

Visual identity

- Logo & tagline
- Co-branding
- Typefaces
- Color palette
- Photography
- Graphic elements
- Layout style
- Stationery
- Email signature

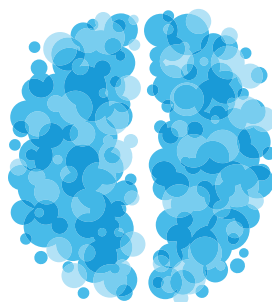
Our logo

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.

SYMBOL



WORDMARK

Burke
Neurological
Institute

Logo and tagline

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 (wormmark) 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.



PRIMARY LOGO
(LOGO/TAGLINE LOCKUP)



SECONDARY LOGO
(WITHOUT TAGLINE)



NAME ALONE



TAGLINE ALONE

Color variations

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.

PRIMARY VERSION: FULL COLOR



SECONDARY VERSIONS



GRAYSCALE (FOR B&W PRINTING ONLY)



WHITE (FOR USE ON DARK BACKGROUND)



SOLID BLACK & WHITE (FOR B&W PRINTING ONLY)

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

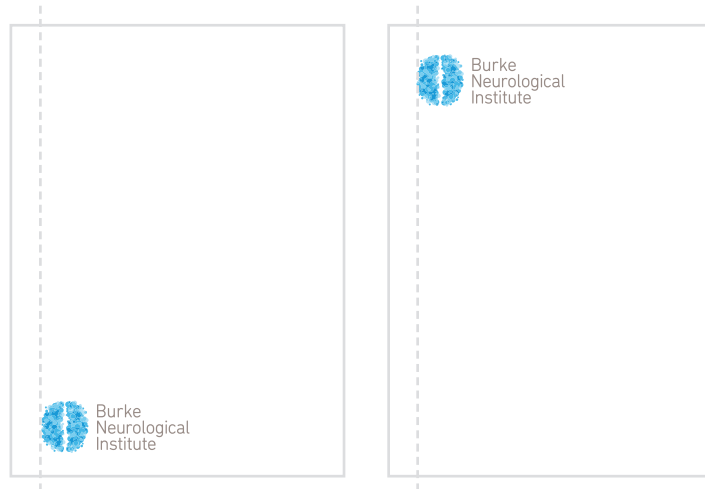
Due to the alignment within our logo, it is best aligned to the left of your page or screen.

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.



CLEARSPACE



IDEAL LOGO PLACEMENT: LEFT ALIGNED, TOP OR BOTTOM



MINIMUM SIZE WITH TAGLINE:
2 INCHES



MINIMUM SIZE WITHOUT TAGLINE:
1.25 INCHES

Do's & don'ts

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 NOT STRETCH OR CHANGE THE PROPORTIONS



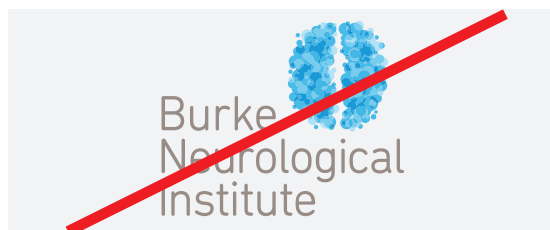
DO NOT CHANGE OR INVERT THE COLORS IN THE LOGO



DO NOT ROTATE THE LOGO



DO NOT ADD DROP SHADOWS OR OTHER EFFECTS TO THE LOGO



DO NOT REARRANGE THE ELEMENTS OF 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

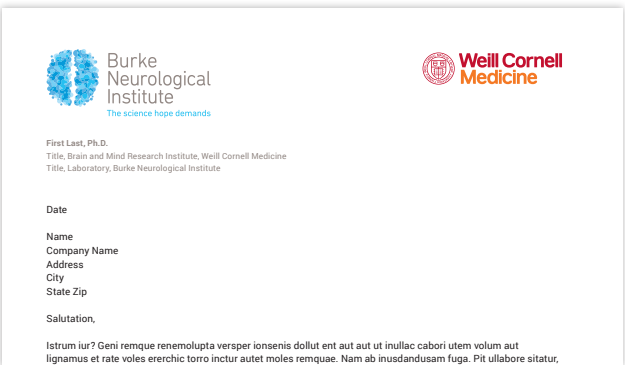
Always include this language on communications from Burke Neurological Institute:

