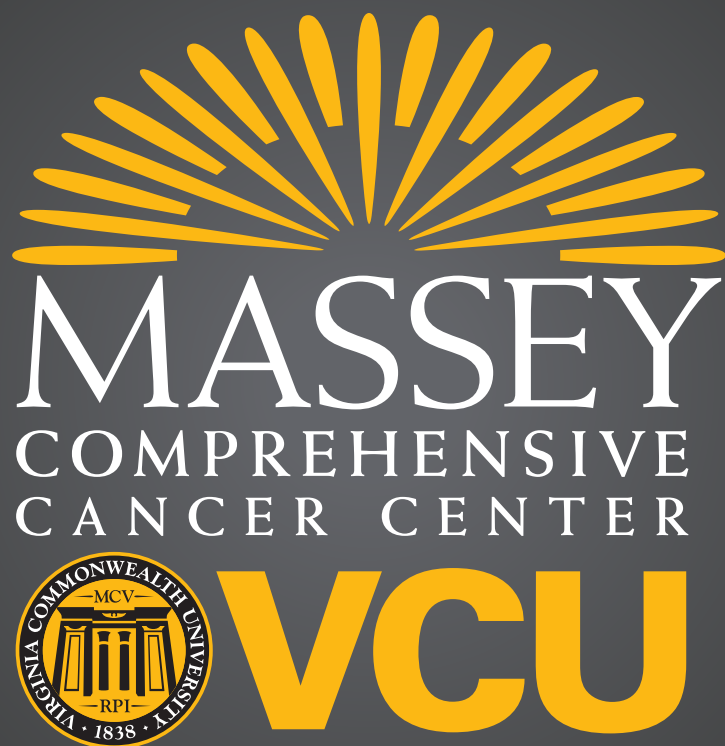




BRAND GUIDE

Who we are

Collaborative

We provide cancer care that delivers better health outcomes. Our specialists work in teams organized by expertise in specific cancer types to offer “one-stop” consultations and coordinated care tailored for each patient.

Cutting-edge

Rooted in research, our cancer care starts at the intersection of innovation and accessibility. We provide advanced therapies, technologies, and clinical trials, propelled by our research and delivered by nationally recognized experts.

Compassionate

We are your health and healing partner. We provide access to personalized care that focuses on the patient, not just the disease.

Community-focused

We partner with all communities to help solve health’s most challenging problems. Our community roots give us the skill, experience, and compassion to take on anything, anywhere.

Comprehensive

Virginia’s newest NCI-designated cancer center, VCU Massey Comprehensive Cancer Center, boasts the state’s largest, most complete bone marrow transplant program and is a pioneer in palliative care. We are dedicated to discovering, developing and delivering cancer care.

Massey brand logo

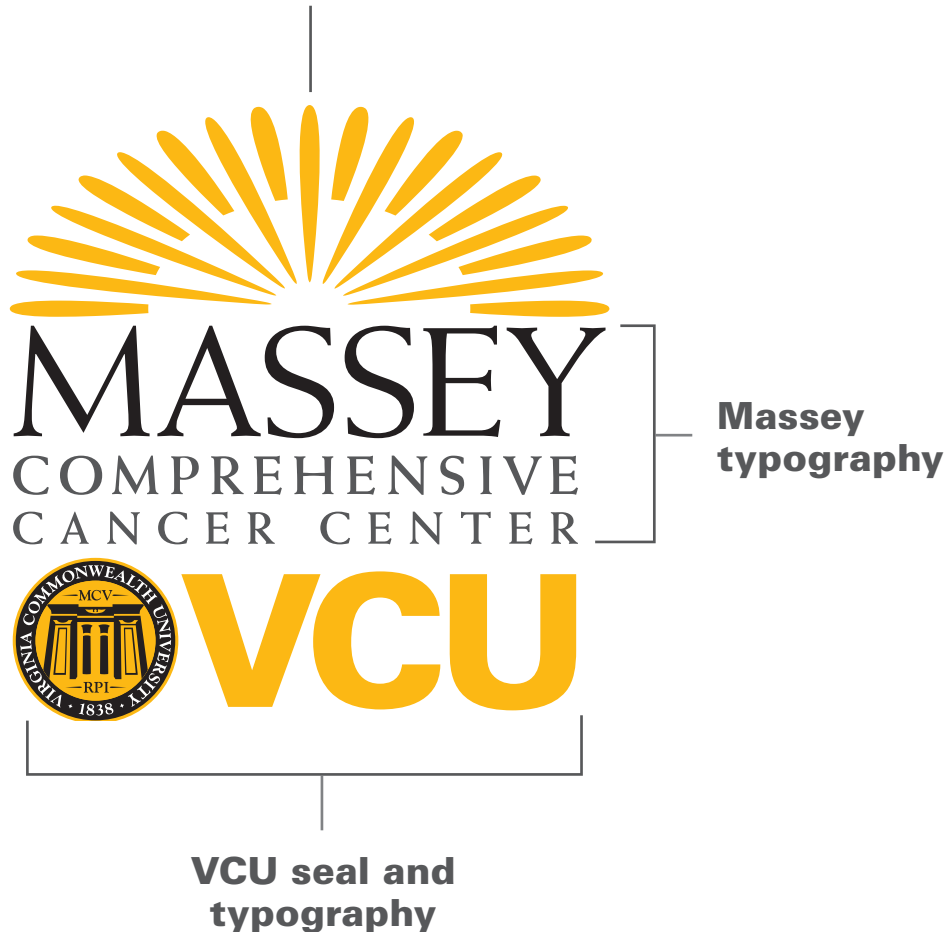
The Massey logo is the primary graphic element to identify our organization. It includes the official VCU seal and typography, as well as the Massey typography.

