation links for Calendar, Directory, and Employment. Below this is a blue banner with the word 'HOSPITAL' and a photograph of medical professionals. The main content area features a left sidebar with a yellow background containing a navigation menu. The main content area has a white background with a blue header for 'Mission and History' and a 'SITE MAP' button. The text describes the university's founding in 1901 and its mission. A photograph of a fountain is included. The footer contains contact information and copyright details.

**THE ROCKEFELLER UNIVERSITY**  
*Science for the benefit of humanity*

Calendar | Directory | Employment

Search go

HOSPITAL

**Mission and History** SITE MAP INVESTIGATORS LOG-IN

**The Rockefeller University**

The Rockefeller University, founded in 1901 as The Rockefeller Institute for Medical Research, was conceived by the Reverend Frederick Taylor Gates, a trusted advisor to John D. Rockefeller, Sr, who was influenced by reading Osler's Principles and Practice of Medicine. The institute that Gates envisioned and that its original Board of Scientific Directors created was a new research facility dedicated exclusively to the scientific study of medicine. The charter of the Institute stated its mission to develop a scientific understanding of "the nature and causes of disease and the methods of its treatment, and to make knowledge relating to these various subjects available for the protection of the health of the public and the improved treatment of disease and injury." A research hospital was mandated as an essential ingredient of the institute.

The mission of basic medical science and the fundamental organization of the Institute at its inception have continued essentially unaltered, research programs have evolved markedly and there has been a steady addition of **faculty, buildings and other physical resources** for the support of the **scientific activities** of the institution.

Academic diversification at Rockefeller, especially involving nonclinical sciences, prompted a change in name in 1958 from The Rockefeller Institute for Medical Research to The Rockefeller Institute. In the mid-1950s, the Institute initiated a program of graduate education in the various disciplines represented on its campus and offered a **PhD degree program**. This prompted another change in name in 1965 to The Rockefeller University. The PhD program continues today and has a total of about 165 graduate students. Further growth of its educational endeavors came in 1972 when an MD-PhD program was initiated with Cornell University Medical College. This program expanded in 1991 to become tri-institutional when **Cornell's Medical College and Graduate School of Medical Sciences** and the Sloan-Kettering Institute merged their programs with Rockefeller. The tri-institutional MD-PhD program enrolls 36 students each year.

Throughout its history, the University has made major contributions to medical science. A remarkable number of faculty members have received Nobel Prizes, Albert Lasker Awards, National Medals of Science, and MacArthur Foundation fellowships. Similarly, a remarkable number have been elected to membership in the National Academy of Science and the Institute of Medicine (<http://www.rockefeller.edu/about/>).

**The Rockefeller University Hospital**

Rufus Cole, the Hospital's first director, was a major architect of clinical science. He set the permanent course of the Hospital as an independent, central unit of the Rockefeller Institute. Thus, from its opening in 1910, the Hospital was completely equipped to ...

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INSIDE

## GENERAL DESIGN & LAYOUT

### University Logo

The text version of the university logo (with the tagline) is used in the standard university template and must be used for the Hospital Web site. If using the logo outside of the template, the text version without the tagline can be used, but other copy cannot be placed in the tagline's location. The minimum size for this logo is 317 pixels wide by 36 pixels high.

The seal version of the Rockefeller logo is not permitted on the Hospital site.

## THE ROCKEFELLER UNIVERSITY

*Science for the benefit of humanity*

### Hospital Logo

The approved Rockefeller University Hospital and Hospital Centennial logos can be used outside of the template on the Hospital Web Site.



The seal version of the logo is intended for print only and cannot be used on Web pages **unless** it is part of a listing of multiple institutions. The minimum size for this logo is 100 pixels wide by 100 pixels high.



### CTSA Logo

The red CTSA logo may appear on the Center for Clinical and Translational Science page with the accompanying text above the logo.

