Table of Contents

INTRODUCTION
WELCOME TO BURKE
MISSION

LOGO
USAGE STANDARD
STANDARDS WITH TAGLINES
COLOR USAGE
IMPROPER LOGO USAGE
SPECIALTY USAGE

COLOR
PALETTE AND GRADIENTS
TYPOGRAPHY COLOR

TYPOGRAPHY
TYPEFACE USAGE

APPLICATION
ARCHITECTURAL SIGNAGE
DOOR SIGNAGE
ADDITIONAL VERBAGE
Burke Rehabilitation has been a leader in medical rehabilitation for more than one hundred years. Burke Rehabilitation is comprised of two divisions: Burke Rehabilitation Hospital & Burke Outpatient Division

Opened in 1915, Burke Rehabilitation Hospital is accredited by the Joint Commission and the Commission on Accreditation of Rehabilitation Facilities. These two accrediting organizations are the gold standards for acute rehabilitation hospitals in the United States today.

Located in White Plains, New York, Burke is a 150-bed acute rehabilitation hospital, entirely dedicated to rehabilitation medicine. While convenient to Westchester County, New York City, Long Island and Connecticut, Burke attracts and welcomes patients from across the country and around the world. We provide inpatient and outpatient care for a broad range of neurological, musculoskeletal, cardiac and pulmonary disabilities caused by disease or injury.

Burke treats patients who have suffered a stroke, spinal cord injury, brain injury, amputation, complicated orthopaedic surgery or fracture, arthritis, cardiac and pulmonary disease, and neurological disorders. Patients are most frequently transferred to Burke from acute care hospitals once their condition is stable and they are able to participate in intense physical, occupational and speech therapy.

Burke Rehabilitation Outpatient Division was created to expand available therapies to patients who have been discharged from Burke and those from the community in need of quality compassionate rehabilitation care for a wide range of medical conditions. Steadily growing over the past several years, Burke continues to expand its outpatient facilities to address the needs for these services. Burke now operates one outpatient clinic on the main Burke campus in White Plains and five other community clinics throughout our service area.
Our Mission & Vision

Winifred Masterson Burke Rehabilitation Hospital is a

MEMBER OF THE MONTEFIORE HEALTH SYSTEM

Mission Statement

To provide the highest quality medical care and rehabilitation services to ensure that each patient achieves the maximum functional recovery from illness, injury or disability.

Vision Statement

To lead the field as the most effective and compassionate provider of medical rehabilitation by practicing innovative treatment, pioneering clinical research and inspiring education.

www.burke.org
Logo Usage

USAGE STANDARDS
STANDARDS WITH TAGLINES
COLOR USAGE
IMPROPER LOGO USAGE
SPECIALTY USAGE
Usage Standards

PROTECTIVE FIELD

For greatest visual impact and design integrity, the logo is always surrounded by a protective field – or clear space – where no other image or type should appear. The box (shown as a dotted line) around the Burke logo indicates the protective field, which is the height of the letter “X” indicated above around the entire logo.

LOGO PROPORTIONS

The Burke logo should always be used in the correct proportion. Use the q key when scaling the logo artwork within any document.

MINIMUM SIZE

The Burke logo should never appear in a size smaller than 1.75” wide.

Each time the logo is used, it should adhere to the application guidelines specified in this manual.
This is the version of the logo with a tagline included. It should be used when first displayed or when the Burke logo is first displayed in a new medium. This is the most desired use of the logo.
Consistent use of color creates a distinctive and proprietary look for Burke communications materials. This page includes several examples of 1-, 2- and 4-color logos.
Improper Logo Usage

**DIMENSIONS**

- DO NOT make logo smaller than 1.75”
- DO NOT kern letters of the logo or tagline
- DO NOT stretch logo under any circumstance.

**TAGLINE**

- DO NOT stack the tagline
- DO NOT remove the tagline from logo.
- DO NOT enlarge the tagline

**COLOR**

- DO NOT change the color of Burke logo
- DO NOT shift the colors of the logo around.
- DO NOT change color of the tagline

Consistent use of the Burke logo is essential to protect the brand. The standards presented in this manual create a common platform for all communications materials and ensure a consistent look. Examples on this page depict improper ways to use the logo.
Specialty Usage

**SHORTHAND LOGO**

In time, the “B” in the Burke logo could be recognizable enough to the point it could be used by itself as more of a mark. This is not optimal and requires clearance from the Burke Marketing Department.

