



**DONALD AND BARBARA
ZUCKER SCHOOL *of* MEDICINE
AT HOFSTRA/NORTHWELL®**

**ZUCKER SCHOOL OF MEDICINE
LOGO AND BRAND STYLE GUIDE**

WELCOME

Enclosed please find the Donald and Barbara Zucker School of Medicine at Hofstra/Northwell Logo and Brand Style Guide. This document includes all specifications for the Zucker School of Medicine logo, typography, colors and application.

Please note: When printed, this guide should not be used for color accuracy. For specific color match, please use the Zucker School of Medicine Pantone Matching System colors and CMYK/RGB equivalents included on page 15.

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Donald and Barbara Zucker School of Medicine at Hofstra/Northwell **LOGO INSPIRATION**

LOGO INSPIRATION

The Donald and Barbara Zucker School of Medicine at Hofstra/Northwell logo was inspired by several factors:

- A. The partnership between Hofstra University and Northwell Health.
- B. The primary colors of both entities.
- C. The Hofstra University shield, which symbolizes leadership.
- D. A modernized variation of the Rod of Asclepius. The two “snakes” wrapping around the rod demonstrate partnership in the practice of medicine.



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LOGO SPECIFICATIONS

OFFICIAL NAME

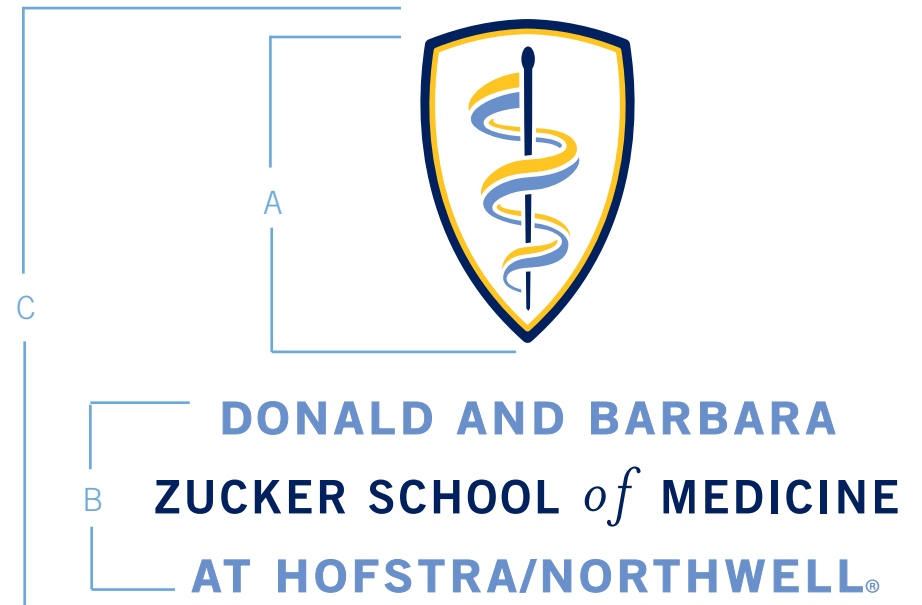
The official name of the Zucker School of Medicine is Donald and Barbara Zucker School of Medicine at Hofstra/Northwell. The official name should appear on all collateral in addition to the Zucker School of Medicine logo. The official name should always appear in Trade Gothic Bold No. 2.

Donald and Barbara Zucker School of Medicine at Hofstra/Northwell

NAME AS APPEARS IN LOGO

The logo components are officially referred to throughout this guide as:

- A. The emblem
- B. The logotype
- C. The Zucker School of Medicine logo



LOGO - VERTICAL ALIGNMENT

The vertically aligned Zucker School of Medicine logo is the preferred arrangement of the emblem and logotype. It should be used whenever space allows. The Zucker School of Medicine logo should always appear in full-color when possible.



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LOGO - HORIZONTAL ALIGNMENT

The horizontally aligned Zucker School of Medicine logo is the alternate arrangement of the emblem and logotype. The horizontally aligned Zucker School of Medicine logo should be used only when space does not allow for the vertically aligned Zucker School of Medicine logo. The Zucker School of Medicine logo should always appear in full-color or when possible.



