Essential guidelines to help you communicate the Einstein brand.
“Einstein is a distinguished medical institution that is creating a healthy future everywhere by combining a passion for scientific and academic excellence with compassion for all humanity in a highly productive and collegial environment.”

These words reflect our culture, achievements and values, and serve as the foundation for Einstein’s brand position today—the central theme that embodies the spirit of the institution and communicates what makes us distinct. In today’s highly competitive and overly marketed world, even in academic medicine we are constantly subjected to messages from a vast array of media that compete for attention in our minds. Because of this cacophony of messages in the market, and the complexity of our institution, it is critical to our success that we speak with one voice, a voice united around the themes of our brand positioning.

The central theme of our branding is also captured in our tagline—“Science at the heart of medicine”—which is a simple and elegant way of expressing what we do every day at Einstein. The world-class biomedical research that we conduct has a direct impact on our medical education, as well as on the medicine that is practiced by our faculty in clinical settings in the Bronx and elsewhere. It also reflects the “humanism” that is so vital to Einstein’s culture and has such a strong influence on our research and education.

Every member of the Einstein community is a brand ambassador. Each time one of us represents the school, we have an opportunity to reinforce the Einstein brand and build a strong reputation for our institution. Our signature, language and graphic design will help us tell our story in a more powerful and effective way. That’s why I am asking you to embrace these guidelines so as to ensure continuity, a high standard of excellence and a clear, consistent identity for Einstein.

Allen M. Spiegel, M.D.
The Marilyn and Stanley M. Katz Dean
Albert Einstein College of Medicine
“Reputation is only a candle, of wavering and uncertain flame, and easily blown out, but it is the light by which the world looks for and finds merit.”

JAMES RUSSELL LOWELL, American author/poet/lawyer/abolitionist, 1819–1891
The following Einstein Brand Identity Guidelines are a comprehensive tool for anyone designing, printing or producing communications materials. With your assistance, we can ensure that all communications from our institution are integrated and consistent—making each individual component, as well as our marketing efforts as a whole, stronger and more effective. A number of resources are available to provide assistance in developing and executing your communications and marketing activities. These include:

**Office of Communications and Public Affairs**

The office of communications and public affairs supports and advances the goals of Einstein by promoting the school’s brand; by enhancing communications with all constituencies; by fostering a sense of community; and by generating media coverage that will strengthen the image and reputation of the College of Medicine.

Gordon Earle, associate dean for communications and public affairs, is responsible for the overall leadership and management of Einstein’s communications strategies, including public relations, marketing, branding, media relations and events management, to support the school’s overall communications and marketing goals.

**Creative Services**

The department of creative services provides knowledge and experience to guide the campus community in the creation of marketing and communications collateral, ranging from printed materials to video and events. The department of creative services is directed by Peter Dama, who reports directly to the associate dean for communications and public affairs.

**Interactive Media**

Interactive media provides knowledge and experience to guide the campus community in the creation of interactive marketing and communications, from websites to podcasts to digital presentations. The department of interactive media is directed by Najam Hayat, who reports directly to the associate dean for communications and public affairs.

For further information or to download this document, go to: www.einstein.yu.edu/brandingzone.
The Einstein Brand Identity Guidelines provide details about the underlying positioning platform, messaging, creative elements and design specifications that form the College of Medicine’s brand identity. These standards have been created with a great deal of flexibility to address the complexities of Einstein, while providing a high degree of consistency and quality.

What Are the Benefits of Branding?
• Greater awareness and understanding of Einstein, its mission and its values
• Increased support from private and government sources
• Differentiation from competing medical schools
• Enhanced ability to succeed in reaching target audiences
• Improved institutional credibility

Why Are Brand Guidelines Important?
Einstein is composed of a spectrum of people, programs, departments and centers —each with unique qualities but all working toward a common goal.

The strongest, most recognizable brand that any Einstein department, administrator or research center can project is the brand of Albert Einstein College of Medicine. Our brand identity reflects our commitment to excellence, our goals and the values that represent the core of this institution. Correct and consistent use of the identity unifies the diverse array of Einstein activities, achievements and audiences, and builds a stronger reputation for the College of Medicine as a whole.
The Brand Platform combines the core tenets of the College of Medicine to create a unified understanding of Einstein. The Brand Platform includes the Brand Position, Brand Promise and Brand Personality. Editorial content, graphic design and photography should all support the ideas expressed in the Brand Platform.

**Brand Position**

The Brand Position Statement serves as the defining statement for Albert Einstein College of Medicine. The statement reflects the values at the core of our institution that remain unchanged over time.

Einstein is a distinguished medical institution that is creating a healthy future everywhere by combining a passion for scientific and academic excellence with compassion for all humanity in a highly productive and collegial environment.

**Brand Promise**

The Brand Promise is a shorthand method of describing the Brand Position. It was created to be memorable in the minds of all Einstein stakeholders.

Where passion for medical science and compassion for people create a healthier world.
The Brand Personality describes the characteristics and key differentiators that should be reflected in the presentation of the Einstein brand, both editorially and visually. The messaging, tone, color palette, images and typography work together to create the school’s Brand Personality.

**Characteristics**

Einstein’s personality is humanistic, passionate and profound. It is also collaborative, diverse and collegial. As an institution, we are all focused on making positive contributions to improving the health of others—in the community and around the world.

The brand is also expressed through the benefits associated with the institution:

**FUNCTIONAL**
- Excellence in research, academics and clinical training
- High productivity
- Freedom of ideas
- Initiation of change
- Focus on improving health and caring for all humanity

**EMOTIONAL**
- Collaboration
- Passion
- Commitment
- Inclusiveness
- Diversity
- Nurturance
- Compassion
Through extensive research with our stakeholders, we have identified four qualities that make Einstein unique. These differentiators help us stand apart from other institutions and should serve as recurring themes in communications.

The brand platform:
key differentiators

**Passionate Productivity**
Although Einstein is smaller and younger than most medical schools, it is nationally and internationally recognized for its contributions to science, medicine and health. People within the Einstein community are passionate about what they do—and the results speak for themselves. Einstein faculty members receive among the highest NIH funding per investigator of any medical research institution, and publish more research in peer-reviewed journals than other medical researchers. Einstein students are more successful in their residency matching than students at most other schools. And Einstein alumni—both graduates and former faculty members—have made significant contributions to the health of those in their communities and around the world.

