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I - Brand Identity
Introduction: The importance of brand identity

Dear Colleagues:

In today’s competitive healthcare marketing environment, maintaining and reinforcing a strong brand is critical to the long-term success of The University of Kansas Cancer Center. Every day, patients, researchers, medical colleagues and potential recruits seek partners based on brand reputations that exude trust and confidence and demonstrate their ability to deliver on expectations and promises.

In addition, The University of Kansas Cancer Center must strongly establish its distinct identity even as it is closely aligned and intertwined with The University of Kansas Hospital, the University of Kansas Medical Center and the University of Kansas.

A strong brand:

• Introduces a clear, consistent image to all audiences
• Shapes and reinforces perceptions
• Channels desires and motivates action
• Defends against competitive activity
• Becomes an extremely valuable asset that must be carefully managed, protected and defended

The University of Kansas Cancer Center brand represents a special relationship among patient care, research, education and the value system we embrace. This brand also represents a promise to be the region’s premier academic cancer center.

As we invest together in building the cancer center brand, we must use the graphics and words supporting it with consistency and with unerring accuracy. We have created these graphic standards to cover all commonly used communication materials, including forms, stationery, paid advertising and PowerPoint® presentations.

By consistently using these standards, our strategic communications approach aims to:

• Create a shared vision and top-of-mind knowledge of cancer center objectives and the role each person plays in reaching them
• Enhance interest, understanding and collaboration among cancer center stakeholders both internally and through community partnerships
• Engage and inform stakeholders who can communicate accurately and passionately about the cancer center

We are counting on you to support the brand in all you do and in all you communicate. Thank you in advance for your commitment to upholding our brand standards.

Sincerely,

Roy A. Jensen, MD, Director

Terance T. Tsue, MD, FACS, Physician-in-Chief
Resources

Use of The University of Kansas Cancer Center logo is limited to the situations identified in these standards. Use outside of these standards is prohibited unless otherwise authorized.

Logos

Clinical:
You may find these logos on 24/7 under Workplace Support/Brand. If you have questions, would like to use the logos outside these guidelines or have a request for a new publication, please contact Marketing and Corporate Communications at 913-945-5241.

Research:
If you have questions or would like to use the logos, please contact the cancer center’s administrative offices at 913-588-4755.

Stationery

Hospital:
You may order stationery and forms from Printing Solutions located in Hospital Links on the 24/7 homepage.

You may find the fax, PowerPoint, flier and other templates on 24/7 under Workplace Support/Brand Management.

University:
You may order stationery and forms from nationsprint.com/clients/kumc.

Clinics:
You may order stationery and forms online from Neal Settle. Visit the Neal Settle website at nealsettle.com and follow these instructions:

- Go to Customer Login.
- Enter Username.
- Enter Password.

If you are a first-time user or have forgotten your information, call Neal Settle at 816-763-2211.

You may find the fax, PowerPoint, flier and other templates on 24/7 under Workplace Support/Brand Management.
Brand character and intent

The University of Kansas Cancer Center should exude unlimited potential and endless advancement. When writing about the center, our copy should reflect:

- A reliable source of limitless power, creativity, energy and ideas
- A comprehensive approach that considers all possibilities
- Unlimited scale and reach – of our advancements and of the people we serve

Differentiation

As an NCI-designated Cancer Center, we stand apart from others in several ways:

- Enhance cancer prevention and screening efforts
- Strengthen collaboration between scientists in different disciplines
- Extend studies into high-risk populations
- Grow research funding to understand and treat cancer
- Expand facilities and staff resources
- Increase access to promising clinical trials
- Broaden partnerships with communities throughout the region
- Advance education for the next generation of scientists and healthcare providers
- Heighten influence for KU researchers in the national scientific community

Emotional appeal

The University of Kansas Cancer Center brand has a strong emotional appeal, based on several specific but less tangible advantages:

- Tremendous local loyalty to the University of Kansas and its traditions
- Unprecedented support for the center from the community in the form of donors, legislative support, affiliates, etc.
- Top-ranked patient care – as evaluated by many external, objective sources (U.S. News & World Report, for example)
- Outstanding research programs
- The indomitable spirit of our staff
Brand messaging

**Overall**

Through world-class research and patient care, The University of Kansas Cancer Center is working toward a world without cancer.

Our work begins at home, here in Kansas, where exceptional cancer care keeps getting better. Patients across the region and beyond benefit from our quest to discover more answers to the big questions. It’s the best in care within the Kansas City region, and we continue to expand our reach into the community to help more patients.

We are focused every day on ending the burden of cancer in the Heartland. Our partners include:

- University of Kansas Medical Center
- The University of Kansas Hospital
- University of Kansas and the KU School of Pharmacy
- University of Kansas School of Medicine – Wichita
- Stowers Institute for Medical Research
- Midwest Cancer Alliance
- The University of Kansas Clinical Research Center

When it comes to facing cancer, patients benefit from a strong and unified team approach. Our doctors and scientists collaborate on new and more effective drug and treatment therapies. Their goal is to prevent, treat and, ultimately, end cancer. Our patient care team provides the most advanced care and the best possible service to our patients. Our health sciences schools train the next generation of doctors and scientists to continue the fight against cancer.

One of our proudest achievements is earning National Cancer Institute designation, which represents excellence in cancer research. Being an NCI-designated Cancer Center means our patients have better opportunities to take part in clinical trials that test new treatments. They have access to the newest, most promising therapies and laboratory discoveries. And they are able to receive leading-edge care much closer to home.

**Patient care**

Eliminating cancer demands a comprehensive approach. Our doctors are specialists in all forms of cancer, from rare conditions to the more common. Every patient receives personalized treatment designed specifically for their unique cancer.

We offer a full range of cancer services, from prevention and diagnosis to treatment and survivorship. Many patients have a combination of surgery, radiation and chemotherapy. This often translates to improved outcomes. We have invested in technology to provide state-of-the-art detection, diagnostic and treatment services.

We provide these advanced services for both inpatients and outpatients in multiple community settings offering specialists, technology, treatment options and clinical trials.