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LOGO - FULL-COLOR

The Zucker School of Medicine logo should always appear in full-color where possible. The relationship between the Zucker School of Medicine logotype and the Zucker School of Medicine emblem should never be altered, nor should the spacing of the letters be manipulated in any way.

LOGO - ONE-COLOR

The Zucker School of Medicine one-color logo should be used only when one spot color is allowed. When printing digitally (CMYK), the Zucker School of Medicine full-color logo should be used. The emblem and logotype on the Zucker School of Medicine one-color logo should always be PMS 541C or 301U depending on the print application. The following percentages should be used in the one-color logo:

- A. The Zucker School of Medicine emblem: **Outer line** is 100% PMS 541C or 301U. **Inner line** is 25% PMS 541C or 301U.
- B. The Zucker School of Medicine top “snake” is 25% PMS 541C or 301U
- C. The Zucker School of Medicine bottom “snake” is 60% PMS 541C or 301U
- D. The Zucker School of Medicine “rod” is 60% PMS 541C or 301U
- E. In the Zucker School of Medicine logotype, **DONALD AND BARBARA** and **AT HOFSTRA/NORTHWELL** is 60% PMS 541C or 301U.
- F. In the Zucker School of Medicine logotype, **ZUCKER SCHOOL of MEDICINE** is 100% PMS 541C or 301U.



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DONALD AND BARBARA —E
ZUCKER SCHOOL *of* MEDICINE —F
AT HOFSTRA/NORTHWELL® —E

LOGO - BLACK

When color is not an option, the Zucker School of Medicine emblem and logotype should appear in 100% black.



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LOGO - WHITE

When applied to a dark background, the Zucker School of Medicine logo should always appear in white.

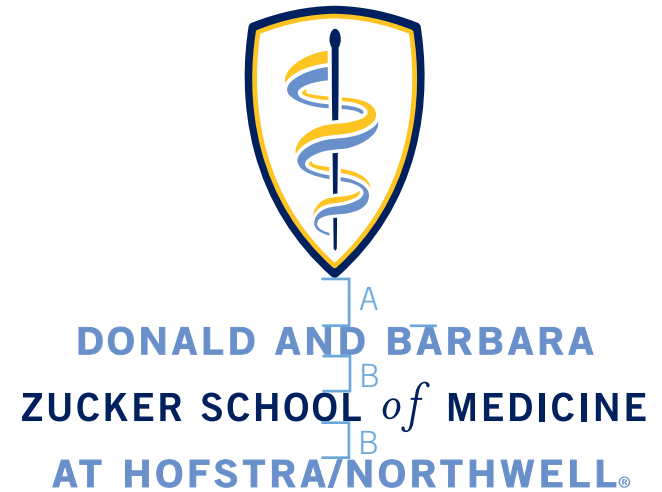


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LOGO - PROPORTIONS

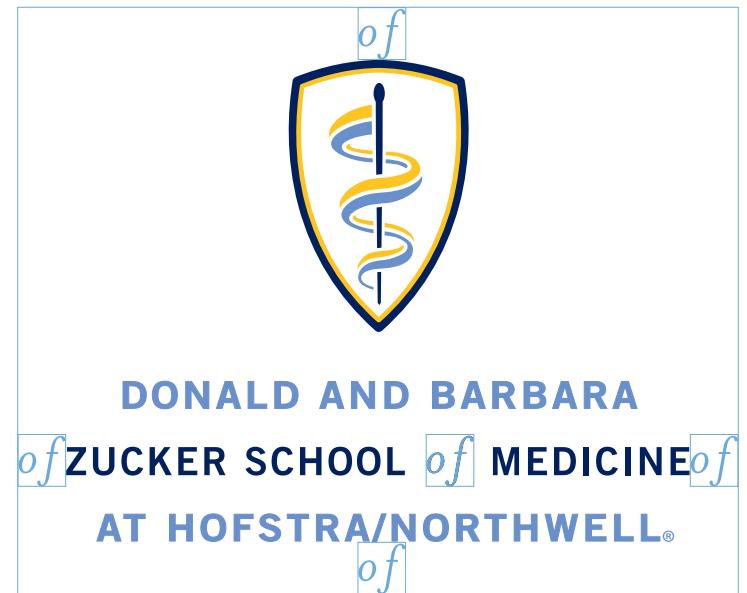
The Zucker School of Medicine logo should always be proportionally scaled.