**A Culture of Caring**
The Einstein community is driven by a desire to improve the world and help others lead healthier lives. Medical students, teachers and scientists are drawn to Einstein for its compassionate and humanistic culture. Expressed through their dedication to the school’s community and global health programs, as well as through the collegial atmosphere that inspires collaboration among investigators and students, these values make Einstein a unique environment in which medical advancement flourishes.

**A Community of Diversity**
Einstein thrives on diversity—of ideas, of people, of experiences, of medical and scientific challenges. Rooted in the Bronx, one of the nation’s most diverse communities, Einstein reflects a diversity that is woven into the fabric of the school. A global student body, representing more than 40 countries, is exposed to a wide variety of clinical experiences from neighborhood clinics and trauma center ERs to cutting-edge surgery and breakthrough care. The faculty, as divergent in its approaches to medicine as it is in its cultural and educational heritage, inspires the work of students and contributes to advancements in human health.

**The Legacy of Albert Einstein**
Albert Einstein is one of the most recognizable names in the history of humankind. The embodiment of intellect and humanism, his ideas reverberated beyond science, influencing modern culture and the world we live in today. The gift of his name is a source of prestige and distinction for our institution. The Einstein name signals scientific genius and educational excellence. But it also serves as a reminder of our mission to care for all humanity and reflects the aspirations we all share as we try to live up to the values of our namesake.
In order to execute successful communications materials and activities within the Einstein brand program, please follow these four steps:

**STEP 1**
Ensure that your messaging supports the school’s brand platform. (See page 1:3 for details.)

**STEP 2**
Ensure that your messaging reflects the voice and tone of Einstein’s brand.

**STEP 3**
Follow the “Signature” section contained in this guide to use the school’s signature appropriately. (See pages 2:1 to 2:14 for details.)

**STEP 4**
Work closely with the department of communications and public affairs and/or the department of creative services to ensure that your communications accurately portray the Einstein brand.

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**BRAND PLATFORM**
- Position
- Promise
- Differentiators
- Personality

**EINSTEIN SIGNATURE**
- Icon
- Word “Einstein”
- Name of the College
- Tagline

**VISUAL SYSTEM**
- Typography
- Color palette
- Imagery

**EDITORIAL VOICE**
- Compelling copy
- Audience specific
- Benefits driven
- Differentiating

= Consistent Communication and Brand Success
The signature

“The eternal mystery of the world is its comprehensibility… The fact that it is comprehensible is a miracle.”

ALBERT EINSTEIN
The Einstein identity is the most visible representation of our institution—and of our brand. It serves as a reminder of what we stand for and the values we share. It is a symbol that can provide all audiences with instant and powerful recognition of our institution and of our contributions to advancements in health.

The signature is composed of three components: the helix-E symbol and the “Einstein” wordmark that make up the logo, and the logotype. In most cases, these three components will all be used together.
The Einstein signature is the most fundamental part of our brand. From our website and publications to outreach activities and scientific presentations, it conveys Einstein’s values. It identifies us to the world, creating a strong image of our institution.

No alterations should be made to the symbol, wordmark or logotype. Officially approved alternative signatures have been developed for situations where the preferred signature does not work. Always use approved electronic artwork.

Components of the signature

The Helix-E Symbol
The symbol incorporates four key references: DNA—the fundamental science underlying our work; a unique campus architectural detail; the concept of progress; and our initial. The reference to DNA signals the importance of research and scientific discovery to Einstein’s advancement of medicine. The Price Center/Block Research Pavilion staircase represents the new era of growth at Einstein. It is also a universal symbol for achievement, and the “E” reminds the world of our name, Einstein.

The Name “Einstein”
The new signature includes the wordmark “Einstein.” Although the official name of the school remains Albert Einstein College of Medicine of Yeshiva University, Einstein is the familiar, abbreviated name that we call ourselves, and the way in which many know us. Unlike an acronym, the shorthand “Einstein” references our powerful legacy and reinforces our identity. In order to protect the integrity of our brand, the wordmark must never be altered or replaced by any other type or presented outside the blue field.

The Name of the College
Albert Einstein College of Medicine of Yeshiva University is an important part of our identity. Its specific color, style and size have been designed in relation to the logo.
Signature colors: palette

Color provides a strong visual link to our brand identity across a wide range of applications. The two-color signature is the preferred signature of the Einstein brand identity system. The two primary colors used in the Einstein signature are dark blue, PANTONE® 280, and sky blue, PANTONE 542®, for coated paper stock and PANTONE® 543 for uncoated stock. Each color has been translated to 4-color, RGB values and black for additional environments.

<table>
<thead>
<tr>
<th>PANTONE® C</th>
<th>PANTONE® U</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 280</td>
<td>PMS 280</td>
<td>100c 75m 0y 30k</td>
<td>0r 60g 125b</td>
</tr>
<tr>
<td>PMS 542</td>
<td>PMS 543</td>
<td>40c 10m 3y 0k</td>
<td>150r 200g 225b</td>
</tr>
</tbody>
</table>
Signature colors: reversed and one-color

Reversing the signature

When placed on a light background, the preferred two-color signature is to be used. When placed on a black or dark background, two options are acceptable. In the first option a subtle white border frames the logo, and the logotype reverses to white. In the second option the white border extends down, creating a white background behind the logotype. The second option is for special purposes only, i.e., apparel. No other variation may be used. The preferred background for the two-color signature is white.

Restricted or one-color signature

Where reproduction constraints prevent the use of the preferred two-color signature, use one of the optional one-color versions of the signature (all-black or all-blue). The Einstein signature should never be represented in other colors.
Approved signatures

The preferred signature orientation should be used whenever possible. Two optional signatures—one horizontal and the other vertical in orientation—are also provided to offer alternatives when space limitations prevent use of the preferred signature. However, we ask that use of the optional signatures be limited to instances when space limitations occur. In addition, please note that the vertical option may not be used for formal letterhead, business cards or envelopes under any circumstances. If you have questions about appropriate uses of the logo, please contact the department of creative services at x2135.

For questions concerning the appropriate use of this alternative logo, please contact the department of creative services at x2135.