Our doctors work in teams to personalize each patient’s care. At weekly conferences, they review cases and get opinions from the group of specialists. They work together to find the best treatment options. This kind of collaboration is a key advantage of an academic medical center.

Our patients’ treatments extend well beyond their physical care. Patient Support and Psychological Services brings together social workers, dietitians, chaplains and other support staff. They work with patients dealing with a cancer diagnosis and treatment.

Clinical trials are at the foundation of every lifesaving cancer treatment used today. As an academic medical center, we provide access to clinical trials that can improve care today and contribute to cancer research that will help future cancer patients.

**Cancer research**

Our goal is to build a world-class cancer center that is at the forefront of discovery, development and implementation of knowledge, technology and novel therapeutic agents for the treatment and prevention of cancer. We are gaining critical insights into the origins of cancer, allowing us to translate discoveries from bench to bedside. By leveraging the strengths and rich history of drug development in the region, the cancer center seeks to be the No. 1 academic producer of cancer-fighting drugs.

Disease-specific working groups, including both clinicians and basic research investigators, promote collaborative opportunities and the exchange of research ideas. The disease working groups define clinical research priorities respective to their disease specialty with an emphasis on investigator-initiated trials. The cancer center’s current disease working groups include
lungs, hematopoietic/bone marrow transplant, gastrointestinal, genitourinary, head and neck, breast and brain.

The University of Kansas Cancer Center has more than 160 members from across the state and region. Members are associated with the following research partner organizations:

- University of Kansas Medical Center
- University of Kansas – Lawrence
- University of Kansas School of Medicine – Wichita
- Stowers Institute for Medical Research

**Midwest Cancer Alliance**

The Midwest Cancer Alliance, also known as MCA, is a membership-based organization that brings together cancer research, care and support professionals to advance the quality and reach of cancer prevention, early detection, treatment and survivorship in the Heartland.

The MCA links The University of Kansas Cancer Center research and services with member hospitals, medical professionals and their patients so that the latest cancer research and care can be found close to home.

MCA Partners and Networks are encouraged to use the following statement as a part of their branding standards:

[Insert affiliated MCA organization’s name], a member of the Midwest Cancer Alliance, [two optional follow-up phrases] the outreach arm of The University of Kansas Cancer Center or a program of the University of Kansas.

In addition, the Midwest Cancer Alliance Partners Advisory Board, Community Partner and Clinical Research Partner membership agreements grant the nonexclusive right to use the following terms for marketing purposes, consistent with the services provided under the corresponding membership agreement:

- Partners Advisory Board Member of the Midwest Cancer Alliance
- Community Partner Member of the Midwest Cancer Alliance
- Clinical Research Partner Member of the Midwest Cancer Alliance

Any use of the MCA name, logo, symbol and /or marks in any literature, publication, advertising or publicity material requires prior review and approval from Laura Long at llong2@kumc.edu or 913-945-7533.

NCI designation was awarded to The University of Kansas Cancer Center in June 2012. Reference to NCI designation is only available to those centers that have received designation from NCI. The MCA membership agreement clarifies that NCI designation pertains to KUCC and should not be used in association with non designated hospitals/healthcare organizations.

**NCI designation**

- NCI-designated Cancer Centers, like The University of Kansas Cancer Center, are the engines from which nearly all therapeutic advances of the last 40 years have sprung.
- Patients now have access to clinical trials that weren’t available previously. By networking with other NCI-designated Cancer Centers and forming mini consortiums with cancer centers having similar interests, we will have many more opportunities that would not be possible on our own.
- The cancer center’s goal is to achieve the most elite NCI designation as a Comprehensive Cancer Center by continuing to enhance the quality of health in our regional communities through population-based cancer education, prevention and screenings.
- Being an NCI-designated Cancer Center involves applying basic science research to understanding cancer and then translating that information into new therapeutic advances.
- Our partnerships with the Stowers Institute for Medical Research, development of the Midwest Cancer Alliance, support from state government, the Kansas Bioscience Authority and the Johnson County Education and Research Triangle sales tax were all critical in getting us to where we are today.
- Patients have access to the best care at The University of Kansas Cancer Center, as an NCI-designated Cancer Center, resulting in the best chance for a positive outcome.
- Despite our progress, cancer survivorship rates remain at 67% overall. The only way to increase survival is to develop new drugs and conduct clinical research.
- We are up for NCI-designation renewal in 2017.
Inherent with NCI designation are new levels of credibility and supplemental funds that shouldn’t be taken lightly in this time of fiscal stringency.

The cancer center is expected to provide a panoply of services—particularly to disadvantaged local communities—be a paragon in training students and ensure basic scientists understand the clinical problems they’re trying to solve while oncologists are aware of new currents in cancer research that are changing the practice of medicine.

**Comprehensive Cancer Center (CCC) designation**

- CCC designation is the highest distinction possible for an academically affiliated cancer center. We want to be part of this most elite group.
- CCC designation involves a comprehensive approach to cancer education and outreach into the community.
- To achieve CCC designation, we must demonstrate specifically how the cancer center is making a difference in the quality of health of our regional communities.
- When we achieved NCI designation, we focused on basic, clinical and translational research efforts. To obtain CCC designation, we will expand our research focus to include population-based cancer education, prevention and screenings.
- We chose to focus on NCI designation status the first time around and have a strategic plan to achieve CCC designation by 2016.
- We will continue on our present course by securing and expanding resources, prioritizing fundraising efforts and enhancing and strengthening current/new research programs.
Tagline

Our tagline (sometimes called a slogan) is an expression of what The University of Kansas Cancer Center brand stands for. Our current tagline is:

The promise of discovery
The power of care

It is reserved for use in marketing, advertising and internal communication materials. It is not a component of the logo. Its use with the logo is optional.

Individual programs and service lines may not develop their own taglines. They may not expand on or take creative license with the tagline.

Do not use the hospital tagline, Advancing the Power of Medicine®, on materials focused solely on cancer center programs. Rather, communication about cancer center programs should use the cancer center tagline.