- A. The space between the Zucker School of Medicine emblem and the Zucker School of Medicine logotype should never be altered.
- B. The space between the Zucker School of Medicine logotype lines should never be altered.



LOGO - CLEAR SPACE

The Zucker School of Medicine logo should always have an appropriate amount of clear space surrounding it. This space should be equal in size to the word “of” found in the Zucker School of Medicine logotype. This is the absolute minimum amount of space that should surround the Zucker School of Medicine logo. This space should always use the same proportions and should never be occupied by extraneous information.



ZSOM LOGO TREATMENT FOR DEPARTMENTS AND PROFESSIONAL ORGANIZATIONS AND CHAPTERS

The Zucker School of Medicine logo should always be proportionally scaled.

- A. The space between the Zucker School of Medicine emblem and the Zucker School of Medicine logotype should never be altered.
- B. The space between the Zucker School of Medicine logotype lines should never be altered.
- C. The blue rule and department name should be the same space as the Zucker School of Medicine logotype lines.



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OFFICE OF COMMUNICATIONS

ZSOM Department



**DONALD AND BARBARA
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OFFICE OF COMMUNICATIONS

ZSOM Professional Organization



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**ZUCKER WOMEN IN
MEDICINE AND SCIENCE**

ZSOM Professional Student
Organization

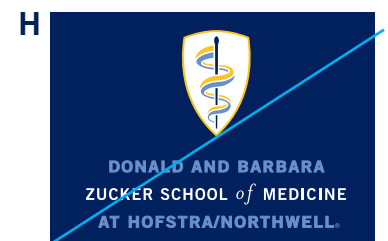
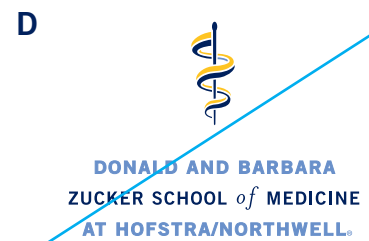
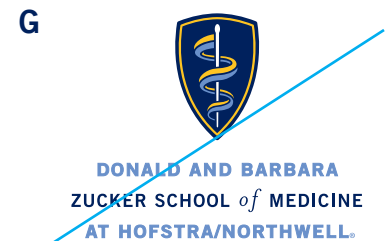
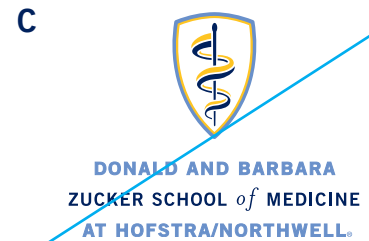
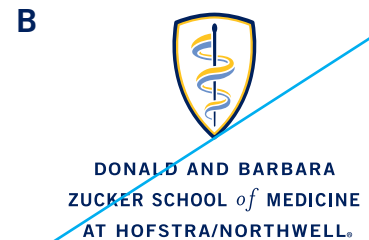
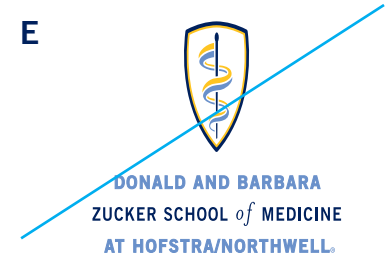
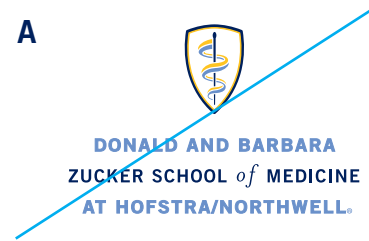


