Communication Standards

This addendum was developed to define and share a new visual approach to all Stony Brook Medicine, Stony Brook University Hospital, Stony Brook Southampton Hospital, Stony Brook Eastern Long Island Hospital and Stony Brook Children’s Hospital marketing materials.

Called “Square Rays,” this new look for our medical enterprise is based on the University’s Far Beyond branding guidelines. It combines some of the bright and bold graphics, colors and fonts consistent with the University, but are used in a way that’s appropriate for our audiences. Slightly different approaches have been created for Stony Brook Medicine and Stony Brook Children’s Hospital.

This is an addendum to the overall branding guidelines found in the Stony Brook Medicine Graphic Standards Manual and the Stony Brook Children’s Graphic Standards Manual.
1. Square rays application
Square rays artwork is available in four sizes. Position the square rays artwork in the top left corner and bleed top and left when necessary. See page 4 for examples.
When bleed is not an option, use the non-bleed artwork and create equal margins of 0.25” all around the document.
See page 4 for guidelines on how to size this element within your document.

2. Headline treatment
Headlines should be typeset with the same size type and leading. The above example is set in Effra Bold, 28/28, flush left, with one line space between the headline and the subhead.
The subhead is typeset in Museo Slab 500, 12/14, flush left. The size of the type may vary based on the length of the headline and page size. Maintain a maximum of three lines for subheads.

3. Headline position and baseline
Position: Headlines should be positioned 0.167” to the right of the square rays box (except oversized pieces; see page 4), creating a channel of space (shown above).
Baseline: Align the base of the first line of type with the bottom of the square rays artwork (as shown above).
Sizing Guidelines

<table>
<thead>
<tr>
<th>Name</th>
<th>Document Width</th>
<th>Square Ray Size</th>
<th>Channel Size</th>
<th>Bottom Band Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>Smaller than 4&quot; wide</td>
<td>0.5&quot;</td>
<td>0.167&quot; wide</td>
<td>0.167&quot; or omit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SBM_square-rays_5_Bleed.eps</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>SBM_square-rays_5_No_Bleed.eps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium</td>
<td>4&quot; to 5.5&quot; wide *</td>
<td>0.75&quot; or 0.875&quot;</td>
<td>0.167&quot; wide</td>
<td>0.167&quot; high</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SBM_square-rays_75_Bleed.eps</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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<td>SBM_square-rays_75_No_Bleed.eps</td>
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<tr>
<td></td>
<td></td>
<td>SBM_square-rays_875_Bleed.eps</td>
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<td></td>
<td></td>
<td>SBM_square-rays_875_No_Bleed.eps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Large</td>
<td>5.5&quot; to 12&quot; wide *</td>
<td>0.875&quot; or 1.125&quot;</td>
<td>0.167&quot; wide</td>
<td>0.167&quot; high</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SBM_square-rays_875_Bleed.eps</td>
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<td></td>
<td></td>
<td>SBM_square-rays_1_125_No_Bleed.eps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oversized</td>
<td>Wider than 12&quot;</td>
<td>20% of document width or discretion of the designer</td>
<td>20% of square ray width</td>
<td>Equals channel width</td>
</tr>
</tbody>
</table>

* Depending upon the length of the headline, we’ve provided two sizes for the square rays box.

Example of Square Rays With and Without Bleed

Square rays with bleed
File: SBM_square-rays_1_125_Bleed.eps

Square rays without bleed
File: SBM_square-rays_1_125_No_Bleed.eps

Square rays

Sizing guidelines
Graphic elements are based on the width of the document being created. Utilize the sizing guidelines to the left when designing print and digital communications.

Bleed and no-bleed applications
Square rays artwork is available in four sizes, in both bleed and non-bleed. To the left is an example of the square rays shown at the 1.125” size, with and without a bleed. Position the square rays artwork in the top left corner and bleed top and left when necessary.
**Graphic elements**

**Square rays**
The square rays artwork is positioned in the top left corner and bleeds on the top and left.

**Logo positioning**
Align the Stony Brook logo in column two as shown. The ideal minimum space below the outer edge of the logo is equal to the height of the shield or balloon icon of that logo. When using a stacked logo with a two-line name and tagline, see page 10.

Also, refer to Stony Brook Medicine or Stony Brook Children’s Hospital Graphic Standards Manual for minimum clearance space requirement.

**Color bands**
A color band should appear at the bottom of all communications. See special sizes for small and oversized items on page 4.

For Stony Brook Medicine communications use Stony Brook Red  ■ Pantone 187.

For Stony Brook Children’s use Stony Brook Teal ■ Pantone 7709.
Common sizes

Three brochures from Stony Brook Medicine are shown in three different sizes, yet they are designed in a common visual layout that presents a professional appearance.

