

THE UNIVERSITY OF KANSAS  

---

CANCER CENTER

# Brand and Identity Standards Manual

November 2022

Contents

I. Brand identity

Introduction: The importance of brand identity . . . . . 3

Resources . . . . . 4

Brand character and intent . . . . . 5

Brand messaging . . . . . 6-8

Tagline . . . . . 9

The official brand name . . . . . 10

Associated brand names . . . . . 11

II. Partnerships branding

The University of Kansas Cancer Center in North Kansas City . . . . . 12

The University of Kansas Cancer Center St. Francis Campus . . . . . 13

III. Logo standards

Logo specifications . . . . . 14

Companion logos . . . . . 15-16

Exclusive logotype for the University of Kansas . . . . . 17

Incorrect use of the logo . . . . . 18

Typography . . . . . 19-20

Color . . . . . 21

Lab coats . . . . . 22-23

# 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 Health System, 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 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**

Vice Chancellor and  
Director

**Terance T. Tsue, MD, FACS**

Vice President and Physician in Chief

## Resources

Use of The University of Kansas Cancer Center logo is limited to the situations identified in these standards. No other color, font or imagery outside of the brand standards may be used without the written consent of the creative design manager.

### Logos

#### Clinical

Use of The University of Kansas Cancer Center logo is limited to the uses identified in these standards. Use outside of these standards is prohibited unless otherwise authorized. Graphics of The University of Kansas Cancer Center logos are available for use as outlined in this manual on BrandIt.

If you have questions, contact **Marketing and Corporate Communications at 913-945-5241 or Brand@KUMC.edu.**

#### 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

#### The University of Kansas Health System locations

You may order stationery and forms from BrandIt located in Health System Links on the 24/7 homepage or at [BrandIt.KansasHealthSystem.com](http://BrandIt.KansasHealthSystem.com).

#### University

You may order stationery and forms from [NationSprint.com/Clients/KUMC](http://NationSprint.com/Clients/KUMC).

## Brand character and intent

### Character

The University of Kansas Cancer Center should exude unlimited potential and endless advancement. When writing about the cancer 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 comprehensive cancer center, we stand apart from others in several ways as we:

- 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 University of Kansas researchers in the national scientific community

### Emotional appeal

The University of Kansas Cancer Center brand has 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 backing, affiliates, etc.
- Top-ranked patient care – as evaluated by many external, objective sources (U.S. News & World Report, for example)
- Always putting patients first
- Outstanding research programs
- Indomitable spirit of our staff
- Recognized as an NCI-designated comprehensive cancer center

## Brand messaging

### Overall

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

This 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 focus 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
- Children's Mercy Hospital and Children's Research Institute Kansas City
- North Kansas City Hospital
- Masonic Cancer Alliance
- The University of Kansas Clinical Research Center
- The University of Kansas Health System
  - Great Bend Campus
  - St. Francis Campus
  - St. Rose Medical Pavilion

When it comes to facing cancer, patients benefit from a strong and multidisciplinary team approach. Our 150 disease-specific oncologists and 350-plus scientific researchers collaborate on new and more effective drug and treatment therapies. Their goal is to prevent, treat and ultimately end the devastating grip of cancer for all those throughout the Kansas City region and beyond. 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.

The University of Kansas Cancer Center is proud to be a National Cancer Institute-designated comprehensive cancer center. Comprehensive designation is the nation's most prestigious honor in oncology – recognizing our trailblazing research and leadership in developing innovative treatments in addition to the world-class cancer care we provide our patients. We produce improved survival rates for patients in our community, as studies show that patients treated at NCI-designated cancer centers have a 25% higher chance of survival.

Comprehensive cancer centers like ours attain the elite distinction by demonstrating significant depth and breadth in basic, clinical and translational research, with a clear focus on the cancers most affecting our communities. This requires a deep understanding of the cancer issues faced by those we serve and responding with tailored solutions.

### Patient care

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

We offer a full range of highly personalized cancer services, from prevention and diagnosis to treatment and survivorship. Many patients receive a combination of surgery, radiation, chemotherapy and immunotherapy. 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 precision cancer care. At weekly tumor conferences, a group of specialists reviews cases and shares opinions, working 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 supportive care and psychological services bring 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 advances in cancer research that will help future cancer patients.