Not to be used for formal letterhead, business cards or envelopes. For questions concerning the appropriate use of this alternative logo, please contact the department of creative services at x2135.
Sizing the signature

We have established a minimum size for our primary signature to help it stand out as much as possible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure that our signature is never smaller than what can be clearly executed. Applications such as the Web, signage or merchandise may require larger sizes. Contact the department of creative services at x2135 to get the appropriate logo for your use.

PREFERRED SIZE

1-3/4”

MINIMUM FOR PRINT

1-1/2”

The optimal reproduction size for the Einstein signature is 1.75”. A minimum logo size has been established for print. The preferred is the minimum for electronic applications. The signature can be used in any size as long as it is larger than the minimum. Any scaling should be done proportionally.

SPECIAL SMALL-SIZE FOR PRINT

1-1/8”

MINIMUM FOR ELECTRONIC

1-1/2”

A small-size signature has been developed for applications or situations where the minimum size requirements cannot be maintained. The small-size signature has been proportionally altered to be legible at smaller sizes. It should not be reduced further.

An electronic signature has been developed to increase legibility. The optimal reproduction size for the signature is 1.75”. A minimum logo size has been established for electronic use. The signature can be used in any size as long as it is larger than the minimum. Any scaling should be done proportionally.
Clear space is the area surrounding the signature that must be kept free of other graphic elements such as photos, type, icons or a page edge. The preferred clear space should be equivalent to the height of the logo. As the logo increases or decreases in size, the clear-space requirements are adjusted proportionally. In space-limited environments, a safe area one-half the height of the logo is acceptable. The height of the logotype is the appropriate clear space for use of the name only.

"X" is a unit of measure to guide the optimal space requirements.
The consistent and correct application of the Einstein signature is essential. Considerable thought and effort have gone into determining the appropriate relationship between the elements that make up our signature; please do not attempt to recreate these elements. Always follow the guidelines presented in this standards document. The examples on this page illustrate some of the unacceptable uses of the Einstein signature.

### Improper use

<table>
<thead>
<tr>
<th>Do not resize the signature elements</th>
<th>Do not rearrange the colors</th>
<th>Do not use unapproved colors</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Improper use" /></td>
<td><img src="image2.png" alt="Improper use" /></td>
<td><img src="image3.png" alt="Improper use" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do not rearrange the signature elements</th>
<th>Do not distort the signature</th>
<th>Do not tilt the signature</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4.png" alt="Improper use" /></td>
<td><img src="image5.png" alt="Improper use" /></td>
<td><img src="image6.png" alt="Improper use" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do not present the signature without the logo symbol</th>
<th>Do not outline any part of the signature</th>
<th>Do not re-create the signature with any other font</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image7.png" alt="Improper use" /></td>
<td><img src="image8.png" alt="Improper use" /></td>
<td><img src="image9.png" alt="Improper use" /></td>
</tr>
</tbody>
</table>
When the College of Medicine’s name is used in body text communications (print or electronic), the first mention should read “Albert Einstein College of Medicine of Yeshiva University” and it thereafter can be abbreviated to “Albert Einstein College of Medicine,” “Einstein” or “College of Medicine.” Examples of both correct and incorrect uses are illustrated below.

**CORRECT**
Bronx, NY—In a breakthrough study appearing in the advance online publication of *Nature Methods*, researchers at Albert Einstein College of Medicine of Yeshiva University describe for the first time a method of viewing individual breast cancer cells for several days at a time. The study, by scientists in Einstein’s Gruss Lipper Biophotonics Center, provides detail on how cancer cells invade surrounding tissue and reach blood vessels. These movements are the first steps of the potentially deadly stage of cancer known as metastasis.

**INCORRECT**
Bronx, NY—Xingxing Zang, Ph.D., assistant professor of microbiology and immunology at Albert Einstein, has been awarded a five-year, $1.5 million NIH grant to study novel molecular approaches to treat type 1 diabetes (T1D). Dr. Zang, who is a new faculty member in the School of Medicine’s Diabetes Research and Training Center and its cancer center, is one of 10 scientists nationwide to receive the Type 1 Diabetes Pathfinder Award from the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health.

This example is incorrect because the first mention should read “Albert Einstein College of Medicine of Yeshiva University” and the abbreviation used is not an accepted one; the use of “School of Medicine” is always incorrect. The second mention can be either “Einstein” or “the College of Medicine.”
At Einstein, we use many other names in addition to the name of the College of Medicine. From departments to programs, centers and institutes, these entities benefit from their strong association with Einstein. Additionally, the strength of each entity helps create a stronger reputation for Einstein as a whole. To maximize the strength of all entities, it is important to establish a consistent approach for using the names together.

All department names should be placed to the right of the Einstein logo, as depicted below.

### PREFERRED

![Dependent Department of Microbiology & Immunology of Albert Einstein College of Medicine](image)

The Einstein signature may be used as an endorser of a center, department or program unit that does or does not have an established separate identity. When there is no unique identity, it is recommended that the Einstein signature appear at a reasonable distance to the left of the primary identity. The name of the entity should be set in Avenir Medium and is 50% larger than the Albert Einstein College of Medicine font size as permitted by space limitations.

### OPTIONAL VERTICAL

![Dependent Department of Microbiology & Immunology of Albert Einstein College of Medicine](image)
Sub-brand architecture: centers

The names of all centers that have a formal designation should be placed inside the Einstein logo, as depicted below.

When spacing issues are a concern, please contact The department of creative services at x2135. In addition, for guidance regarding use of any logo representing your program, center or institute, please see “Co-branding” on page 2:12.
Co-branding

If you are associated with a recognized program, institute or center outside Einstein that has a logo already in use with Einstein’s (e.g., a legacy co-branded relationship), that institution’s logo should be positioned to the right of the Einstein signature, as depicted below, with equal visual weight between the two signatures. The only exception is for clinical care programs co-branded with Montefiore, where the Montefiore logo appears on the left. Please address any concerns or questions with the department of creative services at x2135. Its graphic arts team will be happy to assist you to ensure that proper representation of both Einstein and your associated institution is achieved. If you hold positions at both Montefiore and Einstein, co-branded letterhead and stationery are available through the Montefiore branding center, www.montefiore.org/brandcenter.

