

Iowa Cancer Consortium
Brand Guidelines

Guidelines for Logo, Letterhead, and Tagline use

The Iowa Cancer Consortium (ICC) is committed to a cohesive visual identity system that represents the work of the ICC. Consistent and correct use of our logos within a clearly defined system creates cohesiveness, enhances the ICC's image, and clarifies relationships between the ICC and its partners. Adherence to the following standards is essential.

Logos

1. Full logo

The logo with the intertwined ICC, organization name, and tagline is considered the standard version of the logo.



2. Abbreviated Logo

The abbreviated logo omits the organizational tagline. Use the abbreviated logo when logo size does not permit the tagline to be read correctly.



Logo Standards

1. Any publication intended for an external audience must contain the ICC logo on the front cover along with signoff (logo and contact information) on the back cover.*
2. The official logo must be reproduced from authorized graphics (available by emailing sitting@canceriowa.org) and cannot be redrawn, re-proportioned, embellished, or modified in any way.
3. Maintain the visual integrity of the logo.
 - a. Logos should not be distorted, skewed, or modified in any way. No part of any logo should be deleted.

- b. Colors formulas and combinations other than those made available from the ICC are not allowable. The RGB color values are 56 62 91. The 6-digit HEX color code is 383E5B.
 - c. When possible, logos should be printed on a white background.
 - d. The full logo should never appear smaller than 1¼ inches long. If the logo needs to be smaller, use the abbreviated logo. The abbreviated logo should never appear smaller than ½ inch long.
4. Custom logos are not allowable.
 5. Do not violate the logo clear zone (see below).
 6. The word mark or logo is not to be used in a way that might suggest ICC endorsement of any non-ICC product or service unless prior approval is obtained from the ICC Executive Committee.

* With the following exceptions:

- Postcards (back only)
- Envelopes (mailer side only)
- Nametags (may be omitted)
- Some specialty products (e.g. pens)

Logo Mistakes to Avoid

- ✓ Distortion caused by incorrect resizing – Always resize from the corner of the logo.



- ✓ Logo printed in unapproved color



- ✓ Keep the size of the logo in proportion with the overall size of the item on which it's being displayed.

- ✓ Clear Zone violation -
When either version of the logo is used, a buffer space equal to one-fifth of the height of the logo should appear between the logo and any other design element.



Letterhead

Letters are the primary way external audiences receive communications from the ICC. The letterhead design incorporates the ICC logo and wordmark. The letterhead appears with a 1-inch left margin and 2-inch top margin, and all letter text must fall within the margins established for the new design. A Microsoft Word template for use with printed letterhead can be found by emailing rollins@canceriowa.org.

Add:

Use of ICC funds:

All events, trainings, meetings hosted, and materials created using ICC funds must go through the following review process:

- A draft of the materials must be submitted (CD, DVD, printed materials, agendas, save-the-date, fliers, etc.) at least five working days before they are to be produced. Grantees will receive approval for producing materials via an e-mail from ICC staff.
- Once approved all materials must contain the following statement: 'This program is made possible by the Iowa Cancer Consortium & the Iowa Department of Public Health'.
- When appropriate and space permits, the ICC logo, website, and 800# will be included in materials: www.CancerIowa.org or 1-800-237-1225.

The Communications Committee reserves the right to amend these guidelines as needed.

Questions? Call the ICC staff at 319-335-8816.

7-11-11