Comprehensive Cancer Center designation elevator speech

To obtain Comprehensive Cancer Center designation, The University of Kansas Cancer Center’s research efforts must be deeper, larger and wider.

**Deeper**
- Enhance cancer prevention and screening efforts
- Strengthen collaboration between scientists in different disciplines
- Extend studies into high-risk populations

**Larger**
- Grow research funding to understand and treat cancer
- Expand facilities and staff resources
- Increase access to promising clinical trials

**Wider**
- Broaden partnerships with communities throughout the region
- Advance education for the next generation of scientists and healthcare providers
- Heighten influence for KU researchers in the national scientific community
The official brand name

When communicating on behalf of the cancer center, apply the following standards. All other ways of referring to this group are unacceptable.

- In ALL communications, the only acceptable first use is The University of Kansas Cancer Center.

- After establishing the full name on first reference, you may use KU Cancer Center or simply cancer center (lowercase) on second and subsequent reference.

- When necessary based on space limitations and on materials for small-distribution internal use, you may refer to the center as KUCC.
### Associated brand names

This guide provides a selection of commonly used names and standards for second references.

<table>
<thead>
<tr>
<th>First Reference</th>
<th>Short Name</th>
<th>Second Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richard and Annette Bloch Radiation Oncology Pavilion</td>
<td>Radiation Oncology Pavilion</td>
<td>the pavilion</td>
</tr>
<tr>
<td>Richard and Annette Bloch Cancer Care Pavilion</td>
<td>Cancer Care Pavilion</td>
<td>the pavilion</td>
</tr>
<tr>
<td>Brandmeyer Patient Resource Center</td>
<td>Brandmeyer Center</td>
<td>the center</td>
</tr>
<tr>
<td>Kansas Masonic Cancer Research Institute</td>
<td>KMCRI</td>
<td>the institute</td>
</tr>
<tr>
<td>KU Integrative Medicine's Healing Foods Kitchen</td>
<td>KUIM</td>
<td>the kitchen</td>
</tr>
<tr>
<td>KU MedWest</td>
<td>KUMW</td>
<td>MedWest</td>
</tr>
<tr>
<td>Midwest Cancer Alliance</td>
<td>MCA</td>
<td>the alliance</td>
</tr>
<tr>
<td>Missys’ Boutique</td>
<td>Missys’</td>
<td>the boutique</td>
</tr>
<tr>
<td>National Cancer Institute</td>
<td>NCI</td>
<td>NCI</td>
</tr>
<tr>
<td>The University of Kansas Cancer Center In Partnership with North Kansas City Hospital</td>
<td>KUCC – North Kansas City Hospital or KUCC – NKCH</td>
<td>The center</td>
</tr>
<tr>
<td>The University of Kansas Cancer Center Breast Program</td>
<td>KUCC – BP</td>
<td>the program</td>
</tr>
<tr>
<td>The University of Kansas Cancer Center – Lee’s Summit</td>
<td>KUCC – Lee’s Summit or KUCC – LS</td>
<td>the office</td>
</tr>
<tr>
<td>The University of Kansas Cancer Center – Liberty</td>
<td>KUCC – Liberty or KUCC – L</td>
<td>the office</td>
</tr>
<tr>
<td>The University of Kansas Cancer Center – North</td>
<td>KUCC – North or KUCC – N</td>
<td>the office</td>
</tr>
<tr>
<td>The University of Kansas Cancer Center – Overland Park</td>
<td>KUCC – Overland Park or KUCC – OP</td>
<td>the office</td>
</tr>
<tr>
<td>The University of Kansas Cancer Center Sarcoma Center</td>
<td>KUCC – SC</td>
<td>the center</td>
</tr>
<tr>
<td>The University of Kansas Cancer Center – South</td>
<td>KUCC – South or KUCC – S</td>
<td>the office</td>
</tr>
<tr>
<td>The University of Kansas Cancer Center – West</td>
<td>KUCC – West or KUCC – W</td>
<td>the office</td>
</tr>
<tr>
<td>The University of Kansas Clinical Research Center</td>
<td>CRC</td>
<td>the center</td>
</tr>
<tr>
<td>The University of Kansas Hospital</td>
<td>TUKH</td>
<td>the hospital</td>
</tr>
<tr>
<td>The University of Kansas Hospital – Indian Creek Campus</td>
<td>TUKH – ICC</td>
<td>the campus</td>
</tr>
<tr>
<td>Stowers Institute for Medical Research</td>
<td>Stowers Institute</td>
<td>the institute</td>
</tr>
<tr>
<td>Turning Point: The Center for Hope and Healing</td>
<td>Turning Point</td>
<td>the organization</td>
</tr>
<tr>
<td>Westwood Campus (cancer care pavilion and medical pavilion)</td>
<td>W</td>
<td>the campus</td>
</tr>
</tbody>
</table>
II - Logo Standards
Logo specifications

The font used for The University of Kansas Cancer Center logo is **Trajan Pro**.

The typographical rendering of The University of Kansas Cancer Center, the underline rule and the department name, if applied, should appear in Pantone Matching System (PMS) **289** (blue).

When you produce the logo in black and white, all elements must appear in 100% black. Reversing the logo (to white) is acceptable only when the entire logo is white and is surrounded by a solid color, preferably black or PMS 289 (blue). Never reverse only a portion of the logo.

The foundation of The University of Kansas Cancer Center graphics system is the logotype – logo for short – a graphic representation of the brand name. You must use The University of Kansas Cancer Center logo only in approved applications.

Departments and programs may not design their own logos to use in place of or in conjunction with The University of Kansas Cancer Center logo.

The logo is composed of two elements:

1. The typographical rendering of the name, **The University of Kansas Cancer Center**
2. The underline rule

You must combine both elements in a specific arrangement, proportion, type and color treatment.

Use the complete and accurate logo for The University of Kansas Cancer Center as the signature on all printed materials, such as forms, stationery, print advertising, brochures and newsletters.

By policy, you may not use The University of Kansas Cancer Center logo on any materials that endorse a third-party organization, cause, product or service without approval from The University of Kansas Cancer Center administration.

