BRAND GUIDELINES

February 2020

PARTNERSHIP FOR THE ADVANCEMENT OF
CANCER RESEARCH

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INTRODUCTION

Purpose

This book should serve as a guide to all of those involved in representing the Partnership for the Advancement of Cancer Research. Each element of language and design was chosen to create a stronger identity that will allow us to present a consistent and professional image to internal and external audiences.

This book is a living document that will change and develop along with the partnership. It is not meant to be the definitive answer to all of the branding needs of the partnership and its shareholders, but it should provide a clear sense of direction.

For assistance in creating branded materials, please contact the PACR's communications specialist.

Who We Are

Established in 2002, Partnership for the Advancement of Cancer Research is a cross-institution, multi-disciplinary team that is working together to reduce cancer health disparities.

Funded by the National Cancer Institute, PACR is a long-standing collaboration between New Mexico State University in Las Cruces, New Mexico, and the Fred Hutchinson Cancer Research Center in Seattle, WA.

Our team is comprised of faculty, staff, researchers and students from a wide-variety of backgrounds and disciplines. Our diversity encourages us to be curious, innovative, inclusive and understanding as we work to develop robust research, collaborate with community organizations and implement effective programming for underserved populations.

PACR is changing the cancer health landscape for underserved communities.

Our Mission

We are dedicated to improving cancer health equity by providing opportunities for research, education, training and community engagement for underserved populations in the U.S. Southwest and Pacific Northwest.

Our Aims

This partnership aims to:

• Develop a diverse portfolio of robust cancer research projects that span clinical, basic and population health sciences

• Collaborate with regional community organizations that work with underrepresented populations to reduce cancer health disparities

• Maintain, strengthen and evaluate our effective research education programs for current and future underrepresented scientists

• Implement evidence-based and relevant cancer-related public health interventions within underrepresented communities

• Expand the scientific collaboration among partnership members and other faculty within the two institutions.

Our Name

Our name is one of the most crucial elements of our identity. It is what connects us to our institutions, our community, and our team members - past, present and future. Our name represents nearly two decades of successful and impactful collaboration.

The following guidelines ensure that we not only adhere to the conventions set by our parent institutions, but that we present a clear and consistent brand to our campuses and beyond.

Partnership for the Advancement of Cancer Research

First Reference, Copyright, Legal References

Partnership for the Advancement of Cancer Research

Second Reference, Informal Communications

PACR

Denoting the Program at Specific Institutions

PACR at NMSU

PACR at Fred Hutch

Subsequent References

the partnership

the U54 program

Improper References

X NMSU/FHCRC (or any combination of institution initials)

X The U54

X U54-PACR

X NMSU/Fred Hutch Partnership

Fred Hutch

Guidelines as set forth by the institution

First Reference, Copyright, Legal References

Fred Hutchinson Cancer Research Center

Second Reference, Informal Communications

Fred Hutch
the Hutch
the center

Improper References

X FHCRC
X The Hutchinson Center
X The Fred Hutch
X Fred Hutch Cancer Research Center
X Fred Hutchinson (unless referring to the actual person)
X The Hutchinson
X Hutchinson Center
X Fred Hutchinson Center

New Mexico State University

Guidelines as set forth by the institution

First Reference, Copyright, Legal References

New Mexico State University

Second Reference, Informal Communications

NMSU

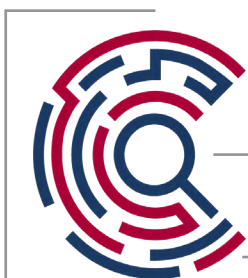**Improper References**

X NM State

OUR LOGO

Discovering New Ways

The most visible element of our brand, the partnership logo provides us with a new and unique symbol that extends a clear identity for our organization into the community and with our partners and shareholders. It augments our previous logo to create a greater sense of professionalism, collaboration and purpose.

The logo, designed by Phoenix-based advertising firm Avenue 25, is centered around the concept "Discovering New Ways." This theme served as the guiding principle for all of the elements in the logo.

Logomark

The magnifying glass represents our work towards discovering new information, interventions and approaches in cancer education, research and training.

The maze components come together to create the larger "C" shape, which represents our mission of working towards cancer health equity.

PARTNERSHIP FOR THE ADVANCEMENT OF
CANCER RESEARCH

The maze symbolizes several aspects of our partnership. The individual components in the maze represent the unique individuals in our program that bring varied backgrounds and experiences. The components also illustrate the various ways our partnership works to achieve our goals. And together, the mark shows how we work as a collective to reach new discoveries.

