

VISUAL IDENTITY GUIDE

Guidelines for marketing, communications and design professionals on the proper use and application of the ECOG-ACRIN brand.

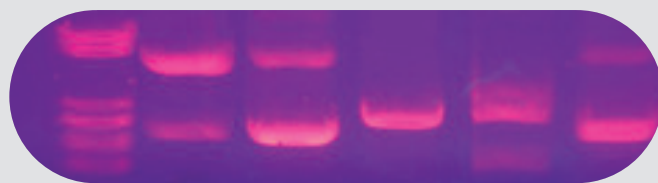


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In the spring of 2011, the American College of Radiology Imaging Network (ACRIN) and the Eastern Cooperative Oncology Group (ECOG) decided to merge our respective clinical cancer research programs into a new organization for the purpose of designing and conducting collaborative clinical oncology research. The resulting organization, **ECOG-ACRIN Cancer Research Group**, has brought together the strengths and capabilities of two respected organizations.

Through the bold integration of our disciplines and technologies, ECOG-ACRIN Cancer Research Group has the unique capacity to conduct definitive, groundbreaking, biomarker-driven clinical research covering the entire cancer care continuum. Our aim is earlier cancer detection, more successful therapeutic intervention, greater rates of prevention and more successful patient outcomes.

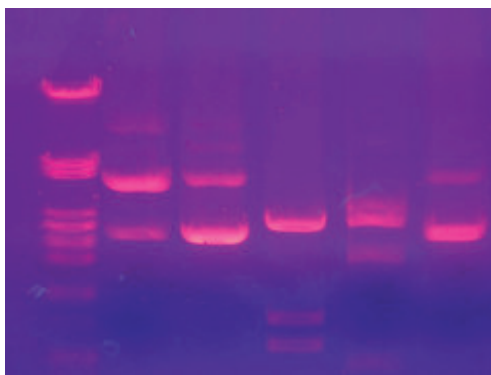
The public expression of our name, identity, message, and the communication of our research results, collaborative endeavors and future plans – all taken together – form our “brand”. We understand that our brand is much more than our name or logo. It includes the overall impression and the full experience of the people who come in contact with us.

One of the most notable ways in which individuals form impressions of any brand is through its visual appearance at every communication touch point, from business cards and web sites to newsletters, signage, PowerPoint presentations and research proposals. As a result, we must manage our visual identity – our brand – with relentless consistency. Doing so will help improve our name recognition, strengthen our reputation and shape the kind of impression we want to leave in the minds of our various constituent audiences.

Any communication vehicle or visual tool that bears our brand should adhere to the standards covered in this guide. For any questions regarding a potential use of ECOG-ACRIN's logo or other brand elements not specifically addressed in this guide, please contact

Nancy Fredericks
at 215.717.2769

or nfredericks@acr.org



BIOMARKER GRAPHICS

The graphic elements preceding the ECOG-ACRIN logotype in our logo represent a simplified interpretation of a biomarker (shown above). The "step-up" pattern of the biomarker graphic is meant to convey upward progress and forward momentum. The second column of those graphic elements also hints at an "E" – the first letter of our name.

OUR NAME AND LOGO

ECOG and ACRIN are now one. ECOG-ACRIN Cancer Research Group (ECOG-ACRIN) replaces the legacy names, therefore our communications should not reference the Eastern Cooperative Oncology Group or American College of Radiology Imaging Network. In shorthand verbal references, both "ECOG" and "ACRIN" should be pronounced as they have been spoken in the past, but as a joined name: "ECOG-ACRIN".

The ECOG-ACRIN logo (shown below) is a key brand asset. It is comprised of a biomarker graphic interpretation, the joined acronyms ECOG-ACRIN in contrasting colors, the words "cancer research group", a dividing rule and our core brand message: "Reshaping the future of patient care".

No attempts should be made to mimic or recreate the ECOG-ACRIN logo. Only approved electronic art provided by ECOG and ACRIN marketing, communications and/or graphics departments may be used.