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



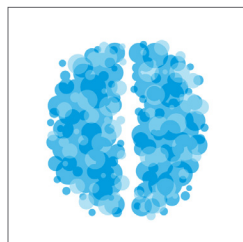
STATIONERY EXAMPLE



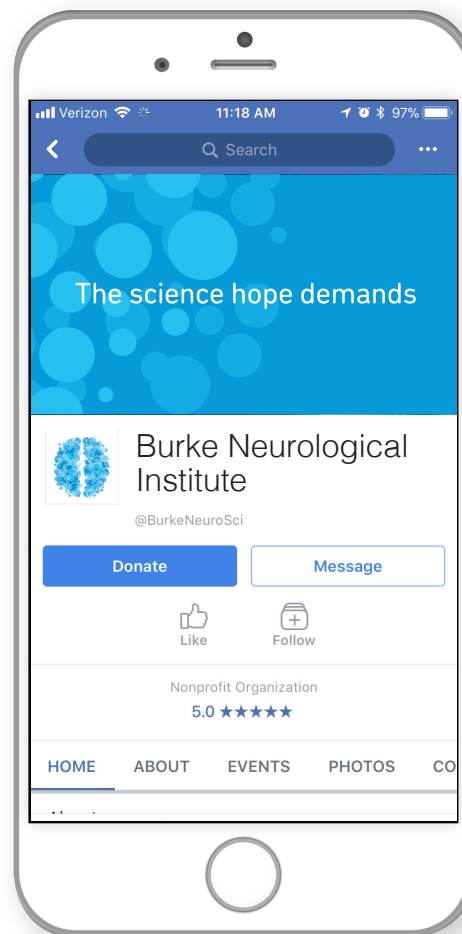
SIZE RELATIONSHIP (EXAMPLE)

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.



SOCIAL MEDIA ICON



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.

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.

ROBOTO (PRIMARY TYPEFACE)

AaBbCc1234

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Regular Italic

Roboto Bold

Roboto Bold Italic

DIN ROUNDED (SPECIALTY TYPEFACE)

AaBbCc1234

DIN Rounded Light

DIN Rounded Regular

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

HEADING
DIN ROUNDED BOLD
30 PT

Subheading sed diam nonummy nibh

SUBHEADING
DIN ROUNDED BOLD
12 PT / 14 PT

Sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper. Nibh euismod tincidunt ut laoreet dolore.

BODY
ROBOTO REGULAR
9 PT / 12 PT

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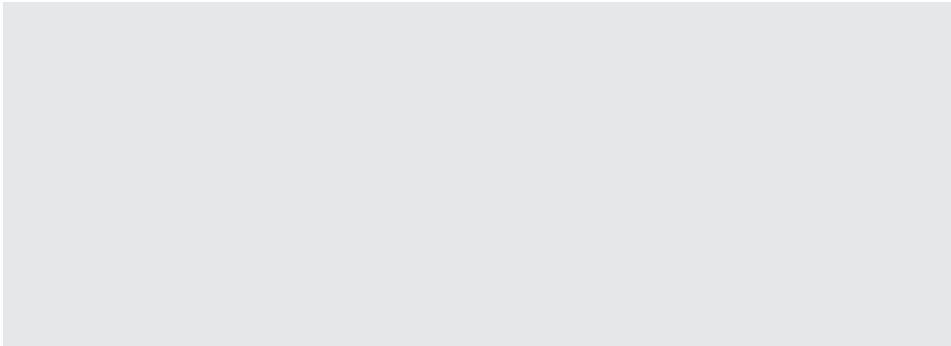
“Callout sectetuer adipis
cing elit, sed diam nonum
mynibh lorem ippsum
euismod laoreet dolore.”

CALLOUT
ROBOTO REGULAR
12 PT / 16 PT

Subheading 2 lorem ipsum dolor

Sit amet, consectetur adipiscing elit, sed tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper. Nibh euismod tincidunt ut laoreet dolore.

SUBHEADING 2
ROBOTO BOLD
9 PT / 12 PT



CAPTION SINCTUR ALIT APERUM AS ENDELLO RESTRUM

CAPTION
DIN ROUNDED BOLD
ALL CAPS; 7.5 PT / 9 PT

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.

BURKE MEDIUM BLUE CMYK 85 / 21 / 0 / 0 RGB 0 / 156 / 222 HEX #009CDE PMS 2925 C	BURKE BRIGHT BLUE CMYK 67 / 2 / 0 / 0 RGB 65 / 182 / 230 HEX #41B6E6 PMS 298 C	BURKE GRAY CMYK 37 / 0 / 25 / 0 RGB 151 / 140 / 135 HEX #978C87 PMS 408 C	DARK GRAY CMYK 0 / 0 / 0 / 75 RGB 100 / 100 / 100 HEX #646464
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CORE COLORS

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
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SECONDARY COLORS: ACCENTS

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...

