Visual identity

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Our logo

The Burke Neurological Institute logo is made up of two elements in a consistent relationship: our symbol and our name (wordmark).

Our symbol, an evocative rendering of the human brain, communicates dynamism and collaboration. The rounded corners in our typography feel welcoming and human. All together, our logo envisions hope coming into focus for all patients with neurological impairments.

Our logo is the foundation of our visual identity and should be featured prominently and consistently on all our materials.
There are two versions of our logo—
with and without our tagline. Wherever possible, use our logo with our tagline. When using the logo at small scales, the tagline will need to be dropped or placed elsewhere, for sufficient legibility. In professionally designed materials, you may also choose to separate the logo and tagline in order to give the tagline special prominence.

Always reproduce our logos from the master digital artwork provided.

Name and tagline alone
In rare circumstances, you may separate our name (wormark) from our symbol. If using our name alone, ensure that the symbol is on the same page or a nearby surface (e.g. on a exterior banner). Use the provided “name alone” artwork.

If using the tagline alone, ensure that the full logo is on the same page or a nearby surface (e.g. the front and back of a business card). Use the provided tagline artwork or type it out in our typeface, DIN Rounded Regular.
Whenever possible, use the full color version of our logo. A white background behind the logo is also strongly recommended.

Additional logo versions are available for special cases, only:

A grayscale logo and solid black and white logo are provided for use in black & white applications only. They should not be used on any materials produced in color. It is preferable to use the grayscale version, but it is acceptable to use the solid black version when the application requires a simplified mark (e.g., fax sheet, silkscreen, etc.).

In rare cases, a white (reversed) version of the logo may be used, when the logo must appear against a dark-colored background. Use this version cautiously since it is created with transparencies and will pick up whatever color is behind it.
Logo usage

Consistent use of logo alignment, spacing, and size helps solidify our brand.

Clearspace
For optimal legibility and impact, the logo should always be set apart from other design elements. The minimum amount of space between the logo and other elements should be at least equal to the height of the 2 “B”s from our name.

Logo placement
Due to the alignment within our logo, it is best aligned to the left of your page or screen.

Minimum sizes
Our logo should always appear large enough to be easily read. Please follow the recommended minimum sizes for the logo versions, with and without the tagline. The onscreen pixel sizes will depend on your screen resolution.

MINIMUM SIZE WITH TAGLINE: 2 INCHES
MINIMUM SIZE WITHOUT TAGLINE: 1.25 INCHES

IDEAL LOGO PLACEMENT: LEFT ALIGNED, TOP OR BOTTOM
The examples on this page illustrate misuse of the logo that can dilute the strength of our brand. As a rule, always reproduce the logo using the appropriate master digital file and do not modify or alter it in any way.

**Do’s & don’ts**

- **Do not stretch or change the proportions**
- **Do not rotate the logo**
- **Do not rearrange the elements of the logo**
- **Do not change or invert the colors in the logo**
- **Do not add drop shadows or other effects to the logo**
- **Do not place the logo on busy background or without sufficient contrast**
Co-branding

We express our affiliation with Weill Cornell Medicine in a visually and verbally consistent way.

Logos
Always use the lock-up at the left when the two logos need to appear in close proximity to each other. Do not alter the size relationship between the two logos.

If more space is available, however, it is preferable to separate the two logos away from each other and give the Burke logo a bit more prominence. To counterbalance the visual weight of the Weill logo, scale it down to about 65% of the height of the Burke logo. Do not match the height of the Burke logo with the height of Weill Cornell’s logo.

Messaging
Always include this language on communications from Burke Neurological Institute:

Burke Neurological Institute is an academic affiliate of Weill Cornell Medicine and partner of the Burke Rehabilitation Hospital.

Co-branded Logo Lockup (Primary Use)

Secondary Uses

Stationery Example

Size Relationship (Example)
Social media

Our symbol alone works well as our social media icon. Do not use the symbol, without our name, in place of our full logo in any other situations.
Our typefaces

Consistent use of typography strengthens the recognition of the Burke visual identity and helps maintain a sophisticated, professional look for our digital and printed communications. Additional typefaces should be avoided.

**Primary typeface**
Our primary brand typeface is **Roboto**. Roboto is a free Google font that should be used in all printed and online communications for both body copy and headlines. Roboto is a friendly and versatile font. The light weight of the font provides a clean and contemporary feeling and is preferred for headlines. Use other weights as needed. Download this font at [fonts.google.com/specimen/Roboto](http://fonts.google.com/specimen/Roboto).

**Specialty typeface**
**DIN Rounded** matches the tagline font in our logo and can be used in professionally designed communications, for special occasion materials. DIN Rounded light is the preferred weight, as it doesn’t compete with the typographic treatment of our name in our logo.