The ECOG-ACRIN logo should appear in one of the following accepted treatments:

- 4 Color Process
- PMS 298 (ECOG) and PMS 2756 (ACRIN)
- One Color (black)
- All White (reverse format)

The type, "cancer research group", always prints in a 60% tint of black unless reversing the logo to all white or printing in black only. The biomarker graphic should print as shown here, with the first column printing in PMS 298 (ECOG) and the second column in PMS 2756 (ACRIN).



4 COLOR LOGO WITHIN BIOMARKER GRAPHIC

The thin hairline rule always prints in PMS 2756 (ACRIN blue) unless printing in one-color (black), where it prints 80% black, unless the logo is reversed to white.

The tagline "Reshaping the future of patient care" always prints 80% black unless the logo is reversed to all white.



4 COLOR LOGO (preferred)



REVERSE FORMAT EXAMPLE



REVERSE FORMAT EXAMPLE

ACCEPTABLE LOGO TREATMENTS

The reversed-out treatment may be used when the logo appears on a dark background color or a photograph where readability is not compromised.

The 4 Color Process logo may appear within one gradated, PMS 2756 (ACRIN blue) biomarker shape on a photograph where readability would be compromised.



1 COLOR (BLACK) LOGO (when restricted to one color)



REVERSE FORMAT EXAMPLE



REVERSE FORMAT EXAMPLE

Using our **primary color palette** provides a powerful, consistent look for all ECOG-ACRIN materials.

The **accent** color palette provides complementary colors that may enhance the visual appeal of all print and interactive communications. This palette, along with the primary color palette, ensures a defined scope of color usage on all communications, while allowing a reasonable measure of design flexibility.

Shown here are PMS colors and process color conversions for each color in our palette.

ACRIN BLUE

C98, M94, Y6, K1

PMS 2756

When used as black/white, 80% tint of black

WEB# 2e398e

ECOG BLUE

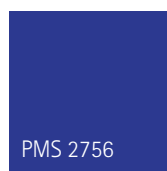
C70, M16, Y0, K0

PMS 298

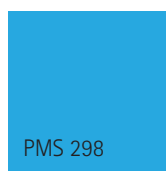
When used as black/white, 25% tint of black

WEB# 2aa9e0

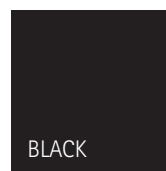
PRIMARY COLOR PALETTE



C: 98 R: 46
M: 94 G: 57
Y: 6 B: 142
K: 1



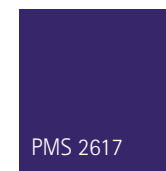
C: 70 R: 42
M: 16 G: 169
Y: 0 B: 224
K: 0



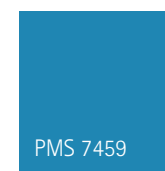
C: 0 R: 35
M: 0 G: 31
Y: 0 B: 32
K: 100

COLOR PALETTES

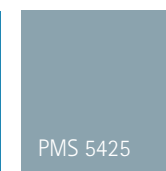
ACCENT COLOR PALETTE



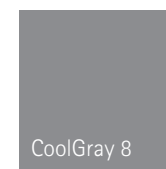
C: 93 R: 57
M: 100 G: 22
Y: 23 B: 108
K: 17



C: 70 R: 59
M: 16 G: 134
Y: 0 B: 178
K: 25



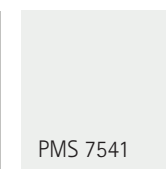
C: 48 R: 143
M: 28 G: 163
Y: 25 B: 175
K: 0



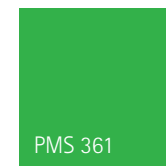
C: 48 R: 140
M: 39 G: 140
Y: 38 B: 142
K: 3



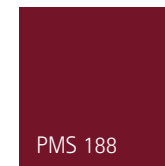
C: 24 R: 193
M: 19 G: 193
Y: 20 B: 193
K: 0