## Cancer research

We are building 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 fuel 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 brain, breast, cancer care delivery and health equity, early phase, gastrointestinal,

genitourinary, gynecology, head and neck, immune effector cell, leukemia/myeloid, lymphoma/myeloma, melanoma, pediatric, radiation oncology, sarcoma and thoracic.

The University of Kansas Cancer Center 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
- Children's Mercy Hospital and Children's Research Institute Kansas City
- Stowers Institute for Medical Research

## Masonic Cancer Alliance

The Masonic Cancer Alliance, also known as MCA, is the outreach network of The University of Kansas Cancer Center. The membership-based organization 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.

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 are encouraged to use the following statement as a part of their branding:

(Insert affiliated MCA organization's name) is a member of the  
Masonic Cancer Alliance,  
[optional follow-up phrase]  
the outreach network of The University of Kansas Cancer Center.

### Example

Coffeyville Regional Medical Center is a member of the Masonic Cancer Alliance, the outreach network of The University of Kansas Cancer Center.

In addition, the Masonic Cancer Alliance Partners Advisory Board, Major Clinical Research Partner, 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 Masonic Cancer Alliance
- Major Clinical Research Partner Member of the Masonic Cancer Alliance
- Clinical Research Partner Member of the Masonic Cancer Alliance
- Community Partner Member of the Masonic 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 Ashley Spaulding at ASpaulding@KUMC.edu or 913-945-6622.

NCI designation was awarded to The University of Kansas Cancer Center in 2012 and again in 2017. The cancer center achieved NCI comprehensive designation, the highest level of recognition awarded by the NCI, in July 2022. Reference to NCI designation is available only to those centers that receive designation from the NCI. The MCA membership agreement clarifies that NCI designation pertains to the cancer center and should not be used in association with nondesignated hospitals/healthcare organizations.

## **NCI comprehensive designation**

- The cancer center achieved NCI comprehensive designation, the highest level of recognition awarded by the NCI, in July 2022.
- Patients now have access to clinical trials that weren't available previously. By networking with other NCI-designated comprehensive 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.

- As the region's only NCI-designated comprehensive cancer center, we will continue to work to enhance the quality of health in our communities through population-based cancer education, prevention and screenings.
- Being an NCI-designated comprehensive 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, Children's Mercy Hospital and Children's Research Institute Kansas City, development of the Masonic 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.
- NCI-designated cancer centers achieve patient outcomes that are 25% better than those of other centers.
- Despite our progress, cancer survivorship rates remain at less than 70%. The only way to increase survival is to develop new drugs and conduct clinical research.
- Inherent with NCI comprehensive 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 comprehensive range of services – particularly to disadvantaged local communities. The cancer center also strives to be a paragon in training students and ensuring basic scientists understand the clinical problems they're trying to solve, while keeping oncologists aware of advancements in cancer research and medicine.



### 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:

Advancing the Power of Medicine®

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.

**ADVANCING THE POWER OF MEDICINE®**

## 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, use cancer center as the second reference in patient-facing communications. For other communications, you may also use KU Cancer Center or KUCC. See page 11.
- Community locations should be referred to according to their geographic location.

Example: You will be seen by an oncologist at The University of Kansas Cancer Center in Overland Park.

Example: You will be seen in Lee's Summit at The University of Kansas Cancer Center.

