



Stony Brook Children's

**Graphic Standards Manual**

Version 1.2 | May 2016



## The Importance of Graphic Standards

The way we identify ourselves in all types of communications is the way we tell the world who we are. Consistency creates an appropriate public image and says that Stony Brook Children's Hospital is driven, curious, hands-on and welcoming.

To ensure that this consistency is conveyed appropriately and responsibly, all departments and facilities of Stony Brook Children's are expected to conform to the graphic standards set forth in this guide in ALL internal and external communications including print, electronic, apparel, promotional items and signage.

The Stony Brook Children's logo is available in several orientation formats to accommodate your specific design needs. On the pages that follow are examples of the approved logo and usage guidelines.

This document encompasses approved usage guidelines for the Stony Brook Children's logo. While these are official recommendations, this document will evolve.

Please do not attempt to download images from this document. The official toolkit for downloadable images is available at [stonybrookmedicine.edu/communications-toolkit](http://stonybrookmedicine.edu/communications-toolkit)

## introduction

- 3 Approvals + materials covered
- 4 Master signature
- 5 Signature formats
- 6 Signature with tagline
- 7 Sub-branded signatures: Centers
- 8 Department + program treatments
- 9 Signature color
- 10 Signature color applications
- 11 Signature size
- 12 Signature clearspace
- 13 Unauthorized usage
- 14 Unauthorized usage
- 15 Unauthorized usage
- 16 Typography
- 17 Brand palette

## Approvals

The Office of Communications, Stony Brook Medicine is available to review materials prior to production to ensure they reflect the image of the Stony Brook Children's brand. If you have questions about the acceptability of any materials you are producing, the department is glad to provide guidance on graphic standards policies.

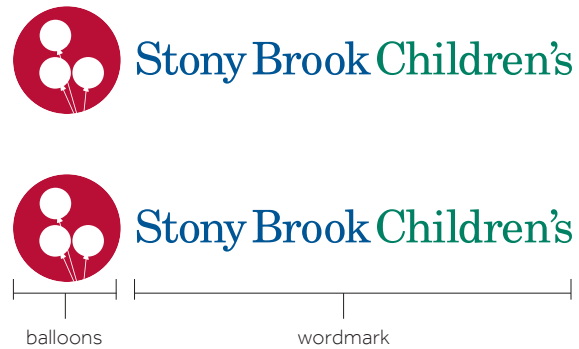
As a reference for your design and production needs, please refer to [stonybrookmedicine.edu/communications-toolkit](http://stonybrookmedicine.edu/communications-toolkit)

## materials covered

Everything produced as a communications tool – whether internal or external – for Stony Brook Children's is subject to graphic standards. The Stony Brook Children's logo must appear on all publications and promotional materials. This includes, but is not limited to:

- Advertising: Print and Online
- Apparel
- Audio-Visual Materials
- Brochures and Flyers
- Development Materials
- Newsletters
- Print and Broadcast Advertisements
- Recruitment Materials
- Educational Materials
- Vehicles
- Specialty Products
- Stationery Items
- Promotional Items
- Websites

master signature



## master signature

The basis of the Stony Brook Children's graphic identity is the logo. The logo is made up of two components: the balloons and the wordmark. The wordmark consists of the words "Stony Brook Children's." *The balloons and wordmark elements should not be separated.* It is only in rare pre-approved instances that these two elements shall appear unconnected. The master signature should never appear with any other mark or type treatment. See pages 13, 14 & 15 for more information on unauthorized usage.

The typeface used in the wordmark has been created using the typeface New Century Schoolbook (Roman). Due to specific letter spacing, *do not attempt to recreate the wordmark even if using the correct typeface.* To ensure consistency in usage, use the electronic versions available, which can be downloaded at [stonybrookmedicine.edu/communications-toolkit/logos](http://stonybrookmedicine.edu/communications-toolkit/logos)

No alterations should be made to the balloons, wordmark or complete master signature. Always use approved electronic artwork.

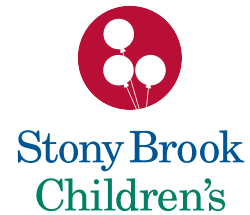
horizontal version



vertical version



two line stacked version



## signature formats

The logo orientation formats shown at left are the only approved logo formats.