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**AMERICAN MEDICAL STUDENT
ASSOCIATION CHAPTER**

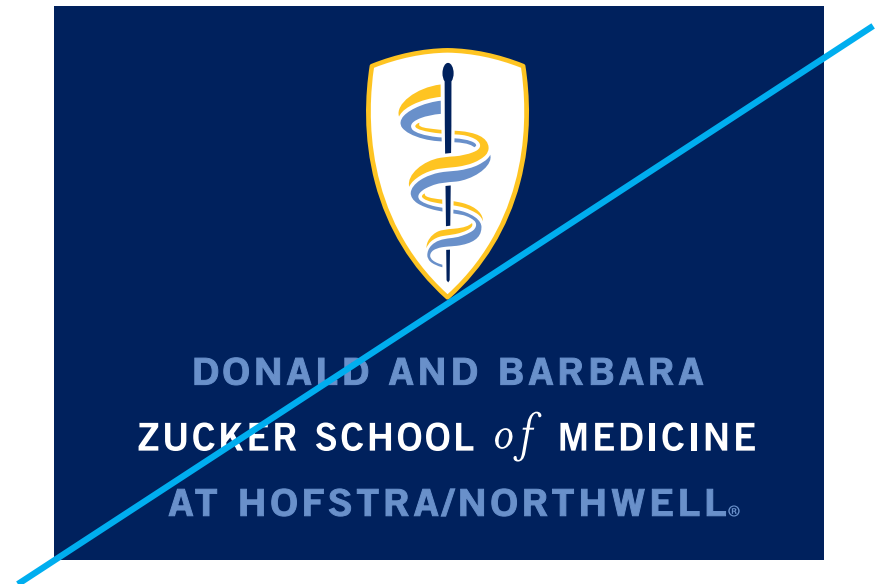
LOGO - MISUSES

- A. The size of the Zucker School of Medicine emblem should never be altered.
- B. The Zucker School of Medicine logotype for **DONALD AND BARBARA** and **AT HOFSTRA/NORTHWELL** should always be PMS 284 in the full-color logo.
- C. The Zucker School of Medicine logo colors should never be interchanged.
- D. The Zucker School of Medicine logo should never be shown with the emblem altered.
- E. The Zucker School of Medicine logo should never be scaled disproportionately.
- F. The Zucker School of Medicine logotype should never be abbreviated.
- G. The Zucker School of Medicine logo should never be shown with a blue background in the emblem.
- H. The Zucker School of Medicine logo should never appear on a blue background.



LOGO - BLUE BACKGROUND MISUSE

The Zucker School of Medicine logo should never be used on a blue background. On any other background color, the white or black Zucker School of Medicine logo should be used.



TYPOGRAPHY

The typefaces presented here are for use on the Zucker School of Medicine stationery. Trade Gothic Bold No. 2 is the primary typeface. This should not be used for long paragraphs of copy. Trade Gothic light is the secondary typeface. This should not be used for headlines. Trade Gothic Medium is used for white type on a dark background, to provide better legibility.

***NOTE: This type is not used in the Zucker School of Medicine logotype.



**DONALD AND BARBARA
ZUCKER SCHOOL of MEDICINE
AT HOFSTRA/NORTHWELL®**

David L. Battinelli, MD — Primary
Dean, Betsey Cushing Whitney Professor of Medicine

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516-463-7198 T • David.Battinelli@hofstra.edu — Secondary

PRIMARY — TRADE GOTHIC BOLD NO. 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()**

SECONDARY — TRADE GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()

Here is a paragraph using Trade Gothic Light. Here is a paragraph using Trade Gothic Light. Here is a paragraph using Trade Gothic Light. Here is a paragraph using Trade Gothic Light. Here is a paragraph using Trade Gothic Light.


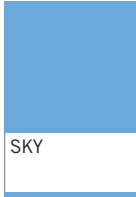
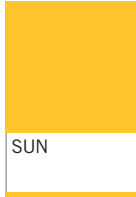

Here is a paragraph using Trade Gothic Medium. Here is a paragraph using Trade Gothic Medium. Here is a paragraph using Trade Gothic Medium. Here is a paragraph using Trade Gothic Medium. Here is a paragraph using Trade Gothic Medium.