## Associated brand names

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

First reference	Second reference
Richard and Annette Bloch Radiation Oncology Pavilion	the pavilion
Richard and Annette Bloch Cancer Care Pavilion	the pavilion
Brandmeyer Patient Resource Center	the resource center, the center
Children's Mercy Kansas City	Children's Mercy, the hospital
Kansas Masonic Cancer Research Institute	the institute
KU MedWest	MedWest
Masonic Cancer Alliance	MCA, the alliance
Missys' Boutique	the boutique
National Cancer Institute	NCI
Proton Therapy Center	the proton center, the center
Stowers Institute for Medical Research	Stowers Institute, the institute
The University of Kansas Cancer Center	the cancer center, KU Cancer Center*, KUCC*
The University of Kansas Cancer Center in Partnership with North Kansas City Hospital	the center
The University of Kansas Cancer Center in partnership with The University of Kansas Health System St. Francis Campus	the center
The University of Kansas Cancer Center in Kansas City, Missouri	the office
The University of Kansas Cancer Center in Lee's Summit	the office
The University of Kansas Cancer Center in Overland Park	the office
The University of Kansas Cancer Center Sarcoma Center	the sarcoma center
The University of Kansas Clinical Research Center	the center
The University of Kansas Health System	the health system
The University of Kansas Hospital	the hospital
The University of Kansas Hospital Indian Creek Campus	the campus, the hospital
The Women's Cancer Center	women's cancer center, the center
Turning Point	Turning Point, the organization

\*Do not use in communications about patient care.

## Site-specific brand



## 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 logo, the underline rule and the partnership statement should appear in Pantone Matching System (PMS) 2955 c (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 2955 c. 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.

## Tagline

Our tagline – Advancing the Power of Medicine® – 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.

## Companion logos and designations

### U.S. News logo

See guidelines in the full text of The University of Kansas Cancer Center Graphic and Identity Standards. You may choose to add the most recently awarded 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 comprehensive 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 comprehensive cancer center.
2. The University of Kansas Cancer Center is the region's only National Cancer Institute-designated comprehensive cancer center, and 1 of only 53 in the nation to receive this elite distinction.
3. The University of Kansas Cancer Center is the first in the region to achieve National Cancer Institute-designated comprehensive cancer center status.



## Site-specific brand



## 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 logo, the underline rule and the partnership statement should appear in Pantone Matching System (PMS) 2955 c (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 2955 c. Never reverse only a portion of the logo.

## Editorial references

- On first reference within text: The University of Kansas Cancer Center in partnership with The University of Kansas Health System St. Francis Campus. Second reference: The University of Kansas Cancer Center at St. Francis Campus or the cancer center.
- If you must use a short version of the name on a list or map: KUCC St. Francis Campus or KUCC Topeka.
- Phones may be answered with The University of Kansas Cancer Center St. Francis Campus.

## Tagline

Our tagline – Advancing the Power of Medicine® – 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.

## Approval requirements

Prior to using the partner logo or The University of Kansas Cancer Center name, you must request review and approval from Marketing at 785-295-8932.

## Graphic and identity standards manual

For a copy of the complete Graphic and Identity Standards Manual, contact Marketing and Corporate Communications at 785-295-8932.

## 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 specialty area, if applied, should appear in Pantone Matching System (PMS) 2955 c (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 totally surrounded by a solid color, preferably black or PMS 2955 (blue). It is unacceptable to 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 2 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 3rd-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:



## Companion logos

When using the NCI logo with The University of Kansas Cancer Center logo, see guidelines below. (One exception – envelopes.)

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.

Avoid other additional badges and accreditations.



### 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. Other 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 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 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 60 pixels wide in print materials or 48 pixels wide for website use. If you use the NCI logo with logos of other agencies or organizations, the NCI logo can be smaller but in no case shall it be smaller than the minimum 60 pixels in width.
5. The logo, as a single unit on a page, may be flush left, flush right or centered. 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 comprehensive cancer center logo was designed for use in color. 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.

Questions regarding use of the NCI-designated comprehensive cancer center logo may be directed to the cancer center's administrative offices at 913-945-6896.