EQUAL PARTNERS

Research example

Clinical example
The Einstein tagline

Our tagline is our primary message to the world. The Einstein tagline was designed to:
• Convey our values and unique cultural qualities
• Project our vision and future aspirations
• Distinguish us from competitors
• Identify the impact and effect we have on our community, our country and the world
• Reinforce research excellence, the foundation of our institution’s success
• Resonate and remind stakeholders of Einstein’s compassion and humanism

Science at the heart of medicine

Our signature is designed to include the new tagline, in most cases. The tagline alone may also be used in our written material. As with a visual logo, repeated use will closely associate the phrase with Einstein so it will become meaningful shorthand that reminds people about who we are and what we do.
Applying the tagline

Contact: Michael Heller
(718) 430-3101
mehler@acem.yu.edu

FOR IMMEDIATE RELEASE

Albert Einstein College of Medicine Unveils New Branding Campaign
Effort Signals Beginning of Major Growth Phase

November 17, 2008 – Bronx, NY - After more than a half-century of scientific and educational achievement, Albert Einstein College of Medicine of Yeshiva University today announced a bold new branding initiative aimed at raising its national and international profile.

The initiative follows an ambitious and collaborative nine-month research process led by the Office of Communications and Public Affairs. Hundreds of faculty, students, alumni, board members and administrators provided input on Einstein’s strengths and helped identify characteristics that distinguish the College of Medicine from other medical schools and biomedical research institutions.

“As part of our research, we asked our faculty a deceptively simple question, ‘Where do you work?’ and our students, ‘Where do you go to school?’,” said Allen M. Spiegel, M.D., The Marilyn and Stanley M. Katz Dean. “They all gave the same, one word answer – Einstein,” he said. “That is the focus on our new branding, with all its positive associations with Albert Einstein, along with a modern new image that signifies the College of Medicine’s excellence in biomedical research and medical education.”

Beginning today, all branded materials at Einstein will share a common look, logo and tagline. The new tagline: “Science at the heart of medicine,” emphasizes the connection between Einstein’s cutting-edge research and the College’s humanistic and collaborative culture.

On all branded materials, from business cards to t-shirts, the College of Medicine is replacing the logo of Albert Einstein’s likeness with a graphic of a spiral staircase at the Michael F. Price Center for Genetic and Translational Medicine/Harold and Muriel Block Research Pavilion that is modeled after a strand of DNA. The logo forms a rounded, modern-looking “E” that represents Einstein's grounding in scientific research. The iconic Einstein name, used alone, is also strongly emphasized in the new logo.

“In the 30-plus years that I have been at Einstein, first as a medical student and now as executive dean, the vision that Albert Einstein had in lending his name to this institution has been a guiding force,” said Ed Burns, M.D., executive dean. “The new branding is effective because our association with our namesake remains as strong as ever. Yet it goes a step further by creating a bold new identity that accurately reflects Einstein’s status as a top medical school and biomedical research institution.”

Science at the heart of medicine
Supporting elements

“Everything should be made as simple as possible, but not simpler.”

ALBERT EINSTEIN
To explain what we mean by editorial voice, let us repeat the statement that is reflected in Dean Spiegel’s letter:

“Einstein is a distinguished medical institution that is creating a healthy future everywhere by combining a passion for scientific and academic excellence with compassion for all humanity in a highly productive and collegial environment.”

Many medical schools and research institutions speak of their scientific achievements and educational excellence. That’s to be expected. What makes Einstein’s voice unique and special is that it should, whenever possible, convey a sense of “humanism” that is so central and vital to the College of Medicine’s culture.

When it comes to our scientific research, for example, Einstein’s humanism is reflected in the collaboration that takes place between researchers. In the medical world, humanism is reflected in the caring and compassionate nature of the doctors we produce and the medicine that they practice. Whatever the setting, our voice should be expert, intelligent, confident and warm—all qualities that are reflected in our new branding, logo and tagline. It is should portray Einstein as a leader in the field of medicine, with the ability to stimulate creative thinking and inspire people to change the world. We try to balance the organization’s intellectual character with emotion, with the latter representing our humanity and desire to make positive contributions to the health of those living in our community, as well as throughout the world.

Tone is also important. Our new brand positioning emphasizes a caring, collaborative and humanistic culture and, when possible, the tone of our communications should reflect those values.
When you boil it all down, the essence of the Einstein branding campaign is to determine what “Einstein is…”

You will find various descriptions of this in our positioning brochure, which provides information that emphasizes the following:

Einstein is…leading the way
Einstein is…discovering
Einstein is…caring and collaborating
Einstein is…continuing a legacy
Einstein is…improving health
Einstein is…impacting the world

As you strive to define Einstein in your communications and marketing, these are the key messages that we provide as reference points. For examples in each area and further elaboration, please click on this link, which will connect you to our branding zone web page, which contains a pdf of our positioning brochure: www.einstein.yu.edu/brandingzone/DeanSpeaks.asp.
The editorial style for Albert Einstein College of Medicine’s print and electronic marketing materials is based on the *AP Stylebook* and the *Chicago Manual of Style*. A summary of the manuals’ rules covering some of the most frequently encountered style issues is presented here. For answers to Einstein style-related questions, contact the department of communications and public affairs at x3101.

### Style Rules

- When describing the College of Medicine, use Albert Einstein College of Medicine as the first reference in the text. Subsequent references should be Einstein or College of Medicine. Avoid using the acronym AECOM.
- Titles should be lowercased unless preceding an individual’s name.
- Credentials should be abbreviated with periods and closed up (e.g., M.D., Ph.D.).
- Do not use a serial comma unless needed for clarity.
- Lowercase the names of departments and offices unless they include a proper name (e.g., Dominick P. Purpura Department of Neuroscience).
- Lowercase “fax” and “e-mail” in text. In listings, lowercase when the word follows the number; uppercase it when it precedes the number (e.g., Fax: 718.430.3703; 718.430.3703 is the fax number. E-mail: gordon.earle@einstein.yu.edu; send e-mail to gordon.earle@einstein.yu.edu).
- Dates are punctuated month, day, year: “June 3, 2010, was the date set for commencement.” Do not use “th,” “st” or “rd” following date numerals.
- Quotation marks are placed outside commas and periods and inside semicolons and colons.
- Italics are used for book titles, periodicals, newspapers, media outlets, pamphlets, proceedings, movie titles, works of art, operas and other long musical compositions.
- Acronyms should be all caps, no periods, closed up: GPA, ID cards.