Sub-branded signatures for Centers are described on page 7 and can be requested from the Office of Communications, Stony Brook Medicine.

Each of the orientation formats shown to the left should conform to all of the rules and guidelines listed within this document.

horizontal version



vertical version



typographic style

**The best ideas in medicine for kids.**

The best ideas in medicine for kids.

## signature with tagline

The signature with tagline are the only approved proportion versions. There are only one, three and four color applications available. For a complete list, go to [stonybrookmedicine.edu/communications-toolkit/logos](http://stonybrookmedicine.edu/communications-toolkit/logos)

The tagline option should only be used when there is room for the tagline to have sufficient size. See page 11 for minimum size requirements.

The tagline is set in the signature font New Century Schoolbook (Roman) and only has an initial cap T in The. The rest is lower case, followed by a period.

Although not encouraged, the tagline may be used by itself in certain cases but must be only in the main brand colors of red or gray (preferable, pg. 17) or black and white where necessary. It is only used with the secondary palette blue (pg. 17) on the website and only when used by itself. When paired with a signature, use this color guide:

3 color mark: tagline is Stony Brook red.  
1 color mark: tagline matches mark color, either Stony Brook Children's red, black or white.

approved



**Stony Brook Children's**  
Lourie Center for Pediatric MS

approved



**Stony Brook Children's**  
Celiac Disease &  
Gluten Sensitivity Center

approved



**Stony Brook Children's**  
Healthy Weight & Wellness Center

## sub-branded signatures

### Centers

Sub-branding is a combination of the center's name and the institutional logo.

The approved sub-branded logos appear to the left. *These are the only approved sub-branded logos.* Any alteration, substitution or manipulation of these logos is prohibited.

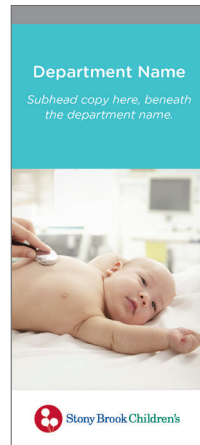
The master signature "Stony Brook Children's" is a stand-alone mark which should never appear with any other mark or type treatment.

If a center wishes to have a logo or logo treatment created, follow Administrative Policy LD0006. Approval for the request must first be obtained from the applicable Department Director and Department Chair. The request should then be submitted to the Sr. Director, Public Affairs and Marketing, using the Marketing Request Form. All requests will be evaluated for their strategic impact and marketing value and must be approved by other institutional leaders.

For more specific logo guidelines for apparel and promotional items, please visit [stonybrook.edu/brand/wp-content/uploads/2015/10/style.pdf](http://stonybrook.edu/brand/wp-content/uploads/2015/10/style.pdf) to download our Retail Style Guide.



preferred treatment



approved



approved



approved



## department and program treatments

The name of a department or program should appear as a *separate* element from the Stony Brook Children's logo. This is illustrated on the left in the preferred treatment. (ex: the department or program name appears at the top of the brochure and is not part of the Stony Brook Children's logo).

In cases where there is *no opportunity* for the department or program name to appear *separate* from the Stony Brook Children's logo, a logo file with the name of the department or program properly positioned will be provided upon request by Office of Communications, Stony Brook Medicine.

To ensure that consistency is maintained, do not attempt to create a department or program treatment on your own.

For more specific logo guidelines for apparel and promotional items, please visit [stonybrook.edu/brand/wp-content/uploads/2015/10/style.pdf](http://stonybrook.edu/brand/wp-content/uploads/2015/10/style.pdf) to download our Retail Style Guide.

