



SCIENCE FOR THE BENEFIT OF HUMANITY

GRAPHIC STANDARDS MANUAL



INTRODUCTION

The Rockefeller University's visual identity was created in 2006 to provide a more coherent and consistent look and feel to the print and Web-based materials that are produced by administrative offices and labs. The identity conveys Rockefeller's rich tradition of scientific excellence but also reflects an institution that is on the leading edge of scientific discovery. The project was led by Communications and Public Affairs (CPA), who worked with an outside firm and had significant involvement from the Rockefeller community.

This Graphic Standards Manual, developed as part of the identity, provides basic usage instructions for the logo, the university's tagline ("Science for the benefit of humanity"), colors and fonts, as well as flexible design guidelines for the various collateral materials that are produced by administrative offices and labs (e.g., brochures, event programs, flyers and report covers). In addition, a series of templates was created to make it easy to produce letterhead, memos, fax cover sheets, scientific posters and PowerPoint presentations.

The logo, color palette and templates are available on the Rockefeller University Web site at www.rockefeller.edu/pubaff/resources.

Business stationery items that reflect the identity are available in The Rockefeller University Storeroom. These items can be ordered in the same manner as all other Storeroom items.

Please endeavor to use the identity on all external correspondence, as it will support our effort to convey a consistent message to the outside world, which is useful in our recruitment, outreach and fundraising efforts.

If you have any questions about the identity or this Graphic Standards Manual, please contact Alyssa Gelbard of CPA at x7080 or at gelbara@rockefeller.edu.

CONTENTS

LOGO

- 1 The Rockefeller University Seal and Tagline
- 2 Logo Colors
- 3 Logo Clear Space and Minimum Size
- 4–5 Incorrect Usage of the Logo
- 6–7 The Rockefeller University Typeface Logo

COLOR PALETTE AND TYPOGRAPHY

- 8 Color Palette
- 9 Web Color Palette
- 10–11 Typography

STATIONERY

- 12 Business Card
- 13 General Letterhead
- 14 General Letterhead Typing Grid
- 15 Personalized Letterhead
- 16 Note Pad
- 17 Front of #10 Envelope
- 18 Back of #10 Envelope
- 19 Envelope
- 20 Mailing Label
- 21 Folder
- 22 Folder Label
- 23 Name Tag
- 24 Fax Sheet
- 25 Memo Sheet

MARKETING MATERIAL

- 26 #10 Brochure
- 27 8.5" x 11" Report/Presentation Cover
- 28 Flyer Template (Option A)
- 29 Flyer Template (Option B)
- 30 Flyer Template (Option C)
- 31 Program Template
- 32 8.5" x 11" Newsletter
- 33 11" x 17" Newsletter
- 34 Newsletter (page continuation sample)
- 35 Scientific Poster
- 36 PowerPoint
- 37 Signage

LOGO

LOGO

The Rockefeller University Seal and Tagline

The Rockefeller University logo identity is a seal, used with and without the official university tagline. The tagline is always positioned to the right of the seal on the horizon extending from the horizontal axis of the seal. The tagline cannot be used on its own.

The seal with and without the tagline is supplied in EPS format and, to ensure maximum print quality, may only be reproduced with the supplied files.

The seal should be positioned in the upper left corner on all marketing materials (see Marketing Material section).

If the seal needs to be placed on the back cover of a brochure, program or book, it should be placed at the bottom center without the tagline.



SCIENCE FOR THE BENEFIT OF HUMANITY

LOGO

Logo Colors

The logo may only be reproduced using PMS 294 for the seal and PMS Warm Gray 11 for the tagline. If only one color can be used to reproduce the seal and tagline, they can then both be either PMS 294 or PMS Warm Gray 11. The seal and tagline may also be printed in Black or dropped out of a dark background.

The logo also may be printed in four-color process inks (CMYK). Please contact Communications and Public Affairs for more information.



LOGO

Logo Clear Space and Minimum Size

Clear space is the area around the logo that should remain clear of all other graphic elements.

Note: This is not a defined measurement as in inches or picas. It is a way to show how much space should be kept, at a minimum, around the logo, whether it's used on a business card or on a banner that is six stories tall.



Seal and Seal with Tagline

The clear space minimum for the Rockefeller University seal and seal with tagline is equal to the length of the word "Science."



Logo Minimum Size

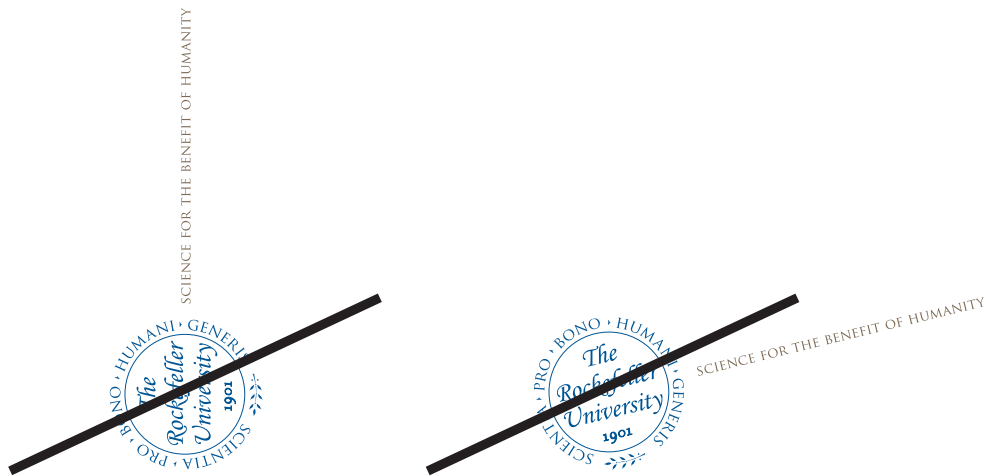
The minimum size for the Rockefeller University seal and seal with tagline is .635" high from top of the seal to bottom of the seal. Reproducing the logo at a smaller size will compromise the clarity.

LOGO

Incorrect Usage of the Logo

These rules apply to both the Rockefeller University seal and seal with tagline logos where applicable.

Only approved EPS files may be used for the tagline “Science for the benefit of humanity.” Alternate wording or arrangement should not be substituted.



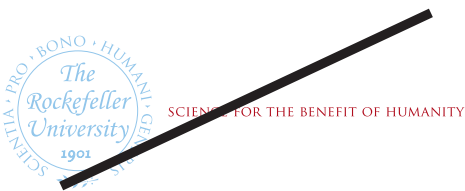
The logo must always appear in an upright position. Do not reproduce the logo at an angle or in a vertical position.



Do not rearrange the elements of the seal and tagline.

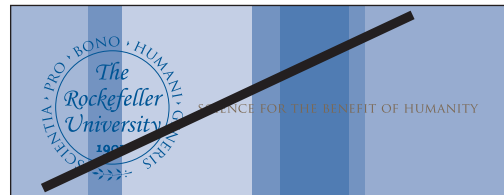
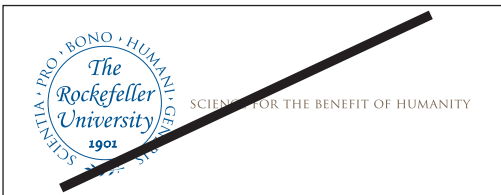
LOGO

Incorrect Usage of the Logo (continued)



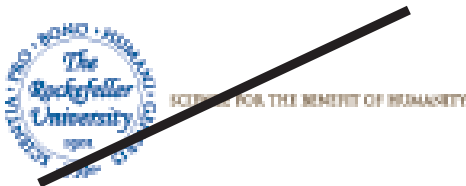
Do not use colors other than the two primary colors for the logo. For the seal use PMS 294 and for the tagline use PMS Warm Gray 11. If reproduced in one color, both the seal and the tagline can be either PMS 294 or PMS Warm Gray 11. The seal and tagline may also be reproduced in Black or dropped out of a dark background.

Do not distort the logo.



Do not place the logo inside shapes.

Do not place the logo on competing or patterned backgrounds.



Do not allow the logo to be scanned from printed material or printed from low-resolution files. Use reproductive artwork supplied as high-resolution electronic files.

LOGO

The Rockefeller University Typeface Logo

The seal, with or without the tagline, is the preferred logo. As an alternative, if the seal cannot be used, the typeface logo can be used.

The suggested colors are PMS 294, PMS Warm Gray 11 and Black, or the text can be dropped out of a dark background. The typeface logo may also be printed in four-color process inks (CMYK). Please contact Communications and Public Affairs for more information.

THE ROCKEFELLER UNIVERSITY

THE ROCKEFELLER UNIVERSITY

THE ROCKEFELLER UNIVERSITY

THE ROCKEFELLER UNIVERSITY

The university tagline can also be used with the typeface logo. The tagline is always positioned beneath and aligned left with the university name. The tagline cannot be used on its own.

THE ROCKEFELLER UNIVERSITY
Science for the benefit of humanity

THE ROCKEFELLER UNIVERSITY
Science for the benefit of humanity

THE ROCKEFELLER UNIVERSITY
Science for the benefit of humanity

THE ROCKEFELLER UNIVERSITY
Science for the benefit of humanity

THE ROCKEFELLER UNIVERSITY
Science for the benefit of humanity

LOGO

The Rockefeller University Typeface Logo (continued)

The typeface logo with and without the tagline is supplied in EPS format and, to ensure consistent proportions and maximum print quality, may only be reproduced with the supplied files.

The typeface logo should be positioned in the upper left corner on all marketing materials.

The rules for logo usage on pages 4 and 5 also apply to the typeface logo.

The area around the logo that should remain clear of all other graphic elements is equal to the length of the letters “TH” in the word “THE.”



The minimum size for the typeface logo is .075" high, or .18" high when used with the tagline.

THE ROCKEFELLER UNIVERSITY □ .075"

THE ROCKEFELLER UNIVERSITY □ .075"] .18"
Science for the benefit of humanity

COLOR PALETTE AND TYPOGRAPHY

COLOR PALETTE AND TYPOGRAPHY

Color Palette

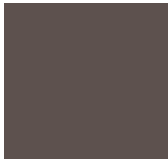
The Rockefeller University color palette comprises two primary colors and nine secondary colors. The logo is always PMS 294 for the seal and PMS Warm Gray 11 for the tagline. If only one color can be used to reproduce the seal and tagline, they can then both be either PMS 294 or PMS Warm Gray 11. The seal and tagline may also be printed in Black or dropped out of a dark background.