C: 6 R: 236
M: 4 G: 236
Y: 5 B: 236
K: 0



C: 77 R: 0
M: 2 G: 171
Y: 100 B: 31
K: 0



C: 33 R: 118
M: 97 G: 24
Y: 75 B: 41
K: 41

To help achieve the best possible visual impact, the ECOG-ACRIN logo must have a defined area of clear space separating it from other elements such as headlines, text and images. This space is determined by the height of the three dark blue elongated oval (pill-shaped) graphics. The clear space helps to maintain the integrity and visibility of the logo. No other design elements should be attached to or used in close proximity to our logo.

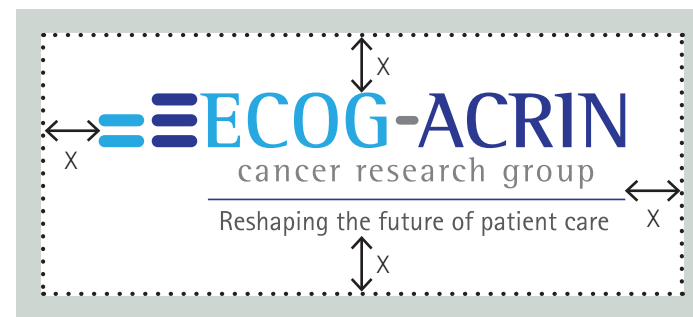
The size of our logo should always achieve legibility and impact. The proper size of the logo will depend upon its application. In general, the preferred print reproduction size of the logo is 2" wide, however in no case should the logo appear smaller than 1.5" wide. The final size of the logo should be appropriate to the application in which it is used. If the legibility of the logo is impaired in any way, the logo is too small.

CLEAR SPACE & MINIMUM SIZE



DARK BLUE OVALS
HEIGHT = X

CLEAR SPACE



MINIMUM LOGO SIZE





When our name is referenced in text, it should appear as ECOG-ACRIN Cancer Research Group with a hyphen separating ECOG and ACRIN. In all second references, our name may be written as ECOG-ACRIN.

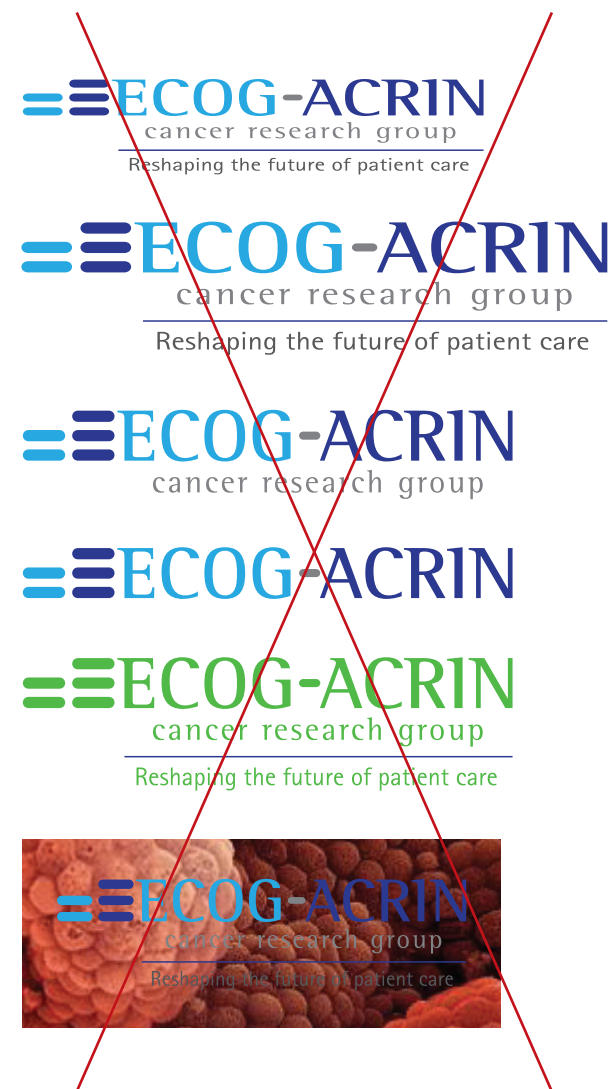
It is unacceptable to alter the ECOG-ACRIN logo in any way. The tagline, "Reshaping the future of patient care", is considered part of the logo and should not be separated from it. The logo should never be recreated.

