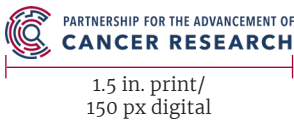


Logos



Minimum Sizes

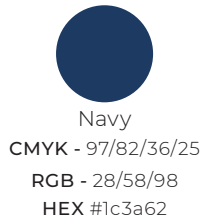
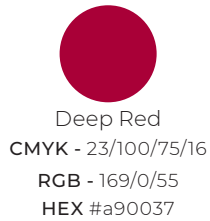


Variations

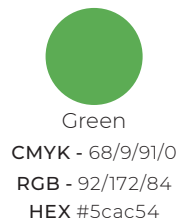
When necessary for single color applications, the one color black logo may be used on light backgrounds and the one color white logo may be used on dark backgrounds. This includes application on branded apparel and other products. If the grayscale logo is needed, contact the PACR Communications Specialist.

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



Secondary Colors



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)."