<p><b>Research Protocols</b></p> <p><b>e-Newsletter</b></p> <p><b>IRB</b></p> <p>The Rockefeller University Center for Clinical and Translational Science is supported, in part, by a <b>Clinical and Translational Science Award (CTSA)</b> from the National Center for Advancing Translational Sciences (NCATS), part of the National Institutes of Health.</p> 	<p>In addition to focusing on clinical and translational research, the Center works to engage and collaborate with various community groups to address issues affecting the well-being of these populations. The Center aims to learn from these groups about health and research needs and to make sure that individuals have an opportunity to participate in research studies being conducted at Rockefeller. The Center also focuses on insuring that the research conducted at Rockefeller helps create behavioral and environmental changes that will improve the health of the community and its members.</p> <table border="1" data-bbox="509 478 1458 569"><tr><td><b>History &amp; Philosophy</b></td><td><b>Organization</b></td><td rowspan="2"><b>e-Newsletter</b></td></tr><tr><td><b>Collaborating Institutions</b></td><td><b>Governance</b></td></tr></table>	<b>History &amp; Philosophy</b>	<b>Organization</b>	<b>e-Newsletter</b>	<b>Collaborating Institutions</b>	<b>Governance</b>
<b>History &amp; Philosophy</b>	<b>Organization</b>	<b>e-Newsletter</b>				
<b>Collaborating Institutions</b>	<b>Governance</b>					

## GENERAL DESIGN & LAYOUT

### Color Palette

Colors from the primary and secondary palette should be used:

#### Primary



PMS 294  
RGB: #003469



PMS Warm Gray 11  
RGB: #675C53

#### Secondary



PMS 1807  
RGB: #8E3039



PMS 570  
RGB: #85CEA9



PMS 159  
RGB: #C75B12



PMS 457  
RGB: #B19401



PMS 278  
RGB: #9CBCDA



PMS 5205  
RGB: #89687C



PMS 4525  
RGB: #D3C57D



PMS 3425  
RGB: #005232



PMS 609  
RGB: #F5F585

If necessary, other acceptable colors to use include:



RGB: #666666

RGB: #ffcc33

RGB: #3399cc



#AB2C36

#B0D787

#8EB4D9

#8F83AC

#85CEA9

#B3A456

#7C7C7C

#F4B349

## GENERAL DESIGN & LAYOUT

### Fonts

Text of the page name in the header graphic should be Trebuchet, white, 13px against a blue bar (#023061) for section title.

Links in left navigation should be Verdana, bold, 11px.

Content text titles should be Verdana, bold, 16px.

Content text should be Verdana, 11px with 16px line height.





## GENERAL DESIGN & LAYOUT

### Images

Preferred alignment is right or center (depending on layout).

- Information for Health Professionals
- Information for Industry Sponsors
- ▶ Education and Training Programs
- ResearchMatch
- News and Events
- Link to Other Resources

- Faculty and Staff Directory
- Keyword(s)

#### The Rockefeller University Hospital

Rufus Cole, the Hospital's first director, was a major architect of clinical science. He set the permanent course of the Hospital as an independent, central unit of the Rockefeller Institute. Thus, from its opening in 1910, the Hospital was completely equipped to conduct its own research programs. This permitted physicians to engage in fundamental studies in Hospital laboratories on the disease problems they dealt with on the wards of the Hospital. Cole also intended that research from the Hospital would eventually "play its part in the reorganization of medical teaching in this country." A new kind of scientist emerged from this pioneering model of the research Hospital: the clinical investigator who serves as a link between the practicing physician and the basic scientist.

By 1940, nearly half of the major positions in academic internal medicine in the United States were filled by Hospital alumni trained in clinical investigation. Among the many important scientists associated with the Rockefeller Hospital are Oswald Avery, Colin MacLeod and Maclyn McCarty, who established that DNA is the genetic material; Donald Van Slyke, father of clinical chemistry; Rene Dubos, whose work led to the first rationally developed antibiotic; Rebecca Lancefield, who developed a classification system of the streptococci; Henry Kunkel, a founder of clinical immunology; Vincent P. Dole, Marie Nyswander and Mary Jeanne Kreek, who inaugurated methadone treatment of heroin addiction.



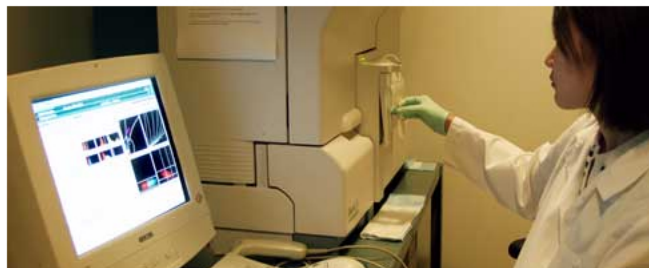
**The Rockefeller University Hospital**

- ▼ Clinical Research
  - Mission and History
  - Description of the Clinical Facilities and Center for Clinical and Translational Science
  - Administration
  - Advisory Committee on Clinical and Translational Science
  - Institutional Review Board
  - Research Groups (Laboratories)
  - Principal Investigators
  - Clinical Studies and Protocols
  - Clinical Research Seminar
  - The Rockefeller University Hospital Departments
  - Virtual Tour
- ▶ Center For Clinical and Translational Science
  - Clinical Studies and Protocols

