



Stony Brook **Medicine**

Graphic Standards Manual

Preliminary – Version 1.1 | June 2012

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 well-founded, timeless, stable and trustworthy.

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 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 new 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 stonybrook.edu/toolkit.

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Approvals

The Office of University Communications 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 stonybrook.edu/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. 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 stonybrook.edu/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 at left are the only approved logo formats.

Sub-branded signatures for Schools, Institutes and Centers (ex: School of Medicine) are described on pages 6, 7 and 8 and can be requested from the Office of University Communications.

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

approved



approved



approved



approved



approved



sub-branded signatures

Schools

Sub-branding is a combination of a school logo and the institutional logo.

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

In all sub-branded logos in which a school logo appears, the word "Medicine" does not appear. The master signature "Stony Brook Medicine" is a stand-alone mark which should never appear with any other mark or type treatment.

These logos are available upon request from the Office of University Communications.

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

approved



approved



approved



sub-branded signatures

Institutes

Sub-branding is a combination of an institute logo and the institutional logo.

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

In all co-branded logos in which an institute logo appears, the word "Medicine" does not appear. The master signature "Stony Brook Medicine" is a stand-alone mark which should never appear with any other mark or type treatment.

These logos are available upon request from the Office of University Communications.

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

approved



approved



sub-branded signatures

Centers

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

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

In all sub-branded logos in which a center logo appears, the word "Medicine" does not appear. The master signature "Stony Brook Medicine" is a stand-alone mark which should never appear with any other mark or type treatment.

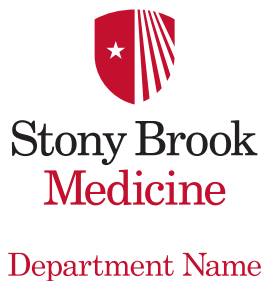
These logos are available upon request from the Office of University Communications.

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

preferred treatment



approved stacked 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 University Communications.

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

2-color application

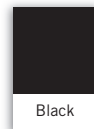


Stony Brook red



C: 5	R: 167	HEX:
M: 100	G: 25	#990000
Y: 71	B: 48	
K: 22		

Stony Brook black



C: 0	R: 35	HEX:
M: 0	G: 31	#000000
Y: 0	B: 32	
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 and black for additional environments. Properly maintained and upheld, the consistent use of these specified colors reinforces the visual recognition of the Stony Brook 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 Medicine logo should never appear using any other colors than Stony Brook 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.

*2-color application
Stony Brook red + black



1-color application
Stony Brook red



1-color application
Stony Brook black



1-color application
white reversed



grayscale application



4-color application
cmyk



signature color applications

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 and black for additional environments. Properly maintained and upheld, the consistent use of these specified colors reinforces the visual recognition of the Stony Brook 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 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.

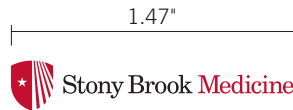
To ensure that the PANTONE® Matching System (PMS) colors are reproduced correctly, please use the PANTONE® swatch books when checking printed proofs.

* Preferred color application

shield minimum size



horizontal minimum size



stacked minimum size



vertical minimum size



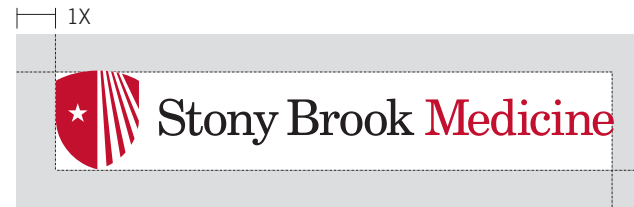
signature size

To ensure legibility, the Stony Brook Medicine 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 shield are not compromised.

In all logo orientations to the 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".

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



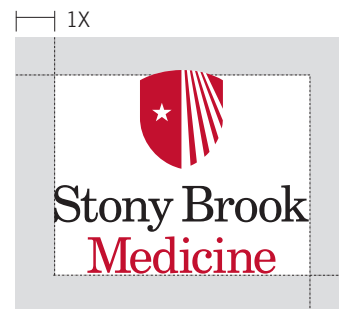
$X=B$

stacked version



$X=B$

vertical version



$X=B$

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 *height* of the letter “B” in the word “Brook” regardless of the size at which the logo is produced.

unauthorized



unauthorized



unauthorized



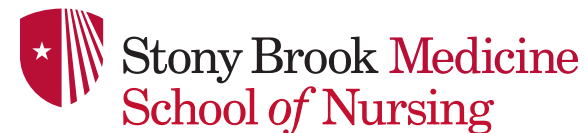
unauthorized



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

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.

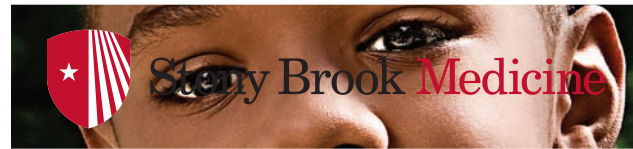
The Stony Brook Medicine logo may not be altered by swapping the colors found in the wordmark, by assigning any new color, or by adding a shadow or border. The logo must not be tilted.

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

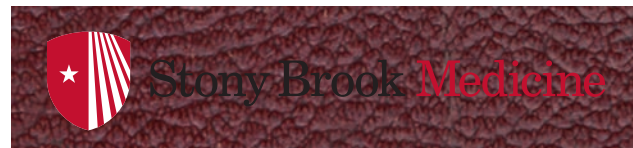
unauthorized



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.

primary typefaces

Century Expanded (The entire font family may be used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Trade Gothic (The entire font family may be used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

secondary typefaces

Century Schoolbook (The entire font family may be used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Old Style (The entire font family may be used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic (The entire font family may be used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

MACHINE (ATHLETICS FONT)

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.

The wordmark has been created using the typeface Century Schoolbook.

Both the primary and secondary typefaces may be used in headlines, body copy, captions, callouts or other various applications to create a visual contrast where appropriate.