## 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 “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.

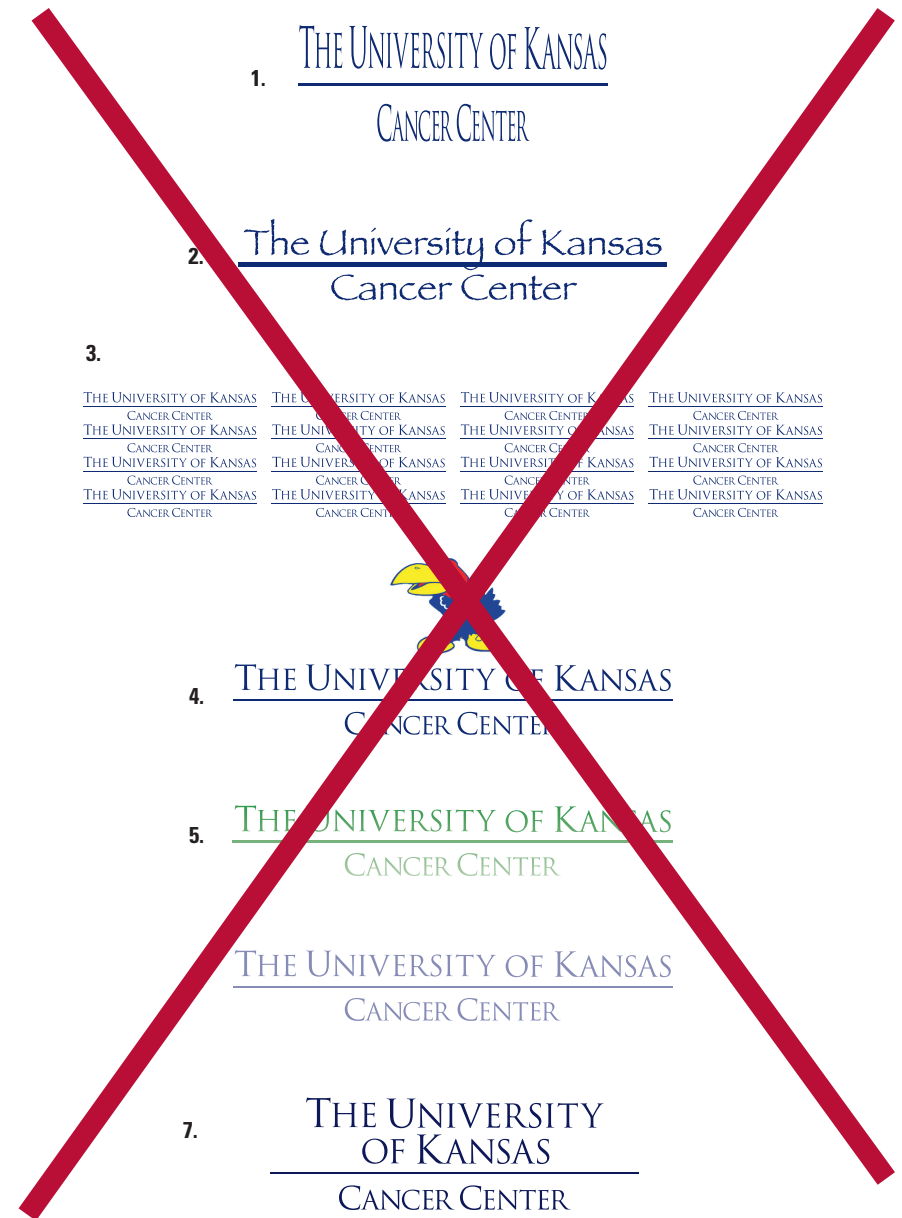
**THE UNIVERSITY OF KANSAS**  

---

**CANCER CENTER**

## 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.
7. DO NOT use 3-line version of the logo.



# 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 2 typefaces as its standards: Minion Pro and Univers. All materials produced for the cancer center must use these typefaces.

## Typography styles to avoid

- All caps
- Long, horizontal lines of type (more than 8 inches)
- Long passages of italic or bold type
- Passages more than a word or 2 presented vertically or diagonally

### Minion Pro, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Minion Pro, regular, should only be used in headlines.

### Univers, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers, light, is the primary body copy font.

### Univers, Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers, bold condensed, is used as the secondary subhead font in the body copy.

### Univers, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers, bold, should be used to call out important information when needed.

### Univers, Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers, condensed, should be used as the primary subhead font following the headline if needed.

## Typography – alternate options

In some situations, such as when designing for the web, Minion Pro or Univers may not be available. The fonts to the right are acceptable substitutes when necessary.

### Garamond, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Garamond, should only be used in headlines.

### Arial, Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial, narrow should be used as the primary subhead font following the headline if needed.

### Arial, Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial, narrow bold, is used as the secondary subhead font in the body copy.