When using the ECOG-ACRIN logo, remember the following:

- Only use original artwork contained in a vector (e.g., Illustrator EPS) digital file.
- Scaling should always be proportionate. The logo should never be stretched or distorted.
- Special techniques such as digital filters (e.g., bevel, emboss and drop shadows) are never acceptable.
- Never scan the logo from a printed piece.



INCORRECT NAME AND LOGO USAGE



The use of specific typography is an important aspect of our brand personality and professional identity. Using a limited range of typefaces, consistently, helps to reinforce our visual identity by subtly repeating an important element of our brand "face". Our audiences become aware of our communications through the uniform usage of our brand standard elements, and readily associate the communication with ECOG-ACRIN.

As a general rule, our typographic style is professional and modern, avoiding decorative, calligraphic or whimsical typefaces. Use all weights of the Rotis Serif & Rotis Sans Serif family in a manner that is appropriate for its context.

Helvetica or Arial typefaces, as shown here, are also acceptable and preferred for body copy, captions and call-outs. Arial typefaces, are preferred for business correspondence. Arial, Lucida Grande, or Verdana may be substituted for Helvetica in email and web-related applications.

RECOMMENDED USAGE:

MARKETING/GRAPHICS/PROPOSALS - HEADS

Rotis Serif
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@%\$?

The fonts shown below are only a few examples of the Rotis Serif font family. **All** fonts in the family are acceptable.

Rotis Serif Regular/*Italic*
Rotis Serif Bold

MARKETING/GRAPHICS/PROPOSALS - TEXT

Rotis Sans Serif
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@%\$?

The fonts shown below are only a few examples of the Rotis Sans Serif font family. **All** fonts in the family are acceptable.

Rotis Sans Serif Light/*Italic*
Rotis Sans Serif Regular/*Italic*
Rotis Sans Serif Bold
Rotis Sans Serif Extra Bold

TYPEFACE & FONT FAMILIES

CORRESPONDENCE

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@%\$?

BODY COPY/CAPTIONS/CALL-OUTS

Helvetica
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@%\$?

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@%\$?

WEB/EMAIL

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@%\$?

Lucida Grande
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@%\$?

Verdana
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@%\$?

The visual approach to our stationery is especially important, considering the shelf life of this type of communication.

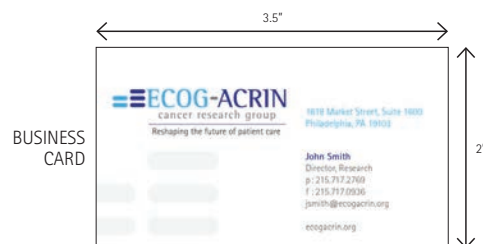
Our stationery provides a professional, consistent "look and feel" for ECOG-ACRIN. Typography is carefully arranged for legibility and continuity.

Use only approved art templates. Do not reposition or alter any element of the stationery. Letters and envelopes should adhere to the specifications shown here. The text font for stationery should be Arial 11 pt.

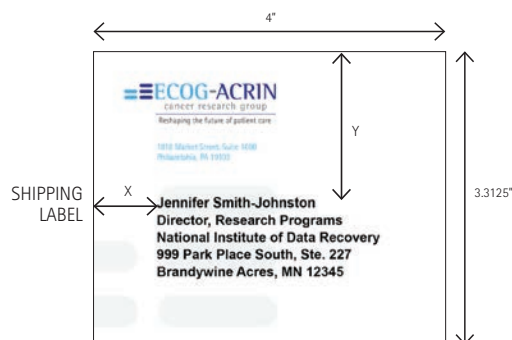
Only pre-printed stationery is to be used if a hard copy is required. For digital templates – in particular, letterhead – only files approved by the marketing department should be used and may be obtained from ECOG-ACRIN's Marketing Department.