The PMS colors are listed below. If you are printing four-color process and need CMYK breakdowns, please contact Communications and Public Affairs.

Primary Color Palette



PMS 294



PMS Warm Gray 11

Secondary Color Palette



PMS 1807



PMS 570



PMS 159



PMS 457



PMS 278



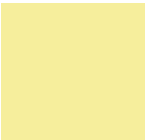
PMS 5205



PMS 4525



PMS 3425



PMS 609

COLOR PALETTE AND TYPOGRAPHY

Web Color Palette

The Rockefeller University Web color palette comprises two primary colors and nine secondary colors. The logo is always PMS 294 for the seal and PMS Warm Gray 11 for the tagline. The logo may also be dropped out, as white, of a dark background.

The PMS colors and their closest RGB counterparts are listed below.

Primary Color Palette



PMS 294
RGB #003469

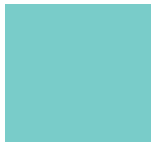


PMS Warm Gray 11
RGB #675C53

Secondary Color Palette



PMS 1807
RGB #9E3039



PMS 570
RGB #85CEA9



PMS 159
RGB #C75B12



PMS 457
RGB #B19401



PMS 278
RGB #9CBCDA



PMS 5205
RGB #89687C



PMS 4525
RGB #D3C57D



PMS 3425
RGB #005232



PMS 609
RGB #F5F585

COLOR PALETTE AND TYPOGRAPHY

Typography

Two typefaces are consistently used in printed materials throughout the Rockefeller University branding system. The typefaces are Trajan and Sabon. Stone Sans can be used as an additional typeface.

On a PC, Garamond can be used as a substitute for Sabon; on a Mac, Adobe Garamond is an alternative. Please contact IT if you need any of these fonts installed.

TRAJAN

TRAJAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !\$\$%&*()?

Used for:
The words “The Rockefeller University,” Headlines

TRAJAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !\$\$%&*()?

Used for:
Headlines only

SABON

SABON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%&*()?

SABON BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%&*()?

SABON ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%&*()?

SABON BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$\$%&*()?

Used for:
Stationery, Body Copy/Text, Address Copy

COLOR PALETTE AND TYPOGRAPHY

Typography (continued)

STONE SANS

STONE SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

STONE SANS SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

STONE SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

STONE SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

STONE SANS SEMI BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

STONE SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()?

Used for:
Subheads, Pull-out Quotes

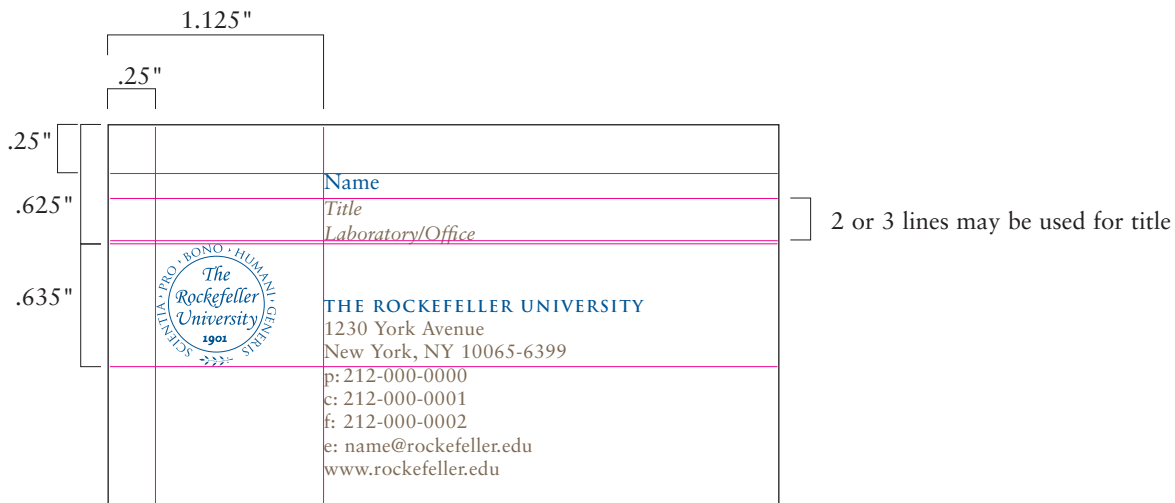
STATIONERY

STATIONERY

Business Card

Size: 3.5" x 2"

PMS 294 is used for the name, the seal and the words "The Rockefeller University." PMS Warm Gray 11 is used for the title and the contact information. The tagline is not used on business cards.



Example above is at 100% of actual size.

Name

Sabon 8pt/9.5pt

Flush left aligned with contact information

No tracking

Title

Sabon Italic 7.25pt/9.5pt

No tracking

The Rockefeller University

Trajan Bold 6pt/8.75pt

Tracking: 15 in Quark or 75 in Illustrator or InDesign

Flush left aligned with contact information

Address

Sabon 7.25pt/8.75pt

Tracking: 3 in Quark or 15 in Illustrator or InDesign

Flush left aligned with name and title

Web Address

Sabon 7.25pt/8.75pt

Tracking: 3 in Quark or 15 in Illustrator or InDesign

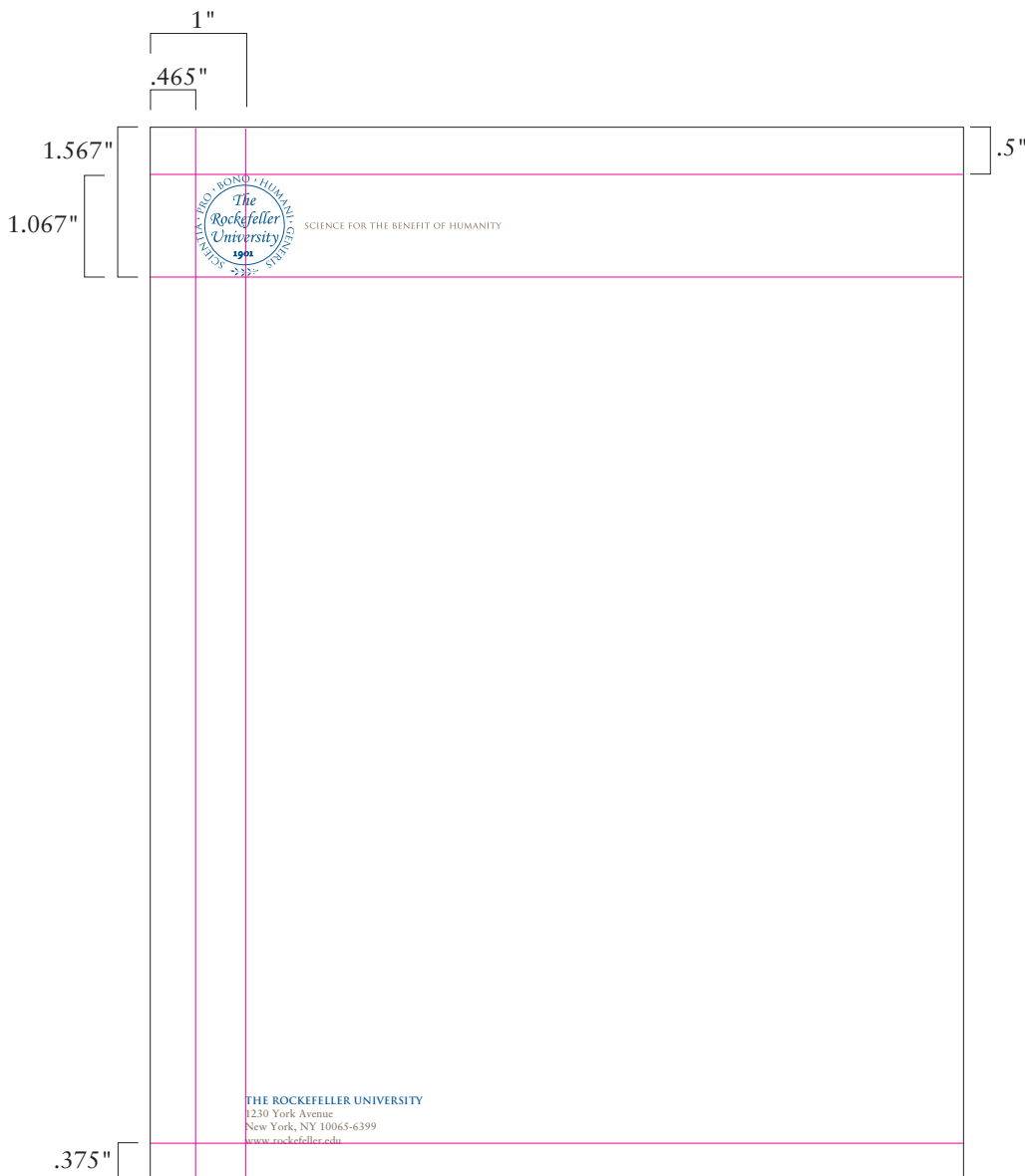
Flush left aligned with name and title

STATIONERY

General Letterhead

Size: 8.5" x 11"

Letterhead utilizes the seal with the tagline. The logo rests 1.567" from the top edge to the baseline of the seal and .465" from the left edge. The height of the logo is approximately 1.067". The top part of the seal is .5" from the top edge. The address sits .375" from the bottom edge and 1" from the left edge.