COLOR PALETTE





The colors to the right are the official colors for the Zucker School of Medicine. These should be printed using the Pantone Matching System (PMS) inks whenever possible for absolute accuracy. The PMS numbers vary according to the paper finish and intended use.

- A. The custom RGB values should be used for on-screen purposes and the custom CMYK values should be used for digital printing.
- B. PMS 541C, 284C, 123C and 424C should be used when printing on coated paper.
- C. PMS 301U, 284U, 115U and 424U should be used when printing on uncoated paper.
- D. #00245D - Navy Blue, #6A91CB - Periwinkle, #FFC424 – Gold and #BE1E2E - Red should be used for websites.





A. DIGITAL PRINTING (CMYK) AND ON-SCREEN (RGB) USE ONLY

			
MIDNIGHT	SKY	SUN	STONE
C: 100 R: 0 M: 78 G: 36 Y: 0 B: 93 K: 54	C: 60 R: 106 M: 38 G: 145 Y: 0 B: 203 K: 0	C: 0 R: 255 M: 24 G: 196 Y: 94 B: 37 K: 0	C: 0 R: 126 M: 0 G: 128 Y: 0 B: 130 K: 61





B. COATED PAPER USE ONLY

			
PANTONE 541 C	PANTONE 284 C	PANTONE 123 C	PANTONE 424 C

C. UNCOATED PAPER USE ONLY

			
PANTONE 301 U	PANTONE 284 U	PANTONE 115 U	PANTONE 424 U

D. WEBSITE USE ONLY

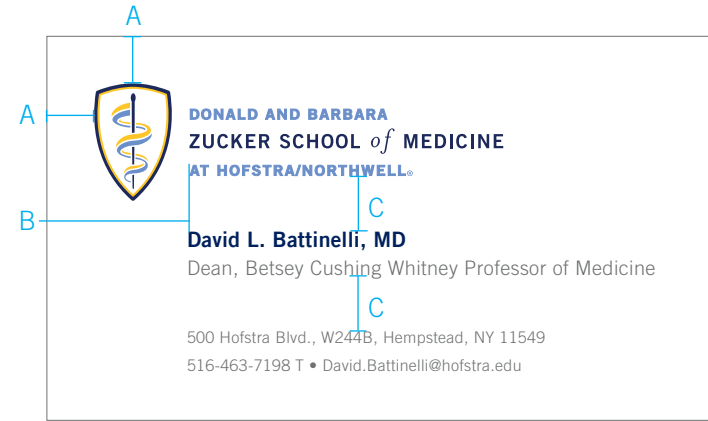
			
HEX #00245D	HEX #6A91CB	HEX #BE1E2E	HEX #7E8083

STATIONERY

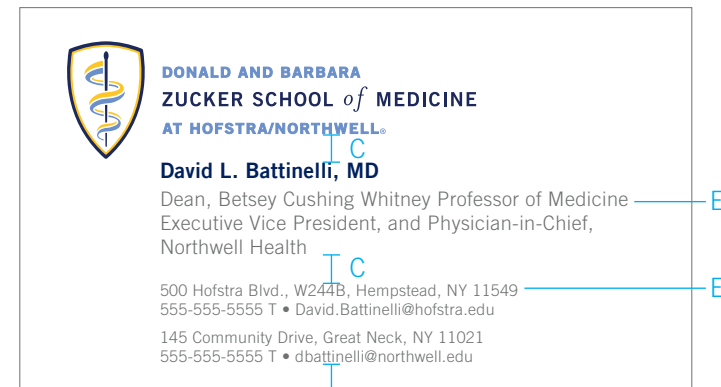
BUSINESS CARD (SHOWN AT 100%)

The business card is 3.5 inches wide and 2 inches tall printed on white uncoated cover stock that is a minimum weight of 100# Cover. The Zucker School of Medicine logo is 2.17 inches wide by 0.565 inches tall. It is printed using the specified uncoated PMS spot colors (see color guidelines on page 10).

