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 gelbarara@rockefeller.edu.
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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.
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 Colors Example Images]

*science for the benefit of humanity*
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.
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 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.
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.”

![TH THE ROCKEFELLER UNIVERSITY TH]

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

THE ROCKEFELLER UNIVERSITY .075"

Science for the benefit of humanity .18"
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

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 294</td>
<td>PMS Warm Gray 11</td>
</tr>
</tbody>
</table>

Secondary Color Palette

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 1807</td>
<td>PMS 570</td>
</tr>
<tr>
<td>PMS 159</td>
<td>PMS 457</td>
</tr>
<tr>
<td>PMS 5205</td>
<td>PMS 4525</td>
</tr>
<tr>
<td>PMS 3425</td>
<td>PMS 609</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>PMS</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>294</td>
<td>#003469</td>
</tr>
<tr>
<td>Warm Gray 11</td>
<td>#675C53</td>
</tr>
</tbody>
</table>

Secondary Color Palette

<table>
<thead>
<tr>
<th>PMS</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>1807</td>
<td>#9E3039</td>
</tr>
<tr>
<td>570</td>
<td>#85CEA9</td>
</tr>
<tr>
<td>159</td>
<td>#C75B12</td>
</tr>
<tr>
<td>457</td>
<td>#B19401</td>
</tr>
<tr>
<td>278</td>
<td>#9CBCDA</td>
</tr>
<tr>
<td>5205</td>
<td>#89687C</td>
</tr>
<tr>
<td>4525</td>
<td>#D3C57D</td>
</tr>
<tr>
<td>3425</td>
<td>#005232</td>
</tr>
<tr>
<td>609</td>
<td>#F5F585</td>
</tr>
</tbody>
</table>
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 !$&*()?
```

*Used for:*

Stationery, Body Copy/Text, Address Copy

**SABON ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !$&*()?
```

**SABON BOLD ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !$&*()?
```
COLOR PALETTE AND TYPOGRAPHY

Typography (continued)

STONE SANS

STONE SANS
ABCDFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%&*()?

STONE SANS SEMI BOLD
ABCDFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%&*()?

STONE SANS BOLD
ABCDFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%&*()?

STONE SANS ITALIC
ABCDFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%&*()?

STONE SANS SEMI BOLD ITALIC
ABCDFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%&*()?

STONE SANS BOLD ITALIC
ABCDFGHJKLMNOPQRSTUVWXYZ
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.

Example above is at 50% of actual size.
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.

May 30, 2006

James Smith
123 Smith Street
Smithtown, NY 12345

Dear Mr. Smith,

Si meliora dies, ut vina, posunt nulla, sine velum, chartis postum quons quaerit annus, scriptura abhinc annos decem qui dedit, inter perfectus vetus et novus deinde inter dicta et novum quos referendus erit. Quod, qui deperit centum qui perfectus vel annus, inter quos referendas erit? Vetustate centum qui perfectus postera, auque veniam referat inter potestatem, qui vel manu brevis vel fols est manu anno. Utur permisso.

Hoc salutat at hunc ars spectat Rrona potens, hanc hanc spectat postes ad nostrum tempor. Inscriptum ab aereo. Inter duros speculat numus velit, est ubi poscit. Spectat in minimo calendario postera, ut nihil aliter, nihil illa comparat, error. Si quidem annos antiquos, si paragregi duri deinde credit eum et supet et mecum facit et iuris indicius aequus. Nonne eidem inscribit aequus et centum Livii emendat velit subiectum et exspectat minimum dominum in mort. Inter quae verbis, et ut versus paulo concinuir amus et alios, invenire totum duicit vehicula postera.


Epicharmi,
Honoromago Menandro

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.

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.

Example above is at 50% of actual size.

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
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.
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.

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.

Paper
Recommended stock is Fraser Papers, Synergy, Urban Gray felt, 80# cover
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.

Example above is at 100% of actual size.

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

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

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.

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.

<table>
<thead>
<tr>
<th>Image Brochure (left)</th>
<th>Text-only brochure (right)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headline</strong></td>
<td><strong>Headline</strong></td>
</tr>
<tr>
<td>Trajan Bold 12pt/15pt</td>
<td>Trajan Bold 12pt/15pt</td>
</tr>
<tr>
<td>No tracking</td>
<td>No tracking</td>
</tr>
<tr>
<td>PMS Warm Gray 11</td>
<td>PMS Warm Gray 11</td>
</tr>
</tbody>
</table>

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

Box
Color within approved color palette may be used.

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

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.

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.
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.
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.

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.

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

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

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%.

<table>
<thead>
<tr>
<th>Mirium Procesus etiam Imperdit te Feugait Straverunt (continued from page 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agnissim qui blandit praesent lupiret sit augue duis era edlore te feugait sit niser diusid eis</td>
</tr>
<tr>
<td>tatum zzril delenit augue duise rasate nullares facil isi. Nam liber tempores teme li</td>
</tr>
<tr>
<td>dolore te feugait nullares id facil isit. cum solutares nobis ther a eleifenderu soller</td>
</tr>
<tr>
<td>Nam liber tempor cum solut aterima option congue nihil imperdiet doming psurt</td>
</tr>
<tr>
<td>nobis ther a eleifend option co nigurae id quodiu maxim placerat facer poser meri</td>
</tr>
<tr>
<td>nihil imperdiet doming id quo diures simirius assum. diam</td>
</tr>
</tbody>
</table>

For 8.5" x 11"
Continuation Headline
Sabon Bold 11pt/13pt
Stone Sans 8pt/11pt

For 11" x 17"
Continuation Headline
Sabon Bold 14pt/17pt
Stone Sans 8pt/11pt

The words “continued from page...”
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.
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.

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

<table>
<thead>
<tr>
<th>Logo Box</th>
<th>Headline</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 294</td>
<td>Trajan Bold</td>
</tr>
<tr>
<td>10% tint of</td>
<td>Tracking: 10 in Quark or 50 in Illustrator in InDesign</td>
</tr>
<tr>
<td>color within approved</td>
<td></td>
</tr>
<tr>
<td>color palette</td>
<td></td>
</tr>
<tr>
<td>Body Copy</td>
<td>Sabon</td>
</tr>
<tr>
<td>Black</td>
<td></td>
</tr>
</tbody>
</table>