The Rockefeller University
Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in
Illustrator or InDesign
PMS 294

Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

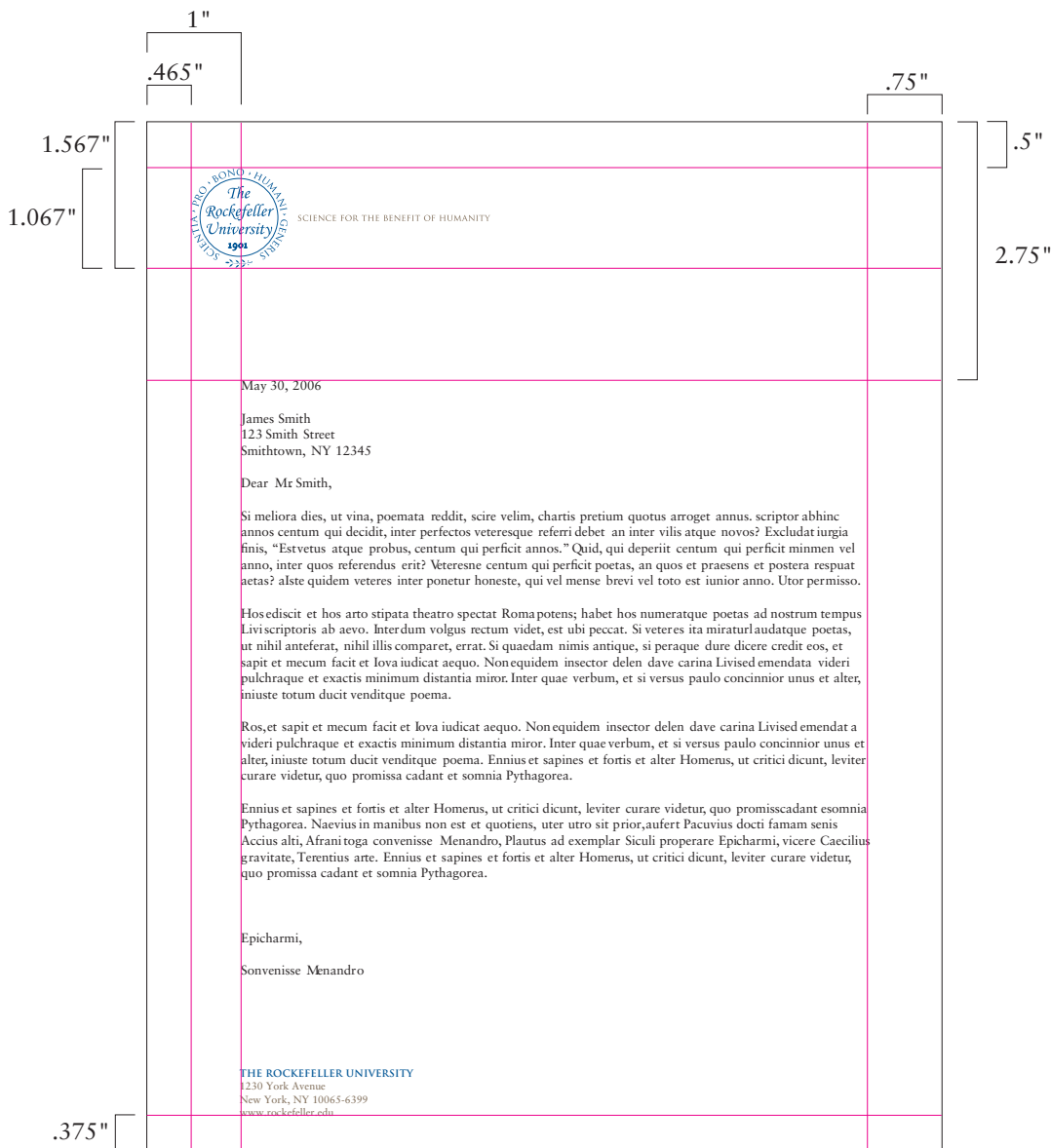
Web Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

Example above is at 50% of actual size.

STATIONERY

General Letterhead Typing Grid

Letters look best when text begins 2.75" down from the top edge and 1" from the left edge (so that the left side of the letter aligns with the address at the bottom). The right margin should be .75". The recommended font for body copy is Sabon 10pt/12.5pt. The alternate recommended font is Garamond 10pt/12.5pt on a PC or Adobe Garamond (AGaramond) 10pt/12.5pt on a Mac.



The Rockefeller University
Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in
Illustrator or InDesign
PMS 294

Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

Web Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

Body Copy
Sabon 10pt/12.5pt or
Garamond 10pt/12.5pt (PC) or
Adobe Garamond 10pt/12.5pt (Mac)
Black

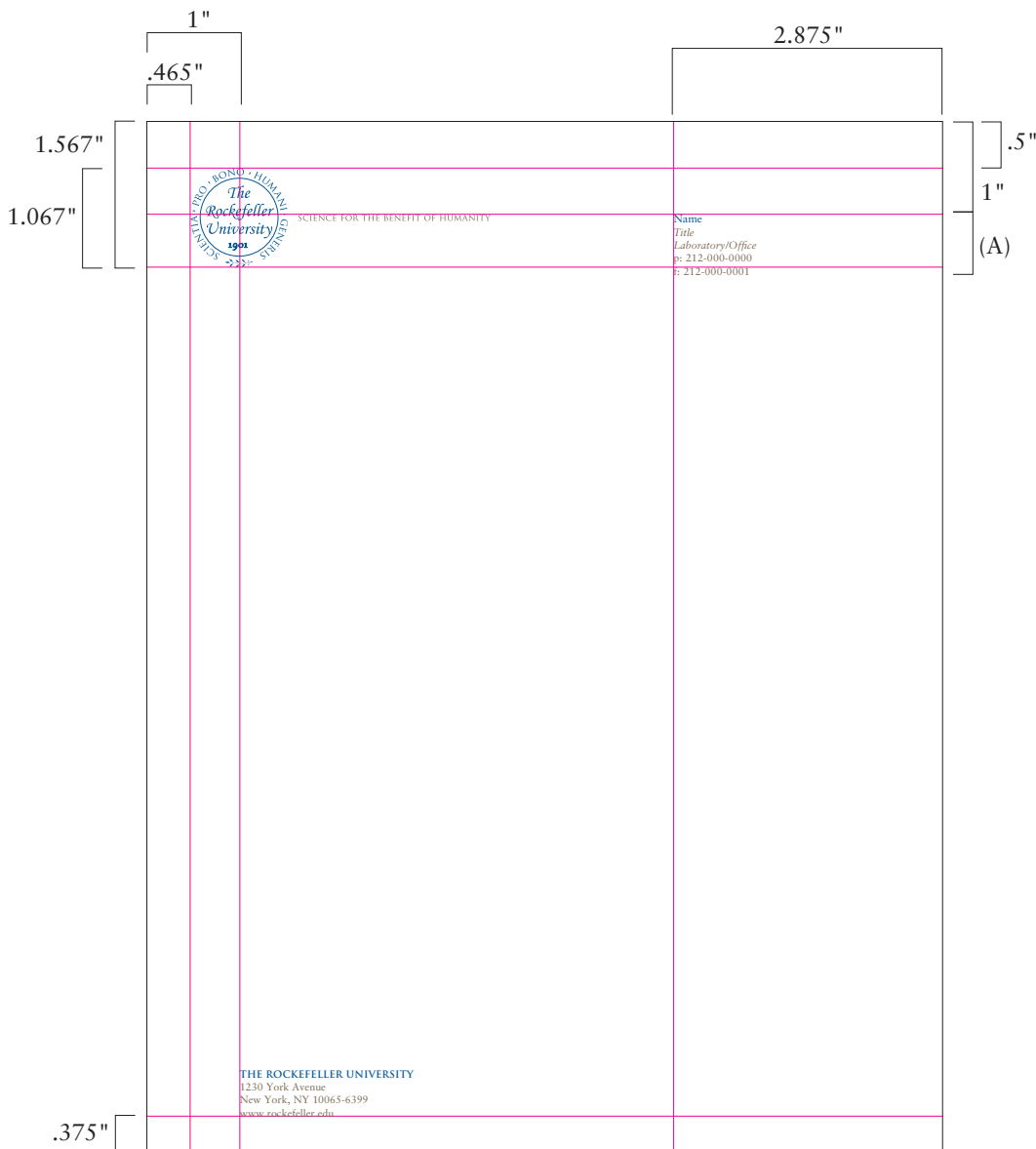
Example above is at 50% of actual size.

STATIONERY

Personalized Letterhead

Size: 8.5" x 11"

The name and title begin 1" from the top edge (aligned with the top of the tagline) and 2.875" from the right edge. The recommended font for personalized information is Sabon 8.5pt/10pt. The alternate recommended font is Garamond 8.5pt/10pt on a PC or Adobe Garamond (AGaramond) 8.5pt/10pt on a Mac.



The Rockefeller University
Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in
Illustrator or InDesign
PMS 294

Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

Web Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

(A) **Personalized Information**
Name
Sabon 8.5pt/10pt or
Garamond 8.5pt/10pt (PC) or
Adobe Garamond 8.5pt/10pt (Mac)
No tracking
PMS 294

Title
Sabon Italic 8pt/10pt
No tracking
PMS Warm Gray 11

Phone and fax
Sabon 8pt/10pt
No tracking
PMS Warm Gray 11

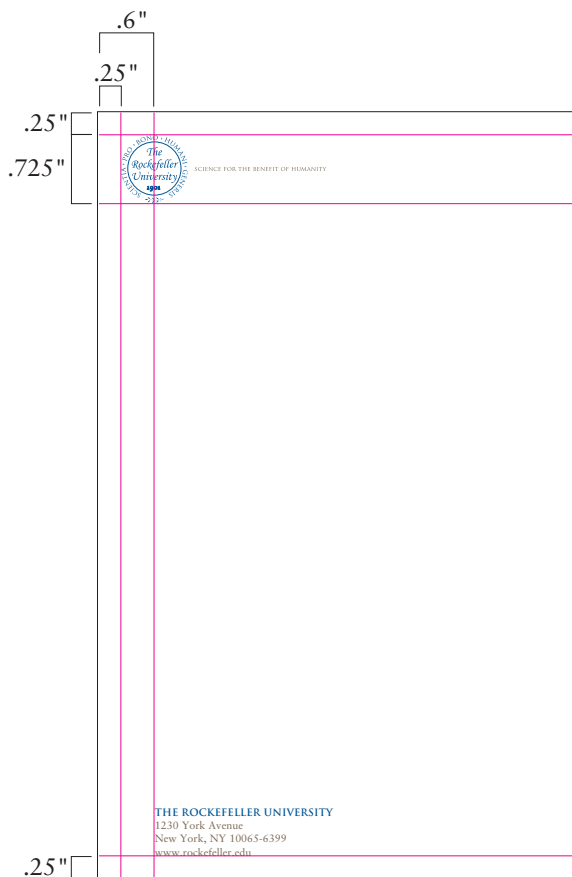
Example above is at 50% of actual size.

