

Square Rays Communication Guidelines

Addendum to the Graphic Standards Manual

Version 1.0 | January 2020



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](#).



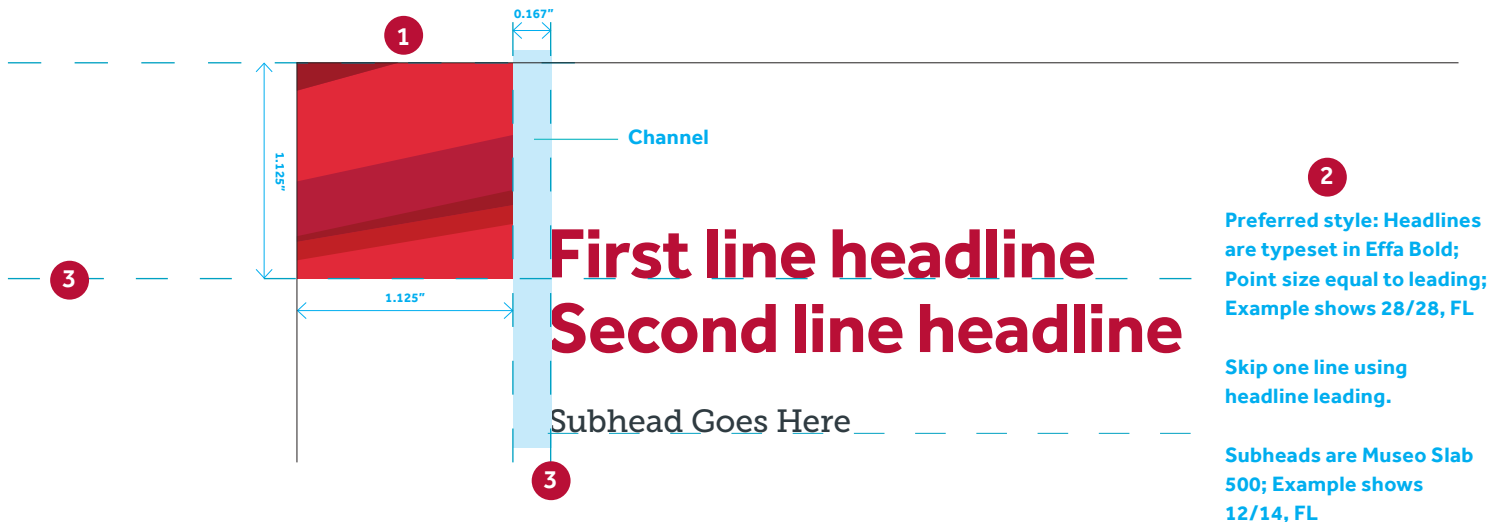
Stony Brook University's Far Beyond graphic element



Stony Brook Medicine's Square Rays graphic element

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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).

Square rays

Layout

The "square rays" artwork should be featured in the top left corner of layouts. Never crop, distort or change the square rays artwork in any way.

All areas of Stony Brook Medicine should follow the positioning instructions and layout guidelines detailed on the left, to establish a consistent and professional look for across all communications.

Sizing Guidelines

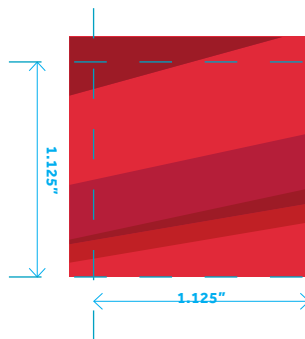
Name	Document Width	Square Ray Size	Channel Size	Bottom Band Height
Small	Smaller than 4" wide	0.5" SBM_square-rays_5_Bleed.eps SBM_square-rays_5_No_Bleed.eps	0.167" wide	0.167" high or omit
Medium	4" to 5.5" wide *	0.75" or 0.875" SBM_square-rays_75_Bleed.eps SBM_square-rays_75_No_Bleed.eps SBM_square-rays_875_Bleed.eps SBM_square-rays_875_No_Bleed.eps	0.167" wide	0.167" high
Large	5.5" to 12" wide *	0.875" or 1.125" SBM_square-rays_875_Bleed.eps SBM_square-rays_875_No_Bleed.eps SBM_square-rays_1_125_Bleed.eps SBM_square-rays_1_125_No_Bleed.eps	0.167" wide	0.167" high
Oversized	Wider than 12"	20% of document width or discretion of the designer	20% of square ray width	Equals channel width