All stationery must follow standard business sizes. No customization is allowed.

STATIONERY



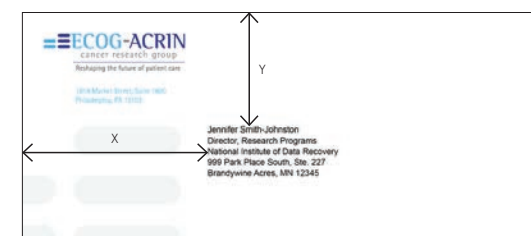
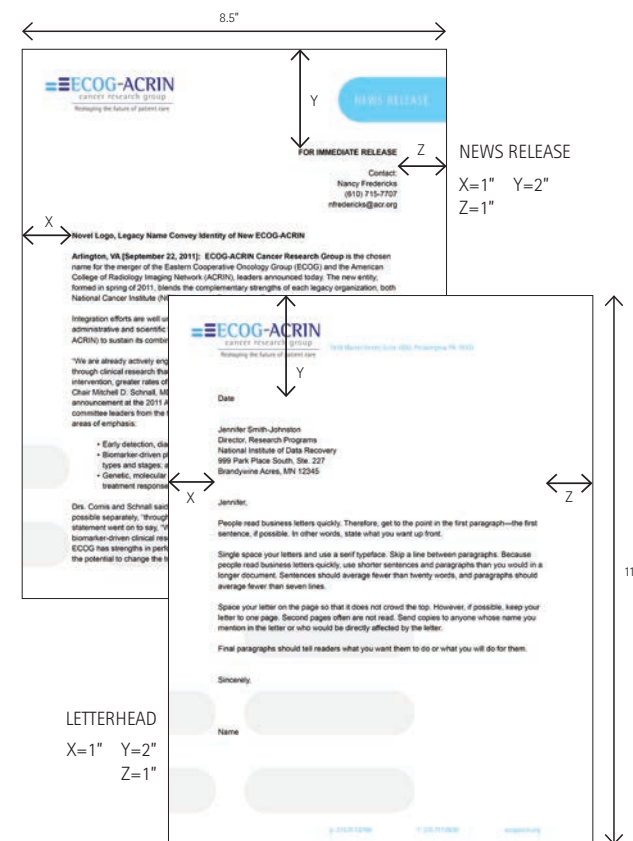
FOLLOW GUIDELINES AS ESTABLISHED IN THE PROVIDED INDESIGN FILE.



X=0.7209" Y=1.65"

FONT SIZE: 11/14PT ARIAL BOLD

FOLLOW GUIDELINES AS ESTABLISHED IN THE PROVIDED WORD FILE.



X=3.35" Y=2.05"

#10 ENVELOPE

FONT SIZE: 11/14PT ARIAL REGULAR

FOLLOW GUIDELINES AS ESTABLISHED IN THE PROVIDED WORD FILES.

The purpose of your email signature is to provide a handy way for your recipients to easily locate your name, title, mailing address, phone number and the ECOG-ACRIN web site. It must be clean, professional and consistent with your colleagues to convey a reliable brand image for ECOG-ACRIN. The email signature is not meant as a decorative element, particularly since many email recipients receive "plain text" emails that remove any font styles, colors and graphic elements.

Use of decorative, tinted or simulated letterhead backgrounds are not to be used. A plain, white (non-color, non-stationery) background is to be used for all email.

The default typeface for your email messages is Verdana 10pt regular. Your email signature, however, should follow the format shown on this page. All signature text appears in gray in a shade that retains clear readability.

Within your email signature template, you should first insert two blank returns, then create a 26-character underline in Verdana 11pt. regular. At the end of that line, add two returns. Type your name in all caps and add one return.