These treatments are all acceptable uses of The University of Kansas Cancer Center logotype:

---

**Pantone 289c**

---

X Height = Height of “C”
Companion logos

Always use the NCI logo with The University of Kansas Cancer Center logo. (One exception – envelopes.) See guidelines below.

You may choose to add the *U.S. News & World Report* cancer badge with patient-focused cancer care programs only. See examples of acceptable use.

Generally avoid other additional badges. If you must add them, be sure to separate them visually from the cancer center logo.

**NCI**

The Cancer Center Support Grant (CCSG) is not an endorsement of the patient care or other activities at The University of Kansas Cancer Center. It is an indication that the grant application meets NCI’s standards and that the application is worthy of infrastructure support for the institution’s cancer research activities. The designation does not imply an endorsement, absolute or relative, about the institution as a whole. As the NCI is part of the federal government, it cannot appear to be endorsing any grantee institution. Further, earning the CCSG does not imply that the NCI approves or endorses the patient care at that institution.

When using the NCI logo, follow these standards, provided by the National Cancer Institute Office of Cancer Centers.

NCI-designated Cancer Centers (CC) and NCI-designated Comprehensive Cancer Centers (CCC) will be allowed to use the NCI Cancer Center logo in the promotion, advocacy, educational and other related activities of the individual cancer center. Cancer Centers and Comprehensive Cancer Centers are not allowed to use the NCI trademark.

Institutions allowed to use the logo include P30 CCSG awardees, their primary hospital(s) and other research institutions officially peer-reviewed and approved by the Initial Review Group Subcommittee A (Parent Committee) in accordance with the CCSG Guidelines criteria on consortium centers.

1. Following approval of their designation, NCI-designated Cancer Centers or NCI-designated Comprehensive Cancer Centers will receive the NCI Center logo in the approved formats. These formats were designed by NCI for official use by NCI-designated Cancer Centers and will not be modified.

2. The NCI Cancer Center logo (CC or CCC) is available for use on all print and online materials. Approved cancer centers do not need special permission or approval for each use. The NCI Cancer Center logo may generally be used in conjunction with other logos (your institution), but not with the NCI, NIH or HHS logos.

3. The NCI Office of Communications and Education suggests the following file formats for the applications below:
   - Graphics applications - .eps, .tif
   - Word processing - .bmp, .png, .jpg
   - Websites - .gif, .jpg

4. The NCI Office of Cancer Centers requires that centers use a logo at least 3.75 picas wide in print materials or 48 pixels wide for website use. If you use the NCI Center logo with logos of other agencies or organizations, the NCI Center logo can be smaller but in no case shall it be smaller than the minimum 3.75 picas in width.

5. The logo, as a single unit on a page, may be flush left, flush right or centered, as shown in the examples below. The positioning of other material will vary depending on the media in which it appears.

6. As the NCI Cancer Center logos were designed by NCI, please do not make any modifications to the logo or tagline font. The NCI-designated Comprehensive Cancer Center logo is trademarked and copyright-protected.

7. The NCI-designated Cancer Center logos were designed for use in black and white. However, if your background is dark, the logo may also be displayed in all white. Do not screen (shade), shadow or make other alterations to the logo.

8. No modifications or alterations may be made to the tagline language as provided in the two examples; please use exactly what is provided in the example.

Questions regarding the use of the NCI-designated Cancer Centers logo may be directed to the cancer center’s administrative offices at 913-588-4755.
If it’s cancer, why would you go anywhere else?

At The University of Kansas Cancer Center, patients have access to the latest cancer research and advanced cancer care.

- As a National Cancer Institute-designated Cancer Center, we offer greater access to more clinical trials using promising new drugs and therapies.
- We are the only regional cancer center to earn a ranking from U.S. News & World Report as a leading cancer center.
- Our renowned oncologists and surgeons collaborate with a variety of academic experts to develop a personalized, customized treatment plan.
- A dedicated nurse navigator will guide your plan of care beginning with your first call.
- With multiple locations throughout the Kansas City area, we make a second opinion – or ongoing treatment – convenient.

If it’s cancer, why would you go anywhere else?

Call 913-588-1227 to schedule an appointment, receive a second opinion or speak with a nurse. For more information visit kucancercenter.org.

The University of Kansas Cancer Center
Exclusive logotype for the University of Kansas

For the University of Kansas Use Only

In conjunction with other university logos, the University of Kansas has the option to use The University of Kansas Cancer Center logo in bold and PMS 302 (Marina Blue). This logo is officially recognized by the university as a “KU co-branded logo.”

When producing either logo in black and white, present all elements in 100% black. Reversing the logo (to white) is acceptable only when the entire logo is white and is surrounded by a solid color, preferably black or PMS 302 (Marina Blue).

Never reverse only a portion of the logo.

For inquiries regarding this exclusive logo’s use, please contact the cancer center’s administrative offices at 913-588-4755. For a copy of the graphic guidelines pertaining to this logo, please contact the associate director, University of Kansas Creative Services Department, at 785-864-8879, or visit intranet.kumed.com/branding.
Incorrect use of logo

1. DO NOT distort the logo or change its shape.
2. DO NOT modify the type font or thickness of stroke.
3. DO NOT multiply the logo in a pattern.
4. DO NOT combine the logo with any other graphic element.
5. DO NOT introduce a change in logo color.
6. DO NOT screen the logo or make it lighter. Maintain clear contrast between it and the field on which it appears.
Typography

The choice of typography and its consistent use can assist the organization in creating a recognizable, predictable look that ties its printed materials together, builds credibility and supports its brand personality.

The University of Kansas Cancer Center has chosen four typefaces as its standards: Trajan Pro, Myriad Pro, Adobe Garamond Pro and Helvetica Neue. All materials produced for the cancer center must use these typefaces.

For internal, word-processed communications and presentations, such as PowerPoint®, these fonts may not be available. This table describes the acceptable substitutes.

