

LOGO AND BRAND GUIDE



University of Cincinnati • UC Health • Cincinnati Children's

STRUCTURE AND RATIONALE

The UCCC logo is purposefully built upon the secondary (horizontal) University of Cincinnati logo to highlight the center's vital connection to research and education. The words "Cancer Center" are strategically sized and prominently positioned to equal the width of "Cincinnati." In two-color versions, "Cancer Center" is rendered in red—the primary differentiating brand color of both the university and UC Health. Anchoring the primary logo structure is a horizontal rule and the three participating organizations, demonstrating partnership and collaboration.



NOTE: The core elements of the UCCC logo are locked together and cannot be separated, altered, retyped, rearranged or recreated in any way.

SAFE AREA AND SIZE RESTRICTIONS

Safe area

A “safe area” must be preserved around the logo. The safe area is equal to the height of the C in Cincinnati and represents a minimum requirement. Set all elements (such as typography, graphics and photographs) away from the logo at least as far as the safe area.

the safe area is equal
to the height of the C in
Cincinnati



Size restrictions

For printed pieces, the UCCC primary logo should be at least 1.75" wide. The UCCC logo should always appear prominently; never purposefully minimized. In most cases, the logo will be larger than the minimum. For web pages, the UCCC primary logo should be at least 125 pixels wide.

The minimum width is 1.75 inches / 125 pixels



THE LOGO

APPROVED COLOR ITERATIONS

Acceptable color iterations for the UCCC logo are

- all-white
- all-black
- red + white
- red + black.



Note: Iterations shown above for demonstration purposes only. To visually reflect the UCCC brand (innovative), positioning or rendering the logo inside a box or confined shape should be avoided.

SPECIAL USE (SIMPLIFIED) VERSION

The UCCC simplified logo

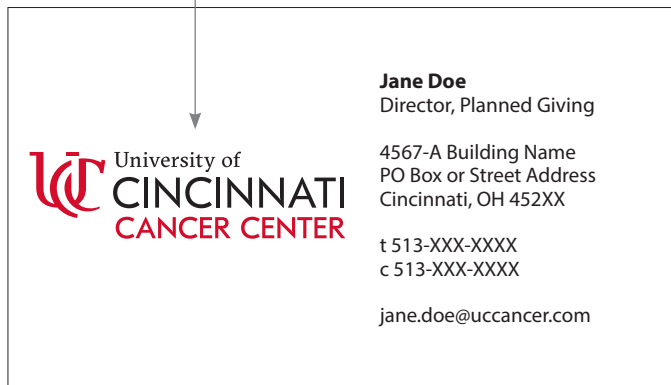
In most cases, the standard, primary logo, which includes the three partner organizations, should be used in UCCC communication. However, a simplified version is allowed as approved on a case-by-case basis, with the general understanding that the standard, primary logo, inclusive of all partner institutions, is included elsewhere in the communication. Inquiries should be sent to the UCCC director of marketing and communications (or center executive director) who will consult with appropriate representatives of UC Health, UC, and CCHMC.

the UCCC simplified logo



a simplified version of the UCCC logo is permitted on two-sided business cards as shown

use of the simplified logo is permitted on two-sided cards due to space limitations and because the standard, primary logo appears on side 2



two-sided card FRONT

two-sided card BACK

THE LOGO

DON'T'S

Below are renderings of some common mistakes.



DO NOT attach the symbol or logo to any graphic or typography.



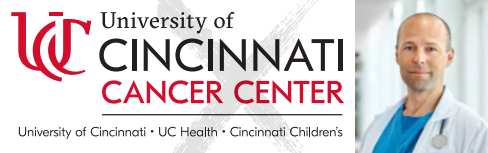
DO NOT resize, retype, rearrange or recreate any part of the logo.



DO NOT use the logo in unapproved color iterations.



DO NOT position the logo on complex imagery.



DO NOT violate the safe area.

THE SYMBOL

The symbol

The symbol is the interlocking U and C graphic, an important identifying element within the UCCC logo. However, on its own, the symbol carries little meaning beyond our immediate region. **Except for certain officially approved exceptions and special uses, the symbol may not be used in isolation.** Inquiries should be sent to the UCCC director of marketing and communications (or center executive director) who will consult with appropriate representatives of UC Health, UC, and CCHMC.



COLOR

The UCCC logo and brand reflect University of Cincinnati and UC Health colors: red, black and white.



Pantone: PMS-186
4-color process: C=0 M=100 Y=81 K=4 RGB:
R=224 G=1 B=34
Hexidecimal: #e00122



Pantone: PMS-process black
4-color process: C=0 M=0 Y=0 K=100 RGB:
R=0 G=0 B=0
Hexidecimal: #000000

TYPOGRAPHY

Preferred fonts for UCCC communication include the preferred font families of UC, UC Health, and Cincinnati Children's: Gentium, Open Sans, Verlag and Montserrat. Verlag is preferred and suggested for all clinical, patient-facing communication.