#### Research Groups (Laboratories)

[SITE MAP](#)

[INVESTIGATORS LOG-IN](#)



Head	Research Interests	Volunteer Recruitment
Arleen D. Auerbach	Fanconi Anemia, International Fanconi Anemia Registry (IFAR)	Fanconi Anemia
Jan L. Breslow	Genes Controlling Atherosclerosis Susceptibility	Genetic Basis for Premature Coronary Heart Disease
Jon Blumenfeld		
Barry S. Collier	Platelet Function, Thrombosis, Sickle Cell Disease	Glanzmann Thrombasthenia and Sickle Cell Disease

## GENERAL DESIGN & LAYOUT

### Page Headers

The text of the page name in the header graphic should be Trebuchet, white, 13px against a blue bar (#023061) for section title.

Image size: 926x129px; jpeg format (includes white space around header)



### Page Footers

The standard university footer must be used on all external pages.

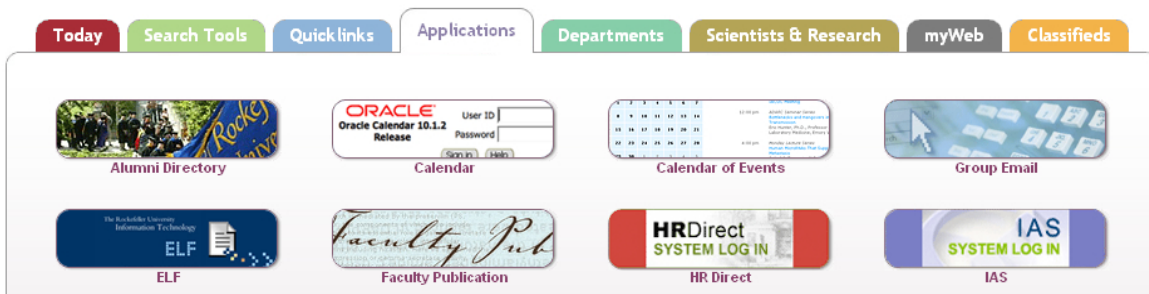
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### Thumbnails

When creating thumbnail versions of larger images, the original image proportions must be maintained so that users recognize the thumbnail as a snapshot of the full image.

Secondary versions of thumbnails that already exist (e.g., university applications) should not be created.



## NAVIGATION & USABILITY

### Navigation

Links in the left navigation should be in gray #666666 and turn to blue #3399cc when hovered.

Font should be Verdana, bold, 11px.

Background color of navigation should be blue #EAEFF5.

Avoid adding content on left navigation itself (e.g., phone numbers).



## NAVIGATION & USABILITY

### Links

Text links in content should not be underlined or bolded.

However, in hover state (when mouse is over a link), the underline should appear.

Text link color is standardized: light blue #336699.

Button links on left navigation: edges should be rounded and text should be Trebuchet, 12px, and have two double arrows at 12px.

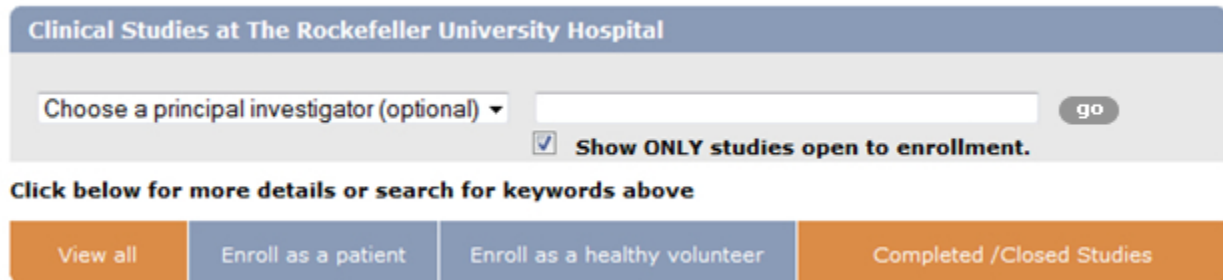


## NAVIGATION & USABILITY

### Buttons

Text font should be Trebuchet or Verdana, bold. Edges of button outline should be rounded.