3-color application



Stony Brook Children's red



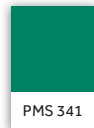
|        |        |         |
|--------|--------|---------|
| C: 5   | R: 153 | HEX:    |
| M: 100 | G: 0   | #990000 |
| Y: 71  | B: 0   |         |
| K: 22  |        |         |

Stony Brook Children's blue



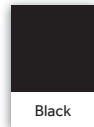
|        |        |         |
|--------|--------|---------|
| C: 100 | R: 0   | HEX:    |
| M: 58  | G: 85  | #005596 |
| Y: 0   | B: 150 |         |
| K: 21  |        |         |

Stony Brook Children's green



|        |        |         |
|--------|--------|---------|
| C: 100 | R: 0   | HEX:    |
| M: 0   | G: 130 | #008265 |
| Y: 67  | B: 101 |         |
| K: 29  |        |         |

Stony Brook Children's black



|        |       |         |
|--------|-------|---------|
| C: 0   | R: 35 | HEX:    |
| M: 0   | G: 31 | #000000 |
| Y: 0   | B: 32 |         |
| K: 100 |       |         |

## signature color

The three primary colors used in the Stony Brook Children's signature are Stony Brook red (PMS 187), blue (PMS 294) and green (PMS 341). Each color has been translated to 4-color, RGB, and HEX values and black for additional environments. Properly maintained and upheld, the consistent use of these specified colors reinforces the visual recognition of the Stony Brook Children's brand and all forms of marketing collateral.

Never alter these color values in any way, as they have been tested for printing.

The Stony Brook Children's logo should never appear using any other colors than Stony Brook red, blue and green, or, for one-color treatment, red, black or white.

To ensure that the PANTONE® Matching System (PMS) colors are reproduced correctly, please use the PANTONE® swatch books when checking printed proofs.

\*3-color application  
Stony Brook red, blue, green



1-color application  
Stony Brook red



1-color application  
Stony Brook black with screen



1-color application  
white reversed



4-color application  
cmyk



## signature color applications

The three primary colors used in the Stony Brook Children's brand are Stony Brook red (PMS 187), blue (PMS 294) and green (PMS 341). Each color has been translated to 4-color, RGB, and HEX values and black for additional environments. Properly maintained and upheld, the consistent use of these specified colors reinforces the visual recognition of the Stony Brook Children's brand and all forms of marketing collateral.

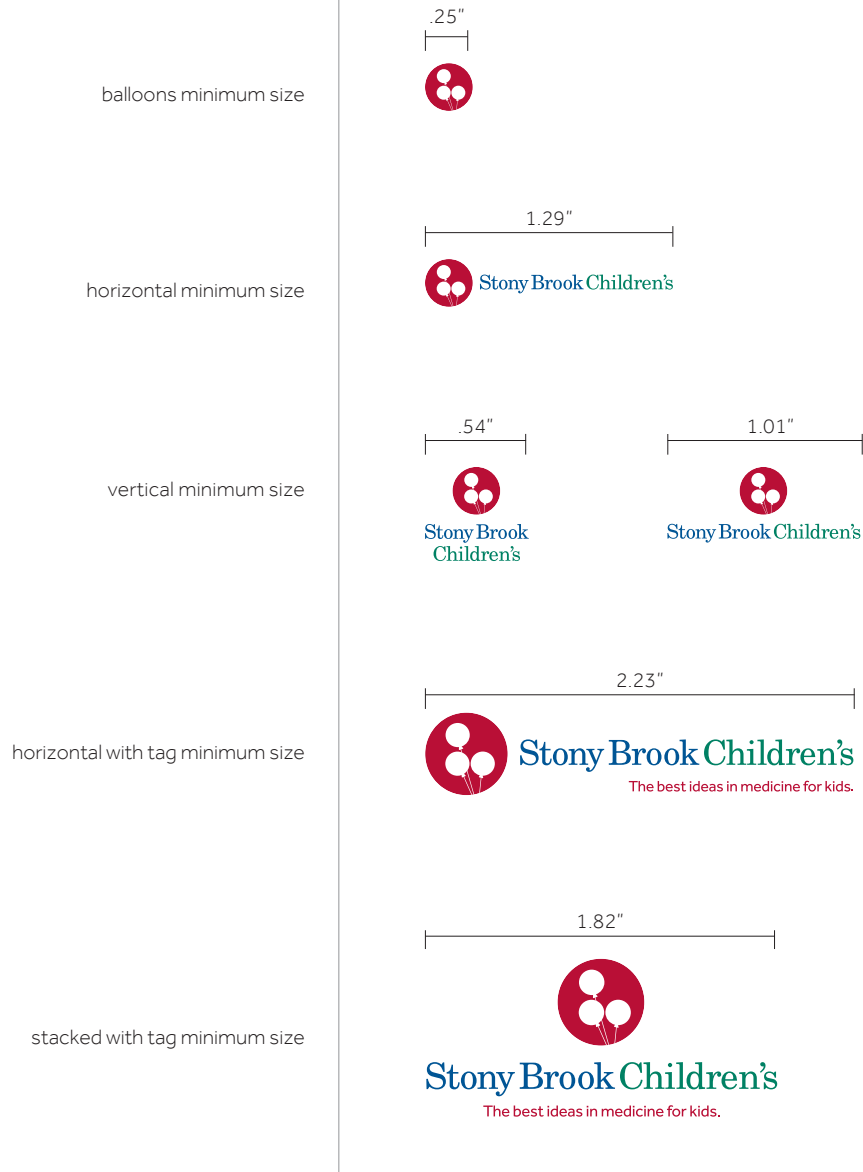
Never alter these color values in any way, as they have been tested for printing.