For the remainder of the signature, the point size should be 9pt. regular, except for **ECOG-ACRIN Cancer Research Group** which should appear in 9pt. bold. Leave one blank line after the web address and insert our core brand message: Reshaping the future of patient care – also in 9pt. regular.

PRIMARY EMAIL SIGNATURE:

SAMANTHA SMITH
Director, Research
ECOG-ACRIN Cancer Research Group
1818 Market Street, Suite 1600
Philadelphia, PA 19103
Office: 215.717.2769
Mobile: 215.123.4567
www.ecog-acrin.org
Reshaping the future of patient care

SECONDARY EMAIL SIGNATURE (no address):

SAMANTHA SMITH
Director, Research
ECOG-ACRIN Cancer Research Group
Office: 215.717.2769
Mobile: 215.123.4567
www.ecog-acrin.org
Reshaping the future of patient care

EMAIL SIGNATURE – PREFERRED

11pt. Verdana
11pt. Verdana
11pt. Verdana
9pt. Verdana
9pt. Verdana Bold
9pt. Verdana



11pt. Verdana
11pt. Verdana
11pt. Verdana
9pt. Verdana
9pt. Verdana Bold
9pt. Verdana



Please read the previous page for all rules surrounding the default typeface for email messages and your email signature. For those who prefer to add our logo to your signature, please understand that recipients may experience anomalies depending upon their email software, operating system, mobile device, company firewall and their system preferences for receiving embedded graphics, attachments and/or rich email vs. text-only messages.

Shown here is an example of how your Alternate Option signature would appear, for both primary and secondary signatures. When setting up your Alternate Option signature, you should insert two returns after the web address and insert a logo sized at 1.5" wide – so the logo appears below your signature.

PRIMARY EMAIL SIGNATURE:

SAMANTHA SMITH
Director, Research
ECOG-ACRIN Cancer Research Group
1818 Market Street, Suite 1600
Philadelphia, PA 19103
Office: 215.717.2769
Mobile: 215.123.4567
www.ecog-acrin.org



EMAIL SIGNATURE – ALTERNATE OPTION

11pt. Verdana
11pt. Verdana
11pt. Verdana
9pt. Verdana
9pt. Verdana Bold
9pt. Verdana



SECONDARY EMAIL SIGNATURE (no address):

SAMANTHA SMITH
Director, Research
ECOG-ACRIN Cancer Research Group
Office: 215.717.2769
Mobile: 215.123.4567
www.ecog-acrin.org



11pt. Verdana
11pt. Verdana
11pt. Verdana
9pt. Verdana
9pt. Verdana Bold
9pt. Verdana



Consistency of all communication materials is key to maintaining a durable, effective brand. On this and succeeding pages, examples of acceptable publication and related layout and design treatments are presented. In each case, you should adhere to certain key principles and design parameters.

- Always strive for an uncluttered look; consider the hierarchy of typographic elements; and make certain that all logo and text elements are completely legible. For most publication covers, the title, subtitle, and logo should visually mirror the examples on the following pages.
- To leverage the distinctive biomarker graphic that appears at the beginning of our logo, the logo may be placed within one of the enlarged oval shapes from the logo itself. This shape may also be used in additional interesting ways, as shown, so long as it does not become a distraction from the message you wish to convey. (Please refer to the specifications and examples for use within the biomarker on page 3). Over-use of this graphic can work against a balanced design aesthetic, so be judicious in using this graphic solution.

