

IRB Studies and Research Quick Branding Checklist

June 2026

For the Research Community



Branding plays an important role in supporting clinical research, as brand consistency fosters **trust and recognition** amongst stakeholders, reinforcing that Mount Sinai is committed to **upholding ethical standards** in research oversight.

We are all brand ambassadors.

What Materials Might Need Branding?

Any communications or marketing to your audiences, such as:

- Advertising
- Digital video screens
- Social media
- Websites
- Brochures
- Posters
- Surveys, questionnaires
- Phone scripts
- Letters
- Emails
- Reports
- Press Releases
- Interviews

What Are Important Design Elements of Branding?

Logo



Mount
Sinai



Mount
Sinai



Icahn
School of
Medicine at
Mount
Sinai



Icahn School
of Medicine at
Mount
Sinai

Fonts

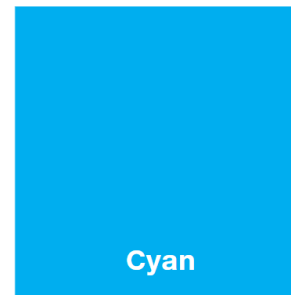
Arial

Helvetica

Times New Roman

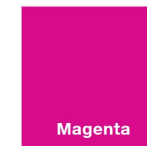
Color

Primary



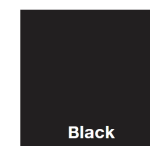
C:100 M:0 Y:0 K:0
R:0 G:174 B:239
Hex#: #00AEEF
Pantone: Process Cyan

Secondary



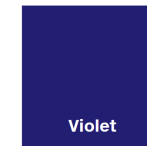
Magenta

C:10 M:100 Y:0 K:0
R:216 G:11 B:140
Hex#: #D80B8C
Pantone: PMS 233



Black

C:0 M:0 Y:0 K:100
R:20 G:20 B:20
Hex#: #141414
Pantone: Process Black



Violet

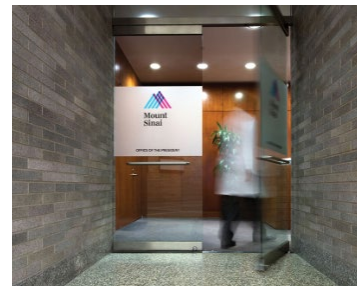
C:100 M:100 Y:0 K:28
R:34 G:31 B:114
Hex#: #221F72
Pantone: 274



Grey

C:0 M:0 Y:0 K:80
R:88 G:89 B:81
Hex#: #58595B
Pantone: Cool Grey 11

Imagery



Logo Checklist

- ✓ Does the logo reflect where the work is being done?



- ✓ Did you use the correct color of logo for readability, given the background?

For light backgrounds



For one color jobs



For dark backgrounds



- ✓ Has the logo been modified in any way?
(please don't modify)