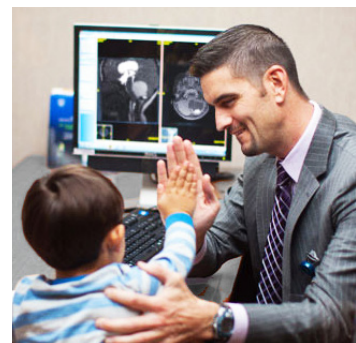
Keep it simple: Often times, a single image will communicate more clearly and effectively than multiple images can.

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

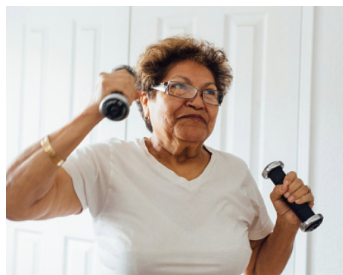
Be sure that photographs are scaled proportionately, so they don't appear stretched or squashed.

*The photos at the right are for concept only and are not rights released to Burke Neurological Institute

OUR WORK IN ACTION



OUR IMPACT

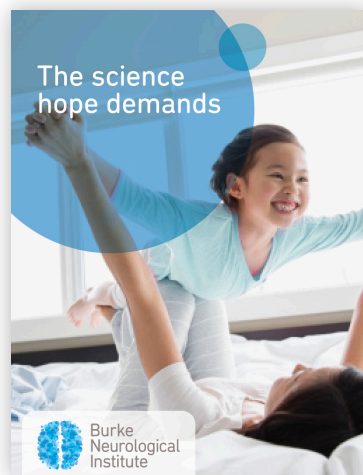


Graphic elements

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 combining 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.



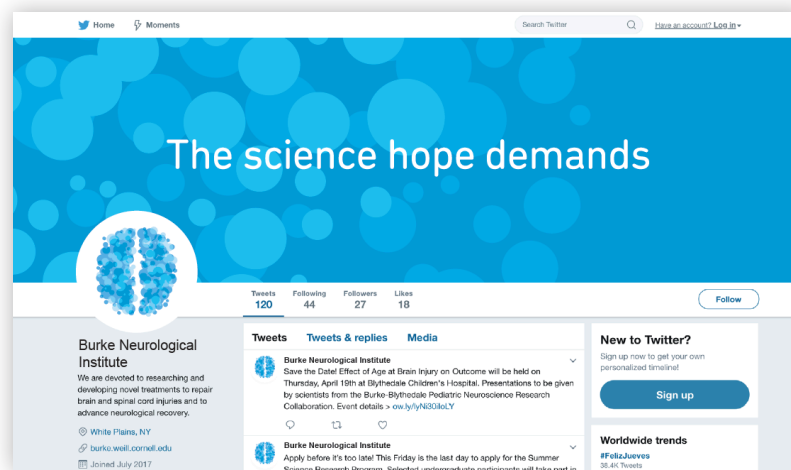
A (photo not rights released; for concept only)



B



C




D

EXAMPLES

Layout style

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.




Insert flyer title here lorem ipsum dolor

Clinical Trial

Currently recruiting participants

For more information contact
Insert Name
xxxxxxx@weillcornell.com
xxx.xxx.xxx



Investigator: **Insert Name**
Insert Burke Title, Insert Lab
Insert Appointment
Weill Cornell Medicine

Insert details about your event or program here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut tincidunt metus at augue lobortis vestibulum ut varius sapien. Vivamus luctus, ex pulvinar aliquam finibus, est orci porttitor ipsum, a tristique nisl lorem in.

Cras sagittis nisi et lectus placerat dignissim. Phasellus in nibh in libero tristique iaculis. Nulla iaculis nibh tempor, sit amet pharetra est pretium nunc bibendum in.

Eligibility


Age Range: 18 years old and older
Gender: Both (Male and Female)

Inclusion Criteria

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In felis diam.

- Sed pulvinar ligula et feugiat lobortis. Sed ac ultricies leo. Presence of some degree of weakness in the arm.
- Nulla ut est lacinia, rutrum enim at, pharetra neque. Ability to tolerate sitting upright at for at least one hour.
- Donec at erat a quam ultrices aliquet id quis elit. Cras tincidunt porta ante, eget mollis nulla tristique at.
- Duis consequat neque ante, quis auctor lectus ullamcorper in.