The Stony Brook Children's logo should never appear using any other colors than Stony Brook red, blue and green, or for one color treatment, red, black or white.

The black and white logo variations should never be used when full color is an option.

To ensure that the PANTONE® Matching System (PMS) colors are reproduced correctly, please use the PANTONE® swatch books when checking printed proofs.

\* Preferred color application



## signature size

To ensure legibility, the Stony Brook Children's logo should never be reproduced at sizes smaller than the measurements shown to the left. These are the absolute minimum widths necessary to ensure that the details within the balloons are not compromised in all forms of printing.

In all logo orientations to the left, the minimum widths are determined based on the width of the balloons. The balloons must never be reproduced at a size smaller than .25". If you will be using this logo at this minimum size, pay close attention to the detail of strings and balloon ties to ensure they hold when reproduced. If any questions, contact Office of Communications, Stony Brook Medicine.

Vector artwork is the preferred method of printing and will allow you to output the logo at any size without pixelation. If a pixel-based layout cannot be avoided, make sure the logo resolution is at least 300 ppi.

preferred horizontal signature

H 1x



X = B

stacked version



two lined stacked version



## signature clearspace

The Stony Brook Children's logo requires a set ratio of clearspace around it to ensure that it is always distinct from other graphic elements. The clearspace is defined by the width of the "B" in Stony Brook, regardless of the size at which the logo is produced.

unauthorized

**Stony Brook Children's**  
Emergency Services

unauthorized

**Stony Brook**  **Children's**

unauthorized

 **Stony Brook Children's**

unauthorized

 **Stony Brook Children's**

unauthorized

 **Stony Brook Children's**

unauthorized

 **Stony Brook Children's**  
**Lourie Center for Pediatric MS**

## unauthorized usage

### Logo Integrity

In order to maintain its integrity, the Stony Brook Children's logo must never be altered, distorted or adjusted in any way either digitally or photomechanically.

*The development and use of any other logo, mark and/or symbol is prohibited.*

The Stony Brook Children's logo may not be combined with any other feature — including, but not limited to, other logos, words, graphics or symbols. The shape, size or proportions, nor the location of the logo's elements shall be modified or redrawn in any way. All downloaded versions of the logo must be scaled proportionately.

unauthorized



unauthorized



unauthorized



unauthorized



unauthorized



## unauthorized usage

### Logo Integrity

In order to maintain its integrity, the Stony Brook Children's logo must never be altered, distorted or adjusted in any way either digitally or photomechanically.

*The development and use of any other logo, mark and/or symbol is prohibited.*

The Stony Brook Children's logo may not be altered by swapping the colors found in the wordmark, by assigning any new color, or by adding a shadow or border. The logo must not be tilted.

Always print the logo at 300 dpi using vector artwork to avoid pixilation. Using vector logos will allow you to print to any size.

unauthorized



unauthorized



unauthorized



unauthorized



unauthorized



## unauthorized usage

### Logo on backgrounds

When using any colored background that is similar in color to the color of the type used in the logo, the letters of the logo may disappear, compromising the integrity of the brand.

Avoid similar colored, dark or busy backgrounds that will reduce the visibility of the logo.

Avoid placing the logo over the busiest part of an image. If this cannot be avoided given the particular image, select another that will allow the logo to maintain its presence. You may need to consider a different image or design altogether.