Together, the VCU seal and “VCU” typography demonstrate our relationship with Virginia Commonwealth University and highlight our strength as an academically oriented organization.

The “burst” graphic element helps our audiences understand our brand’s focus on cancer care, recovery and life.

This logo may be used as a stand-alone element on all materials. The following pages explain how to implement our logo consistently and in alignment with our brand guidelines.

Burst graphic element



Massey’s Communications Office is the only office approved to make changes to the logos or create logos for Massey. If you need a logo, first consult this guide to see if there is an existing logo you can use or request. Contact masseycomms@vcu.edu with any additional questions.

Configurations

The master brand logo has two configurations to accommodate a variety of applications and spaces: vertical and horizontal.

The vertical version is preferred and should be used whenever possible. The horizontal version is intended to fit narrow heights or any space that would make the vertical version proportionally too small.

Vertical (preferred)



Horizontal



Simple seal

A simplified Massey logo has been created for use when the integrity of the VCU seal is diminished. The simple seal logo should be used when the full seal will not reproduce properly because of size or production technique.

Vertical (preferred)



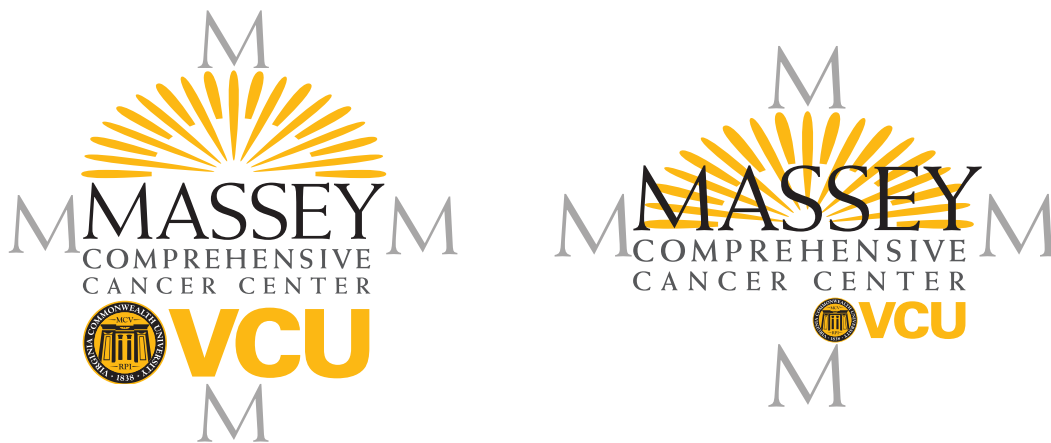
Horizontal



General guidelines

Clear space

To maintain clear legibility and visual impact across all applications, a minimum clear space must always surround the logo. This clear space, framing the logo, should remain free of any type, photography, patterns, folds, surface edges, and page trims that could potentially interfere with its legibility and visibility. The minimum clear space should be approximately equivalent to the height of the capital “M” in the Massey typography.



Minimum size

The logo's minimum size (no less than 1.0 inch in width/height) should only be used when layout space is extremely limited. Whenever possible, use the vertical logo at a larger size. For smaller sizes, please refer to the simple seal logo.



Print = 1 inch
Digital = 96 pixels

Apparel and merchandise

When including the Massey logo on merchandise (shirts, mugs, swag items, tablecloths, etc.), it must include the VCU registration mark.

To comply with the VCU Office of Trademarks and Licensing, the ® needs to be on all merchandise featuring official brand logos. This applies to both retail products and non-retail purchases, such as orders by departments for internal purposes. Licensed vendors should be able to handle these requirements.

Registration mark placement:

- The ® symbol should be approximately 1/8 height of the “U” in VCU in VCU (VCU®)

General guidelines

Using the correct logo

All brand logos contained on the Massey identity guidelines site are the only approved, official logos.