<table>
<thead>
<tr>
<th>FONT</th>
<th>USE</th>
<th>ALTERNATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trajan Pro</td>
<td>LOGO AND TAGLINE AND ONLY</td>
<td>None</td>
</tr>
<tr>
<td>Myriad Pro</td>
<td>Headings, subheads, address and some secondary stationery lines</td>
<td>Helvetica or Arial</td>
</tr>
<tr>
<td>Adobe Garamond Pro</td>
<td>Body</td>
<td>Times Roman or Times New Roman</td>
</tr>
<tr>
<td>Helvetica Neue</td>
<td>Headings, subheads and body copy</td>
<td>Helvetica or Arial</td>
</tr>
</tbody>
</table>
Typography – Print

Adobe Garamond Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Adobe Garamond Pro Italic
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Garamond Premier Pro Semibold
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Adobe Garamond Pro Bold
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Adobe Garamond Pro Bold Italic
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Myriad Pro Light Italic
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Garamond Premier Pro Semibold Italic
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## Typography – Print

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<tr>
<th>Times Regular</th>
<th>Helvetica Neue Roman</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Times Italic</th>
<th>Helvetica Neue Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Times Bold</th>
<th>Helvetica Neue Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Times Bold Italic</th>
<th>Helvetica Neue Bold Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
Color

**Primary colors**

The primary colors are those required for the logotype. The blue, black and white are the basic corporate colors that characterize and identify The University of Kansas Cancer Center.

The color for the words and underline is Pantone Matching System (PMS) **289** (blue). When producing the logo in black and white, use 100% black for all elements. Reversing the logo to white is acceptable only when the entire logo is white and is surrounded by a solid color, preferably black or PMS 289 (blue). Never reverse only a portion of the logo.

### Primary Colors

<table>
<thead>
<tr>
<th>Pantone 289</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo color</td>
<td>100C 64M 0Y 60K</td>
<td>0C 0M 0Y 100K</td>
</tr>
<tr>
<td>80% 60% 40% 20%</td>
<td>80% 60% 40% 20%</td>
<td>80% 60% 40% 20%</td>
</tr>
</tbody>
</table>

### Secondary Colors

<table>
<thead>
<tr>
<th>Pantone 653</th>
<th>Pantone 144</th>
<th>Pantone 116</th>
</tr>
</thead>
<tbody>
<tr>
<td>100C 62M 0Y 0K</td>
<td>0C 48M 100Y 0K</td>
<td>100C 0M 55Y 5K</td>
</tr>
<tr>
<td>80% 60% 40% 20%</td>
<td>80% 60% 40% 20%</td>
<td>80% 60% 40% 20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 1807</th>
<th>Pantone 708</th>
</tr>
</thead>
<tbody>
<tr>
<td>87C 1M 0Y 0K</td>
<td>0C 30M 100Y 0K</td>
</tr>
<tr>
<td>80% 60% 40% 20%</td>
<td>80% 60% 40% 20%</td>
</tr>
</tbody>
</table>
A6 note card
Sample cancer center note card. See Resources for information on ordering note cards and envelopes.
Advertisement

Sample advertisement.

My Cancer Center Saved My Life

At The University of Kansas Cancer Center – South, patients like Smokey receive the latest cancer care in one convenient location. Here, experts develop customized treatment plans for each patient, as unique to them as their own fingerprint. This personalized approach leads to better outcomes.

Why would you go anywhere else? Just ask Smokey.

The University of Kansas Cancer Center – South
Just off Holmes and I-435

To make an appointment, schedule a second opinion or speak with a nurse, call 913-588-1227.

kucancercenter.org/SouthKC

Richard “Smokey” Dyer, retired Kansas City Fire Chief, husband, father and cancer survivor. Smokey found his #HopeInSKC.

The Promise of Discovery
The Power of Care

THE UNIVERSITY OF KANSAS
CANCER CENTER
Advertisement
Sample consumer flier
Advertisement
Sample physician flier
The University of Kansas Cancer Center

The University of Kansas Cancer Center, or KUCC, has multiple locations that provide cancer care close to home.

1. KUCC – Leawood
   913-299-8860

2. KUCC – Liberty
   816-944-4510

3. KUCC – North
   816-746-4570

4. KUCC – North Kansas City
   In partnership with North Kansas City Hospital
   816-691-5216 Radiation Oncology
   913-574-1000 Medical Oncology

5. KUCC – Overland Park
   913-234-0400

6. KUCC – South
   816-333-1326

7. KUCC – West
   913-299-8860

8. Richard and Annette Bloch Cancer Care Pavilion
   913-588-7790
   Brandeisy Patient Resource Center
   913-588-1227
   Mississauga Boutique®
   913-945-5000

9. The University of Kansas Clinical Research Center
   913-945-7552

10. Turning Point
    913-383-8700
Area map
Sample area map
reverse side
Business card and appointment card

The business card includes both the standard cancer center logo and the NCI logo.

The cancer center logo is 5/8" from the top and 1/8" from the right of 3 1/2" x 2" business cards. Name and titles appear 1/8" from the top of the business card. Phone, fax, email, website and address information takes eight lines 1/8" from the bottom of the card. See top card at right.

Business cards will use a bright white uncoated paper stock.

Multiple Name Cards

You may include multiple names at one location on a business card. See second card at right.

Reverse: Appointment Card

You may include an appointment card on the reverse side of a business card. See third card at right.

Reverse: University Roles

You may include business contact information and logos for other university roles, if needed.

Size: 3.5" x 2"

Name and certifications: 7 pt. Trajan Pro Bold, 100% black, leading 8 pt.

Titles: 7 pt. Myriad Pro Condensed Italic, 100% black, uppercase, leading 8.5 pt.

Address information: 7 pt. Myriad Pro Condensed, 100% black, stacked flush left, leading 8.4 pt. with 4 pt. leading between copy blocks

Locations: 7 pt. Myriad Pro Condensed, 100% black, stacked flush left, leading 8.4 pt. with one text line space between copy blocks

Logos:

Appointment information: “Appointment” is 12 pt. Myriad Pro Condensed and the rest of the text is 7 pt. Myriad Pro Condensed, PMS 289

Note: Sample illustrations are actual size.
Clinical services brochure

Sample clinical services brochure. These brochures should use one of the primary colors PMS 653, black or white, or a secondary color: PMS 653, 144 or 3278.
Email signature

Please follow the template below when creating your standard email signature.