STATIONERY

Note Pad

Size: 5" x 8"

Margins are .25" from the top, bottom and left edges. The address aligns with the middle of the seal .6" from the left edge. The logo is approximately .725" high.



The Rockefeller University

Trajan Bold 6.75pt/9pt

Tracking: 15 in Quark or 75 in Illustrator or InDesign
PMS 294

Address

Sabon 7pt/9pt

Tracking: 3 in Quark or 15 in Illustrator or InDesign
PMS Warm Gray 11

Web Address

Sabon 7pt/9pt

Tracking: 3 in Quark or 15 in Illustrator or InDesign
PMS Warm Gray 11

Example above is at 50% of actual size.

STATIONERY

Front of #10 Envelope

Size: #10 (9.5" x 4.125") or smaller sizes, square flap or commercial

The return address begins .25" from the top and left edges of the envelope.



The Rockefeller University
Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in
Illustrator or InDesign
PMS 294

Address

Text is set on one line
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

Example above is at 50% of actual size.

STATIONERY

Back of #10 Envelope

Size: #10 (9.5" x 4.125") square flap

The seal on the back flap sits .3125" from the top edge to the top of the seal.
The tagline is not used on envelopes. The logo is approximately .97" high.



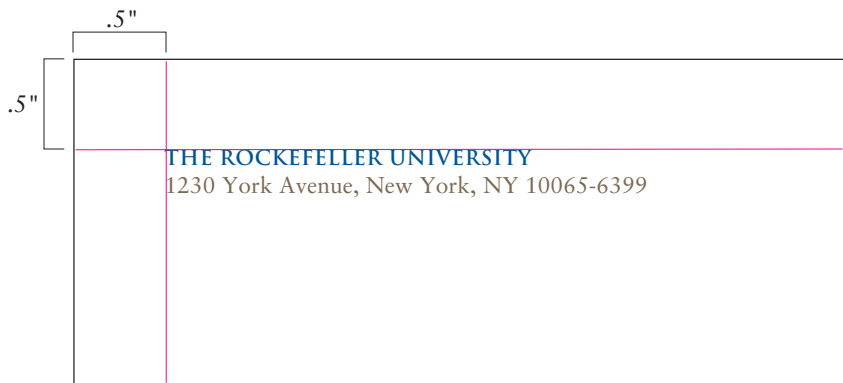
Example above is at 50% of actual size.

STATIONERY

Envelope

Size: General guidelines for sizes bigger than a #10 envelope

The return address begins .5" from the top and left edges of the envelope.
The seal is not used on envelopes larger than #10 size.



Example above is at 95% of actual size.

The Rockefeller University
Trajan Bold 8pt/11pt
Tracking: 15 in Quark or 75 in
Illustrator or InDesign
PMS 294

Address

Text is set on one line
Sabon 9pt/11pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

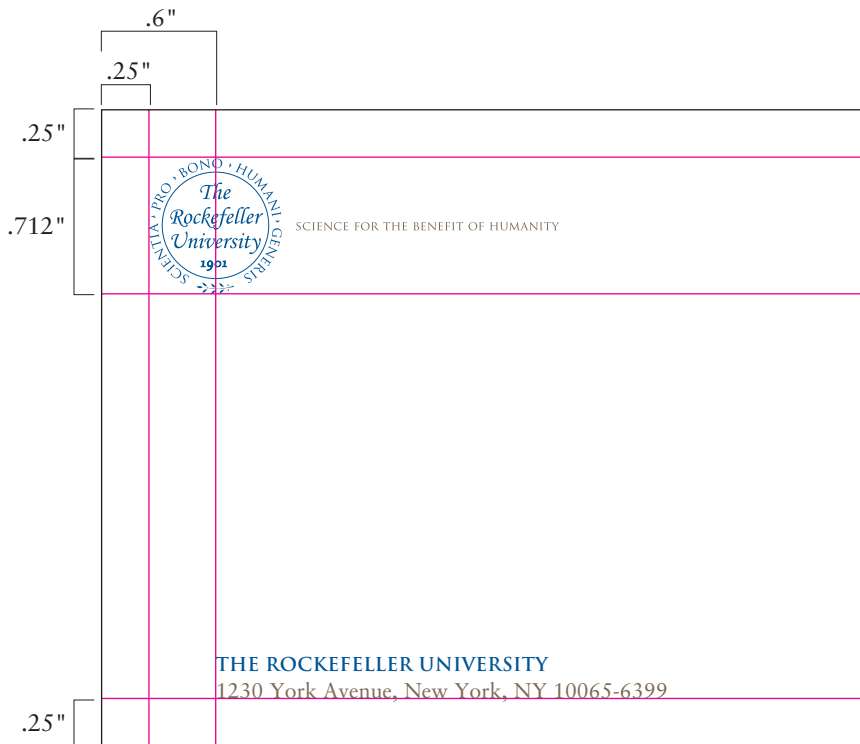
STATIONERY

Mailing Label

Size: Avery #5164. Printed on an 8.5" x 11" sheet, 6-up on each sheet.
Each mailing label is 4" x 3.33".

Margins are .25" from the top, bottom and left edges. The address aligns with the middle of the seal .6" from the left edge. The logo is approximately .712" high.

Mailing labels should not be used on envelopes printed with the university address.



The Rockefeller University
Trajan Bold 7pt/10pt
Tracking: 15 in Quark or 75 in
Illustrator or InDesign
PMS 294

Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign
PMS Warm Gray 11

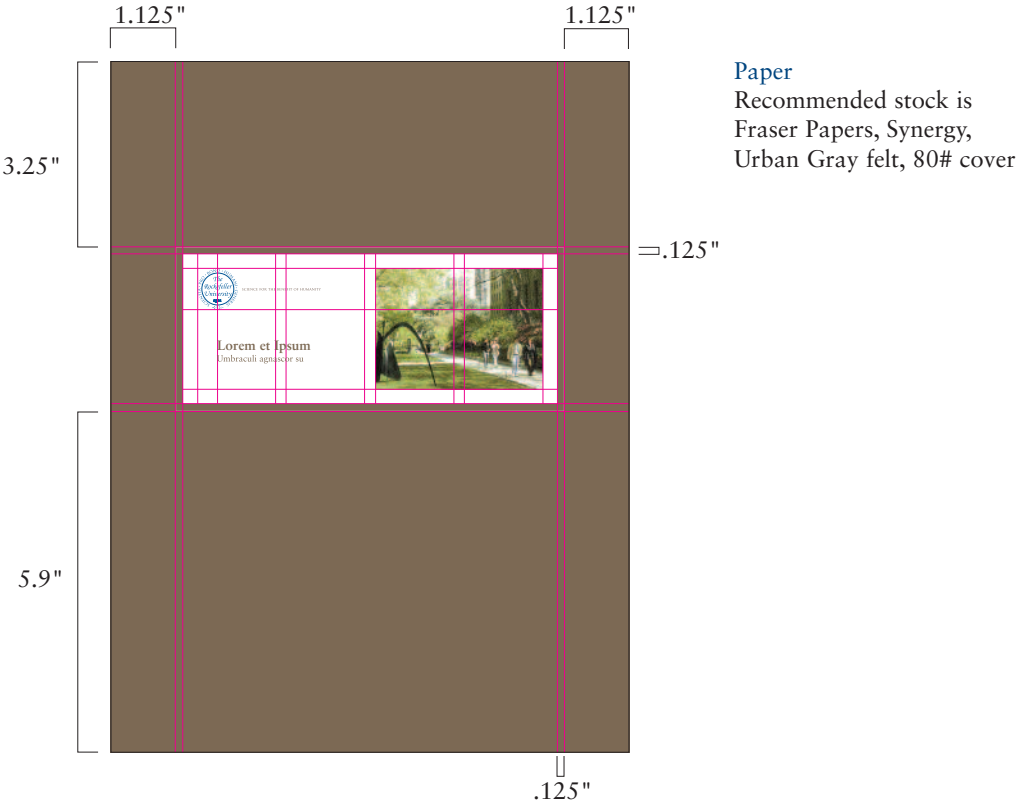
Example above is at 100% of actual size.

STATIONERY

Folder

Size: 9" x 12"

Folders are gray, using suggested guidelines below. Folders are differentiated by use of a label, consistently placed on the cover of each folder. Folders are debossed to ensure proper positioning of the label, and labels are centered within the debossed grid, with a .125" margin on all sides. Debossed panel falls 1.125" from the left and right margins, 3.25" from the top and 5.9" from the bottom.



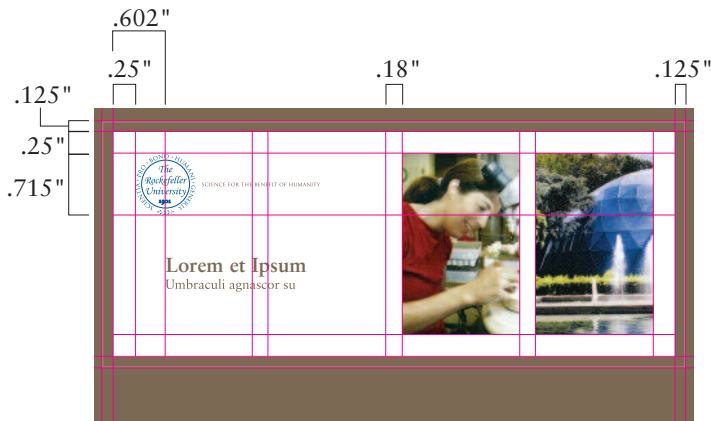
Example above is at 30% of actual size.