* 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

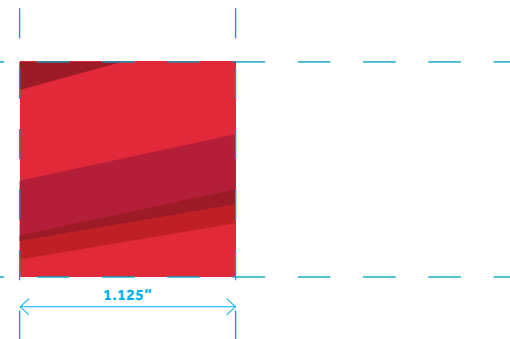
Square rays with bleed

File: SBM_square-rays_1_125_Bleed.eps



Square rays without bleed

File: SBM_square-rays_1_125_No_Bleed.eps



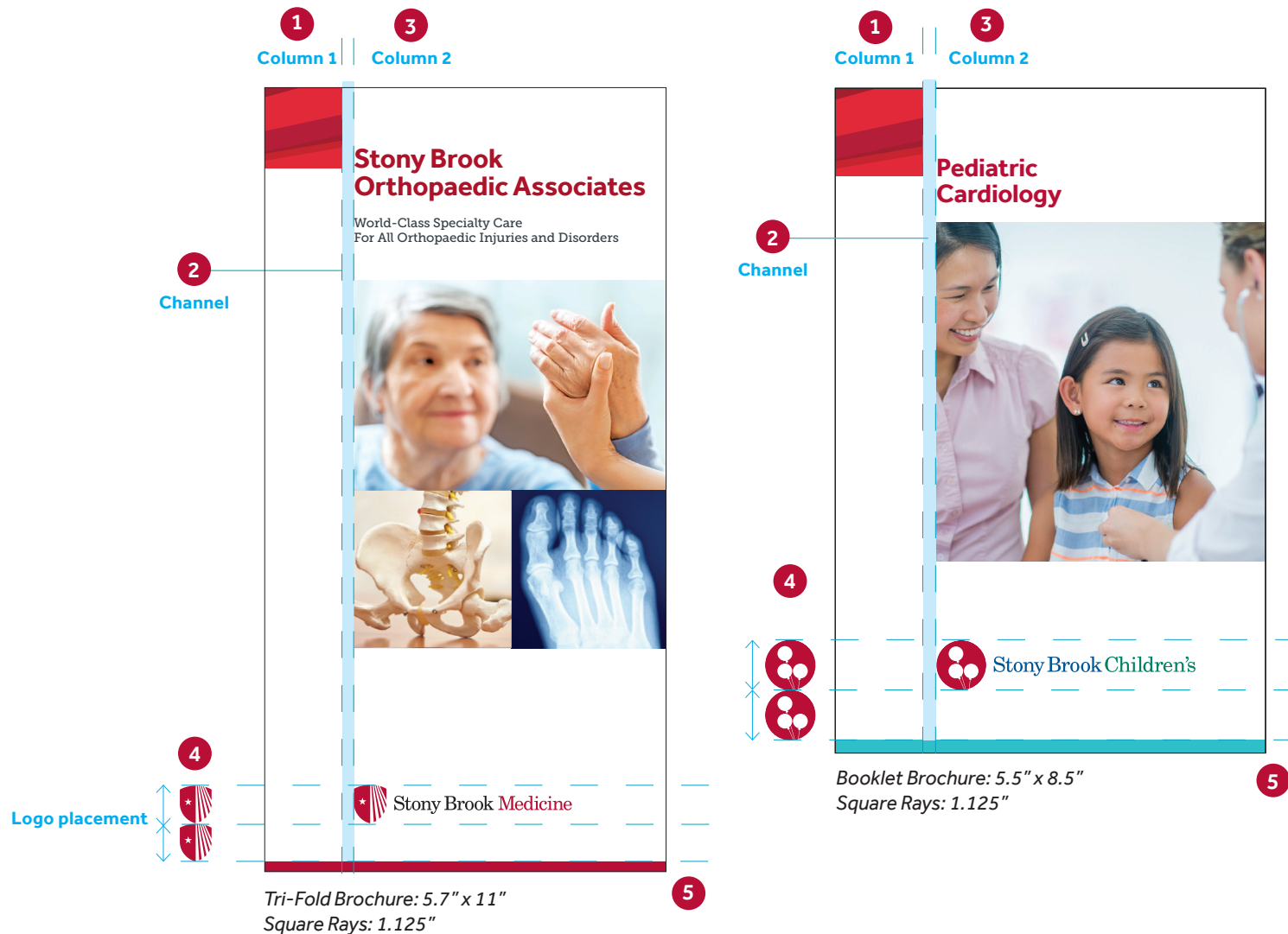
Square rays

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.



- 1** Column 1: The space below the square rays artwork should remain empty.
- 2** Channel: The space between columns one and two.
- 3** Column 2: Align the elements flush left. Photos should appear in column 2 as squares or rectangles.
- 4** Logo placement: 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. Otherwise, the width of the B in Brook is absolute minimum space.