**Option 1: Basic**

**Name and credentials**
Title
The University of Kansas Cancer Center
3901 Rainbow Blvd.
Kansas City, KS  66160
913-945-6896
name@kumc.edu
www.kucancercenter.org

**Name and credentials:** 10 pt. Arial Bold, 100% black, leading 12 pt.

**All other type:** 10 pt. Arial Regular, 100% black, leading 12 pt.

Extra space between City, State, Zip and phone number.

Email, website and Facebook links should be live links in blue with underlines.

The signature may be used with or without the logos. If you use the logos you must use both of them.

Social media channels are Arial Bold.

**Option 2: Basic and social media channels**

**Name and credentials**
Title
The University of Kansas Cancer Center
3901 Rainbow Blvd.
Kansas City, KS  66160
913-945-6896
name@kumc.edu
www.kucancercenter.org

Facebook: [www.facebook/kucancercenter](http://www.facebook/kucancercenter)
Twitter: @kuhospitalnews

**Phone options:**

If you wish to include multiple phone numbers (office, mobile and/or fax), please use this format:

O  913-555-5555
M  913-555-5555
F  913-555-5555
Envelope

The logo is $\frac{3}{8}$” from the top and $\frac{3}{8}$” from the left edge on the front of the standard No. 10 envelope. Address information appears $\frac{3}{16}$” from the top of the envelope on the back and centered. Note that you may customize the address to meet your needs. Also note that the envelope does not include the NCI logo.

Size: 4.125” x 9.5”

Address information: 7.5 pt. Trajan Pro, tracking at 100, PMS 289; one space before and after each bullet

Note: Sample illustration is reduced from actual size.
Fax cover sheet

The University of Kansas Cancer Center logo appears 100% black. The logo is centered and ½” from the top of the page. Address information is 100% black and ½” from the bottom of the page. FAX appears ½” from the bottom of the logo. Information fields are 1½” from the left edge of the page.

**Size:** 8.5” x 11”

**FAX:** 30 pt. Trajan Pro, tracking at 10

**Information fields:** 14 pt. Myriad Pro leading at 30, black with 1 pt. rules below

**Confidentiality notice header:** 10 pt. Myriad Pro, tracking at 30, all caps

**Confidentiality notice text:** 10 pt. Myriad Pro, text in upper- and lowercase

If you don’t have access to Myriad Pro, the preferred alternate font is Helvetica. If you don’t have Helvetica, use Arial.

You may create the fax cover sheet without the assistance of the graphics department. See Resources for information about where to find templates.
Flier

Sample fliers.

Size: 8.5” x 11”

Headline: 18 pt. Myriad Pro bold, flush left

Text: 11 pt. Myriad Pro regular, flush left, one extra space after a paragraph, two columns with .25 space between columns

Subhead: 14 pt. Myriad Pro bold, 1.5 line space, flush left

Small subhead: 12 pt. Myriad Pro bold, 1 line space, flush left

If you don’t have access to Myriad Pro, the preferred alternate font is Helvetica. If you don’t have Helvetica, use Arial.

You may create these fliers without the assistance of the graphics department. See Resources for information about where to find templates.
Flier

Sample fliers.

Size: **8.5˝ x 11˝**

Headline: **18 pt. Myriad Pro bold, flush left**

Text: **11 pt. Myriad Pro regular, flush left, one extra space after a paragraph, two columns with .25 space between columns**

Subhead: **14 pt. Myriad Pro bold, 1.5 line space, flush left**

Small subhead: **12 pt. Myriad Pro bold, 1 line space, flush left**

If you don’t have access to Myriad Pro, the preferred alternate font is Helvetica. If you don’t have Helvetica, use Arial.

You may create these fliers without the assistance of the graphics department. See Resources for information about where to find templates.
Flier

Sample fliers.

Size: 8.5” x 11”

Headline: 18 pt. Myriad Pro bold, flush left

Text: 11 pt. Myriad Pro regular, flush left, one extra space after a paragraph, two columns with .25 space between columns

Subhead: 14 pt. Myriad Pro bold, 1.5 line space, flush left

Small subhead: 12 pt. Myriad Pro bold, 1 line space, flush left

If you don’t have access to Myriad Pro, the preferred alternate font is Helvetica. If you don’t have Helvetica, use Arial.

You may create these fliers without the assistance of the graphics department. See Resources for information about where to find templates.
Lab coats

For lab coats, imprint or embroider the official The University of Kansas Cancer Center logo in black or PMS 289 on the left chest. The staff member’s name and title may appear below, centered, using the font Myriad Pro or Helvetica in black or PMS 289 (to match the logo). The NCI logo may appear – in black – on the right chest, opposite the staff name, or on the upper right sleeve, about 3 inches down from the shoulder.
Letterhead – General

You may reproduce the letterhead in one or two colors, with preference for the two-color version.

We strongly recommend using general vs. personalized letterhead to increase shelf life through turnover and/or staff changes. Stationery for all general letterhead treatments will use a white paper stock.

**Size:** 8.5” x 11”

**Address information:** 6.75 pt. Trajan Pro, tracking at 200, PMS 289; one space before and after each bullet

**Note:** Sample illustration is reduced from actual size.
Letterhead – Customized

Individual locations and staff at the director level and above have the option to request customized letterhead, including name, title, subspecialty and location.

The name is 1¼” from the top and ¾” from the left side of the page.

Multiple names may be included for a particular location.

Address information should follow the general letterhead design.

**Personalization/specialty information:** 9 pt. Trajan Pro for the name in PMS 289; 8 pt. Trajan Pro for the title or subspecialty in PMS 289

See ordering instructions under Resources.
Mailing label

Sample mailing label. See Resources for information on ordering labels.

THE UNIVERSITY OF KANSAS CANCER CENTER

9200 Indian Creek Pkwy. • Building 9, Suite 300 • Overland Park, KS 66210
Header should always include the name of the newsletter, along with the cancer center logo.

