

Brand Guidelines At-a-Glance

Stanley Manne
Children's Research Institute™

USING THE NAME

- On first reference, use the legal name, **Stanley Manne Children's Research Institute**
 - On second reference, use **Manne Research Institute**
 - On third and subsequent references, use **research institute** (note lowercase)
- Do not use "The" in front of the name. It is never *The Stanley Manne Research Institute* or *The Manne Research Institute*
- NEVER use the acronym "SMCRI" to refer to the research institute on internal or external communications

REFERENCING THE HOSPITAL

Stanley Manne Children's Research Institute is where all research takes place at Lurie Children's. References related to the hospital should be:

- **Stanley Manne Children's Research Institute at Ann & Robert H. Lurie Children's Hospital of Chicago**
 - On second reference, it should be Manne Research Institute at Lurie Children's
- **Pediatric research at Ann & Robert H. Lurie Children's Hospital of Chicago is conducted through Stanley Manne Children's Research Institute**
 - On second reference, it should be "Pediatric research at Lurie Children's is conducted through Manne Research Institute"
- NEVER use "Ann & Robert H. Lurie Children's Hospital of Chicago's Stanley Manne Children's Research Institute" or "Lurie Children's Manne Research Institute"

WEB ADDRESS

Stanley Manne Children's Research Institute's website address is **research.luriechildrens.org**. The website can also be accessed at luriechildrens.org/research.

CITING AFFILIATIONS

When citing affiliations, please use the following author information: Stanley Manne Children's Research Institute, Ann & Robert H. Lurie Children's Hospital of Chicago, Chicago, IL, USA; Northwestern University Feinberg School of Medicine, Chicago, IL, USA.

ACKNOWLEDGING SUPPORT

When acknowledging support, please be sure to include the source of extramural or internal funding as well as the specific research group or program affiliated with the work.

Example: *This work was supported by Stanley Manne Children's Research Institute and Ann & Robert H. Lurie Children's Hospital of Chicago under the Precision Medicine Strategic Research Initiative.*

LOGO

Like other logos in the Lurie Children's family, the Stanley Manne Children's Research Institute logo is built from the Gesta font in PMS 285 blue and uses a TM trademark symbol. **Always use supplied logo files; NEVER recreate the logo.**

1. A **clear area** around every logo defines a visual buffer.



2. **Minimum size:** The minimum size for the logo is 1.25" wide, or a reduction to 26% using the supplied logo files.

Maximum size: There is no maximum size guideline.



3. **Color:** The preferred version is full color on a white background. Alternate versions are black or white on a color background.

Example 1. Color

Stanley Manne
Children's Research Institute™

Example 2. Black

Stanley Manne
Children's Research Institute™

Example 3. White

Stanley Manne
Children's Research Institute™

LOGO DOs AND DON'Ts



Stanley Manne Children's Research Institute™

Always use supplied logo files.
Always maintain the specified clear area around the logo.

X Stanley Manne Children's Research Institute™

Never stretch, compress
or modify the proportions
of the logo.

X Stanley Manne Children's Research Institute™

Never recreate the logo
with a different typeface.

X Stanley Manne Children's Research Institute™

Never alter the color of the
logo; only use the logo in the
three approved colors.

X Stanley Manne Children's Research Institute™

Never change or rearrange
the logo elements or add
the hand symbol.

X Stanley Manne Children's Research Institute™

Never put the logo in
a box or within any other
shape, symbol or icon.

X Stanley Manne Children's Research Institute™

Never change the
orientation.

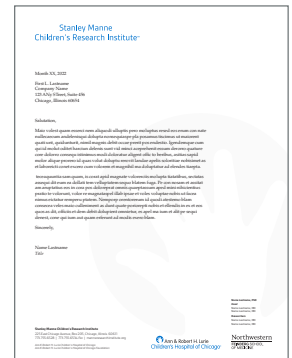
X Stanley Manne Children's Research Institute™

Never use the Logo
without proper contrast.

LURIE CHILDREN'S LOGO USAGE

Since the hospital name is not in the logo, the Lurie Children's logo must be present whenever the Manne Research Institute logo is used. When the Manne Research Institute is the lead brand, the Manne Research Institute logo should be at the top, and the Lurie Children's logo at the bottom, back or nearby.

Stationery

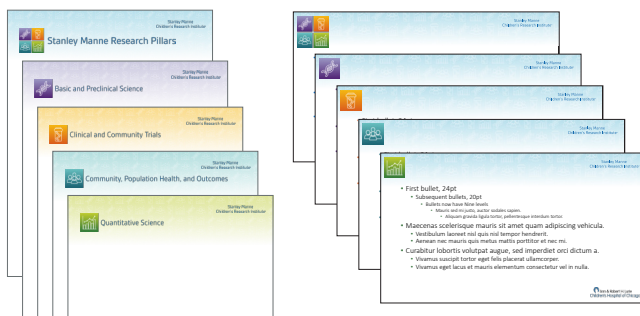


E-newsletters, presentations and brochures



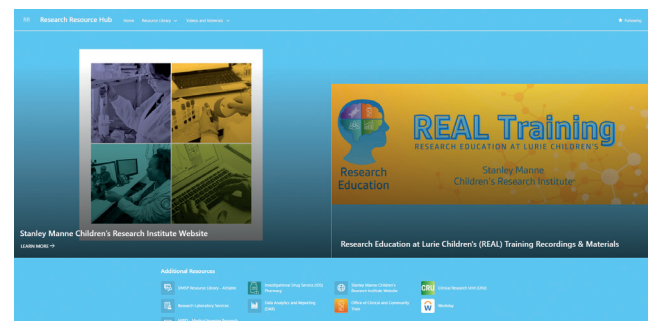
MANNE RESEARCH INSTITUTE FOUR PILLARS

Research pillar-specific Word masthead and PowerPoint templates are for sharing information about research activities or research administration policies/processes associated with one or more Manne Research Institute pillars. For access, please contact researchdevelopment@luriechildrens.org.



MANNE RESEARCH INSTITUTE TEMPLATES

For Manne Research Institute branded presentation and poster templates, and other branding guides, please visit the [Research Resource Hub: Research Resource Hub/Branding Guidelines and Templates/All Documents](#) on sharepoint.com.



For electronic logo files (eps, tif, jpeg, png, etc.), please contact Lurie Children's Marketing Department at 312.227.7411 or e-mail at marketing@luriechildrens.org. For templates, visit AllConnect at <http://thepoint.luriechildrens.org/resources/marketing/ResearchCtrTemplates.htm>