For approved written descriptive text, please refer to the Supporting Elements section of these guidelines, 3:4–3:5.
The College of Medicine has approved the following descriptive text as appropriate in publications, printed materials and websites.

Albert Einstein College of Medicine of Yeshiva University is one of the nation’s premier centers for research, medical education and clinical investigation. During the 2010–11 academic year, Einstein is home to 724 M.D. students, 256 Ph.D. students, 122 students in the combined M.D./Ph.D. program and 375 postdoctoral research fellows. The College of Medicine has 2,770 full time faculty members located on the main campus and at its clinical affiliates. In fiscal year 2010, Einstein received $199 million in support from the NIH. This includes the funding of major research centers at Einstein in diabetes, cancer, liver disease and AIDS. Other areas where the College of Medicine is concentrating its efforts include developmental brain research, neuroscience, cardiac disease and initiatives to reduce and eliminate ethnic and racial health disparities. Through its extensive affiliation network involving five medical centers in the Bronx, Manhattan and Long Island—which includes Montefiore Medical Center, the University Hospital and Academic Medical Center for Einstein—the College of Medicine runs one of the largest postgraduate medical training programs in the United States, offering approximately 150 residency programs to more than 2,500 physicians in training. For more information, please visit www.einstein.yu.edu.

Last updated October 2010
The following is organizationally approved short descriptive text about Einstein and the work we do.

**Short description #1, focus on humanism:**
Einstein is a distinguished medical institution that is creating a healthy future everywhere by combining a passion for scientific and academic excellence with compassion for all humanity in a highly productive and collegial environment.

**Short description #1, focus on research productivity:**
Einstein is a distinguished medical institution achieving extraordinary success by combining scientific and academic excellence, with compassion for all humanity in a highly productive and collegial environment.

**Short description #1, focus on our namesake:**
Einstein is a distinguished medical institution that makes a difference in people’s lives by combining intellect and imagination with a deep, abiding compassion for humanity in a highly productive and collegial environment.

**Short description #1, focus on our community:**
Einstein is a distinguished medical institution in the Bronx that combines scientific and academic excellence and discovery with compassion for all humanity in a uniquely diverse and rich environment.

Last updated October 2010
Typography plays an integral role in any visual system. It helps express the tone of our written communications and builds continuity within the Einstein brand. The Einstein typography family consists of two principal typefaces: Avenir (Linotype Foundry) and Adobe Garamond (Adobe Type Foundry). These typefaces are attractive and very functional, possessing a range of weights and styles for complex typographic needs.

The Einstein Signature uses Engraver’s Gothic (Bitstream library) font for the logotype “Einstein.” This font may be used in communications materials but it is recommended that it be a supporting font, used sparingly for subheads or for short captions and callouts.

Engraver’s Gothic is displayed below, and page 3:7 showcases the recommended range of uses for Avenir and Adobe Garamond. See also page 3:8 for Web typography.

**Engraver’s Gothic**

ABCDEFHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

- All uppercase font family
- Projects understated strength and distinction
- Should be used sparingly for short phrases, captions and subheads

**Font Weights**

Engraver’s Gothic Regular
Typography

Avenir

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

- Classic sans serif type face: simple, modern, elegant
- A variety of weights are available, making Avenir very versatile
- Broad use; can be used in all typographic applications

FONT WEIGHTS

Avenir 35 Light  
Avenir 35 Light Oblique  
Avenir 45 Book  
Avenir 45 Book Oblique  
Avenir 55 Roman  
Avenir 55 Roman Oblique

Adobe Garamond

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

- Modern version of the classic Garamond font: legible, graceful, friendly
- Primary use is for body text but when appropriate can be used for headline or subhead text

FONT WEIGHTS

Adobe Garamond Regular  
Adobe Garamond Italic  
Adobe Garamond Semibold  
Adobe Garamond Semibold Italic  
Adobe Garamond Bold  
Adobe Garamond Bold Italic

TO ORDER

Avenir, Adobe Garamond and Engraver's Gothic typefaces are licensed and available for both Mac and Windows platforms from fonts.com. Open Type fonts are cross-platform and should be used.
When creating live text for the Web, PowerPoint presentations and e-mail correspondence, Arial may be used to ensure optimum screen legibility. Georgia is an appropriate substitute for Adobe Garamond but it is recommended that Arial, a sans serif face, be used more widely; all body text/content should be sans serif. If used at all, Georgia should be used sparingly as an accent.

**Arial**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

- Widely used on the Web
- A contemporary sans serif design
- An extremely versatile family of typefaces

**Font Weights**

Arial Regular
Arial Italic
Arial Medium
Arial Medium Italic
Arial Bold
Arial Bold Italic

Typography for electronic communications

**To Order**
Arial typeface is licensed and available for both Mac and Windows platforms from fonts.com. OpenType fonts are cross-platform and should be used.
Color can provide a strong visual link to the Einstein brand identity across a multitude of applications. PMS 280 and PMS 542 serve as Einstein signature colors and are complemented well by the recommended secondary palette. Overall they should be used as accent colors to enhance communications without diluting our primary signature palette. Some PMS uncoated colors print much differently from their coated equivalent; therefore, we are recommending different color numbers for PMS 228, PMS 143 and PMS 376. The secondary palette may be extended through a limited number of tints and screens for greater flexibility.

Note: while these colors are recommended, we recognize that there will be exceptions, and alternative colors may be needed. Please contact the department of creative services at x2135 for assistance.