STATIONERY

Folder Label

Size: 6.5" x 2.6"

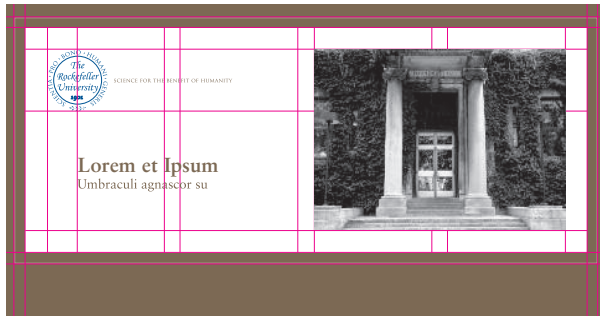
Labels are white. Margins are .25" from top, bottom, left and right edges. One or two photos can be used on each label, with photo size corresponding to the size of the grid. Grid for label is four vertical columns, as indicated below. Gutter width is .18". Photos may be full color, halftone or duotone, with duotone photos working within the approved color palette.



Title

Sits centered between bottom of the seal and bottom of the photo.
Sabon Bold 17pt/19pt or
Garamond Bold 17pt/19pt (PC) or
Adobe Garamond Bold 17pt/19pt (Mac)
No tracking
PMS Warm Gray 11 or Black

A subtitle may also be used:
Sabon 11pt/13pt or
Garamond Bold 11pt/13pt (PC) or
Adobe Garamond Bold 11pt/13pt (Mac)
No tracking
PMS Warm Gray 11 or Black



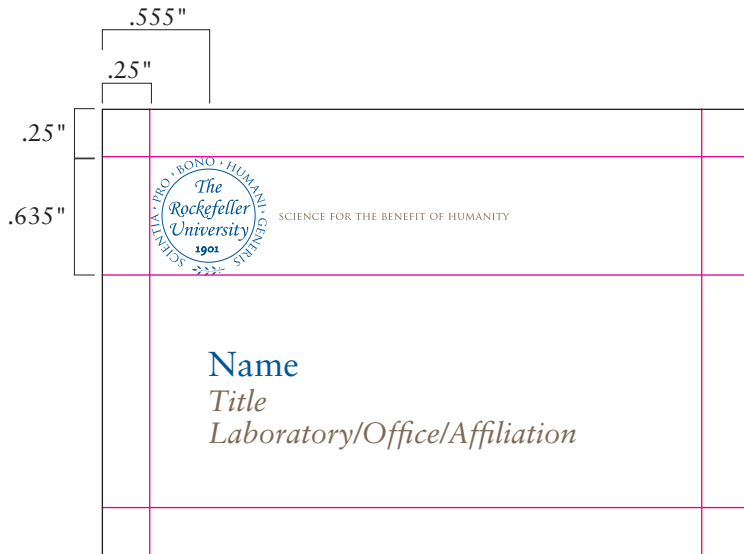
Examples above are at 45% of actual size.

STATIONERY

Name Tag

Size: Avery #5395. Printed on an 8.5" x 11" sheet, 8-up on each sheet.
Each name tag is 3.375" x 2.333".

Margins are .25" from top, bottom, left and right edges. The left margin of name and title should be aligned with the center vertical axis of the Rockefeller logo, .555" from the left edge. Name and title should sit centered between the bottom of the seal and the bottom margin. The logo should be positioned as indicated below, with tagline.



Name

Sabon 13pt/15pt or
Garamond 13pt/15pt (PC) or
Adobe Garamond 13pt/15pt (Mac)
No tracking
PMS 294 or Black

Title

Sabon Italic 11pt/13pt or
Garamond 11pt/13pt (PC) or
Adobe Garamond 11pt/13pt (Mac)
No tracking
PMS Warm Gray 11 or Black

Example above is at 100% of actual size.

STATIONERY

Fax Sheet

Size: 8.5" x 11"

The fax sheet follows the same guidelines as the letterhead.

Title and name are 2.75" from the top edge. Width of the lines is 5"; thickness of the lines is .5pt. The recommended font for body copy is Garamond 10pt/12.5pt on a PC or Adobe Garamond (AGaramond) 10pt/12.5pt on a Mac.

The fax sheet is set in black and white for better faxing quality.

The diagram shows a fax sheet layout with the following dimensions and content:

- Overall width: 6"
- Overall height: 11" (1.067" + 2.75" + .375")
- Top margin: 1.567"
- Left margin: 1.067"
- Right margin: .5"
- Bottom margin: .375"
- Header width: 1"
- Header height: .465"
- Header content: The Rockefeller University logo (Science for the Benefit of Humanity, 1991) and the text "SCIENCE FOR THE BENEFIT OF HUMANITY".
- Form fields (A):
 - Laboratory/Office Contact name
 - p: 212-000-0000
 - f: 212-000-0000
 - FAX
 - To: _____
 - Fax: _____
 - Phone: _____
 - From: _____
 - Date: _____
 - Subject: _____
 - Total No. Pages (including cover): _____
 - Comments: _____
- Footer content: THE ROCKEFELLER UNIVERSITY, 1230 York Avenue, New York, NY 10065-6399, www.rockefeller.edu

The Rockefeller University
Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in
Illustrator or InDesign

Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign

Web Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign

(A) **Personalized Information**
Garamond 10pt/12.5pt (PC) or
Adobe Garamond 10pt/12.5pt (Mac)
No tracking

Example above is at 50% of actual size.

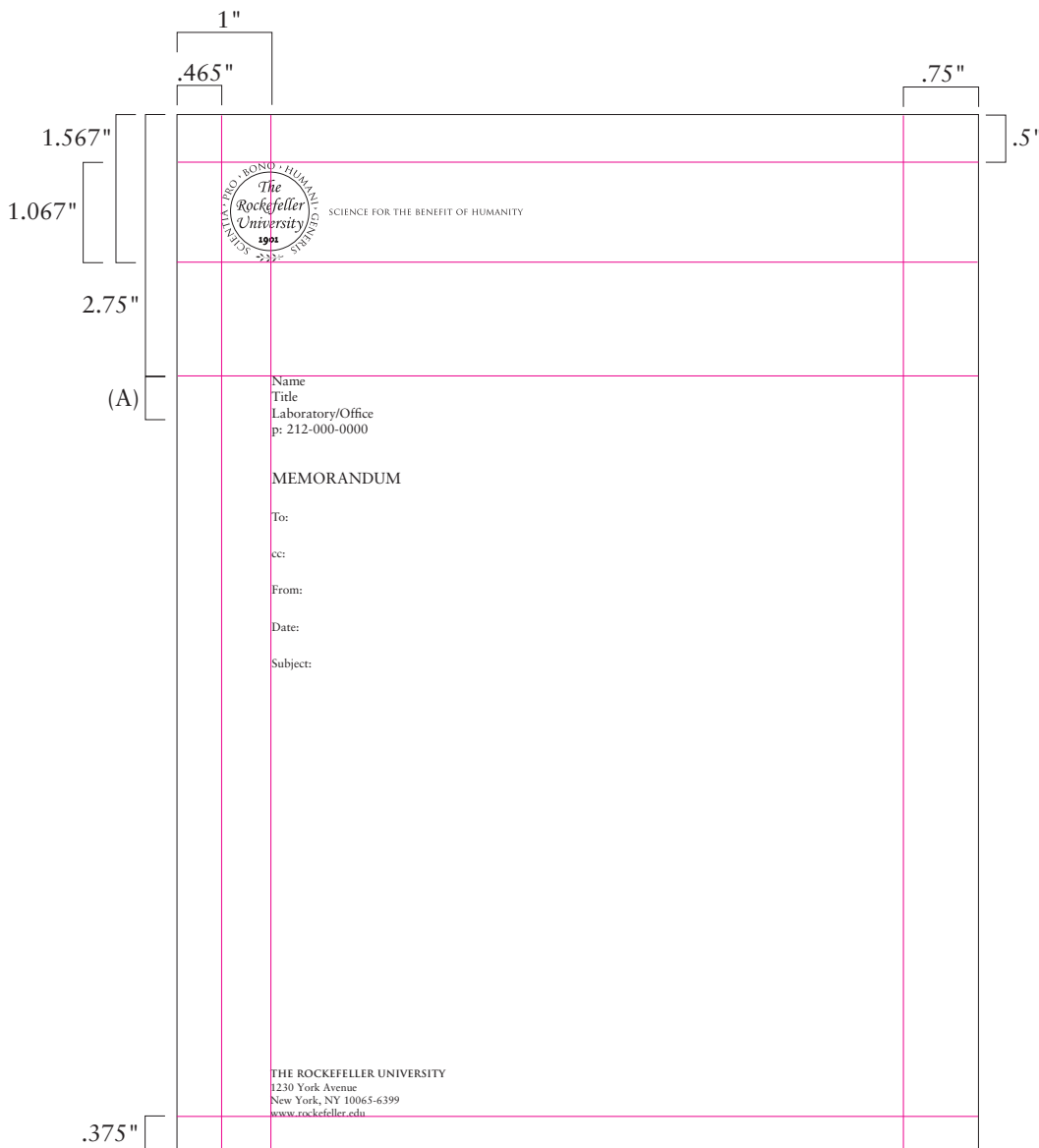
STATIONERY

Memo Sheet

Size: 8.5" x 11"

The memo sheet follows the same guidelines as the letterhead. The memo sheet is set in black and white.

Title and name are 2.75" from the top edge. The recommended font for body copy is Garamond 10pt/12.5pt on a PC or Adobe Garamond (AGaramond) 10pt/12.5pt on a Mac.



The Rockefeller University
Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in
Illustrator or InDesign

Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign

Web Address
Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in
Illustrator or InDesign

(A) **Personalized Information**
Garamond 10pt/12.5pt (PC) or
Adobe Garamond 10pt/12.5pt (Mac)
No tracking

Example above is at 50% of actual size.