- 5** Color band: 0.167" in height, and bleeds three sides.

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.

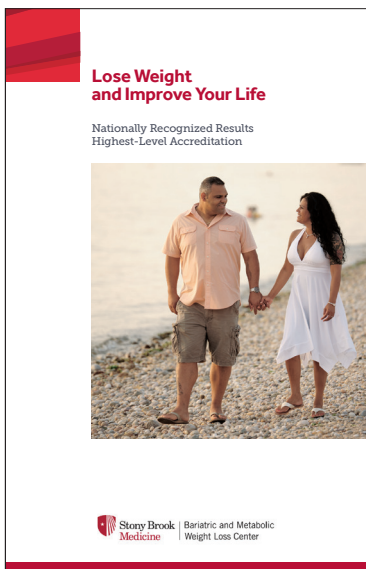
Also, refer to Stony Brook Medicine or Stony Brook Children's Hospital Graphic Standards Manual for minimum clearance space requirement.

Color bands

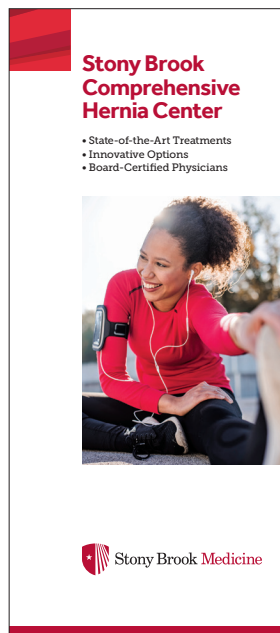
A color band should appear at the bottom of all communications. See special sizes for small and oversized items on page 4.

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

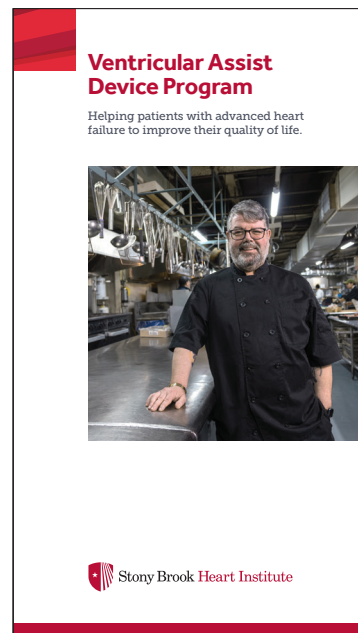
For Stony Brook Children's use Stony Brook Teal ■ Pantone 7709.