<table>
<thead>
<tr>
<th>ROBOTO (PRIMARY TYPEFACE)</th>
<th>DIN ROUNDED (SPECIALTY TYPEFACE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AaBbCc1234</td>
<td>AaBbCc1234</td>
</tr>
<tr>
<td>Roboto Light</td>
<td>DIN Rounded Light</td>
</tr>
<tr>
<td>Roboto Regular</td>
<td>DIN Rounded Regular</td>
</tr>
<tr>
<td>Roboto Bold</td>
<td>Roboto Bold</td>
</tr>
<tr>
<td>Roboto Light Italic</td>
<td>Roboto Bold Italic</td>
</tr>
<tr>
<td>Roboto Regular Italic</td>
<td></td>
</tr>
<tr>
<td>Roboto Bold Italic</td>
<td></td>
</tr>
</tbody>
</table>
**Type hierarchy**

Consistent use of type styles will ensure cohesiveness across all Burke Neurological Institute communications. The example on this page gives a recommendation on how type sizes and styles can be combined in a designed, print publication. Optimal sizes and formatting will vary based on the type of communication.

**Heading goes here**

Subheading sed diam nonummy nibh

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Color palette

The use of our primary colors are an integral element of the Burke Neurological Institute visual identity and should be used consistently. Our core colors are the three colors from our logo plus a darker gray, which helps soften type, rather than using 100% black.

It is important that our colors be reproduced accurately. Because different printing processes and onscreen displays handle color differently, each color in the palette is shown with several breakdowns. If you are unsure which color model to use for a project, please contact the communications staff (see page 3).

The colors represented throughout this guide have not been evaluated by Pantone, Inc and may not match the Pantone system. Consult a Pantone Color Formula Guide for reference. PANTONE® is the property of Pantone, Inc.
Secondary colors

A palette of three secondary colors is included to support our primary color palette. Our secondary colors are provided for limited use to help support our designs—for example, in helping establish hierarchy, in website design or in presenting data within charts. These colors should never compete with our core colors.

**BRIGHT GREEN**
- CMYK: 63 / 0 / 84 / 0
- RGB: 108 / 194 / 74
- HEX: #6CC24A
- PMS: 360 C

**DARK BLUE**
- CMYK: 100 / 45 / 0 / 45
- RGB: 0 / 85 / 135
- HEX: #005587
- PANTONE: 7692 C

**ORANGE**
- CMYK: 0 / 45 / 94 / 0
- RGB: 255 / 158 / 27
- HEX: #FF9E1B
- PANTONE: 1375 C
Photography

Colorful, dynamic, and well-lit photos of our scientists and research participants in action is an important way to show the human side of what Burke Neurological Institute is all about and should be incorporated wherever appropriate. If possible, use real photos, rather than stock photography. Aim for positive, inspirational pictures that reflect our personality and the diversity of our staff and patients.

The images at the right show two categories of potential photography styles: our work in action and our impact that shows the positive outcomes of our work, rather than the process. If you have questions about photography usage, please contact our communications staff.

When shooting or selecting photos, remember...

Keep it simple: Often times, a single image will communicate more clearly and effectively than multiple images can.

Mind the crop: Distracting and unattractive backgrounds should be avoided or deliberately cropped out.

Be sure that photographs are scaled proportionately, so they don't appear stretched or squashed.

*The photos at the right are for concept only and are not rights released to Burke Neurological Institute
The symbol as graphic device
The brain symbol is unique to the Burke Neurological Institute and can be taken apart and used as a graphic device to reinforce our identity, or to add visual interest on professionally designed pieces, such as a brochure or website.

The examples at right show some suggested adaptations of our symbol as a graphic device. A and B feature just a few overlapping circles as holders for our tagline or another headline. C and D use a configuration of dots to create a less dense configuration of dots than what is featured in our logo. When combing dots with photographs, using transparencies can also be a great way to tie back to the our logo and keep your layouts from feeling too heavy.

EXAMPLES
The example at right shows how a standard template could look with elements of our brand. The layout is intentionally simple and clean and keeps to our core color palette. A box with rounded corners on one side echoes the circles that make up our brain logo, as does placing staff photos in circles.
This page shows core stationery materials created using our identity system. Use them for all basic office communications in accordance with the template margins and styles provided. Templates can be personalized by staff.
Using a standard email signature helps maintain a consistent and professional look and extends Burke Neurological Institute's identity to everyday electronic communication. All email correspondence should use Arial in black for the main text and #009cde for links. Follow the standard signature example to the right.

Please refrain from adding images (including social media links), personal quotes, or messages to your signature in outgoing emails.

John Doe, Ph.D.
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STANDARD EMAIL SIGNATURE