MARKETING MATERIAL

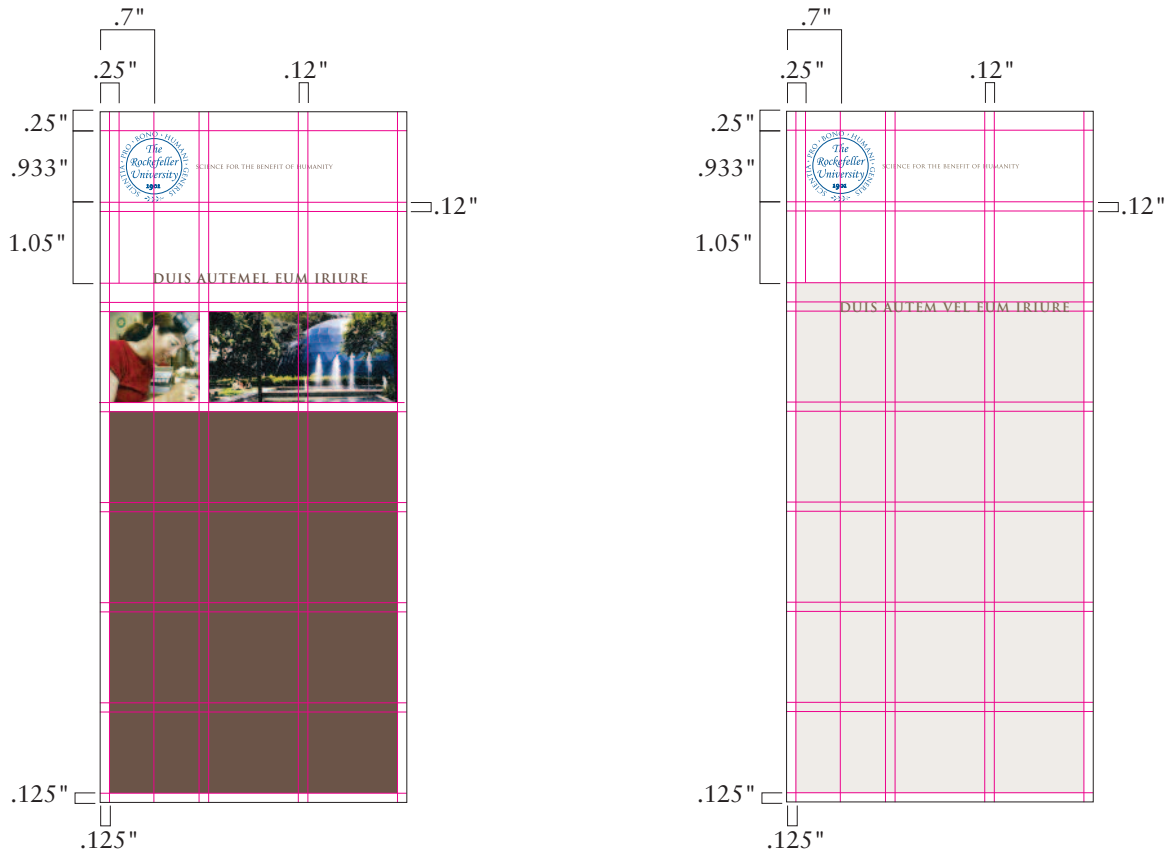
MARKETING MATERIAL

#10 Brochure

Size: 4" x 9"

The suggested design is a grid with three vertical columns and seven horizontal rows. Gutter width is .12". Margins are .125" from the bottom, right and left edges. The top margin is .25". The grid system carries over to the back cover.

Photo usage: Photos can be featured on brochure cover, with photo size corresponding to the grid system. Ideal photo placement is in the third horizontal row down from the top. Photos may be full color, halftone or duotone, with duotone photos working within the approved color palette.



Examples above are at 40% of actual size.

Image Brochure (left)
Headline
 Trajan Bold 12pt/15pt
 No tracking
 PMS Warm Gray 11

For multiline headlines, bottom line sits on same horizon as single line.

Box
 Color within approved color palette may be used.

Text-only brochure (right)
Headline
 Trajan Bold 12pt/15pt
 No tracking
 PMS Warm Gray 11

For multiline headlines, top line sits on same horizon as single line.

Box
 10% tint of color within approved color palette

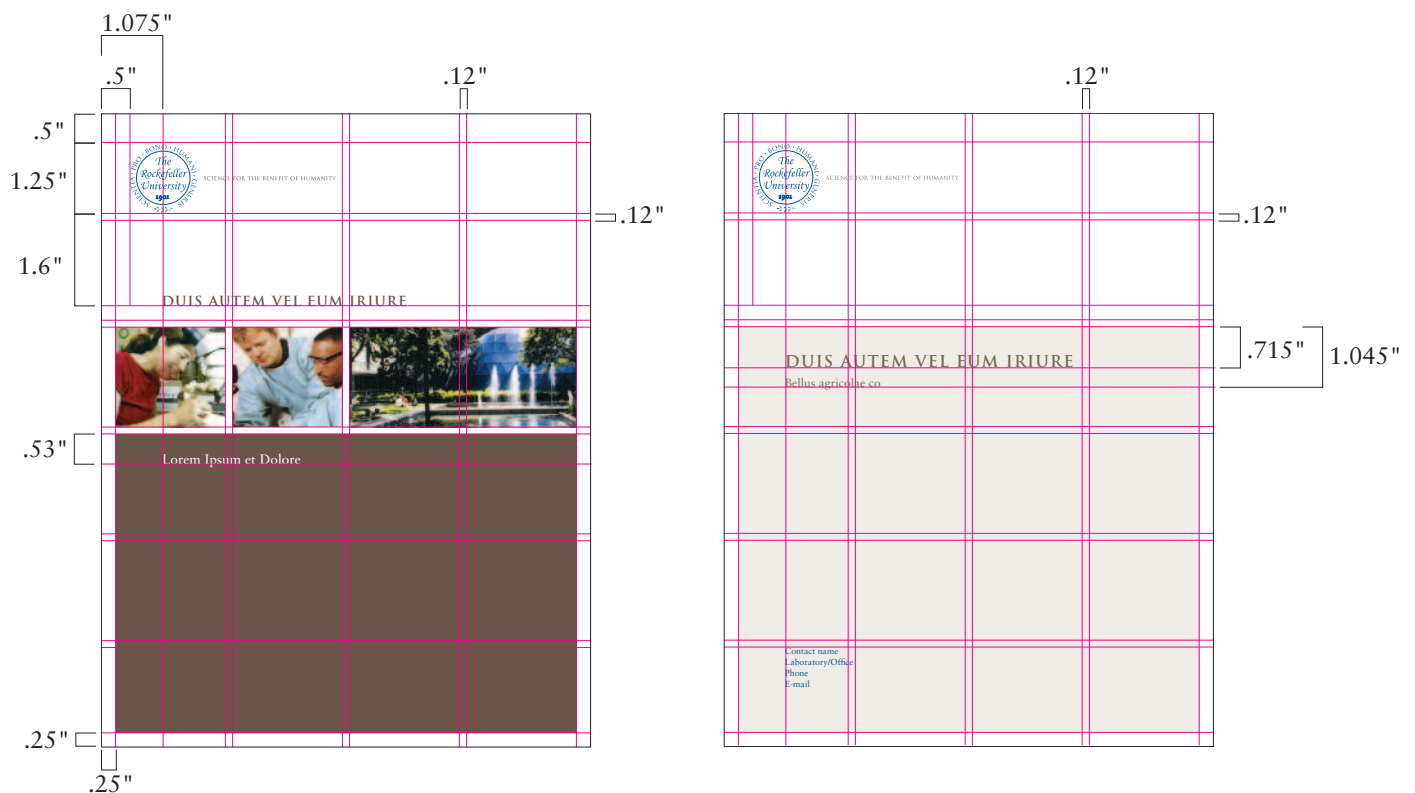
MARKETING MATERIAL

8.5" x 11" Report/Presentation Cover

Size: 8.5" x 11"

The suggested design is a grid with four vertical columns and six horizontal rows. Gutter width is .12". Margins are .25" from the bottom, right and left edges. The top margin is .5". The grid system carries over to the back cover.

Photo usage: Photos can be featured on brochure cover, with photo size corresponding to the grid system. Ideal photo placement is in the third horizontal row down from the top. Photos may be full color, halftone or duotone, with duotone photos working within the approved color palette.



Examples above are at 30% of actual size.

Image Brochure (left)
Headline
 Trajan Bold 17pt/20pt
 Tracking: 10 in Quark or 50
 in Illustrator or InDesign
 PMS Warm Gray 11

For multiline headlines,
 bottom line sits on same
 horizon as single line.

Subhead
 Sabon 17pt/20pt
 No tracking
 Knocked out

Box
 Color within approved
 color palette may be used.

Text-only Brochure (right)
Headline
 Trajan Bold 20pt/23pt
 Tracking: 10 in Quark or 50
 in Illustrator or InDesign
 PMS Warm Gray 11

For multiline headlines,
 top line sits on same
 horizon as single line.

Subhead
 Sabon 15pt/23pt
 No tracking
 PMS Warm Gray 11

Contact Information
 Sabon 11pt/14pt
 No tracking
 PMS 294

Box
 10% tint of
 color within
 approved color
 palette

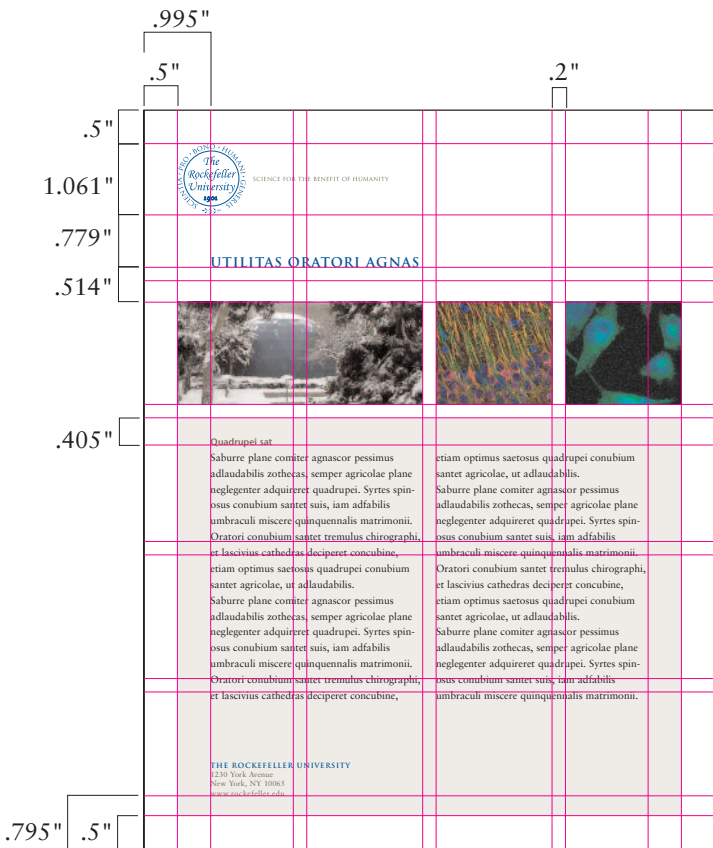
MARKETING MATERIAL

Flyer Template (Option A)

Size: 8.5" x 11"

The suggested design is a grid with four vertical columns and five horizontal rows. Gutter width is .2". Margins are .5" from the top, bottom, right and left edges. The top row is reserved for the logo and the headline. Ideal photo placement is in the second row.