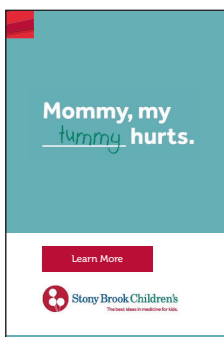
*Booklet Brochure: 5.5" x 8.5"
Square Rays: 1.125"*



*Trifold Brochure: 4" x 9"
Square Rays: .875"*



*Brochure: 5" x 8.75"
Square Rays: .875"*



*Digital Ad: 320px x 480px
Square Rays: 41px*

Layout principles

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.

1 2

3

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

4

Join us for

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- Primary Care
- Obstetrics and Gynecology
- Orthopaedic Surgery
- Otolaryngology
- Sports Medicine
- Vascular and Endovascular Surgery

 **Stony Brook Medicine**
The best ideas in medicine.

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:

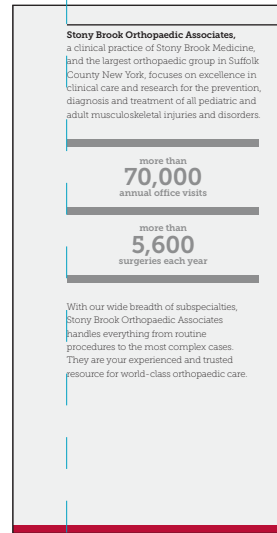
For oversized layouts, the height of the color band is equal to the size of the channel space as described above.

Brochure cover

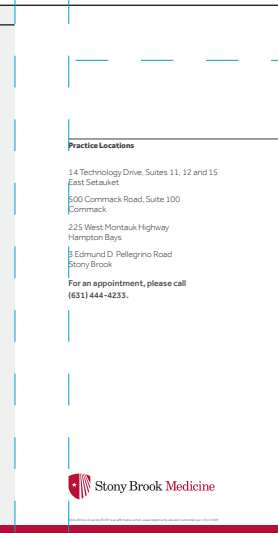


Tri-Fold Brochure: 5.7" x 11"
Square Rays: 1.125"

Fold-in panel



Back cover



Front cover



Layout samples

Brochure covers

Top margin:

The front and back covers should include a top margin that is based on the positioning of the square rays.

Left margin:

The left margin is equal to the width of the square plus the channel.

Interior pages

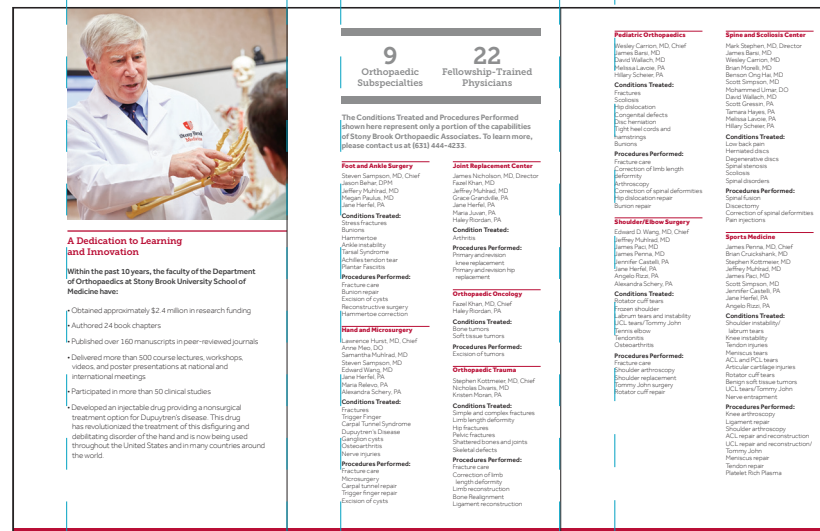
Top margin:

Based on the width of the piece and amount of content on the interior, the top margin from the front cover may or may not be maintained.