It's also important to provide external vendors with the correct, most up-to-date logo and have them refrain from customizing or distorting it in any way, including typography.

- **Do not** use the VCU seal alone or by itself
- **Do not** stretch, squash, or distort
- **Do not** alter, change, or resize any elements
- **Do not** change the colors or use unapproved color combinations
- **Do not** add elements or additional text
- **Do not** create an unapproved mark, or “lockup” outside the brand hierarchy
- **Do not** combine unapproved logos



Massey's Communications Office will provide logos in all approved colors and formats. If you need help determining the correct logo to use, email masseycomms@vcu.edu.

Brand hierarchy

Brand hierarchy helps people understand the full scope of what we offer by defining the relationship between our enterprise's different entities.

To simplify understanding of all that we do and deliver for our various audiences, we have adopted a master brand strategy. Our organizational master brand is Massey, which serves as the reference point for everything we do.

Level	Name	Description and Logo
1. Enterprise	VCU	A major, urban public research university
	VCU Health	VCU Health represents all health-related components of VCU — clinical, research and education.
2. Organization	Massey	Massey represents all cancer-related components in partnership with the enterprise — clinical, research and education.
3. Major Entity	National Cancer Institute (NCI)	The core elements of our organization that represent strategic, interdisciplinary, comprehensive, integrated offerings that make us who we are. Brands at this level are “locked up” with the Massey logo.
4. Co-entities		Co-entities fall within or are considered to be partnerships smaller than major entities. At this level, co-entities are primarily used for co-hosted events, merchandise, social media and other forms of communications.

NCI designation

The NCI badges were designed by NCI, please do not make any modifications to the logo, tagline font, or tagline language.

Every attempt should be made to use the NCI badge in all Massey-owned communications. The full-color NCI badge is preferred. The statement “An NCI-designated comprehensive cancer center” may be used when the NCI badge cannot be accommodated.

To clearly indicate the partnership between the center and the NCI, the Massey logo should be larger than the NCI badge and displayed above or before it. General lock up placement is at the discretion of the designer and should follow layout best practices.



- **Do not** use the NCI badge on community or grant program communications
- **Do not** use the NCI badge on communications not owned and/or created by Massey

Sample designation lock up:



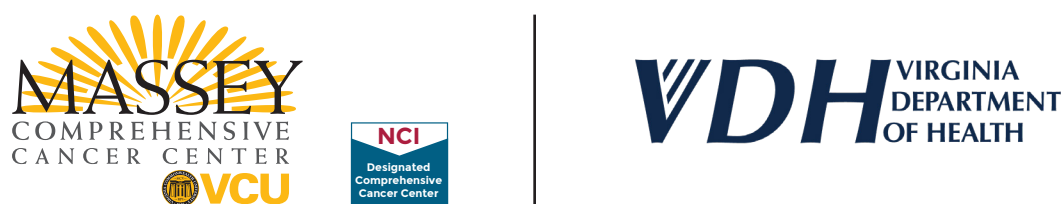
Co-entity

A co-entity logo, also known as a co-brand logo, is a lockup of both Massey's logo and an outside entity's logo. It is primarily used for co-hosted events. The logos must be the same size, and the Massey logo is always on the left. General placement is at the discretion of the designer and should follow layout best practices.

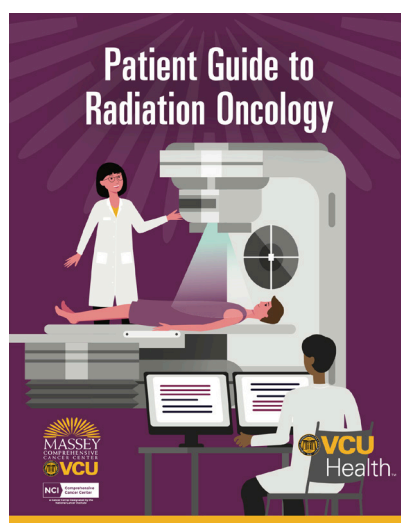
Examples of co-brand usage:

- Nonexclusive Massey programs where the entity is an equal partner
- Internal and external communications
- Merchandise, giveaways. etc.

Sample co-branding lock up:



Massey logo on the left, with the partner logo on the right, separated by a black line.



Massey logo on the left, with the partner logo on the right, separated by ample space.

Typography

The primary typeface approved for our brand is **Univers LT Std**. Used consistently throughout all printed materials, it creates a focused aesthetic and is a recognizable brand element. Univers is the typeface used in our logotype as well as in the broader enterprise and was chosen for its clean, sophisticated appearance and legibility.