- A. The Zucker School of Medicine logo is 0.245 inches from the left edge of the card and 0.245 inches from the top edge of the card.
- B. The text is left aligned with the School of Medicine logotype. The name is Trade Gothic Bold No. 2, 8 pt. size, 10.5 pt. leading, 10 letterspacing and is printed in PMS 301U. The title is Trade Gothic Light, 7.5 pt. size, 10.5 pt. leading, 20 letterspacing and is printed in PMS 424U.
- C. The name and title are centered between the bottom of the Zucker School of Medicine logo and top of the contact information with a minimum distance of 0.175 inches from the logo.
- D. The contact information is 0.245 inches from the bottom of the card. It is Trade Gothic Light, 6 pt. size, 10.5 pt. leading, 20 letterspacing, with 4 pt. size bullets that are elevated 0.5 pt. and is printed in PMS 301U.
- E. Zucker School of Medicine titles/contact info should be listed before Northwell titles/contacts.



D * option with two sets of contact information



D * option with two sets of titles and contact information

LETTERHEAD (SHOWN AT 50%)

The letterhead is 8.5 inches wide and 11 inches tall printed on white uncoated text stock that is a minimum weight of 80# Text. It is printed using the specified uncoated PMS spot colors (see color guidelines on page 10).

- A. The Zucker School of Medicine logo is 2.25 inches wide by 1.36 inches tall, centered horizontally and 0.375 inches from the top of the letterhead.
- B. The name and title are 0.375 inches from the left edge of the page.
- C. The name and title are 2.375 inches from the top of the page. The name is Trade Gothic Bold No. 2, 8 pt. size, 11 pt. leading, 10 letterspacing and is printed in PMS 30IU. The title is Trade Gothic Light, 7.5 pt. size, 11 pt. leading, 20 letterspacing and is printed in PMS 424U.
- D. The Zucker School of Medicine name and contact information is centered horizontally and placed 0.375 inches from the bottom of the page. The Zucker School of Medicine name is Trade Gothic Bold No. 2, 7 pt. size, 11 pt. leading, 50 letterspacing and is printed in PMS 424U. The contact information is Trade Gothic Light, 6.5 pt. size, 11 pt. leading, 20 letterspacing and is printed in PMS 424U.



LOGO - LETTER VISIBILITY CHART

The below chart should be considered to achieve maximum legibility when scaling the Zucker School of Medicine logo for signage.

A. The **ZUCKER SCHOOL of MEDICINE** logotype should be measured according to the letter height (cap height) column and based upon the anticipated distance.

MAXIMUM READABLE DISTANCE	READABLE DISTANCE FOR MAXIMUM IMPACT	LETTER HEIGHT (CAP HEIGHT)
100'	30'	3"
150'	40'	4"
200'	60'	6"
350'	80'	8"
400'	90'	9"
450'	100'	10"
525'	120'	12"
630'	150'	15"
750'	180'	18"
1000'	240'	24"
1250'	300'	30"
1500'	360'	36"
1750'	420'	42"
2000'	480'	48"
2250'	540'	54"
2500'	600'	60"



DONALD AND BARBARA
A  ZUCKER SCHOOL *of* MEDICINE
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LOGO - RELATIONSHIP OF ENTITIES

Follow the below specifications when showing the Hofstra University logo and the Northwell Health logo with the Zucker School of Medicine logo:

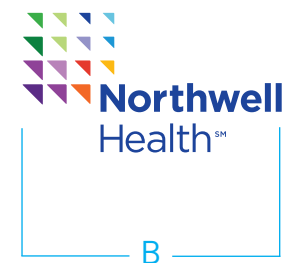
- A. The Zucker School of Medicine logo should be the dominant logo.
- B. The Hofstra University logo and the Northwell Health logo should be seen at a maximum width of 40% of the Zucker School of Medicine logo width.

