NCCN National Comprehensive Cancer Network®

National Comprehensive Cancer Network
Logo/Style Guide

I. Introduction

The consistent use of the National Comprehensive Cancer Network® (NCCN®) logo plays an important role in strengthening the NCCN identity and brand, as well as increasing the individual impact of each type of communication for various NCCN Member Institutions.

This document is intended as a guide for designers, project coordinators, communication directors, and other individuals responsible for the design and production of printed and electronic communications. It is not intended as a body of inflexible rules, but rather a framework for consistent usage that helps to promote good design and effective communication.

Electronic files of the logo are provided by the NCCN Marketing Department.

All projects must receive final approval from the NCCN Marketing Department.

The identifier consists of two components: the NCCN logo and name. The text is set in Goudy, do not reset the text. It is kerned and adapted specifically for NCCN. **Always use the supplied digital files**. The identifier is driven by the primary components shown here – the logo at the left and the name at the right.

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These two components should **always appear** together in the relationship shown here and together define the NCCN identifier.

The name MUST always have the registration mark® after the word Network®, as shown above.

You must have express written permission to use the NCCN logo and name.

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III. Logo Guidelines

Different guidelines apply for print and for electronic media. Please make sure to use the corporate logo that is most appropriate for your application.

A. Print Media

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The identifier consists of a primary color combination: the logo is Pantone 301 (blue) and the name is black. Above 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.

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In two-color applications, the full logo and name may be all PMS 301 (blue), all black, or knocked out (white).

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.
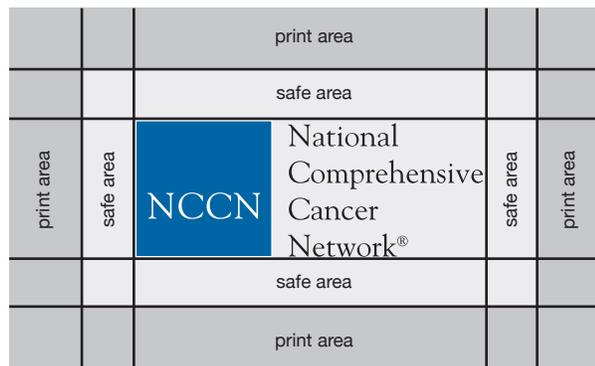
III. Logo Guidelines

The identifier should never appear in any colors other than shown, unless given approval by the NCCN Marketing Department. 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.

print area					print area
		safe area			
print area	safe area	NCCN	National Comprehensive Cancer Network®	safe area	print area
		safe area			
		print 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 as long as the logo remains visible and recognizable.

Acceptable

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Not Acceptable

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

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Please do not use inappropriate colors, unless approved by the NCCN Marketing Department

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

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NCCN **National Comprehensive Cancer Network®**

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Please note that the above approved logos should not be placed in a box, the examples are samples of what the overall background color would be and how the logo should be used on that color.

The NCCN Marketing Department must provide final approval for all use of NCCN content including the use of the NCCN logo.

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V. Colors

The primary colors for the NCCN logo and corporate materials are PMS 301, PMS 289 and black. Please see illustration below for color conversions.

The secondary color palette provides colors to complement the primary palette.

Primary Palette

Pantone 301

C: 100
M: 45
Y: 0
K: 18

WEB:
005195

Pantone 289

C: 100
M: 64
Y: 0
K: 60

WEB:
002144

Black

K: 100

WEB:
000000

Secondary Palette

Pantone 389

C: 20
M: 0
Y: 85
K: 15

WEB:
CCDC00

**Pantone
Cool Gray 7**

C: 0
M: 0
Y: 0
K: 37

WEB:
ADAFB2

National Comprehensive Cancer Network®

NCCN has approved fonts for use in all NCCN materials.

There are two fonts for use in print:
Helvetica Neue

Helvetica Neue Light
Helvetica Neue Light Italic
Helvetica Neue Regular
Helvetica Neue Italic
Helvetica Neue Medium
Helvetica Neue Bold
Helvetica Neue Bold Italic

Adobe Garamond

Adobe Garamond Regular
Adobe Garamond Italic
Adobe Garamond Bold
Adobe Garamond Bold Italic

There is one font for use in digital placements:
Arial

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Any other fonts used on printed materials other than those listed above must be approved by the NCCN Marketing Department.

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These guidelines have been developed for use by anyone responsible for the creation or implementation of new communication materials. Should additional information or interpretation be needed, please contact:

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This document is intended as a guideline and should be followed as communications materials are developed. Exceptions will be granted on a case-by-case basis by the NCCN Marketing Department.