Avoid high-contrast backgrounds that render the logo illegible.

When placing the logo on a dark background, the 1-color white logo should be used.



### Primary Typefaces

**Effra** (The entire font family may be used: Effra Light, Effra Light Italic, Effra Regular, Effra Regular Italic, Effra Medium, Effra Medium Italic, Effra Bold, Effra Bold Italic, Effra Heavy, Effra Heavy Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

**Museo Slab** (The entire font family may be used: Museo Slab 100, Museo Slab 100 Italic, Museo Slab 300, Museo Slab 300 Italic, Museo Slab 500, Museo Slab 500 Italic, Museo Slab 700, Museo Slab 700 Italic, Museo Slab 900, Museo Slab 900 Italic, Museo Slab 1000, Museo Slab 1000 Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Secondary Typefaces

**Trade Gothic** (The entire font family may be used: Trade Gothic LT Std Light, Trade Gothic LT Std Light Obl, Trade Gothic LT Std, Trade Gothic LT Std Obl, Trade Gothic LT Std Bold, Trade Gothic LT Std Bold Obl, Trade Gothic LT Std Bold 2, Trade Gothic LT Std Bold 2 Obl, Trade Gothic LT Std Cn, Trade Gothic LT Std Cn Obl, Trade Gothic LT Std Bold Cn, Trade Gothic LT Std Bold Cn Obl)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

**Century Expanded** (The entire font family may be used: CenturyExpd BT Roman, CenturyExpd BT Italic, CenturyExpd BT Bold, CenturyExpd BT Bold Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## typography

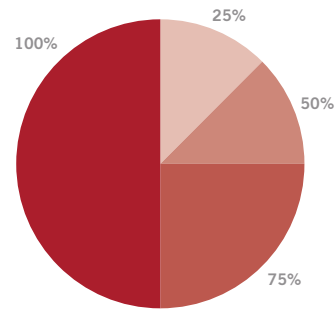
The typography palette has been selected to establish and maintain consistency among the various and diverse marketing materials, program elements and design systems.

To provide flexibility and complement the Stony Brook Children's logo, a complete font family has been selected for use.

Primary typefaces may be used in headlines, sub-headlines, body copy, captions, callouts or other various applications to create a visual contrast where appropriate.

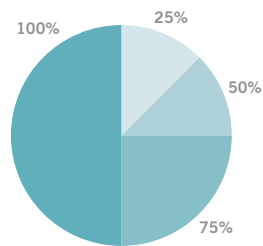
Secondary fonts are only to be used as body copy or small headers.

## PRIMARY COLORS

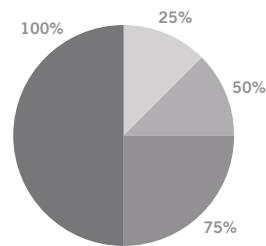


PANTONE 187 C  
C:5 M:100 Y:71 K:22

## SECONDARY COLORS

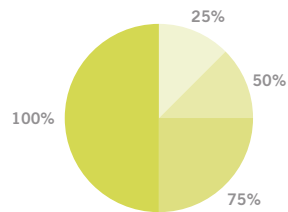


PANTONE 7709 C  
C:68 M:0 Y:23 K:0

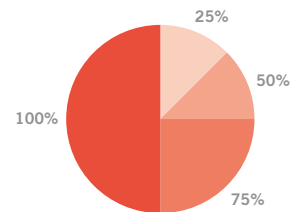


PANTONE COOL GREY 9 C  
C:29 M:22 Y:16 K:51

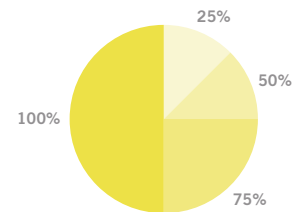
## TERTIARY COLORS



PANTONE 584 C  
C:20 M:1 Y:98 K:0



PANTONE 7625 C  
C:0 M:85 Y:98 K:0



PANTONE 603 C  
C:8 M:5 Y:84 K:0

## brand palette

To provide flexibility, Stony Brook Children's has an extended brand palette for use in various applications. These should only be used for type applications and color choice, never for the signature mark or any sub-branding.





Stony Brook Children's