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A



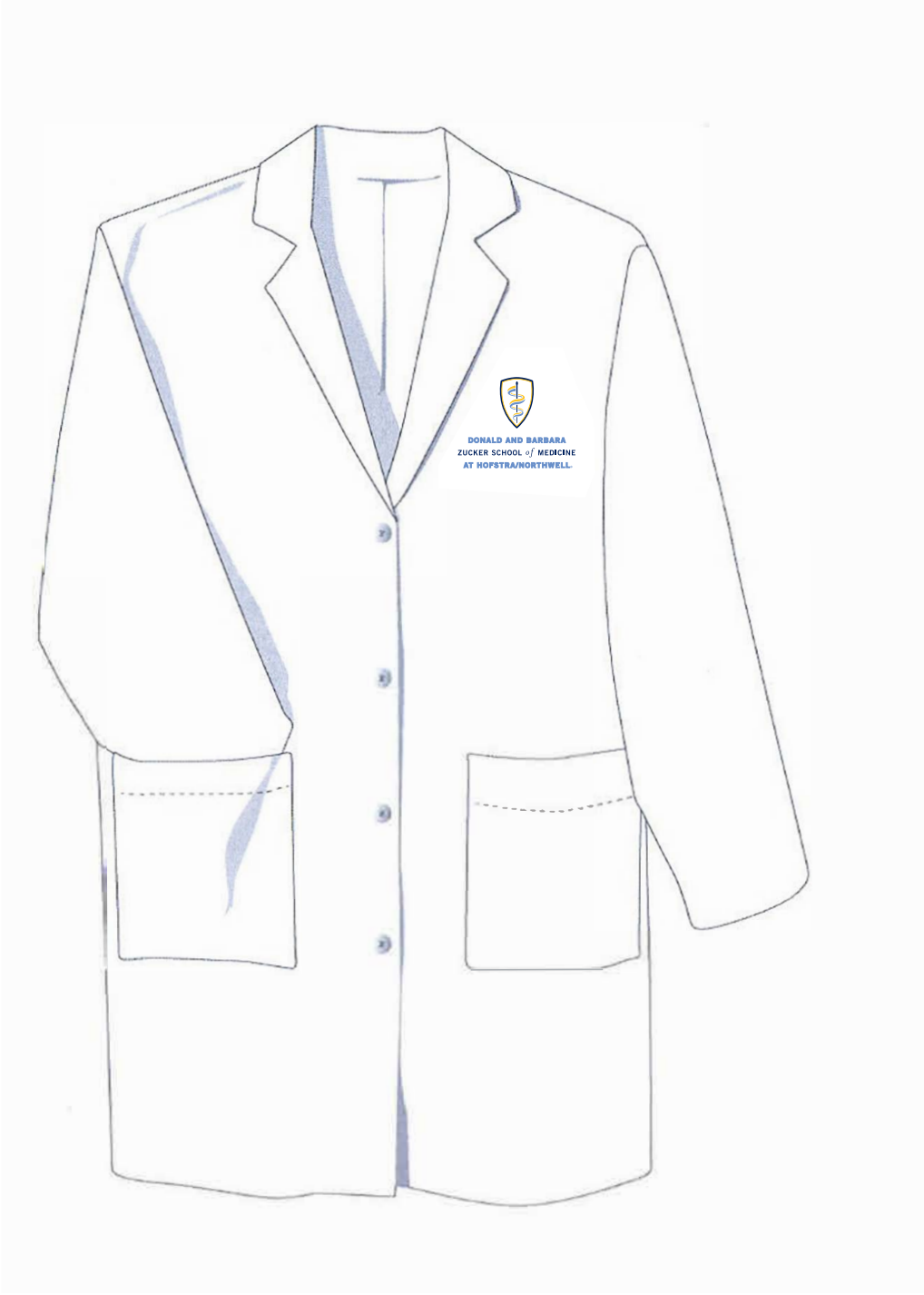
B



B

PATCH APPLICATION

This is an example of the Zucker School of Medicine logo applied to a patch design.



CONTACT

Any questions about the Zucker School of Medicine Logo and Brand Style Guide, please contact:

AT HOFSTRA Kelvin Fonville • kelvin.e.fonville@hofstra.edu • 516-463-7404

AT ZUCKER SCHOOL OF MEDICINE Lois Bentivegna • lois.bentivegna@hofstra.edu • 516-463-7480