Distorted



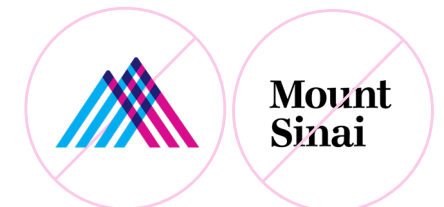
Cropped



Recolored



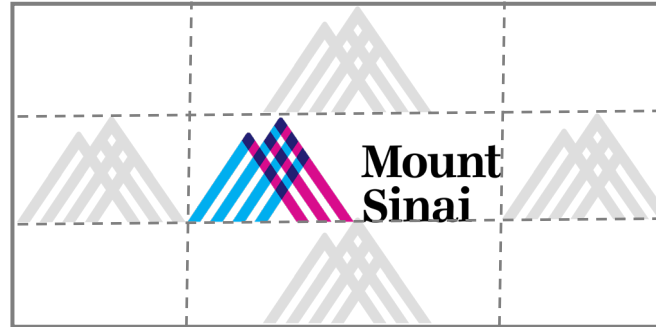
Used separately



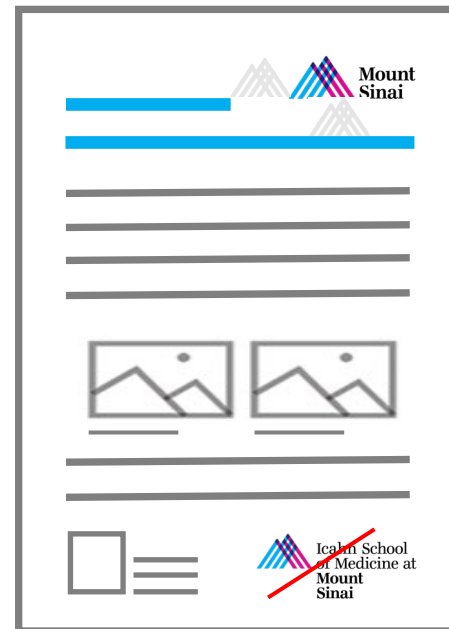
Logo Checklist (continued)

- ✓ Have you provided enough **clear space** around the logo?

Clear space is a minimum of a mountain away.
This **applies to all** logos.



- ✓ Did you **use only one** Health System logo?

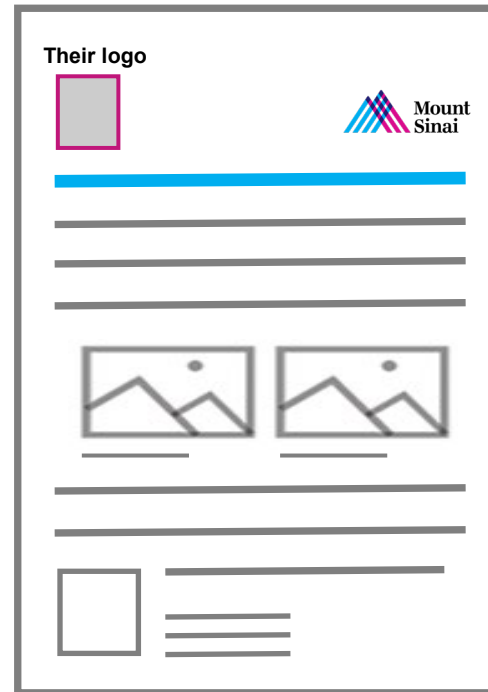


Only one Health System logo on a page.

On colleterial front and back pages are sufficient.

Logo Checklist (continued)

- ✓ Are you collaborating with another institution?
- ✓ If there is a corporate sponsor, have you clearly explained the relationship? (i.e., “Sponsored by” or “Funding from”, etc.)



When collaborating with another institution, **place the logos on opposite corners.**

Please share with the [Brand](#) team for alignment.

Font Checklist

- ✓ Did you use Mount Sinai’s brand font?

Arial
Helvetica
Times New Roman

These are universal fonts available across most software programs.

Color Checklist

- ✓ Did you use the correct brand colors?



Make cyan primary.
Don't overuse color.
Make text easy to read.

Imagery Checklist

- ✓ Is your imagery from approved sources?
- ✓ Do the images look authentic, as well as engage the viewer?
- ✓ Does it show enough diversity?

- [Link](#) to Canto Mount Sinai's photo library
- From a stock photo site, like iStock.com or Shutterstock.com
- Approved by the source you got it from

Images should show:

- Professionalism • Compassion • Positive energy

Copy Checklist – Common Mistakes

	Correct	Incorrect
Names	“Mount Sinai Health System” on second mention “Mount Sinai”	“ Sinai ” on its own Shortening to “ Mt. ”
	The Mount Sinai Hospital	Mount Sinai Hospital
Credentials	John Smith, MD, or Ana Patel, PhD, on first reference, then Dr. Smith or Dr. Patel	Dr. John Smith or Dr. Ana Patel M.D. and Ph.D. no periods
Times	8 am 7:30 pm Noon	8:00 am 7:30 PM 12:00 pm or 12 noon
Dates	Wednesday, April 22 Friday, March 30	April 22 nd March 30 th
Health care	health care, always two words, with no hyphen.	healthcare

Copy Checklist

- ✓ Have you used the correct, official name of the department?