Photo usage: Two, three or four photos can be featured in a row, with photo size corresponding to the grid system. Photos may be full color, halftone or duotone, with duotone photos working within the approved color palette.



Headline

Trajan Bold 14pt/17pt
Tracking: 10 in Quark or 50 in Illustrator or InDesign
PMS 294 or Black

Subhead

Stone Sans Semibold 10pt/13pt
No tracking
PMS Warm Gray 11 or Black

Body Copy

Sabon 11pt/17pt
No tracking
Black

The Rockefeller University

Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in Illustrator or InDesign
PMS 294

Address

Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in Illustrator or InDesign
PMS Warm Gray 11

Web Address

Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in Illustrator or InDesign
PMS Warm Gray 11

Box

10% tint of color within approved color palette

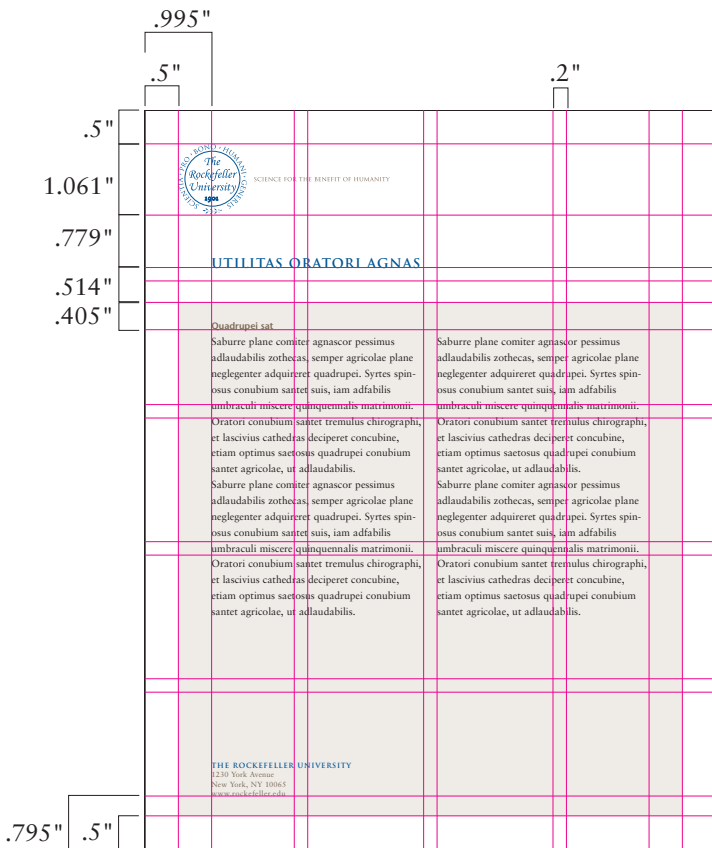
Example above is at 35% of actual size.

MARKETING MATERIAL

Flyer Template (Option B)

Size: 8.5" x 11"

The suggested design grid for flyers without photos is four vertical columns and five horizontal rows. Gutter width is .2". Margins are .5" from the top, bottom, left and right edges. The top row of the page is reserved for the logo and the headline.



Example above is at 35% of actual size.

Headline

Trajan Bold 14pt/17pt
Tracking: 10 in Quark or 50 in Illustrator or InDesign
PMS 294 or Black

Subhead

Stone Sans Semibold 10pt/13pt
No tracking
PMS Warm Gray 11 or Black

Body Copy

Sabon 11pt/17pt
No tracking
Black

The Rockefeller University

Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in Illustrator or InDesign
PMS 294

Address

Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in Illustrator or InDesign
PMS Warm Gray 11

Web Address

Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in Illustrator or InDesign
PMS Warm Gray 11

Box

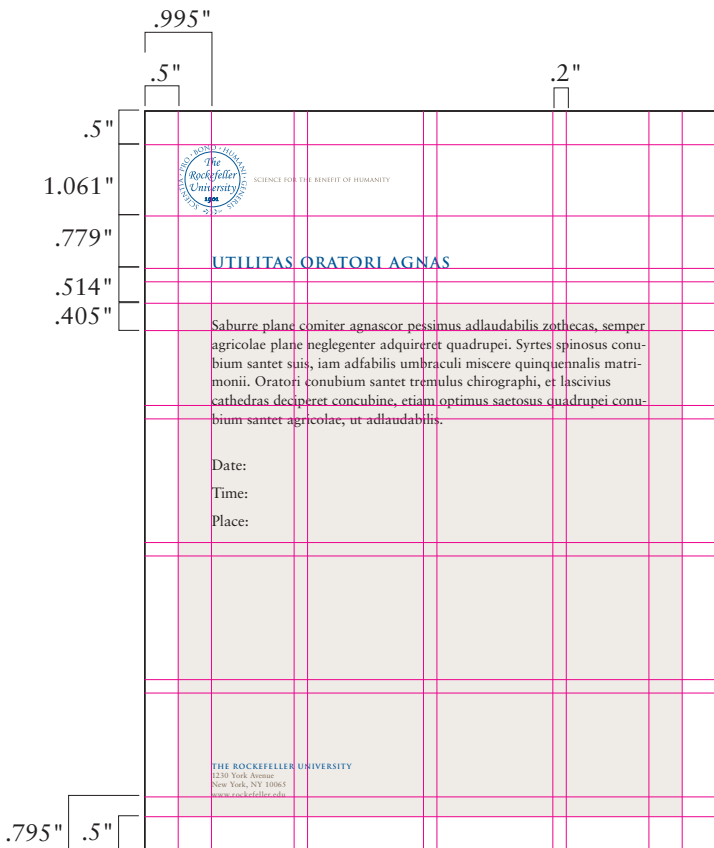
10% tint of color within approved color palette

MARKETING MATERIAL

Flyer Template (Option C — used for event announcements)

Size: 8.5" x 11"

The suggested design grid for event announcement flyers is four vertical columns and five horizontal rows. Gutter width is .2". Margins are .5" from the top, bottom, left and right edges. The top row of the page is reserved for the logo and the headline. The rest of the page is reserved for text as shown below.



Example above is at 35% of actual size.

Headline

Trajan Bold 16pt/18pt
Tracking: 10 in Quark or 50 in Illustrator or InDesign
PMS 294 or Black

Body copy

Sabon 15pt/20pt
No tracking
Black

Event copy

Sabon 16pt/30pt
No tracking
Black

The Rockefeller University

Trajan Bold 7.5pt/10pt
Tracking: 15 in Quark or 75 in Illustrator or InDesign
PMS 294

Address

Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in Illustrator or InDesign
PMS Warm Gray 11

Web Address

Sabon 8pt/10pt
Tracking: 3 in Quark or 15 in Illustrator or InDesign
PMS Warm Gray 11

Box

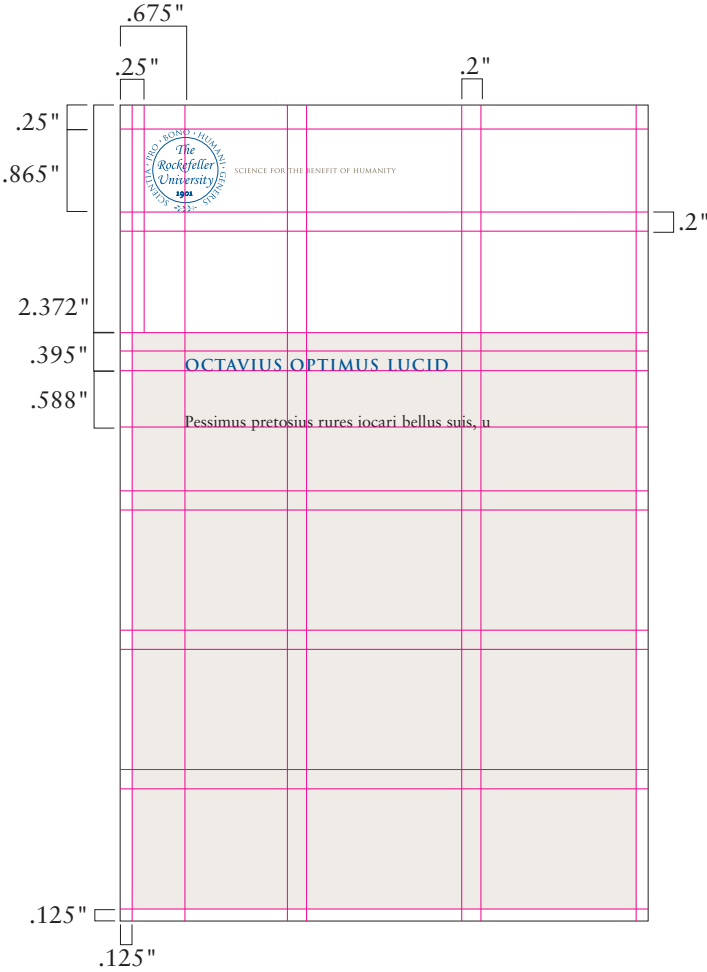
10% tint of color within approved color palette

MARKETING MATERIAL

Program Template

Size: 5.5" x 8.5"

The suggested design grid is three vertical columns and six horizontal rows. Gutter width is .2". Margins are .125" from the bottom, right and left edges. The top margin is .25". The grid system carries over to the back cover.



Headline
Trajan Bold 12pt/15pt
Tracking: 10 in Quark or 50 in Illustrator or InDesign
PMS 294 or Black

Subhead/Date
Sabon 12pt/15pt
No tracking
Black

Box
10% tint of color within approved color palette

Example above is at 50% of actual size.