Co-Branded Logos

When needed, the logo can be altered to represent a specific program within the partnership. To request a co-branded logo for a program, event, or other need, please contact the PACR communications specialist.

Horizontal Setting

The horizontal setting is the preferred lockup of the logo. It should be used whenever design allows.

In most designs, the full color logo is the preferred choice. It can be used on a wide variety of background colors. When the logo must be printed in black and white, the grayscale logo may be used. When necessary for single color applications, the one color black logo may be used on light backgrounds and the one color white logo may be used on dark backgrounds. This includes application on branded apparel and other products.

PARTNERSHIP FOR THE ADVANCEMENT OF
CANCER RESEARCH

Full Color

PARTNERSHIP FOR THE ADVANCEMENT OF
CANCER RESEARCH

Grayscale

PARTNERSHIP FOR THE ADVANCEMENT OF
CANCER RESEARCH

One Color Black

PARTNERSHIP FOR THE ADVANCEMENT OF
CANCER RESEARCH

One Color White

Vertical Setting

The vertical setting is the secondary lockup of the logo. It should be used only when design necessitates.

In most designs, the full color logo is the preferred choice. It can be used on a wide variety of background colors. When the logo must be printed in black and white, the grayscale logo may be used. When necessary for single color applications, the one color black logo may be used on light backgrounds and the one color white logo may be used on dark backgrounds. This includes application on branded apparel and other products.

PARTNERSHIP FOR THE ADVANCEMENT OF
CANCER RESEARCH

Full Color

PARTNERSHIP FOR THE ADVANCEMENT OF
CANCER RESEARCH

Grayscale

PARTNERSHIP FOR THE ADVANCEMENT OF
CANCER RESEARCH

One Color Black

PARTNERSHIP FOR THE ADVANCEMENT OF
CANCER RESEARCH

One Color White

Minimum Size

Establishing a minimum logo size ensures legibility. The logo, or its components, should never be reduced to a size smaller than the guidelines below. The minimum size should be used only when necessary. The logo should be used at a larger size whenever possible.

Horizontal Logo

1.5 in. print
or
150 px digital

Vertical Logo

1 in. print
or
100 px digital

Logomark

0.25 in. print
or
25 px digital

Minimum Space

Maintaining minimum clear space ensures legibility and prominence of the logo. In all designs, use the guidelines below to determine space between the logo and other elements. Use the letter "C" as a quick measuring tool to help maintain minimum clear space.

Improper Use

While our logo has flexibility, it is important to avoid altering it in any way that would impair the legibility or diminish the overall brand identity.

Do not distort the logo.

Do not change the colors, even if using our own brand colors.

Do not alter the size of individual components of the logo.

Do not rotate the logo.

Do not use visual effects such as drop shadows and strokes.

Do not change the opacity of the logo.

Do not alter the typography of the logo.

COLOR

Color Palette

Complementing the logo, our defined color palette aids in extending a strong and consistent brand identity.

The colors were derived from the primary colors used in the branding of our parent institutions - a variant of NMSU's crimson and the Hutch's signature dark navy.

Primary Colors

The primary colors are derived from the identifiable colors used by NMSU and Fred Hutch. Together, the colors emphasize the partnership's collaboration and help our communities and shareholders identify our work as it relates to the larger organizations.
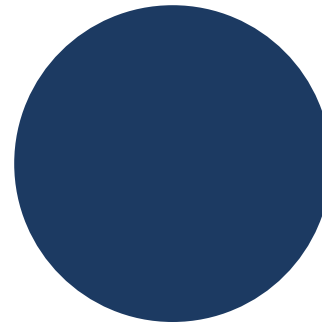
Use CMYK colors for printed materials.
Use RGB colors for digital materials.
Use HEX values for web-only materials.
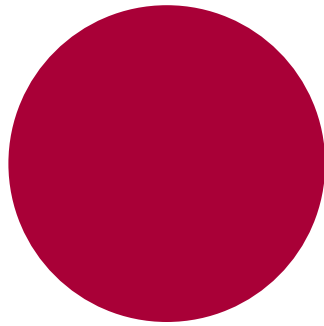
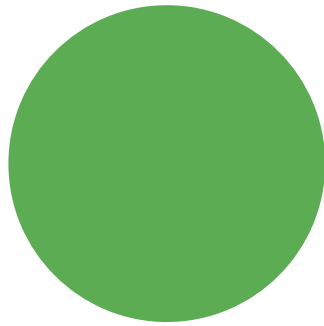|	Deep Red	Navy
CMYK	C 23, M 100, Y 75, K 16	C 97, M 82, Y 36, K 25
RGB	R 169, G 0, B 55	R 28, G 58, B 98
HEX	#a90037	#1c3a62