Buttons should turn a darker shade of their colors when hovered.



### Tabs

Text font should be Trebuchet and should be centered in graphic.

Text should be white when on color tab.

Tab edges should be rounded.



### Search Boxes

First letter of word “Search” should be capitalized.

Button should say “go” (first letter not capitalized) and not Submit or Search.

Color is variable, design to match.



### Log Ins

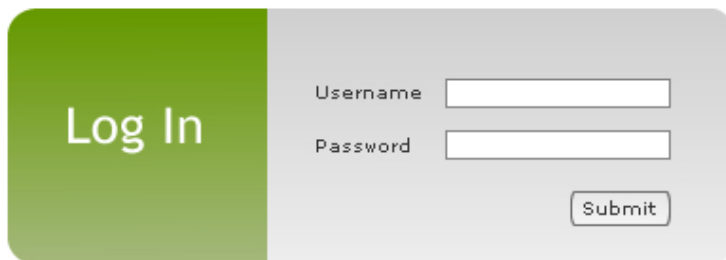
Standardized log in boxes must be used on all applications and should not be redesigned.

The overall box should be called “Log In” (two words, first letter of each word capitalized); “Username” (one word, first letter capitalized) should be first and “Password” (one word, first letter capitalized) should be underneath.

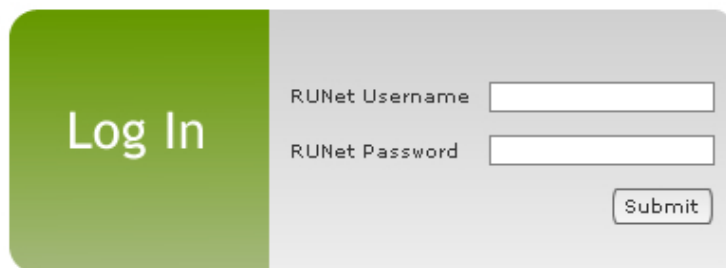
The button text is “Submit” (first letter capitalized) and not Log in, Log on, etc.

If the application uses an RUNet username and password, then the text within the box should be “RUNet Username” with “RUNet Password” underneath.

Colors of the Log In box and background are variable.



A rectangular log in form with a green gradient header on the left containing the text "Log In". The main area is light gray and contains two input fields: "Username" and "Password", each with a white text box. A "Submit" button is located at the bottom right.



A rectangular log in form with a green gradient header on the left containing the text "Log In". The main area is light gray and contains two input fields: "RUNet Username" and "RUNet Password", each with a white text box. A "Submit" button is located at the bottom right.

## CONTENT

### Contact Information

Formatting for university contact information is standardized and formatting and order of information should not be altered.

E-mail format must be the alternative e-mail address (first name, period, last name):

John.Doe@rockefeller.edu (not jdoe@rockefeller.edu or doej@rockefeller.edu)

Contact information should always be called “Contact” and not “Contact Us” or “How to Contact Us” (university style is to exclude us, we, our, my, I, etc.).

Barry Coller  
The Rockefeller University  
1230 York Avenue  
New York, NY 10065  
212-327-7490  
800-RU-CARES  
212-327-7493 (fax)  
collerb@rockefeller.edu

### Embedded Video

Insert using YouTube embed code.

Use text logo with tagline (not seal) in video graphics.

All videos should have caption underneath (Verdana 10px bold).

Captions within video (researcher name, lab name) should be Stone Sans, but font size can be variable.



## CONTENT

## Social Media

If placing links to Twitter, Facebook or YouTube, use standard icons created for the Rockefeller site (size, color, etc.)



## Password Protected Section

Use standard lock icon.



## Misc.

If listing information about an HOL, the preferred order for HOL name, title, lab name is:

Barry Coller, M.D.  
Vice President for Medical Affairs and Physician in Chief  
David Rockefeller Professor  
Allen and Frances Adler Laboratory of Blood and Vascular Biology  
Barry.Coller@rockefeller.edu

Listing information about a department or lab should be called “About” and not “Who We Are” (university style is to exclude us, we, our, my, I, etc.).

Avoid using animated images or blinking or scrolling text.

Avoid adding content to left navigation (e.g., listing of contact information).

The Rockefeller University supports Internet Explorer version 7+, Firefox 3+, Safari 4+, and Google Chrome 3+.