**Sample newsletter:** Cancer Center Update and Collaboration.

The University of Kansas Cancer Center Graphic and Identity Standards Applications

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# Cancer Center Update

**June 2014**

**Final test results schedule activated June 18.**

The hospital has adopted a new schedule for releasing preliminary test results to MyChart as another step in the series of physician friendly, laboratory experts and nursing staff carefully reviewed each category of results, balancing the need to provide timely communication with the need to avoid additional anxiety for patients and families. Please see prior to automatically release and during the review process, physicians, laboratory providers and nurses can add supportive comments, follow-up instructions, etc. which will appear to the patient within the result report on MyChart.

- **Normal Labs:** 2 Business Days
- **Abnormal Labs:** 3 Business Days
- **Serious Abnormal Labs:** 14 Business Days
- **Pathology:** 14 Days
- **Procedures:** Study Monitors

Physicians always have the option to manually release results anytime.

**External Advisory Board meets with KU Cancer Center leadership**

The External Advisory Board (EAB) for the University of Kansas Cancer Center attended an advisory meeting with leadership from the KU Cancer Center and KU Medical Center. Presentations were made and program leaders took part.

The EAB consists of top cancer consultants and researchers from around the U.S. and is tasked to provide guidance and feedback on the KU Cancer Center’s progress toward obtaining comprehensive Cancer Center designation. A current report of the EAB’s latest discussions will be provided to the KU Cancer Center in a few weeks.

# Beacon launches in OI

The Beacon Oncology Model allows for the entry of Beacon Treatment and Supportive Care Plan in advance of a patient’s arrival for treatment. This plan will include details for chemotherapy and supportive care medications administered in the cancer center or for hospitalization after 42 hours prior to treatment. This will facilitate appropriate supply stock levels, the release of lethal agents in Beacon, optimal follow during each visit, timely medication processing and dispensing, and patient visit will times is continuous for an appointment and treatment.

# Patient satisfaction

The Cancer Center is now using the CDCA’s survey on assess patient’s satisfaction with care. Here are the results based on survey responses in April and May. Patient responses have been received since spring 2008 from the research team.

- **Care planning:** 98th percentile
- **Provider care:** 96th percentile
- **Speed of appointments:** 92nd percentile

Lowest ranked responses:

- **Test results follow-up:** 89th percentile
- **Comprehensible explanation:** 93rd percentile
- **Visit time:** 97th percentile

# News briefs

**Gangly elected to national committee:**

Sid Gallegos, M.D., has been elected to the National Institutes of Health’s (NIH) National Advisory Environmental Health Review Committee (NAEHR), an organization that advises the NIH’s Office of Extramural Research on environmental health and safety issues. The committee is elected from national environmental health science and policy stakeholders.

**New physicians:**

- **Josephine Carman, MD:** KUCC - North Kansas City Hospital Radiation Oncology
- **All Malhorn, MD:** KUCC - North
- **Ben Provost, MD:** KUCC - Overland Park
- **Kathryn Stine, MD:** KUCC - North

Send questions or comments to CancerCommunications@ku.edu
News release

The news release is used only by the public relations department for media-related communication issues. You may customize information based on the organization issuing the release.

The logo is $2\frac{1}{2}\text{”}$ wide and centered $\frac{1}{2}\text{”}$ from the top. The word NEWS is 30 pt. Trajan Pro with 10 pt. leading with a 1 pt. rule extending to the right. The line will separate the affiliate information, which is 7 pt. Trajan Pro, and the contact information which is 9 pt. Trajan Pro Bold.

Note: Sample illustration is reduced from actual size.
ONCOLOGY CARE PARTNERSHIP BRANDING
THE UNIVERSITY OF KANSAS CANCER CENTER

SITE-SPECIFIC BRAND

THE UNIVERSITY OF KANSAS
CANCER CENTER
IN PARTNERSHIP WITH
NORTH KANSAS CITY HOSPITAL

COLOR AND PLACEMENT SPECIFICATIONS

- You must combine the elements in the specific arrangement, proportion, type and color shown. Use the complete and accurate logo as the signature on all printed materials, such as forms, stationery, print advertising, brochures and newsletters.
- By policy, you may not use the logo on any materials that endorse a third-party organization, cause, product or service without approval from The University of Kansas Cancer Center administration.
- The typographical rendering of the logo, the underline rule and the partnership statement, if applied, should appear in Pantone Matching System (PMS) 289 (blue). To ensure legibility in all applications, do not reproduce the logo at less than 2” in width.
- When you produce the logo in black and white, all elements must appear in 100% black.
- Reversing the logo (to white) is acceptable only when the entire logo is white and is surrounded by a solid color, preferably black or PMS 289 (blue). Never reverse only a portion of the logo.

EDITORIAL REFERENCES

- On first reference within text: The University of Kansas Cancer Center, in Partnership with North Kansas City Hospital. On second reference: the center.
- If you must use a short version of the name on a list or map: KUCC-North Kansas City or KUCC-NKC. (Note: Do not use “North” or “N,” because we have a separate KUCC-North location.)

TAGLINE

Our tagline – The promise of discovery. The power of care. – is reserved for use in marketing, advertising and internal communication materials. It is not a component of the logo. Its use with the logo is optional. Individual partners may not expand on or take creative license with this tagline or create their own cancer taglines. Special instructions for printing the tagline: Trajan Pro Regular, tracking at -10; white at 50% transparency; each line is the same width with no space between them.

COMPANION LOGOS AND DESIGNATIONS

US News Logo and Designation:
See guidelines in the full text of The University of Kansas Cancer Center Graphic and Identity Standards. You may choose to add the U.S. News & World Report cancer badge (minimum 1 1/8” wide) with patient-focused cancer care programs only. Generally avoid other additional badges. When using companion logos, always use the following statement in the copy:

Recognized for excellence: The University of Kansas Hospital consistently ranks among the top in the nation for cancer care by U.S. News & World Report.

National Cancer Institute Designation: Three optional statements are approved for use.