This may require confirmation with your PI.

- ✓ Are you using the correct punctuation?

Our editorial [guidelines](#) in the Brand Center can assist with all copy questions.


Content Checklist

This is a checklist for content that should be included in recruitment materials:

- ✓ Clear statement that this is research and not treatment
- ✓ Statement about the purpose of the research
- ✓ Eligibility criteria
- ✓ Time commitments and other commitments for subjects
- ✓ Location of the research
- ✓ Study number
- ✓ Study approval seal in lower left corner of page
- ✓ Name and telephone number or email address of a contact person or office
- ✓ The correct Mount Sinai logo
- ✓ Reimbursement or payments provided to subjects

Recruitment Materials Checklist

- ✓ In addition to the previous page, please refer to **HRP-315 (found in the RUTH library)** for a complete checklist on recruitment materials:



WORKSHEET: Advertisements		
NUMBER	DATE	PAGE
HRP-315	9/22/2023 08/01/2023	1 of 2

WORKSHEET: Advertisements

The purpose of this worksheet is to provide support for the convened IRB or Designated Reviewers when evaluating advertisement meant to be seen or heard by subjects.¹

1. Context (Check if “Yes”. All must be checked)

- The application describes the mode of communication.
- For printed advertisements, the final copy is being reviewed.
- For audio/video tape, the tape is the final version
- Advertisement complies with Mount Sinai branding, when applicable.

2. The advertisement: (Check if “Yes”. All must be checked)

- The study number is listed on all printed and/or electronic advertisements
- Does NOT state or imply a certainty of favorable outcome or other benefits beyond what is outlined in the consent document and the protocol.
- Does NOT promise “free treatment,” when the intent is only to say subjects will not be charged for taking part in the research.
- Does NOT include exculpatory language.
- Does NOT emphasize the payment or the amount to be paid, by such means as larger or bold type
- The advertisement is limited to the information prospective subjects need to determine their eligibility and interest, such as:
 - The name and address of the investigator or research facility;

Accessibility Checklist

Due to new mandates, we must make sure all digital materials are compliant with ADA guidance or we could face legal complaints or lawsuits.

- ✓ Ensure content is ADA compliant. Here is the link to [guidance](#) on the Brand Center.

Get Familiar With the Mount Sinai Brand Center

Comprehensive information on all things related to our brand, including guidelines, templates, and more.

Site Address and Link:

www.mountsinaibrandcenter.org

Use your Mount Sinai single sign-on credentials for access.

The screenshot displays the Mount Sinai Brand Center website. At the top left is the Mount Sinai logo. The navigation menu includes 'Brand Center', 'Essentials', 'Guidelines', 'Downloads', 'Requests', and 'News'. On the right side of the navigation bar are icons for 'Favorites', 'FAQs', 'Contact', and 'My Profile'. Below the navigation is a large blue search bar with the text 'What are you looking for today?' and a magnifying glass icon. Underneath the search bar, a 'Popular:' section lists links for 'Mount Sinai Logos', 'Business Cards', 'PowerPoint', 'Zoom Backgrounds', 'Outpatient Forms', 'Outpatient Practices', and 'Communications Library'. The main content area features three prominent cards: 1) 'Find logos' with the Mount Sinai logo and links to 'Mount Sinai Logos' and 'Icahn School of Medicine at Mount Sinai', plus an 'Explore all' button. 2) 'Access Templates' with a preview of a presentation slide and links to 'PowerPoint', 'Letterhead', and 'Zoom Backgrounds', plus an 'Explore all' button. 3) 'Mount Sinai Basics' with a map of the region and a link to 'Content and tools to start using our brand, including "About Mount Sinai" slides', plus an 'Explore' button.

If you have questions, please reach out:

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