Gentium font examples

Gentium Basic Regular
Gentium Basic Italic
Gentium Basic Bold
Gentium Basic Bold Italic

Open Sans font examples

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extra Bold
Open Sans Extra Bold Italic

Verlag font examples
preferred for patient-facing communication

Verlag Extra Light
Verlag Extra Light Italic
Verlag Light
Verlag Light Italic
Verlag Book
Verlag Book Italic
Verlag Bold
Verlag Bold Italic
Verlag Black
Verlag Black Italic

Montserrat font examples

Montserrat Light
Montserrat Light Italic
Montserrat Regular
Montserrat Regular Italic
Montserrat Semi Bold
Montserrat Semi Bold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat Black
Montserrat Black Italic

PHOTOGRAPHY

General guidelines

Visual imagery is a critical component of the UCCC brand. UCCC photography should capture—or authentically replicate—powerful, life-changing moments. It should demonstrate active engagement with research, patients, or colleagues. Careful attention should be paid to lighting and composition. High quality photography does not happen by accident and should be identified or planned for well in advance.

Medical professionals, educators, and researchers

- journalistic; not looking at the camera
- engaged
- collaborative

Patients

- journalistic; not looking at the camera
- hopeful
- interactive; with family or health professionals

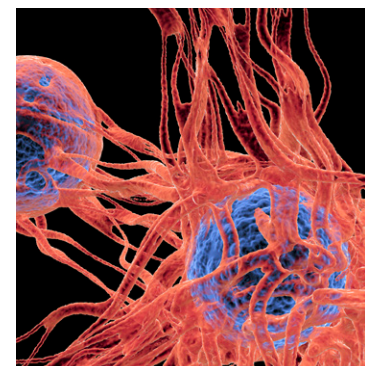
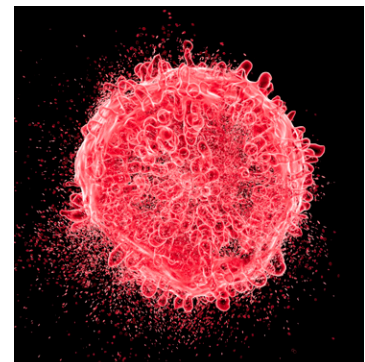


Secondary and atmospheric

- supports the story; adds depth
- creates a more robust picture
- provides opportunity for extreme close-up or environmental overview

Scientific and research

- demonstrates innovation and expertise
- dynamic and artistic
- creates texture and visual interest



Stock

Original photography is preferred. However, availability or time constraints may sometimes make original photography impractical. In these instances, stock photography is acceptable (and preferred over poor quality photography). Stock photography should follow the same general UCCC guidelines as listed on the previous page.

BUSINESS CARDS AND LETTERHEAD

Business Cards

Two-sided business cards as demonstrated below are approved for use and can be ordered online at [\[need link\]](#).



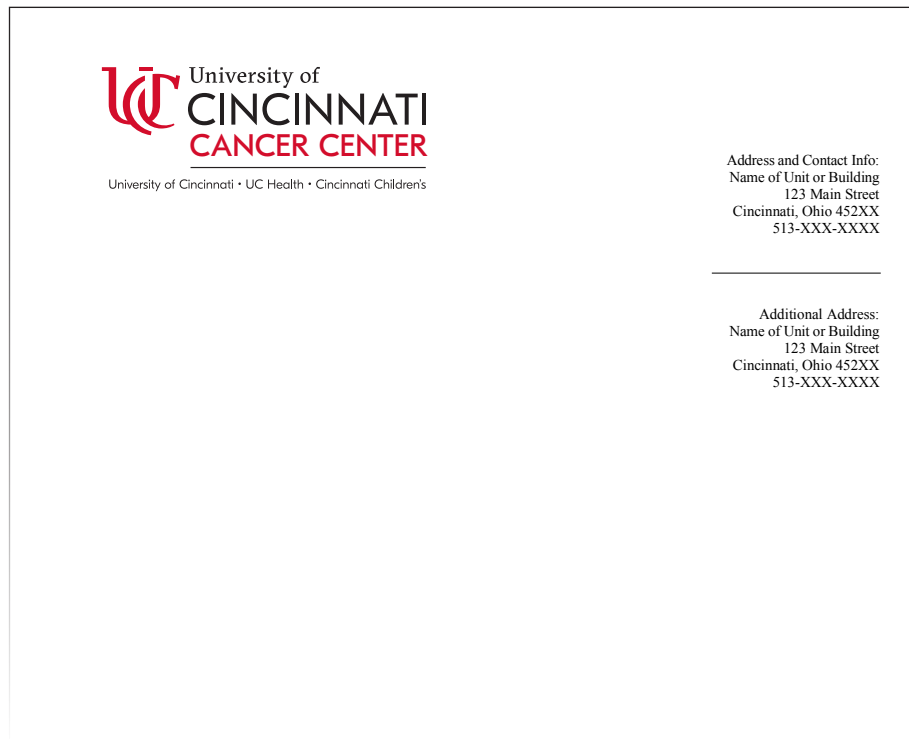
approved card, side 1



approved card, side 2

Letterhead

UCCC standard letterhead is demonstrated below. A template is available by contacting Sherrell Hines, sherrell.hines@uc.edu.



TEMPLATES

PowerPoint presentations

Approved PPT presentation templates are available for download at [\[need link\]](#).



Invitation templates

Approved invitation templates as PPT files are available for download at [\[need link\]](#). In addition, custom communication can be requested through UC's Marketing + Communication division or UC Health's Department of Marketing.