### Aria, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial, light, is the primary body copy font.

### Arial, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial, bold should be used to call out important information when needed.

# Color

## Primary colors

The brand’s primary colors are those required for the logotype. The blue, gray, 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) 2955 c (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 totally surrounded by a solid color, preferably black or PMS 2955 c (blue). It is unacceptable to reverse only a portion of the logo.

## Secondary colors

These colors complement the primary corporate colors and may be used when creating infographics, graphs and icons. You may use them in a variety of intensities. These examples include 100%, 80%, 60%, 40% and 20%. You may use them in all applications as backgrounds or accent colors.

## Tertiary color

Optional accent color to be used exclusively for promotional items and/or events. This includes giveaway items, T-shirts and for special events. Special events must have a specified duration and items must be used within a window of time.

### Primary colors

Pantone 2955 c  
Logo color  
100C 60M 10Y 53K  
0R 56G 101B #003865

80%

60%

40%

20%

Black  
0C 0M 0Y 100K

80%

60%

40%

20%

White  
0C 0M 0Y 0K

### Secondary colors

Pantone 563  
52C 1M 26Y 3K  
123R 187G 178B  
#7BBBB2

80%

60%

40%

20%

Pantone 5773  
28C 10M 48Y 31K  
144R 152G 107B  
#90986B

80%

60%

40%

20%

Pantone 150  
0C 35M 70Y 0K  
255R 169G 82B  
#FFA952

80%

60%

40%

20%

Pantone 430  
33C 18M 13Y 37K  
129R 138G 143B  
#818A8F

80%

60%

40%

20%

Pantone 187  
5C 100M 71Y 22K  
167R 25G 48B  
#A71930

80%

60%

40%

20%

Pantone 5425  
44C 15M 7Y 22K  
125R 154G 170B  
#7D9AAA

80%

60%

40%

20%

### Tertiary color

Pantone 213  
0C 92M 18Y 0K  
226R 23G 118B  
#E21776

80%

60%

40%

20%

## Lab coats

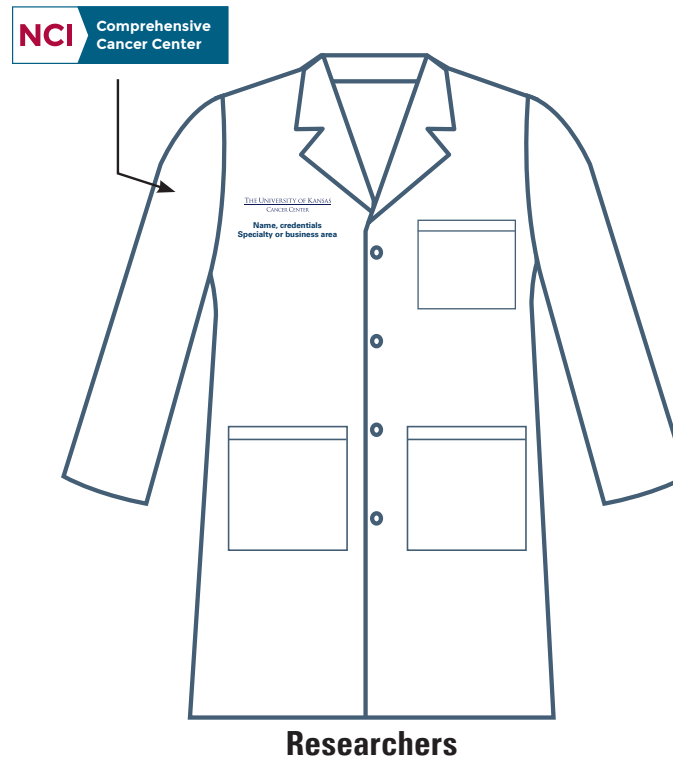
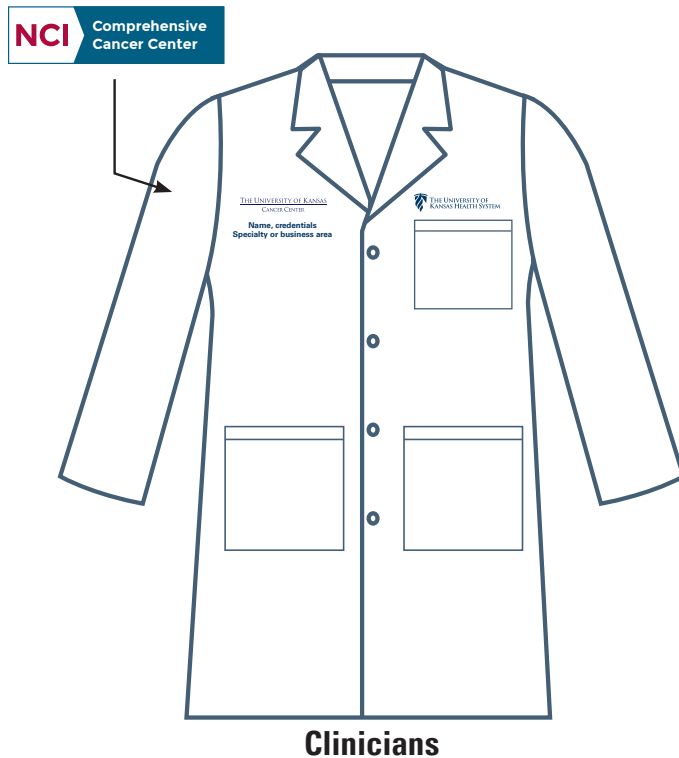
The University of Kansas Cancer Center logo is embroidered on the right side of your coat ("right side" from the perspective of the wearer). The logo should be embroidered with a thread color as close to PMS 2955 c as possible.