Insert Conditon	Insert Recovery
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Burke
Neurological
Institute
The science hope demands

burke.weill.cornell.edu/clinical-trials
Burke Medical Research Institute | Academic Affiliate of Weill Cornell Medicine
785 Mamaroneck Avenue, White Plains, NY 10605

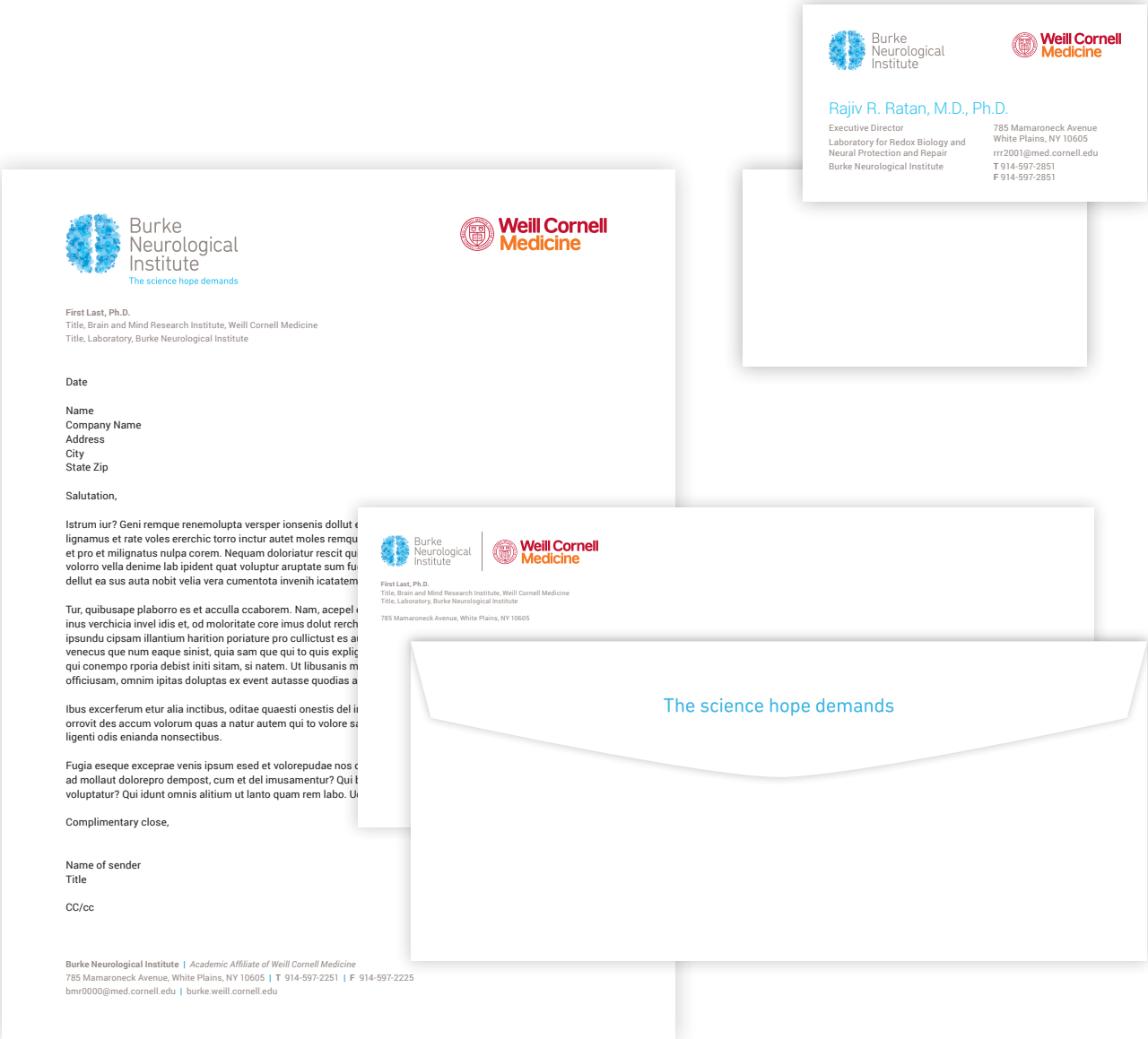


ROUNDED CORNERS ≈ .25 INCHES

TEMPLATE EXAMPLE

Stationery

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.



Email signature

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.

Title 1, Brain and Mind Research Institute, Weill Cornell Medicine

Title 2, Laboratory, Burke Neurological Institute

Burke Neurological Institute

Academic Affiliate of Weill Cornell Medicine

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Connect with Us @BurkeNeuroSci

STANDARD EMAIL SIGNATURE