- The logo should appear in a manner that sets it apart from other text elements, giving it prominence by virtue of its isolation rather than its size. In other words, the publication's title generally deserves to appear in a larger typographic font, so the logo should not become so large as to compete with that title.
- Use your best judgment when choosing font sizes to achieve a consistent hierarchy. In general, standard-size newsletters, brochures and postcards should use the following type fonts and approximate point sizes as a general rule of thumb:
 - Cover Page/Titles: 30-32pt. all caps Rotis Serif Regular, right aligned with increased letter spacing (tracking). Subtitles should be Rotis San Serif Light in a point size that is appropriate for the hierarchy of the publication. Interior titles may be the same size as cover titles or may be sized at 20-24pt. if space is limited.
 - Pull-Quotes: Rotis Sans Serif Regular 12-14pt.
 - Body Heads/Text Heads: Rotis San Serif Light/Regular/Bold, 10-16pt.
 - Text: Rotis Sans Serif Light/Regular 8-10pt.
 - Captions: Rotis Sans Serif Light/Regular Oblique 7-9pt.
- Always follow all guidelines on clear space, approved color palettes and accepted logo uses.
- All photos should be high quality. To add interest, photo subjects should be shot close-up and detailed or from an interesting angle. It is preferred that photos used on covers should be full bleed.



FRONT COVER

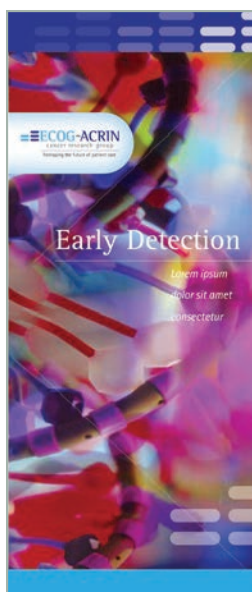


INTERIOR SPREAD



BACK COVER

See page 11 for publication guidelines.
Newsletters should follow a two-column grid.



COVER



FOLD-IN PANEL



INSIDE SPREAD



BACK

See page 11 for publication guidelines.



FRONT



ALTERNATE FRONT



BACK

See page 11 for publication guidelines.

In general, PowerPoint presentations should be designed with the publication guidelines in mind to ensure that your presentations are inviting, engaging, and brand-consistent. See examples on this page.

Some rules of thumb: Keep it simple. Minimize the number of on-screen words. Your bullet points and numbers must be legible to the audience and easy to remember. Use handouts for the detailed information.

ACCEPTABLE TITLE SLIDES



Title
40pt.
Rotis Serif

Sub Title
15pt.
Rotis Serif Italic

Reverse To White



Title
40pt.
Rotis Serif

Sub Title
15pt.
Rotis Serif Italic

50% Black

Minimize the use of gratuitous transitions and animations that are part of the PowerPoint software program. Over-use of various slide transition techniques can be distracting and annoying to the viewer, diminishing the seriousness of your presentation.

Use an approved template and follow the guidelines for text and header fonts.

ACCEPTABLE INTERIOR SLIDES



Slide Head
32pt. Arial
100% ECOG Blue

Subhead
Text
• Bullets
28pt. Arial,
50% Black
Bullets 100% Black

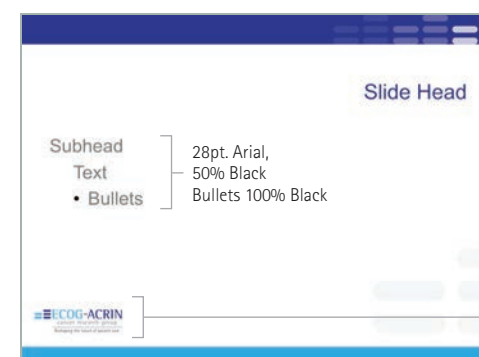
Use of logo is optional



Slide Head
32pt. Arial
100% White

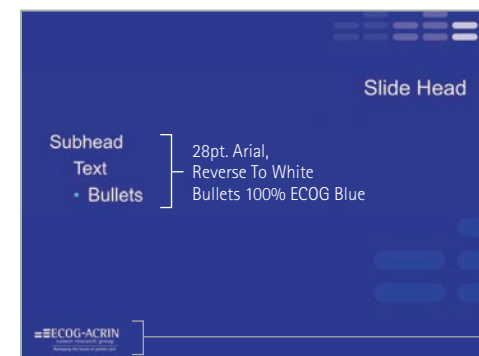
Subhead
Text
• Bullets
28pt. Arial,
Reverse To White
Bullets 100% ECOG Blue