The logo should be 4.5" wide.

Physician's name and specialty may be embroidered in Arial, bold on the right side of the coat ("right side" from the perspective of the wearer). The name and specialty or business area must appear in the same thread color as the health

system logo. The physician's name should be 3/8" tall with optional specialty or business area centered-aligned below name with 5/16" tall text. This information should be no more than 5" wide.

The NCI comprehensive logo may appear in full color on the upper right sleeve, about 3 inches down from the shoulder; the logo should be 3/4" tall. The University of Kansas Health System logo in PMS 2955 c (blue) is embroidered on the left chest for clinicians only.

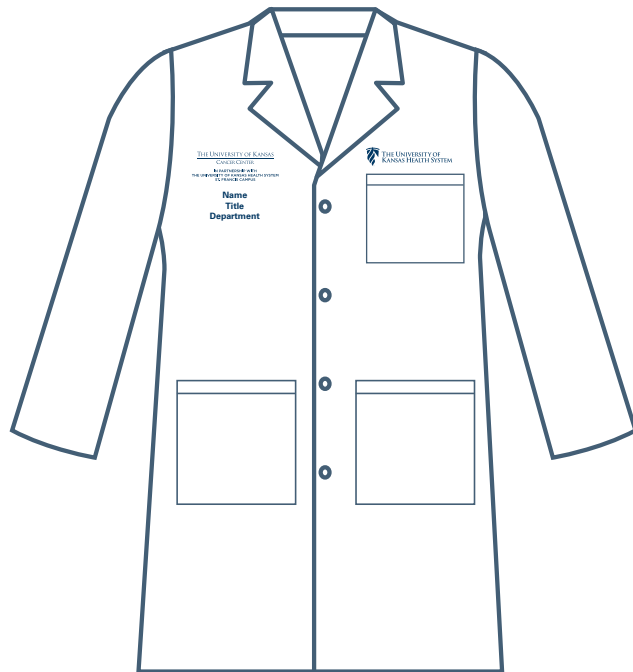


Questions regarding lab coats may be directed to Marketing Communications at 913-945-5241 or [Brand@KUMC.edu](mailto:Brand@KUMC.edu).

## Lab coats – St. Francis Campus Cancer Center

For lab coats, imprint or embroider the official The University of Kansas Cancer Center logo in PMS 2955 c (blue) on the right chest. The staff member's name, title and department may appear below, centered, using the font Univers, bold or Arial, bold in PMS 2955 c (blue).

Questions regarding lab coats may be directed to Marketing at 785-295-8932.



**Clinicians**