**SIGNATURE COLORS**

<table>
<thead>
<tr>
<th></th>
<th>PANTONE® C</th>
<th>PANTONE® U</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature Colors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 280</td>
<td>PMS 280</td>
<td>100c 75m 0y 30k</td>
<td>0r 60g 125b</td>
<td></td>
</tr>
<tr>
<td>PMS 542</td>
<td>PMS 543</td>
<td>40c 10m 3y 0k</td>
<td>150r 200g 255b</td>
<td></td>
</tr>
</tbody>
</table>

**SECONDARY PALETTE**

<table>
<thead>
<tr>
<th></th>
<th>PANTONE® C</th>
<th>PANTONE® U</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary Palette</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 1797</td>
<td>PMS 1797</td>
<td>0c 90m 100y 0k</td>
<td>195r 54g 48b</td>
<td></td>
</tr>
<tr>
<td>PMS 5483</td>
<td>PMS 5483</td>
<td>60c 5m 20y 25k</td>
<td>96r 145g 145b</td>
<td></td>
</tr>
<tr>
<td>PMS 660</td>
<td>PMS 660</td>
<td>85c 40m 0y 0k</td>
<td>65r 96g 168b</td>
<td></td>
</tr>
<tr>
<td>PMS 295</td>
<td>PMS 295</td>
<td>100c 57m 0y 40k</td>
<td>0r 56g 107b</td>
<td></td>
</tr>
<tr>
<td>PMS 2725</td>
<td>PMS 2725</td>
<td>88c 96m 0y 0k</td>
<td>114r 81g 188b</td>
<td></td>
</tr>
<tr>
<td>PMS 228</td>
<td>PMS 221</td>
<td>15c 100m 0y 35k</td>
<td>140r 0g 76b</td>
<td></td>
</tr>
<tr>
<td>PMS 166</td>
<td>PMS 166</td>
<td>0c 60m 85y 0k</td>
<td>221r 89g 0b</td>
<td></td>
</tr>
<tr>
<td>PMS 143</td>
<td>PMS 129</td>
<td>0c 35m 100y 0k</td>
<td>239r 178g 45b</td>
<td></td>
</tr>
<tr>
<td>PMS 376</td>
<td>PMS 382</td>
<td>60c 0m 100y 0k</td>
<td>127r 186g 0b</td>
<td></td>
</tr>
</tbody>
</table>
The images we use in our communications make a powerful impression. Whether commissioning new photography or using images from our library, it is important to select images that reflect the Einstein personality and set the right tone. Photography should convey emotions and atmosphere. Look beyond the straightforward and typical to find a more inspirational perspective. Consider detail or unusual angles to increase impact and create effective communications. Our images should show natural, real-life people and situations. They should convey emotions and atmosphere and engage the audience. Images should feel observational and spontaneous rather than staged. It is preferable to use original photographs of Einstein personnel and work, not stock images.

Examples on the following pages provide guidance for selecting and formatting photography.
Einstein research is the foundation of our success and is characterized by true collaboration and synergy between basic and clinical investigators. In all images it is important to convey a “human” interaction to connect Einstein people to the research message.

An extensive library of research imagery has been assembled by Einstein’s creative services department. Images are available in print-quality or Web-resolution digital formats. Please contact the department of creative services at x2135 for assistance.

Photography: research

Cutting edge
Cutting-edge technology, close-up
Dramatic angle
Dramatic close-up, human background element
Real moment, research collaboration
Dramatic close-up
Use photos and graphics that capture the innovative and youthful spirit of Einstein. Images such as students in real locations and interacting in learning experiences will reinforce the “relevant” aspects of our approach to education and the stimulating environment in which learning takes place.

An extensive library of education imagery has been assembled by Einstein’s creative services department. Images are available in print-quality or Web-resolution digital formats. Please contact the department of creative services at x2135 for assistance.

Photography: education

Global reach

Personal, student development

Real moment, classroom

Student and doctor interaction

Real moment, research collaboration

Real moment, clinical training
Clinical and lifestyle images show the interaction and connection of Einstein’s work and people with our community. Demonstrating Einstein’s impact on the diverse population of families and individuals living healthier lives reinforces the benefits derived from Einstein’s work and reflects our compassionate and humanistic culture.

An extensive library of community imagery has been assembled by Einstein’s creative services department. Images are available in print-quality or web-resolution digital formats. Please contact the department of creative services at x2135 for assistance.
Portraits are intended to capture the personalities of individuals who make Einstein what it is or of those whose lives have been affected by Einstein. Interesting perspectives or tight cropping tend to establish an intimate, engaging connection with the subject.

An extensive library of portrait imagery has been assembled by Einstein’s creative services department. Images are available in print-quality or web-resolution digital formats. Please contact the department of creative services at x2135 for assistance.

Photography: people

Einstein students, researchers, educators, leaders and supporters

Real moment, patient care

Real moment, clinical services
Whenever possible, photography should reflect the dynamic nature of Einstein by featuring close-up, bold, expressive images. Complex, busy, or lower-quality photos should be minimized by cropping to highlight the area of interest or by making them smaller.

**Imagery style**

Original full-frame photo  
Cropped for dramatic impact  
Original full-frame photo  
Cropped to be more engaging

Original full-frame photo  
Cropped to declutter, provide focus
“Any intelligent fool can make things bigger and more complex...It takes a touch of genius—and a lot of courage—to move in the opposite direction.”

ALBERT EINSTEIN
Letterhead

The business system is the most widely used communications tool at Einstein. Consistent use demonstrates that each individual, department and center values its affiliation with Einstein. Each component of the Einstein stationery and business paper system features our two-color signature, printed in PMS® 280 and 543. The tagline is the only line of information printed in PMS 543; all other information prints in PMS 280.

To maintain a consistent graphic identity, you should produce all stationery using Staples’ online print management system. Staples’ printing resources provide quality papers; letterhead is printed on a standard white, uncoated, text-weight stock. Turn to page 4:6 for instructions on how to order letterhead.

For electronic and internally printed documents, we have created Word document templates of the letterhead. To download, go to Branding Zone on our website, www.einstein.yu.edu/brandingzone.

LETTERHEAD SHOWN:
1. Personalized standard
2. Department, short contact
3. Department, extended contact

Specifications: Letterhead size: 8.5" x 11"
Paper: Strathmore Script Ultimate White Smooth/Strathmore Writing Ultimate White
Weight: 24 lb./70 lb. text
Printing: Two color, PMS 280 and PMS 543

NOTE: The samples shown are scaled to fit the page size.
Business cards

The official College of Medicine logo always appears at the top left of the business card as shown. The individual’s name and title should appear flush left with the logo; the vertical position of this text box shifts depending on the total length of the information. The tagline and contact information form a right column. The only exception is the co-branded card; the affiliate logo should appear to the right of the Einstein logo and the contact information forms two columns at the bottom of the card.

