



Stony Brook **Medicine**

**Graphic Standards Manual**

January 2020

## 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 Medicine is driven, curious, hands-on and welcoming.

To ensure that this consistency is conveyed appropriately and responsibly, all departments and facilities of Stony Brook Medicine 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 Medicine logo is available in several orientation formats to accommodate your specific design needs. On the following pages are examples of the approved logo and usage guidelines.

This document encompasses approved usage guidelines for the Stony Brook Medicine 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](https://www.stonybrookmedicine.edu/communications-toolkit).

For more specific logo guidelines for apparel and promotional items, please visit <https://www.stonybrook.edu/brand/design-visual-identity/merchandising-licensing/> to download our Retail Style Guide.

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## 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 Medicine 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.

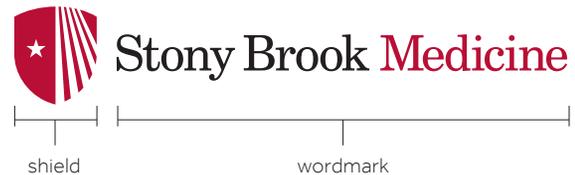
As a reference for your design and production needs, please refer to [stonybrookmedicine.edu/communications-toolkit](http://stonybrookmedicine.edu/communications-toolkit).

## materials covered

Everything produced as a communications tool – whether internal or external – for Stony Brook Medicine is subject to graphic standards. The Stony Brook Medicine 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
- ID Badges
- 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 Medicine graphic identity is the logo. The logo is made up of two components: the shield and the wordmark. Within the shield are a star and multiple rays. The wordmark consists of the words "Stony Brook Medicine." *The shield 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 14, 15 and 16 for more information on unauthorized usage.

The typeface used in the wordmark has been created using the typeface Century Schoolbook (CentSchbook BT 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](http://stonybrookmedicine.edu/communications-toolkit).

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

horizontal version



stacked version



vertical version



## signature formats

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

Approved sub-branded and retail-oriented services signatures are described on pages 6, 7 and 8, 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



stacked version

vertical version  
2 linesvertical version  
3 Lines

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horizontal version



stacked version



vertical version



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approved



approved



approved



approved



approved



approved



## sub-branded signatures

The approved sub-branded signatures appear on pages 6 and 7. *These are the only approved sub-brand logos.* Any alteration, substitution or manipulation of these logos is prohibited.

These logos are available upon request from the Office of Communications, Stony Brook Medicine.

**For areas that do not qualify for sub-branded logos, please see page 9 for other approved treatments.**

approved



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approved



**Stony Brook**  
**Medicine**

Bariatric and Metabolic  
Weight Loss Center

approved



**Stony Brook**  
**Medicine**

Bellavie MedSpa

approved



**Stony Brook**  
**Medicine**

Center for Vein Care

## retail-oriented services signatures

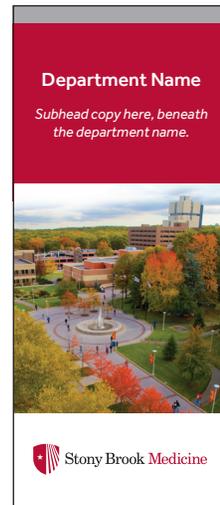
Select centers have been approved to use the master brand 'locked up' with the center name. This approach is used when it's a direct-to-consumer, retail-oriented service.

If a center wishes to have a logo or logo treatment created, following 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 on the Intranet. All requests will be evaluated for their strategic impact and marketing value, and must be approved by the following individuals as strategic/marketing priorities for the institution:

- VP, Marketing and Communications,  
Stony Brook University
- Sr. Director, Public Affairs and Marketing,  
Stony Brook Medicine
- Hospital CEO
- SVP, Health Sciences

Once approved, the Communications Department creates the logo or logo treatment according to the institutional branding guidelines and specifies the permitted uses for the mark.

preferred treatment



approved  
vertical treatment



approved  
circular treatment



## other approved treatments

The name of a department, club, organization or program should appear as a *separate* element from the Stony Brook Medicine 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 a part of the Stony Brook Medicine logo).

In cases where there is *no opportunity* for the secondary name to appear *separate* from the Stony Brook Medicine logo, a Stony Brook logo file with the secondary name properly positioned will be provided upon request by the Office of Communications, Stony Brook Medicine. See approved vertical treatment and approved circular treatment shown at left.

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

2-color application

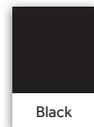


Stony Brook red



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

Stony Brook black



C: 0	R: 0	HEX:
M: 0	G: 0	#000000
Y: 0	B: 0	
K: 100		

## signature color

The two primary colors used in the Stony Brook Medicine brand are Stony Brook red and black. Each color has been translated to 4-color, RGB and HEX values for additional environments. Properly maintained and upheld, the consistent use of these specified colors reinforces the visual recognition of the Stony Brook brand in all forms of marketing collateral.

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

The Stony Brook Medicine logo should never appear using any other colors than Stony Brook red, black or white.