80% 60% 40%   80% 60% 40%
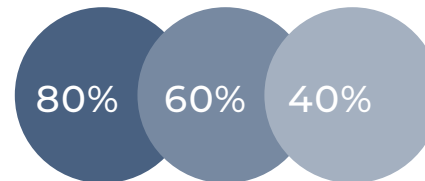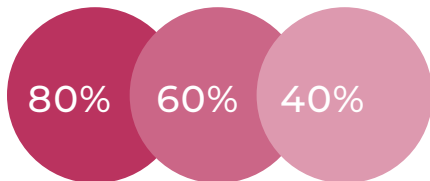
Secondary Colors

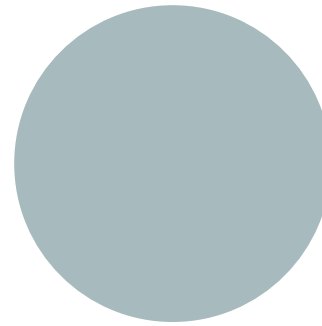The secondary colors are used to provide accent to the main palette. They should be used with discretion.

Use CMYK colors for printed materials.
Use RGB colors for digital materials.
Use HEX values for web-only materials.

	Green	Blue Gray
CMYK	C 68, M 9, Y 91, K 0	C 35, M 18, Y 21, K 0
RGB	R 92, G 172, B 84	R 167, G 186, B 190
HEX	#5cac54	#a7babe

Green: 80% 60% 40%

Blue Gray: 80% 60% 40%
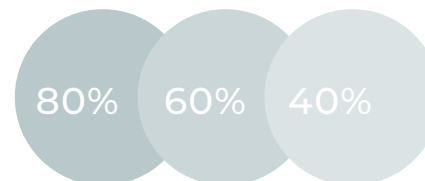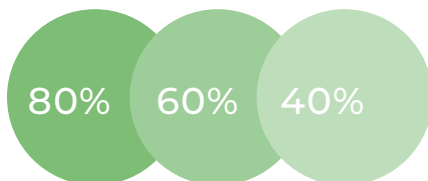
TYPOGRAPHY

Typefaces

Establishing consistent typography creates a strong brand presence across all of our funded projects and activities and ensures clean, professional looking materials. The typefaces utilized by the partnership were chosen to provide flexibility in design while maintaining legibility in a variety of uses. Together, the typefaces help create a sense of energy, modernity and prominence.

All typefaces should be used in combination with one another and with great discretion. Materials should never be created using only one typeface. Conversely, materials should aim to use no more than three different styles of the typefaces. The weight of each typeface should be carefully considered in each application to ensure maximum legibility. The typefaces should never be altered outside of the prescribed guidelines.

All of our brand typefaces may be downloaded for free on Google Fonts.

Lato

Partnership

Aa Aa **Aa** **Aa** **Aa**
Aa *Aa* ***Aa*** ***Aa*** ***Aa***

LIGHT   REGULAR   BOLD   HEAVY   BLACK

Montserrat

Partnership

Aa Aa
Aa *Aa*

THIN   REGULAR

Merriweather

Partnership

Aa
Aa

LIGHT

Lato

Lato is a bold typeface that we use for headings and subheadings. For headings, the Lato font is preferred in bold, heavy or black weights and in all caps. For subheadings, the Lato font is preferred in regular or light weights, in either all caps or upper- and lowercase.

The character set to the right is shown in bold.

Character set

CAPITALS - 48 PT.

ABCDEFGHIJKLMN OPQRSTUVWXYZ

LOWERCASE - 48 PT.

abcdefghijklmn opqrstuvwxyz

NUMERALS, PUNCTUATION & GLYPHS - 48 PT.

0123456789!@#$% ^&*?()[]{}~<>;:'"-+=

Montserrat

Montserrat is a thinner sans serif font used to add contrast. This typeface should be the primary choice for larger bodies of type. The Montserrat font may be used in thin or regular weights depending on the design needs. It can be used in all caps or upper- and lowercase. Bold or italic may be used for emphasis.