Please note how even though the brochures are different sizes, they all use the square rays as a starting point for the layout. Using “white space” consistently establishes a professional style that may be easily replicated.

Where possible, use active photographs in square or rectangular shapes.

Small sizes

For sizes less than 4” wide use the small square rays artwork. Items that are less than 1.5” wide should not use the square rays.
Join us for
MDs at The Mall Wellness Expo

Saturday, March 4
Sunday, March 5
Until 5 pm • Center of the Mall

- Meet Top Doctors
- Free Health Screenings
- Test drive the da Vinci® Robotic Surgical System

Learn about the latest in:
- Bariatric Surgery
- Cardiology
- Dermatology
- Internal Medicine
- Pediatrics
- Primary Care
- Obstetrics and Gynecology
- Orthopaedic Surgery
- Otolaryngology
- Sports Medicine
- Vascular and Endovascular Surgery

Poster: 47" x 69"
Square Rays: 7"

Layout principles

Oversized
For print, exhibition and signage items that are wider than 12" use the oversized square rays artwork resized as noted below.

1 Square rays size:
To determine the appropriate width of the square rays, measure 20% of the document width or may be determined at the designers discretion.

2 Channel width:
The channel of white space between the square rays and the text should be 20% of the width of the square rays box.

3 No-bleed layout:
For a no-bleed document, create an equal margin all around the document. You can choose to add a gray-line border if you’d like.

4 Color band:
For oversized layouts, the height of the color band is equal to the size of the channel space as described above.
Stony Brook Orthopaedic Associates

A dedication to learning good generation

Together, the faculty of the Department of Orthopaedics and the practice of Stony Brook Medical Center aim to be at the forefront of orthopaedic research and education.

- Participated in more than 50 clinical studies
- Published over 160 manuscripts in peer-reviewed journals
- Authored 24 book chapters
- Obtained approximately $2.4 million in research funding for world-class orthopaedic care.

With our wide breadth of subspecialties, Stony Brook Orthopaedic Associates provides everything from simple procedures to the most complex cases. They are your experienced and trusted resource for world-class orthopaedic care.

Tri-Fold Brochure: 5.7” x 11”
Square Rays: 1.125”

For an appointment, please call (631) 444-4233.

Stony Brook University/SUNY is an affirmative action, equal opportunity educator and employer.
A photo on the interior may be extended into the top and left margin.
Our expert oncologists can now target cancer in ways that used to be impossible.

THE EDGE™ RADIOSURGERY SYSTEM IS HERE. The newest weapon in the fight against cancer is now in the hands of the internationally renowned radiosurgery experts at Stony Brook University Cancer Center. So precise and noninvasive, it offers the most advanced monitoring capabilities and gives us the power to find and destroy tumors hiding in the most difficult to reach places — without harming any of the vital tissue and nerves that surround them. So now, we can remove tumors while protecting memories you’ve made and the ones yet to come. This isn’t just medicine; this is Stony Brook Medicine.

For more ideas, visit cancer.stonybrookmedicine.edu
Copyright © 2014, Varian Medical Systems, Inc. All rights reserved.
Stony Brook University/SUNY is an affirmative action, equal opportunity educator and employer. 19051656H

Stony Brook Orthopaedic Associates, a clinical practice of Stony Brook Medicine, and the largest orthopaedic group in Suffolk County New York, focuses on excellence in clinical care and research for the prevention, diagnosis and treatment of all pediatric and adult musculoskeletal injuries and disorders.

With our wide breadth of subspecialties, Stony Brook Orthopaedic Associates handles everything from routine procedures to the most complex cases. They are your experienced and trusted resource for world-class orthopaedic care.

more than 70,000 annual office visits
more than 5,600 surgeries each year

Branded ad
Here is a sample layout of an ad for the Stony Brook University Cancer Center.

Logo positioning with tagline
The ideal minimum space below the logo is equal to the height of the shield or balloon icon of that logo. When using a stacked logo with a multi-line name, measure the minimum space from the baseline of the last line of type in the logo.

When a tagline is used, follow same minimum space guideline as explained above and shown to the left.

SQUARE RAYS GUIDELINES VERSION 1.0
Get Active Again!
Don’t let joint pain keep you from your daily activities.

Joint Replacement Center
Stony Brook Orthopaedic Associates
We specialize in nonsurgical and surgical options, and the most up-to-date treatments. James Nicholson, MD, and Fazel Khan, MD, leaders in joint replacement and revision surgery, excel in helping patients relieve their pain in the most conservative approach possible.

Attend a free information seminar
Call (631) 444-4000.
For an appointment call (631) 444-4233.
stonybrookmedicine.edu/jrc

For accessibility-related accommodations, please call (631) 444-4000.