**CATEGORYAL LOGO**

Logo may appear completely in the Burke primary green, red, blue or gold when presented within its respective category, or in by itself in Burke green.

**ONE-COLOR LOGO**

Below is the only approved one-color logo.

The following are ways to alter the logo while maintaining its brand integrity. Each should be used sparingly and only once they have been approved for a project by Burke’s Marketing Department.
INITIATIVE LOGO

Similar to the shorthand logos, the initiative logos are color sensitive and should match programs they fit into with a line separating the colored icon and the program name underneath (1-2 lines preferably). Contact the marketing department before creating additional marks.

Above is an example of how the mark should work with the text.
Color Usage

PALLETTE AND GRADIENTS
Palette and Gradients

These 4 selections comprise the Burke primary color palette. The colors above are used to create gradients and color fields of varying opacity.

To create a gradient, choose respective colors at 85% and 65% and place them on opposite spectrums with the location in the middle. Can be radial or linear.
COLOR

Typography Color

For headlines, please use corresponding section color.

For copy, please use 85% Black.

Text may also be inversed to white if on a dark background or in a gradient.

For all typography on screen or print, please follow the guidelines above for all Burke materials.
Typography

Usage

TYPEFACES AND USAGE
## Typography

### Typeface Usage

#### PRIMARY SAN-SERIF

**Anivers Bold vs Regular vs Italic**  
*used mainly for most purposes including but not limited to titles, headers, body copy*

<table>
<thead>
<tr>
<th>Anivers Bold</th>
<th>Anivers Regular</th>
<th>Anivers Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890*!@#$&amp;</td>
<td>1234567890*!@#$&amp;</td>
<td>1234567890*!@#$&amp;</td>
</tr>
</tbody>
</table>

#### PRIMARY SERIF

**Georgia regular vs italic**  
*used mainly as body copy when Anivers isn’t legible or needs some contrast*

<table>
<thead>
<tr>
<th>Georgia Regular</th>
<th>Georgia Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890*!@#$&amp;</td>
<td>1234567890*!@#$&amp;</td>
</tr>
</tbody>
</table>

#### SPECIALTY FONT

**Equip Medium**  
*use typeface for additional logo systems created under the Burke Brand*

<table>
<thead>
<tr>
<th>Equip Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890*!@#$&amp;</td>
</tr>
</tbody>
</table>

The Linotypes Anivers, Equip and Georgia typefaces are the designated fonts to use for all materials.
Application
Usage

ARCHITECTURAL SIGNAGE

DOOR SIGNAGE
Architectural Signage

REQUIRED:
If a color is used, Burke logo must be in specified PMS Green and/or Blue.

SELECTIVE:
The logo is not required if words are more appropriate.
The title “MEMBER OF THE MONTEFIORE HEALTH SYSTEM” is recommended but not required.

SPECIAL CASES:
If the logo is cast in metal, it should be represented in gold inspired by the yellow from the color palette

Approved primary font only (view font usage section)

For architectural signage please follow the guidelines above for all Burke buildings.
Door Signage

REQUIRED:

Should include 4 color logo with tagline or without.

As of January 2016, it is recommended that window and door signs include the verbiage: “MEMBER OF THE MONTEFIORE HEALTH SYSTEM”

EXCEPTIONS:

When using one of the divisions of Burke, you don’t need the full color logo.

For door signage please follow the guidelines above to maintain the integrity of the brand.
The phrase “MEMBER OF THE MONTEFIORE HEALTH SYSTEM” should be added to printed and digital materials such as websites, advertising, brochures and other promotional materials, where appropriate. The phrase should appear smaller than the logo, as it is not officially part of the logo. For further clarification, please contact the Marketing department.

ENCORPORATED PHRASE:

MEMBER OF THE MONTEFIORE HEALTH SYSTEM

USAGE:
The phrase can be used with all approved logos. It should be flush under the logo as shown. The color will depend on the application to provide the best legibility, but should be in the approved colors below:

The phrase should NOT be in the same color as the logo used. This allows it to remain separate from the mark.

EXCEPTIONS:
When using the minimum size logo the phrase may appear as shown to the left. This is because the text should not be smaller than 8pt font otherwise it will become illegible.
Proper use of the Burke logo and Burke tagline help maintain and further promote the Burke brand. If you have any questions about the use of the Burke logo, tagline, colors, typefaces or anything else related to the brand, please contact Burke’s Marketing Department:

tel - (914) 597-2848
email - ExternalRelations@Burke.org