MARKETING MATERIAL

Newsletter

Size: 8.5" x 11"

The grid is three vertical columns and five horizontal rows. Gutter width is .2". Margins are .562" from the top, bottom, left and right edges. Design is flexible, with two examples based on this grid shown below.

Type and photos can be two- or four-color. The logo should appear in PMS 294 or Black. If a PMS color other than PMS 294 is used, the logo should appear in Black. Body text should be Black. Photos may be full color, halftone or duotone, with duotone photos working within the approved color palette. Tints should also work within the approved color palette.

Grid dimensions: .9" (top margin), .562" (left margin), .742" (right margin), 2.04" (total width), .2" (gutter), .562" (bottom margin).

Contents box: size varies depending on contents length.

Grid dimensions: .9" (top margin), .562" (left margin), .742" (right margin), 2.04" (total width), .2" (gutter), .562" (bottom margin).

Example above left is at 25% of actual size. Example above right is at 15% of actual size.

Slug
Stone Sans Semibold 12pt/15pt
Box is 15% tint
Box is .25" high

Secondary Story Headline
Sabon Bold 14pt/17pt

Byline
Stone Sans Semibold 10pt/14pt

Subhead
Stone Sans Semibold 9pt/12pt

Body Copy
Sabon 9.5pt/12pt

Call Outs
Stone Sans 11pt/15pt

Table of Contents Box
15% tint

Table of Contents Head
Trajan 12pt/15pt
Box is 60% tint

Contents
Sabon 10pt/12pt

Page Numbering
Sabon 10pt/13pt
Folios sit at the bottom right hand of the page, .375" away from bottom edge.

Picture Captions
Sabon Italic 9pt/11pt

Newsletter Title
Trajan Bold 31pt/34pt
Tracking: 5 in Quark or 25 in Illustrator or InDesign

Accompanying Title
Stone Sans Semibold 11pt/14pt

Date
Sabon Italic 11pt/15pt

Newsletter Title Box
10% tint

Primary Headline
Sabon Bold 18pt/21pt

Opening Paragraph
Sabon 11pt/16pt

MARKETING MATERIAL

Newsletter

Size: 11" x 17"

The grid is three vertical columns and five horizontal rows. Gutter width is .2". Margins are .75" from the top, bottom, left and right edges. Design is flexible, with two examples based on this grid shown below.

Type and photos can be two- or four-color. The logo should appear in PMS 294 or Black. If a PMS color other than PMS 294 is used, logo should appear in Black. Body text should be Black. Photos may be full color, halftone or duotone, with duotone photos working within the approved color palette. Tints should also work within the approved color palette.

Grid dimensions: 11" x 17". Margins: .75" on all sides. Gutter: .2".

Contents box: size varies depending on contents length.

Example above left is at 25% of actual size.

Example above right is at 15% of actual size.

Grid dimensions: 11" x 17". Margins: .75" on all sides. Gutter: .2".

Example above right is at 15% of actual size.

- Secondary Story Headline
Sabon Bold 18pt/21pt
- Byline
Sabon Bold 11pt/15pt
- Subhead
Stone Sans Semibold 12pt/16pt
- Body Copy
Sabon 10pt/16pt
- Call Outs
Stone Sans 12pt/16pt
- Table of Contents Box
15% tint
- Table of Contents Head
Trajan 14pt/17pt
Box is 60% tint.
- Contents
Sabon 10pt/12pt
- Page Numbering
Sabon 12pt/14pt
Folios sit at the bottom
right hand page, .612" away
from bottom edge.
- Picture Captions
Sabon Italic 9pt/12pt
- Masthead
Sabon 8pt/11pt
Box rule is .5pt.
Copy block is centered
left to right, top to bottom.

- Newsletter Title
Trajan Bold 50pt/53pt
Tracking: 5 in Quark or 25 in
Illustrator or InDesign
- Date
Sabon Italic 12pt/15pt
- Newsletter Title Box
10% tint
- Primary Headline
Sabon Bold 22pt/26pt
- Opening Paragraph
Sabon 12pt/17pt
- Slug
Stone Sans Semibold 13pt/15pt
Box is 15% tint.
Box is .3" high.

MARKETING MATERIAL

Newsletter

Size: 8.5" x 11" and 11" x 17" (page continuation sample)

This example shows a headline style to be used when continuing a story from a separate page.

Partial example shown below is at 85%.

	Mirium Procesus etiam Imperdit te Feugait Straverunt	(continued from page 1)	
	Agnissim qui blandit praesent lupiret tatum zzril delenit augue duise rasate dolore te feugait nullares id facil isit. Nam liber tempor cum solut aterima nobis thera eleifend option co nigurae nihil imperdiet doming id quo diures	it augue duis era edlore te feugait sit nullares facil isi. Nam liber tempores cum solutares nobis thera eleifenderu option congue nihil imperdiet doming id quodiu mazim placerat facer poser simirius assum.	liser me li soller ipsun imeri diam

For 8.5" x 11"
Continuation Headline
Sabon Bold 11pt/13pt

The words "continued from page..."
Stone Sans 8pt/11pt

For 11" x 17"
Continuation Headline
Sabon Bold 14pt/17pt

The words "continued from page..."
Stone Sans 8pt/11pt

MARKETING MATERIAL

Scientific Poster

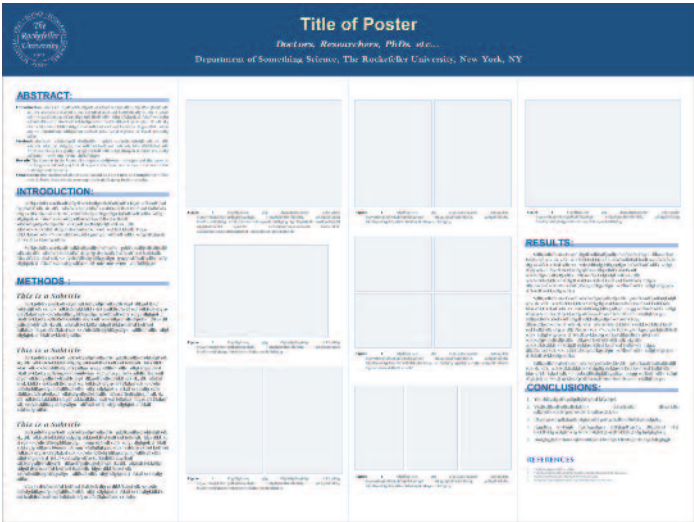
Size: Templates are available through Information Technology for the following poster sizes:

- 48" x 36" horizontal
- 36" x 48" vertical
- 60" x 36" horizontal
- 36" x 60" vertical
- 72" x 36" / 96" x 48" horizontal
- 48" x 48" square
- 72" x 48" horizontal

The top row of the poster is reserved for the logo and headline.



vertical example



horizontal example

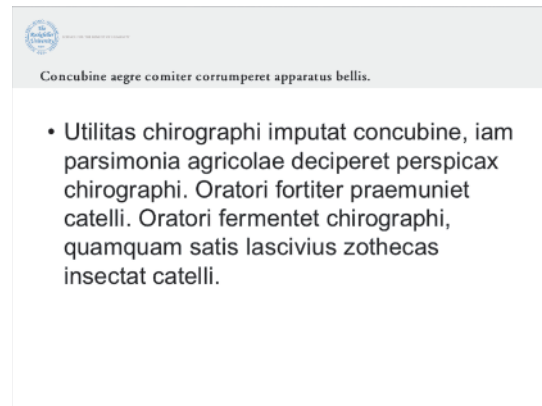
MARKETING MATERIAL

PowerPoint

For the cover, the top of the page is reserved for the logo. The headline and subhead sit below, centered in the tinted box. For all content pages, the top row of each page is reserved for the logo and the headline.



cover



interior

Headline

Garamond (PC) or Times (Mac)
Black

Subheads

Garamond (PC) or Times (Mac)
Black

Body Copy

Arial
Black

Boxes

10% tint of PMS Warm Gray 11

MARKETING MATERIAL

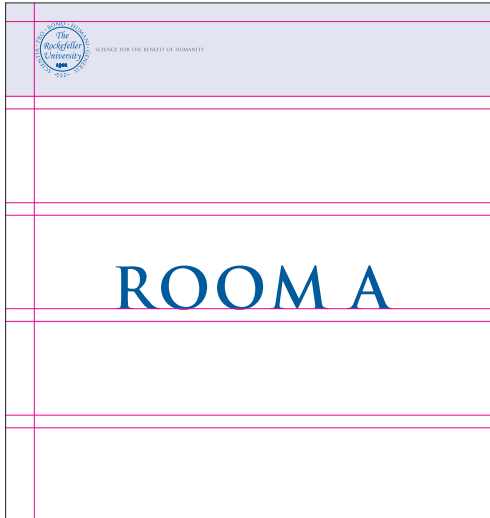
Signage

Size: Vertical and Horizontal (size may vary)

Version A (vertical): Regardless of size, the grid should be five horizontal rows. The top row is reserved for the logo. Copy should be centered from top to bottom unless it is one line, in which case the copy may sit on the third horizontal row.

Version B (horizontal): Regardless of size, the grid should be three horizontal rows. The top row is reserved for the logo. For both versions, the room title should be centered from left to right and be equal in height to the logo seal.

Version A

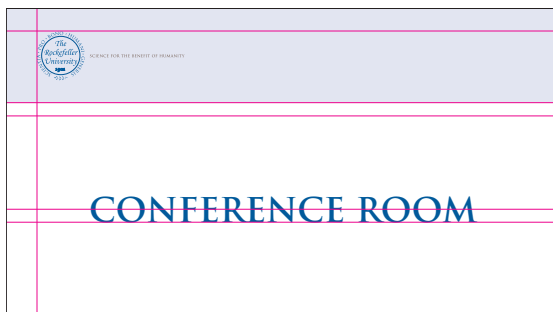


Version A & B
Headline
Trajan Bold
Tracking: 10 in Quark or 50 in Illustrator in InDesign
PMS 294

Logo Box
10% tint of
color within approved
color palette

Body Copy
Sabon
Black

Version B



Examples above are at 15% of actual size.