The character set to the right is shown in regular.

Character set

CAPITALS - 48 PT.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE - 48 PT.

abcdefghijklmn
opqrstuvwxyz

NUMERALS, PUNCTUATION & GLYPHS - 48 PT.

0123456789!@#$
%^&*?()[]{}~<>;:'"-+=

Merriweather

Merriweather is a modern serif font that serves as a classic accent and emphasizes the partnership's enduring presence. This typeface may be used for captions, accents, text at small point sizes and smaller bodies of text that are lower in hierarchy. This typeface may only be used in light or regular weights. It can be used in all caps or upper- and lowercase. Italic may be used for emphasis or design.

The character set to the right is shown in light.

Character set

CAPITALS – 48 PT.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE – 48 PT.

abcdefghijklmn
opqrstuvwxyz

NUMERALS, PUNCTUATION & GLYPHS – 48 PT.

0123456789!@#$
%^&*?()[]{}~<>;:'''–+=

Using Type

Choosing the right typeface for the job is an important part of creating professional and legible designs. After selecting the appropriate typeface for the project, the leading, tracking and kerning of the font may also need to be adjusted for clarity. The leading, tracking and kerning for every typeface is different and also changes with the size of the type.

Leading

Leading is the distance between adjacent lines of text. When the leading is set right, it makes text easier to read and gives it space to breathe. Leading is most important when working with multiple lines of text where overlap can occur. It is good practice to start with leading that is two points higher than the text point size and then make adjustments as needed.

This leading is too tight and makes text harder to read.	This leading is too loose and makes the space excessive.	This leading is just right and is the easiest to read.
Type: 14 pt | Leading: 11 pt	Type: 14 pt | Leading: 20 pt	Type: 14 pt | Leading: 16.8 pt

Tracking

Tracking is the uniform spacing of characters throughout an entire word. Typeface tracking can be tighter or looser to make a word fit within a certain space or give it a unique feel. Like all adjustments to font, tracking should be used with discretion to avoid making text illegible or messy.

This tracking is too tight and makes the text hard to read.	This tracking is too loose and makes the space excessive.	This tracking is just right and is the easiest to read.
Type: 14 pt | Tracking: -90	Type: 14 pt | Tracking: +80	Type: 14 pt | Tracking: +15

Kerning

Kerning is the spacing between individual characters of type. When possible, text should be set to optical kerning. Changes to kerning should only be made when necessary.

ATTRIBUTION

Citing the Grant

Initiated in 2001, Partnerships to Advance Cancer Health Equity (PACHE), formerly known as the Minority Institution Cancer Center Partnership (MI/CCP), is a program that enables institutions serving underrepresented populations and underrepresented students (ISUPS) and NCI-designated Cancer Centers (CCs) to train scientists from diverse backgrounds in cancer research and to effectively deliver cancer advances to underserved communities. PACHE training awards are awarded to institutions, not to individuals.

Partnership for the Advancement of Cancer Research has been proudly funded by the NCI PACHE Program since 2002. The funding we receive from the National Cancer Institute is critical to reducing health disparities in our communities, and citing our grants in publications is a vital component to ensuring that PACR continues receiving funding and thereby changing lives.

Who Should Cite Our Grants

PACR supports work done through New Mexico State University and Fred Hutchinson Cancer Research Center. Any publication or product that relied upon PACR resources to some degree should cite the grants in their work or products. This includes any individual, group, trainee, or researcher that has completed work under any of the following circumstances:

· Received individual or group funding from PACR to support the product or publication
· Used PACR resources or services (offered by cores, projects, pilots or pre-pilots) to complete the product or publication
· Product or publication stems from any PACR-funded research or program activities

What is Considered a Publication or Product

Publications or products can include:

· Conference presentations
· Research or technical papers
· Journals, journal articles, books
· Theses and dissertations
· Key project documents
· Programs or activities
· Computer and mobile applications

How to Cite Our Grants

When appropriate, the grants should be cited as such:

"Partnership for the Advancement of Cancer Research, supported in part by NCI grants U54CA132383 (NMSU) and U54CA132381 (Fred Hutch)."

When appropriate, NIH also recommends including the following text at the end of any materials:

"The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institutes of Health."

This guide may not cover all unique situations regarding branding use. For questions or more information, please contact:

Kaitlin Englund
Communications Specialist
kenglund@nmsu.edu

Download these brand guidelines and other brand assets at **cancer.nmsu.edu/brand.html**