Staples’ printing resources provide quality papers; business cards are printed on a standard white, uncoated, cover-weight stock. Turn to page 4:6 for instructions on how to order business cards.

Specifications: Business card size 3.5” x 2”
Paper: Strathmore Script Ultimate White/Strathmore Writing Ultimate White Wove
Weight: 100 lb. cover/88 lb. cover
Printing: Two color, PMS 280 and PMS 543

NOTE: The samples shown are actual size.
Envelopes and mailing labels

Specifications: Mailing label size 3" x 5"
Paper: Standard white “crack-n-peel”
Weight: Standard “crack-n-peel”
Printing: Two color, PMS 280 and PMS 543

Specifications: #10 Envelope size 9.5" x 4.125"
Paper: Strathmore Script Ultimate White/
Strathmore Writing Ultimate White Wove
Weight: 24 lb.
Printing: Two color, PMS 280 and PMS 543

NOTE: The samples shown are scaled to fit the page size.

Variations of the official Einstein standard #10 envelope are shown. Other envelopes available are: #10 window envelopes, #9 return envelopes and 10" x 13" envelopes. Mailing labels are available in 3" x 5" size.

Staples’ printing resources provide quality papers; envelopes are printed on a standard white, uncoated, cover-weight stock and mailing labels are printed on standard white “crack-n-peel” labels. Turn to page 4:6 for instructions on how to order envelopes and mailing labels.
The College of Medicine also has a variety of other stationery items available. These include memo pads and fold-over notecards and envelopes.

Staples’ printing resources provide quality papers; notecards and memos are printed on a standard white, uncoated, cover-weight stock. Turn to page 4:6 for instructions on how to order memo pads and note cards.

**Specifications:**

**Note card size**
- **Paper:** Standard white, uncoated
- **Weight:** Cover-weight stock
- **Printing:** Two color, PMS 280 and PMS 543

**Memos**
- **Size:** 5.5" x 8.5"
- **Paper:** White Offset/Strathmore Writing Ultimate White Wove
- **Weight:** 60 lb./24 lb.
- **Printing:** Two color, PMS 280 and PMS 543

NOTE: The samples shown are scaled to fit the page size.
Presentation folder

The official Einstein presentation folder, 9” x 12” with two inside pockets, is available for order. Staples’ printing resources provide quality papers; folders are printed on a standard white, coated, cover-weight stock. Turn to page 4:6 for instructions on how to order presentation folders. To create a custom design or for assistance, contact the department of creative services at x2135.

Specifications:
- Folder size 9” x 12”
- Paper: Standard white coated
- Weight: Cover-weight stock
- Printing: Two color, PMS 280 and PMS 542

NOTE: The samples shown are scaled to fit the page size.
Ordering stationery and business papers

Einstein administrative groups and research departments can order business paper items with personalized contact information through Staples. Staples’ print management system provides an easy online ordering experience for all Einstein personnel.

You will need access to YU’s Jacada purchase order system in order to purchase Einstein stationery. Your department administrator should have this access. From Jacada, you (or your administrator) can access the Staples website by creating a SciQuest Catalog requisition. On the Staples homepage, you will click on “EINSTEIN PRINT PROGRAM” under the heading Shopping Lists on the left side of the page. Select the needed stationery item from the shopping list, and then customize it. Once finished, submit your order back to Jacada, and create your purchase order, and your order will be placed electronically. You should receive your custom printed product within 7–10 days.
“We can’t solve problems by using the same kind of thinking we used when we created them.”

ALBERT EINSTEIN
Expressing the brand

A consistent approach to visual and editorial communications across all media enhances brand awareness among Einstein's diverse internal and external audiences. Thus, the intent of developing brand guidelines is to be inclusive rather than exclusive. Key Einstein audiences are reached principally through print communications, making it important that these pieces in particular reflect visual and style standards that reinforce Einstein's brand identity and enhance the image of the College of Medicine.

These guidelines are designed to help you consider how copy, typography, style, color and the Einstein signature can work harmoniously within a piece and across an entire program to form a coherent institutional look and feel, while making room for variation and creative expression.

Our system works by consistently using our branding basics—placing our signature on all covers, using PANTONE® 280 and 542 (our primary colors), using Avenir and Adobe Garamond typefaces, consistent use of editorial styles and using large single images—to create a "family" feel for all Einstein materials.
The visual standards for publications and other print media ensure that communications from department and office speak with a clear and uniform voice that best represents the image and brand of Albert Einstein College of Medicine. The creative approach expresses the Einstein brand through primary brand images and a design approach based on the following characteristics:

- Use of the branded logo and tagline, Science at the heart of medicine
- A contemporary primary typeface, Avenir, that reflects a forward-looking approach
- Bold use of thought-provoking imagery
- Supporting images that illustrate the breadth of work at the College of Medicine and the engaging, collaborative nature of the campus community
- A flexible grid design that organizes information and gives structure to a page, whether it contains simple or complex designs

The objective of any print piece is to provide the reader with information in a clear, appropriate, accurate and enjoyable manner. The Einstein visual identity will come to life on the materials we use to communicate. The examples that follow illustrate how you can bring all of the elements together to create communications that express our look in a style that is distinctly Einstein.

All materials featured were created by Einstein’s department of communications and public affairs. Questions about the design or requests for information should be directed to Einstein creative services, a part of the department of communications and public affairs.
The objective of any publication is to provide the reader with information in a clear, appropriate, accurate and enjoyable manner. Consistent placement of the basics within a grid will create layouts that help achieve this objective while reinforcing our brand image.

Grids help a designer organize text, images, the signature and other graphic elements. These invisible guides give structure to a page, whether it contains simple or complex designs. Grids help simplify decisions about placement and size and let the designer concentrate on the entire impact of the piece and its relevance to the targeted stakeholder group.