1. North Kansas City Hospital’s radiation oncology services are provided in partnership with The University of Kansas Cancer Center, the region’s only National Cancer Institute-designated cancer center.
2. The University of Kansas Cancer Center is the region’s only National Cancer Institute-designated cancer center, an honor held by a select group of cancer centers throughout the nation.
3. The University of Kansas Cancer Center is among a select few in the nation, and the region’s first, to earn National Cancer Institute designation.

**STATIONERY**

All stationery uses bright white, uncoated stock.

**Letterhead:**
The name is 1 3/4” from the top and 3/8” from the left edge. Multiple names may be included for a particular location. Address information should follow the general letterhead design. Personalization/specialty information: 9 pt. Trajan for the name in PMS 289; 8 pt. Trajan for the title or subspecialty in PMS 289.

**Envelopes:**
10 envelope. Address information appears 3/16” from the top of the envelope on the back and centered. You may customize the address to meet your needs. Size: 4.125” x 9.5”;
Address information: 7.5 pt. Trajan, tracking at 100, PMS 289; one space before and after each bullet.

**Business and Appointment Cards:**
The business card includes the standard cancer center logo and the partnership statement. The cancer center logo is 5/8” from the top and 1/8” from the right of 3 1/2” x 2” business cards. Names and titles appear 1/8” from the top of the business card. Phone, fax, email, website and address information takes 8 lines 1/8” from the bottom of the card. See Graphic and Identity Standards for all options regarding the reverse side of the card.

![Business Card](image1.png) ![Appointment Card](image2.png)

**FLIERS**

- **Size:** 8.5” x 11”
- **Headline:** 18 pt. Myriad Pro bold, flush left
- **Text:** 11 pt. Myriad Pro regular, flush left, one extra space after a paragraph, two columns with .25 space between columns

- **Subhead:** 14 pt. Myriad Pro bold, 1.5 line space, flush left
- **Small Subhead:** 12 pt. Myriad Pro bold, 1 line space, flush left

If you do not have access to Myriad Pro, the preferred alternate font is Helvetica. If you do not have Helvetica, use Arial. Fliers and other collateral should only include the partnership logo and the kucancercenter.org website address.

**APPROVAL REQUIREMENTS**
Prior to using the partner logo or The University of Kansas Cancer Center name, you must request review and approval from the Marketing Department at 913-945-5241.

**GRAPHIC AND IDENTITY STANDARDS MANUAL**
For a copy of the complete Graphic and Identity Standards Manual, contact Marketing and Corporate Communications at 913-945-5241.
Pocket folder
Sample pocket folder.
Poster

Sample posters.

Size: 8.5” x 11”

Headline: 18 pt. Myriad Pro bold, flush left

Text: 11 pt. Myriad Pro regular, flush left, one extra space after a paragraph, two columns with .25 space between columns

Subhead: 14 pt. Myriad Pro bold, 1.5 line space, flush left

Small subhead: 12 pt. Myriad Pro bold, 1 line space, flush left

If you don’t have access to Myriad Pro, the preferred alternate font is Helvetica. If you don’t have Helvetica, use Arial.

You may create these posters without the assistance of the graphics department. See Resources for information about where to find templates.
PowerPoint template

The Microsoft PowerPoint template layout (Title Page and Text Page) includes both the cancer center logo and the NCI logo. See the Resources section for instructions on obtaining the PowerPoint template.

There are three slide options to choose from.

Note: Sample illustration is reduced from actual size.

Size: 10” x 7.5”

Presentation title: 42 pt. Myriad Pro regular, centered, bottom of first line 2” from top

Inside page title: 36 pt. Myriad Pro regular, centered, bottom of first line 1-7/8” from top

Text: 24 pt. Myriad Pro regular, leading 36 pt., flush left, bottom of first line 2-3/4” from top

Color: Dark Blue: Pantone 289, C=100 M=64 Y=0 K=60, R=0 G=34 B=68, HTML 002244

Medium Blue: Pantone 2935, C=100 M=52 Y=0 K=0, R=0 G=91 B=187, HTML 005BBB

If you don’t have access to Myriad Pro, the preferred alternate font is Helvetica. If you don’t have Helvetica, use Arial.

Continued on page 49.
PowerPoint template

Continued from page 48.

The Microsoft PowerPoint template layout (Title Page and Text Page) includes both the cancer center logo and the NCI logo. See the Resources section for instructions on obtaining the PowerPoint template.

There are three slide options to choose from.

**Note:** Sample illustration is reduced from actual size.

**Size:** 10” x 7.5”

**Presentation title:** 42 pt. Myriad Pro regular, centered, bottom of first line 2” from top

**Inside page title:** 36 pt. Myriad Pro regular, centered, bottom of first line 1-7/8” from top

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**Color:** Dark Blue: Pantone 289, C=100 M=64 Y=0 K=60, R=0 G=34 B=68, HTML 002244

Medium Blue: Pantone 2935, C=100 M=52 Y=0 K=0, R=0 G=91 B=187, HTML 005BBB

If you don’t have access to Myriad Pro, the preferred alternate font is Helvetica. If you don’t have Helvetica, use Arial.
Report cover

You may use the report cover for any document produced by The University of Kansas Cancer Center. The author may customize the title as desired in Microsoft Word and PowerPoint. Please print on bright white uncoated paper stock.

Logo is 1 1/4” from the bottom and centered. Bottom of Report title text is 4” from the top, with the bottom of report subhead text at 4 5/8” from the top and the bottom of the date text 5 1/8” from the top and centered. There is a 3/8” white border around all four sides.

**Size:** 8.5” x 11”

**Report title:** 20 pt. Adobe Garamond Pro uppercase, 19.5 pt. leading, white

**Report subhead:** 12 pt. Adobe Garamond Pro uppercase, 14.5 pt. leading, white

**Date:** 10 pt. Adobe Garamond Pro uppercase, 14.5 pt. leading, white

**Note:** Sample illustration is reduced from actual size.

You may create the report cover without the assistance of the graphics department. See Resources for information about where to find templates.