Example usage:

Univers LT Std 85 Extra Black	Headline
Univers LT Std 65 Bold (25% smaller than Headline)	Subhead
Univers LT Std 45 Light	Body copy headline
Univers LT Std 65 Bold	Body copy subhead
Univers LT Std 45 Light	Body copy
Univers LT Std 45 Light Oblique	<i>Caption</i>
Univers LT Std 45 Light Univers LT Std 65 Bold	Call to action Call to action

Alternate typefaces

Some applications do not have our primary typeface. For Microsoft Office documents, websites or other system applications, **Arial** is the approved substitute. With any Microsoft Word correspondence, **Times New Roman Regular** is to be used. Additional Times New Roman fonts should be used only when necessary.

In digital applications such as e-newsletters, websites and apps, we use **Roboto** as our typeface. It creates a similar experience as our primary typefaces and aligns with our brand.

Color palette

Massey's primary colors are:



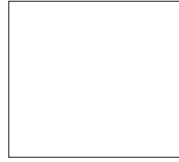
Massey Gold

PMS 130C and 109U
CMYK 0 / 30 / 100 / 0
RGB 255 / 186 / 0
HTML #FFBA00



Gray

PMS Cool Gray 10 C
CMYK 62 / 53 / 48 / 19
RGB 99 / 101 / 106
HTML #63656A



White

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HTML #FFFFFF



Black

PMS Black
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HTML #000000

Secondary colors, used as accents, are:



Dark Teal

PMS 7719C
CMYK 100 / 30 / 60 / 20
RGB 0 / 108 / 104
HTML #006C68



Dark Purple

PMS 7652C
CMYK 2 / 92 / 0 / 50
RGB 97 / 39 / 81
HTML #612751



Dark Blue

PMS 2955C
CMYK 100 / 65 / 25 / 35
RGB 0 / 55 / 100
HTML #003764



Cool Gray

PMS Cool Gray 6 C
CMYK 24 / 19 / 19 / 14
RGB 167 / 168 / 170
HTML #A7A8A7



Light Teal

PMS 2232C
CMYK 60 / 12 / 30 / 0
RGB 108 / 175 / 180
HTML #6CAFB4



Light Purple

PMS 7654C
CMYK 37 / 58 / 18 / 0
RGB 165 / 119 / 155
HTML #A5779B



Light Blue

PMS 645C
CMYK 55 / 23 / 8 / 0
RGB 124 / 160 / 197
HTML #7CA0C5



Orange

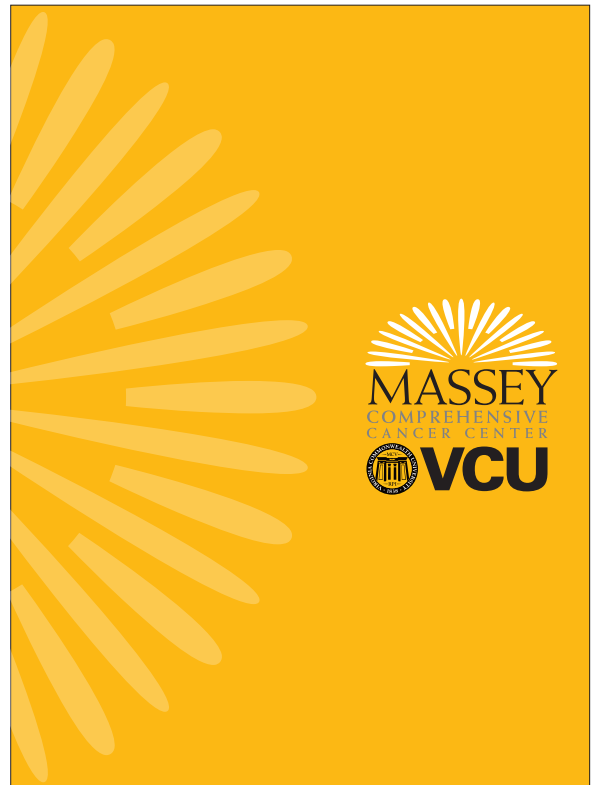
PMS 152C
CMYK 0 / 66 / 100 / 0
RGB 229 / 114 / 0
HTML #E57200

Massey Burst

The Massey burst, also known as a spirit mark, is approved for specific uses, as long as the Massey logo also appears on the front of the publication or other collateral. **The spirit mark should never be used by itself**; rather, it is an informal identifier meant to increase pride and spirit, and it should only be used in conjunction with the master brand logo. Do not combine the spirit mark with other text to create a new logo.

- The spirit mark can be reproduced in Massey gold, white and black.
- You may use the entire burst, half of the burst, or a quarter of the burst.
- Please note that the spirit mark is not intended to replace the master brand logo.

Sample spirit mark usage:



Retired brand elements

Massey has retired the use of formerly branded elements, including the Massey Cancer Center logo, angle pattern, and black Virginia Commonwealth University brand bar. Below are examples of all retired elements; please do not use them in future Massey marketing materials and designs.