POWERPOINT PRESENTATIONS



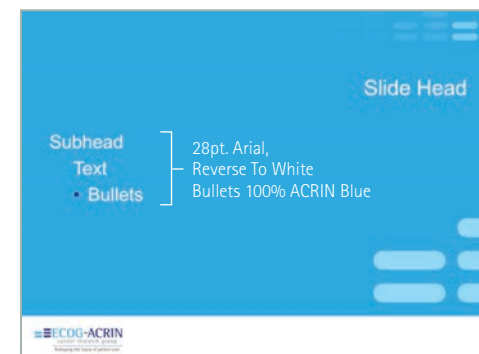
Slide Head
32pt. Arial
100% ECOG Blue

Use of logo is optional



Slide Head
32pt. Arial
100% White

Use of logo is optional



Slide Head
32pt. Arial
100% White

ALTERNATE INTERIOR SLIDES

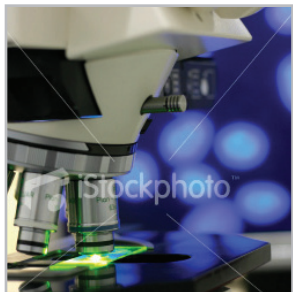
COMMUNICATING THROUGH IMAGERY

Imagery is a universal medium used to tell stories and make human connections. As part of our brand expression, we use imagery to communicate our brand in a compelling and clear way to make a meaningful connection with all of our audiences.

A few important criteria to keep in mind when selecting imagery are: Cropping, Selected Focus, and Natural Light.

- Cropping should be unique and off center.
- Selected Focus can include images where the subject matter is in motion or where some of the subject matter is in focus while other parts of the subject matter are out of focus.
- Natural Light includes using images that have not made use of studio or set-up lighting.

Following these basic criteria will help assure that an image does not look contrived.



CROPPING



SELECTED FOCUS

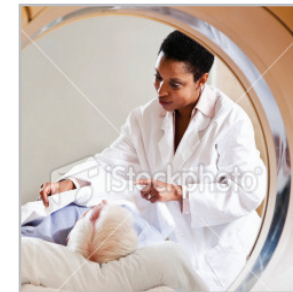


NATURAL LIGHT

PHOTOGRAPHY – ATTRIBUTES

Non-posed, unique and dramatic imagery helps to capture our innovative research focus.

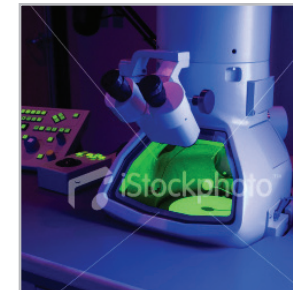
By conveying our brand through photography, the images selected will help to communicate a clear and uncluttered message, thus resonating ECOG-ACRIN as a brand that is reshaping cancer research and patient care.



BELIEVABLE, REAL



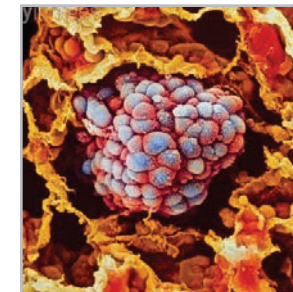
HONEST, CONNECTIVE



INNOVATIVE



RELEVANT



SCIENTIFIC BUT ARTISTIC



TEAMWORK/COLLABORATION

Examples of images that would be considered inappropriate for use on ECOG-ACRIN branded collateral.

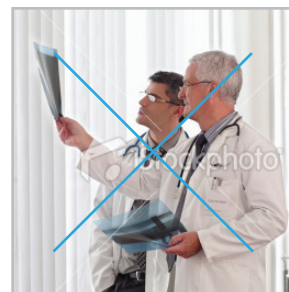
INCORRECT USE OF IMAGERY



TOO STAGED



POSED AND REHEARSED



DATED



TOO BUSY & INAPPROPRIATE