Stony Brook Medicine

Advertising
Practice and Center ad
This ad demonstrates how a Stony Brook Medicine’s Practice with a Center name may be treated.

1 Practice names:
Approved Stony Brook Medicine practice names should be typeset in Effa Bold.

2 Center names:
Approved Stony Brook center names should be typeset in Effa Bold and same size as practice name.

3 Logo:
The Stony Brook Medicine logo should appear at the bottom of the ad.

Advertisement: 5.75” x 8.75”
Square Rays: 1.125”
Adverting campaigns should maintain the top and left margins based on the size of the square rays as shown.

Campaigns: Stony Brook Medicine

Branded advertising campaigns will utilize the square rays artwork.

Here for your son’s X-ray and Mom’s mammogram.

WELCOME TO ADVANCED SPECIALTY CARE IN COMMACK. A multispecialty center unlike any other, this new state-of-the-art facility is designed for your busy life. Advanced Specialty Care offers your family access to a renowned team of Stony Brook physicians in primary care and over 30 specialties and subspecialties with cutting-edge research and advanced diagnostic and imaging services—all in one single, convenient location.

It’s your family’s new healthcare home.

Advertisement: 16” x 20”
Square Rays: 1.47”
THE NEW STONY BROOK CHILDREN’S HOSPITAL IS NOW OPEN. Live-streaming views from the Long Island Aquarium. All single-patient rooms, where kids control the lighting. An entirely child-friendly environment, which research has shown promotes better outcomes for kids. It’s a facility filled with advancements, purposefully designed to deliver the very best in pediatric care. As Long Island’s only children’s teaching hospital, we offer unmatched capabilities to handle nearly any type of medical condition affecting kids. We’re new. We’re world class. And we’re here for you.

Part of Stony Brook Medicine | stonybrookchildrens.org
Stony Brook University/SUNY is an affirmative action, equal opportunity educator and employer.

More than 180 pediatric specialists.
All private rooms.
Thousands of colorful fish.

Campaigns:
Stony Brook Children’s Hospital

The preferred layout (left) maintains the top and left margins based on the position of the square rays.

Advertisement:
9.381” x 11”
Square Rays: 1.125”

SQUARE RAYS GUIDELINES

VERSION 1.0
Non-Surgical Treatments for Spine and Major Joint Pain

Min Yi Tan, MD

Cardiac Surgery

Introducing

Jorge M. Balaguer, MD

Now seeing patients at:
Stony Brook Heart Institute
Located at Stony Brook University Hospital
400 Nichols Road, Stony Brook
(631) 44-HEART (444-3278)

May is National Skin Cancer and Melanoma Awareness Month

Stony Brook Medicine’s Departments of Dermatology and Surgery are hosting this free program for the community.

Did you know?

Skin cancer is one of the most preventable types of cancer to treat. The combined number of skin cancer cases and melanoma cases amount for almost 30 percent of all types of cancer.

Screenings will be performed for free by Stony Brook’s team of dermatologists led by Adam Korzenko, MD, Director, Pigmented Lesion Clinic.

An educational lecture will be presented by a physician who specializes in the prevention and detection of skin cancer, including melanoma.

Sun protection items and patient education materials will be provided.

Stony Brook Cancer Center is accessible by public transportation.

Stony Brook Cancer Center
3 Edmund Pellegrino Road
(631) 444-4000

Free at Stony Brook Medicine

Stony Brook Medicine

Skin Cancer Screenings and an Educational Presentation on Melanoma

Saturday, May 6
8 to 11:30 am

For an appointment call (631) 444-4000.

More samples

Stony Brook Medicine

Here is a range of Stony Brook Medicine layouts that feature the square rays branding.

Powerpoint: 10” x 5.625”
Square Rays: 1.125”

Postcard: 8” x 6”
Square Rays: 1.125”

No-Bleed Poster: 24” x 36”
Square Rays: 3.83”
Ouchless Medicine
A Hallmark of our Emergency Department
Min Yi Tan, MD

Primary Care for Children
Your Family’s Home for Pediatric Care

Stony Brook Ophthalmology
Comprehensive medical and surgical eye care for children

Pediatric Otolaryngology
Introducing Abbas Younes, MD, FACS

Powerpoint: 10” x 5.625”
Square Rays: 1.125"

Postcard: 8” x 6”
Square Rays: 1.125”

Advertisement: 9.75” x 6.125”
Square Rays: 1.125”

S T O N Y B R O O K C H I L D R E N ’ S H O S P I T A L
Here is a range of Stony Brook Children’s Hospital layouts that feature the square rays graphic element.