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. If you have specific questions about implementing elements of this manual, please contact Ed Barbour at x7689 or 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.
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.

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.
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: #9e3039
- PMS 570 RGB: #85c669
- PMS 159 RGB: #c75b12
- PMS 457 RGB: #b19401
- PMS 278 RGB: #9cbbcda

- PMS 5205 RGB: #89587c
- 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
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).

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 Madlyn McClintock, 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; Reuben 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.

Research Groups (Laboratories)

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<tr>
<th>Head</th>
<th>Research Interests</th>
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<td>Arlaen D. Auerbach</td>
<td>Fanconi Anemia, International Fanconi</td>
<td>Fanconi Anemia</td>
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<td>Anemia Registry (IFAR)</td>
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<td>Jan L. Breitlow</td>
<td>Genes Controlling Atherosclerosis Susceptibility</td>
<td>Genetic Basis for Premature Coronary Heart Disease</td>
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<td>Jon Blumenfeld</td>
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<tr>
<td>Barry S. Coller</td>
<td>Platelet Function, Thrombosis, Sickle Cell Disease</td>
<td>Gierzmann Thrombasthenia and Sickle Cell Disease</td>
</tr>
</tbody>
</table>
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.

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.
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.
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+. 