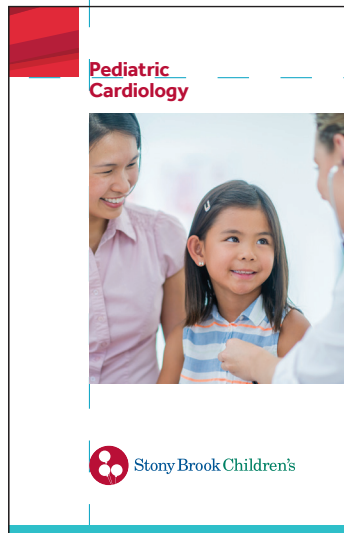
Left margin:

The inside pages and fold-in panel do not need to maintain the left margin, but may do so (equal to the width of the square rays) if space allows.

Interior spread



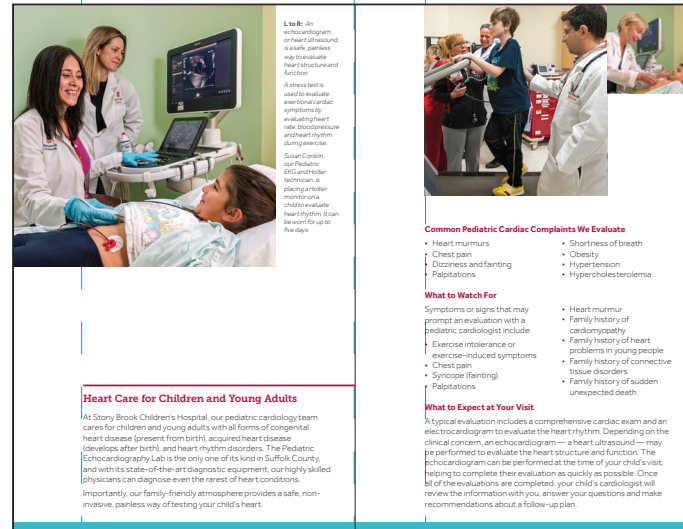
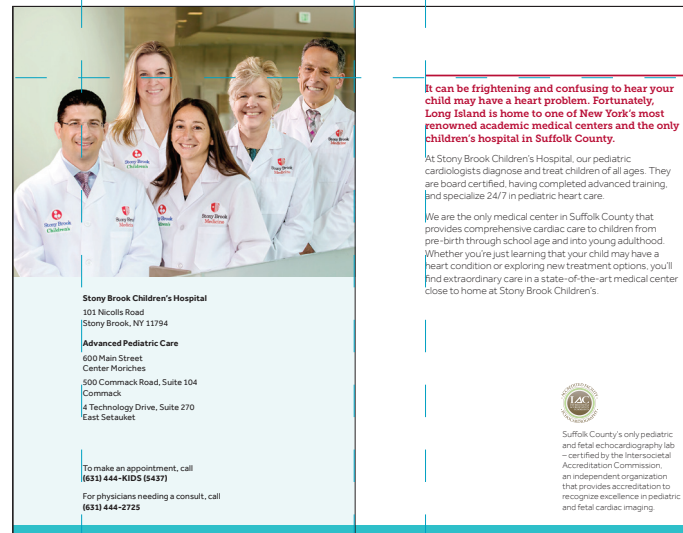
Brochure cover



Multi-Page Booklet Brochure:
 5.5" x 8.5"
 Square Rays: 1.125"

A photo on the interior may be extended into the top and left margin.

Interior spreads



Layout samples

Brochure covers

Top margin:

The front and back covers should include a top margin that is based on the positioning of the square rays.

Left margin:

The left margin is equal to the width of the square plus the channel.