This grid system provides the freedom to vary the visual feel, yet retain the consistency we’re seeking. Grid patterns recommended for our standard-size publications are on the following pages.
8.5" x 11" grids

3- AND 4-COLUMN
- Bleed distance – .125" minimum
- Top margin – 5" min., 1" max.
- Bottom margin – .5"
- Outside margin – .5" min., 1" max.
- Inside margin – .5" min., .75" max.
- Gutter – .25"

Left-hand page

Left-hand page
5.5" x 8.5"
and 7" x 10" grids

**3-COLUMN**
- Bleed distance – .125" minimum
- Top margin – .5" min., .75" max.
- Bottom margin – .5"
- Outside margin – .5" min., .75" max.
- Inside margin – .5"
- Gutter – .25"

**2-COLUMN**
- Bleed distance – .125" minimum
- Top, outside, inside and bottom margin – .5"
- Gutter – .25"
Cover samples

Print brochures and publications are key to our communication efforts. They should reflect the visual language, with a mix of photography and passionate voice. Consistent branding through print publishing consolidates and reinforces brand presence for the College of Medicine.

The Einstein logo should always appear prominently on the cover of all brochures and other printed materials. To be prominent, it does not necessarily have to be large; rather, prominence can often be achieved through positioning and the degree of white space surrounding it.
On the back covers of brochures and publications, the logo should be combined with the full name and address, as shown in the examples. The logo can be positioned in a designated white area or positioned over a solid color. It is not recommended that the logo on the back cover ever be placed over a photographic image.
Interior spread samples

Inside spreads give us many design elements to work with. All of these elements must work together to communicate our distinctive style. Structure your information so it flows. Maintain legibility. And remember to keep it simple. Never overload a page.

The Einstein style is flexible when it comes to inside spreads on literature that is four pages or more. All options call for 0.5” margin on the top, bottom, left and right of the page. The dimensions shown are for standard 8.5"x11” literature only. Refer to pages 5:4 and 5:5 for grid layouts.

Resources

Brand Identity Guidelines

Albert Einstein College of Medicine

Print Application | Interior Spread Samples

For more information, please visit our website at [http://www.aecom.edu](http://www.aecom.edu)
Newsletter samples

Newsletters aren’t important just in disseminating accurate, science-based information. They’re also important in helping to define and reinforce our brand and image to key audiences, such as researchers and donors. Newsletters originating from any department of our organization should maintain the Einstein look and feel by following these simple rules:

- The Einstein signature should appear in one of the upper corners of the front cover, depending on the graphic design.
- Title placement may vary, but the title should be set in some variation of the Avenir family.
- A single, engaging image is our preference for the cover, but as an exception, a grouping of small images may be used to illustrate a specific story idea.
Posters are a popular way to communicate locally. Einstein posters promote research, education and community events as well as partnership efforts. The following samples show a practical way of organizing essential information so that it is clear and legible.
If you’re creating a set of materials intended to be a campaign under our overall branding look, use the guidelines for working with “supporting elements” to achieve a unique yet cohesive look within the set of materials.

When working with other organizations or co-sponsors to create materials, it’s important to maintain our graphic integrity as much as possible while working with the guidelines or requirements of the other organizations.
Signage is essential to marking where the College of Medicine campus begins and ends. In addition, effective campus signage is an important opportunity to make a positive impression on internal and external audiences.

The banners and signage on the Einstein campus follows the same look and feel as the print communications. Here are examples of how this treatment has been adapted to various display sizes and proportions.
These standards have been developed for use as a resource by anyone responsible for creating or implementing communications materials for any entity affiliated with Albert Einstein College of Medicine. You are responsible for managing the identity and graphic elements effectively within the guidelines presented in this manual.

We are happy to answer any questions you might have about:
- Use of the Einstein logo in your design
- Correct placement of your department or center name in relation to the Einstein logo
- Selecting and formatting appropriate photos or images
- Proper reproduction and color management
- Editorial guidelines for text

Should additional design information or interpretation be needed, or should you prefer to commission the creators of this system to develop your materials, please call Peter Dama, director of creative services, at x2135.

The creative services department, a division of the Einstein department of communications and public affairs, is a full-service graphic design studio and can assist in the design and print production of any materials you may need.

For final project approval of printed materials and electronic design, please forward materials to peter.dama@einstein.yu.edu.
“If you can’t explain it simply, you don’t understand it well enough.”

ALBERT EINSTEIN
Website guidelines

Einstein websites are the collaborative responsibility of the department of interactive media, a division of the department of communications and public affairs, and the department or center responsible for the content. If you need a website or new pages for your site, or changes in your content and/or navigation, contact interactive media on x2327. Every Einstein website contributes to the user’s overall perception of the College of Medicine. These guidelines are designed to reinforce our depth and diversity as well as allow users to immediately distinguish official sites of Albert Einstein College of Medicine.

Updating Web Content

Einstein units are required to update their sites on a regular basis. The exact frequency is determined by the specific content. However, at a minimum, College of Medicine units must review all content on their sites for timeliness, accuracy, audience need and support of overall strategy at least twice a year.

Copyright, Legal and Policy Issues

Einstein unit websites must comply with all Albert Einstein College of Medicine policies, rules and regulations and local, state and federal laws.
PowerPoint templates

Two PowerPoint templates are available. Style 1 is offered in four color palettes—green, orange, blue and gold. Style 2 is a simpler design in the Einstein blue palette. Each template file contains two master slides: a title slide and a slide master with header, main body and footer styles.

HOW TO DOWNLOAD
Both templates are available at Branding Zone on our website, www.einstein.yu.edu/brandingzone/templates.asp. You will need to download and decompress (or unzip) the file.

PowerPoint style 1 (Blue)

PowerPoint style 2

Alternative color palette options

Green  Gold  Orange

Interior slide
Proposal and news release templates

Four Word templates for printing documents on internal laser and inkjet printers are available. The proposal style template consists of a title page and second-level header. Use this template for preparation of grant proposals. A new release template is formatted to offer an alternative layout to the stationery for articles or releases; includes basic contact information.

HOW TO DOWNLOAD

Templates are available at Branding Zone on our website, www.einstein.yu.edu/brandingzone/templates.asp. You will need to download and decompress (or unzip) the file.
Instructions on how to create the official Einstein e-mail signature are available at Branding Zone on our website, www.einstein.yu.edu/brandingzone/templates.asp. You may download the appropriate zip file based on which of the following e-mail clients you are using—Outlook 2007, Outlook 2003 or Entourage.

You will need to download and decompress (or unzip) the appropriate instruction file and an Einstein logo file (signature.jpg.zip). The logo will need to be saved to your computer.