



## IV. LOGO GUIDELINES

### A. Print Media

The identifier consists of a primary color combination: the logo is pantone 301 (blue) and the name is black. At the right is an example of appropriate usage.



The identifier may be used against a photographic background or color background in the following two applications.

1. On a dark background the logo box must have a one point white rule around the box and the text must be knocked out in white text as shown on the header on this page.
2. On a light background the logo box must have the one point white rule around the box and the text should be black.

In two-color applications, the full logo and name may



be all pms 301 (blue), all black, or knocked out (white)

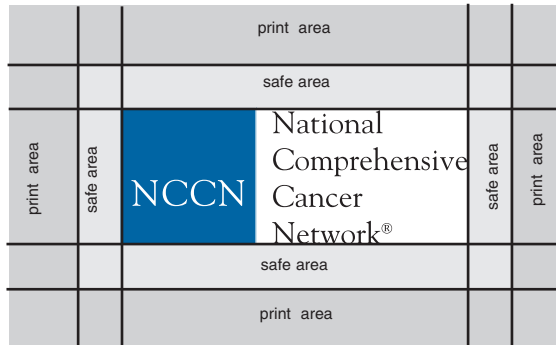
### Special Logo Treatments:

The NCCN logo can be printed as a blind emboss, die-cut, or stamped in a foil.

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Because the identity of the institution also resides with color, the identifier should never appear in any other colors other than shown, unless given approval by the NCCN Creative Services Manager. Legibility should also be a factor in identifier placement. Although unforeseen situations will arise, legibility should be the priority of a design decision.

When applying the NCCN logo on documents, please allow a “safe area”. This allows for maximum legibility. No element such as typography, other logos, or graphics should intrude over the safe area.



Placing the logo too near a cut or folded edge also violates the safe area. The safe area is equal to a one-third square of the blue logo box. (Photos and colors can appear behind the logo so long as the logo remains visible and recognizable.)

### B. Electronic Media

The full color of the NCCN logo with the PMS 301 blue box with a one point white rule around it and black text on the side is preferred. If in certain cases one color is only allowed, all black or all white should be used.



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Cancer  
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# V. LOGOS DO'S AND DON'TS

## Acceptable



## Not Acceptable

Please do not distort the logo, the box should always be square



Please do not use inappropriate colors, unless approved by Creative Services Manager



Please do not use any other font, reset type or place the text in any other position



If you are unsure whether the logo is appropriate, please contact the NCCN Marketing Department at [CreativeServices@nccn.org](mailto:CreativeServices@nccn.org)