PARTNERSHIP FOR THE ADVANCEMENT OF CANCER RESEARCH

# BRAND QUICK REFERENCE

## Logos

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### Minimum Sizes

PARTNERSHIP FOR THE ADVANCEMENT OF CANCER RESEARCH

1.5 in. print/
150 px digital

PARTNERSHIP FOR THE ADVANCEMENT OF CANCER RESEARCH

1 in. print /
100 px digital

### Variations

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. If the grayscale logo is needed, contact the PACR Communications Specialist.

All logo variants are shown with the minimum clear space indicated by the outlining box. Clear space is determined by the height of the "C" in "Cancer." Clear space is built into each logo file.

## Primary Colors

Deep Red
CMYK - 23/100/75/16
RGB - 169/0/55
HEX #a90037

80%
60%
40%

Navy
CMYK - 97/82/36/25
RGB - 28/58/98
HEX #1c3a62

80%
60%
40%

## Secondary Colors

Green
CMYK - 68/9/91/0
RGB - 92/172/84
HEX #5cac54

80%
60%
40%

Blue Gray
CMYK - 35/18/21/0
RGB - 167/186/190
HEX #a7babe

80%
60%
40%

## Typography

All fonts may be downloaded for free from Google Fonts.

| | Use | Weights | Cases |
|---|---|---|---|
| **Lato** | Headings & Subheadings | Light, Regular, **Bold, Heavy** or **Black** | Upper- and lowercase or all caps (all caps for headings) |
| Montserrat | Body copy | Thin or Regular | Upper- and lowercase or all caps |
| Merriweather | Captions, accent text, small text | Light or Regular | Upper- and lowercase or all caps |

## Our Name

**First Reference**
Partnership for the Advancement of Cancer Research

**Second Reference, Informal Communications**
PACR (PACR at NMSU; PACR at Fred Hutch for specific locations)

**Subsequent References**
the partnership; the U54 program

## Citing PACR

Any publication or product that relied upon PACR resources to some degree should cite the grants in their work or products. It should be cited as follows:

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

Brand assets and templates are available at cancer.nmsu.edu/brand.html