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

\*2-color application  
Stony Brook red + black



1-color application  
Stony Brook red



1-color application  
Stony Brook black



1-color application  
white



2-color application  
red-inverse



4-color application  
cmyk



## signature color applications

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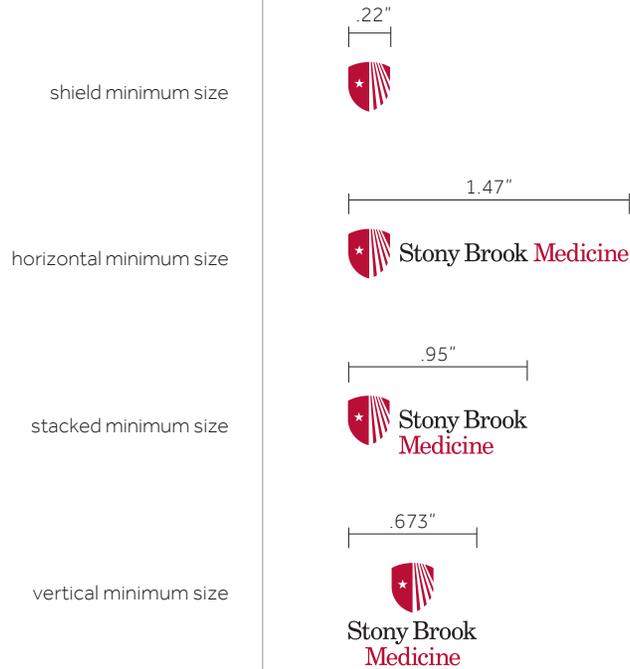
The Stony Brook Medicine logo should never appear using any other colors than Stony Brook red, black or white.

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

For all logos except the 1-color application in white, the star and rays should always be white, regardless of the background color.

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

\* Preferred color application



## signature size

To ensure legibility, the Stony Brook Medicine logo should never be reproduced at sizes smaller than the measurements shown at left. These are the absolute minimum widths necessary to ensure that the details within the shield are not compromised.

In all logo orientations at left, the minimum widths are determined based on the width of the shield. The shield must never be reproduced at a size smaller than .22" wide.

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

preferred horizontal version



stacked version



vertical version



## signature clearspace

The Stony Brook Medicine 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 letter "B" in the word "Brook" regardless of the size at which the logo is produced.

unauthorized



unauthorized



unauthorized



unauthorized



unauthorized



unauthorized



## unauthorized usage

### Logo Integrity

In order to maintain its integrity, the Stony Brook Medicine 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 Medicine 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

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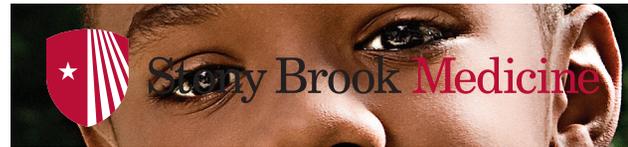
The Stony Brook Medicine logo may not be altered by swapping the colors found in the wordmark, by assigning any new color, or by adding a shadow or border. The logo must not be tilted.

Always print the logo at 300dpi 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 Medicine 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.

## Google Fonts

**Montserrat** (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

**Zilla 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

## System Fonts

**Verdana** (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

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## alternative fonts

Alternative fonts are available for those designing marketing materials on a limited basis, who are not able to purchase our primary brand fonts.

**Google Fonts — preferred**

The following fonts may be used as alternatives to our primary brand fonts only when Effra and Museo Slab are unavailable. You must download and install these fonts for use on print materials.

Substitute for Effra: Montserrat

Substitute for Museo Slab: Zilla Slab

**System Fonts**

The following system fonts may be used as alternatives to our primary brand fonts only when Effra and Museo Slab are unavailable, and when you might need to share a document with someone who does not have the primary brand fonts or Google fonts loaded to their computer; e.g. if you are presenting a PowerPoint and don't know if the computer you will be presenting on has the brand or Google fonts installed. The below fonts should be available as system fonts on all computers.

Substitute for Effra: Verdana

Substitute for Museo Slab: Georgia

## PRIMARY COLORS



**STONY BROOK RED**  
 PMS: 187  
 CMYK: 5/100/71/22  
 HEX: #990000  
 RGB: 153/0/0



**STONY BROOK BLACK**  
 PMS: BLACK  
 CMYK: 0/0/0/100  
 HEX: #000000  
 RGB: 0/0/0

## SECONDARY COLORS



**STONY BROOK DARK GREY**  
 PMS: 425  
 CMYK: 38/28/12/63  
 HEX: #4B4B4B  
 RGB: 75/75/75



**STONY BROOK MEDIUM GREY**  
 PMS: 423  
 CMYK: 18/14/14/38  
 HEX: #828282  
 RGB: 130/130/130



**STONY BROOK LIGHT GREY**  
 PMS: 420  
 CMYK: 6/5/7/15  
 HEX: #BEBEBE  
 RGB: 190/190/190

## TERTIARY COLOR



**PANTONE 7709C**  
 PMS: 7709C  
 CMYK: 68/0/23/0  
 HEX: #39BFC9  
 RGB: 57/191/201

## brand palette

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

The tertiary blue color should be used sparingly, and only as support to the primary and secondary colors. The Stony Brook Medicine brands, sub-brands, and departments should never set up any brand marks using the tertiary color.

The Stony Brook Medicine logo should never appear using any other colors than Stony Brook red, black or white.

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