Interior pages

Top margin:

Based on the width of the piece and amount of content on the interior, the top margin from the front cover may or may not be maintained.

Left margin:

The inside pages do not need to maintain the left margin, but may do so (equal to the width of the square rays) if space allows.

Note: A photo on the interior may extend into the top margin. The first column (as defined on page 5) maintains the empty space, even when photos extend into the space. The text ideally resides within the second column.

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
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educator and employer. 19051656H



Logo placement



Advertising

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.

Advertisement: 10.375" x 10.25"
Square Rays: 1.125"

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 University/SUNY is an affirmative action, equal opportunity educator and employer. 15061812H

Advertisement: 5.75" x 8.75"
Square Rays: 1.125"

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.

Cardiology
Dermatology
Fertility
Internal Medicine
Neurology
Neurosurgery
Obstetrics & Gynecology
Ophthalmology
Orthopaedics
Pain Management
Pediatrics
Radiology/Imaging
Surgery
Urology

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.

Advanced Specialty Care
stonybrookmedicine.edu/advancedspecialtycare
500 Commack Road • Commack, NY 11725
(631) 638-0597


Advertisement: 16" x 20"
Square Rays: 1.47"

Advertising campaigns should maintain the top and left margins based on the size of the square rays as shown.

Advertising

Campaigns: Stony Brook Medicine

Branded advertising campaigns will utilize the square rays artwork.




**More than 180
pediatric specialists.**

All private rooms.

**Thousands
of colorful fish.**

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. 19100683H



Stony Brook Children's
The best ideas in medicine for kids.

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

Advertising

Campaigns: Stony Brook Children's Hospital

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

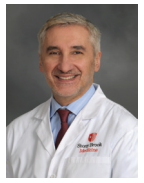
Non-Surgical Treatments for Spine and Major Joint Pain

Min Yi Tan, MD




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

Cardiac Surgery




Introducing
Jorge M. Balaguer, MD

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



Postcard: 8" x 6"
Square Rays: 1.125"

May is National
Skin Cancer and Melanoma Awareness Month



Free at Stony Brook Medicine

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 with more than 90 percent caused by excessive exposure to the sun. The combined number of skin cancer and melanoma cases account for about 50 percent of all types of cancers.

Screenings will be performed 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.

**Saturday, May 6
8 to 11:30 am**

Stony Brook Cancer Center
3 Edmund D. Pellegrino Road
Stony Brook
(631) 444-4000
stonybrookmedicine.edu

For an appointment call (631) 444-4000.



No-Bleed Poster: 24" x 36"
Square Rays: 3.83"

More samples


Stony Brook Medicine

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

Ouchless Medicine


**A Hallmark of our
Emergency Department**

Min Yi Tan, MD




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

Pediatric Otolaryngology



Introducing
Abbas Younes, MD, FACS

Now seeing patients at
Lung Cancer Evaluation Center
37 Research Way, East Setauket
(631) 444-4121

stonybrookchildrens.org 

Postcard: 8" x 6"
Square Rays: 1.125"

**Primary Care
for Children**

Your Family's Home for
Pediatric Care








Tri-Fold Brochure: 4" x 9"
Square Rays: .875"

Stony Brook Ophthalmology

Comprehensive medical and surgical eye care for children




Our team of board-certified physicians provides advanced diagnostics, medical and surgical treatments, and management of eye/vision disorders including specialists in neuro-ophthalmology, strabismus, retina, oculoplastics, glaucoma, corneal diseases, cataract and more.



Introducing
Mansoor Movaghar, MD
Specializing in
Pediatric Ophthalmology
and Strabismus
Languages spoken:
English, Spanish

Dr. Movaghar is currently accepting new patients.

For an appointment, please call (631) 444-4090.
33 Research Way, East Setauket
stonybrookchildrens.org



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

More samples

Stony Brook Children's Hospital

Here is a range of Stony Brook Children's Hospital layouts that feature the square rays graphic element.

