The National Cancer Institute (NCI) logo introduced in 2015 combines the NIH mark and the NCI name in a new font, all capitals, in a striking red. The new logo is more modern, visually cleaner and more versatile and appropriate for digital media than its predecessor, and signals the affiliation with the NIH family of institutes and centers.

The consistent use of the NCI’s new visual identity—including the logo and other identity elements—is essential to maintaining and enhancing NCI’s brand as leader of the National Cancer Program. Just as the different NIH components have their own scientific domains, research communities, and stakeholders, (but share a common mission in medical research) so it is within NCI. The Divisions, Offices, and Centers (DOCs) may have distinct communications needs, audiences, and goals, but all NCI components should reinforce our collective brand so that all of our audiences understand that NCI is the author of these communications.

This internal publication issued by the NCI Office of Communications and Public Liaison (OCPL) sets forth standards and requirements for the appropriate use of the new NCI visual identity. When feasible, samples are depicted and links to templates and logo files are provided for your convenience. Additional files are available by contacting the Branding Team.

Please note that NCI staff are not authorized to include the logo of an external organization on NCI products and materials, nor are staff authorized to provide the NCI logo to an external organization for use on that organization’s website or materials.

For situations not covered here and complex issues such as the use of logos in cosponsored activities, events, and materials, specific advice and guidance are always available on a case-by-case basis through OCPL. Please refer to the contacts section of this guide.
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The NCI Enterprise Logo has two main variations that are approved for use in NCI materials. They are available in both English and Spanish.

The NCI Enterprise Logo (fig 1A) is the default logo for use in nearly all situations. This logo can be used in both web and print applications.

The NCI Enterprise Logo (Stacked) (fig 1B) can only be used with print products and on building signage, and in special cases when the NCI Enterprise Logo is too large to work with. Please consult the Branding Team before use.

These full color variations of the NCI logo should always and only be used on a solid white background. Please see pages 6-10 for additional information.
The full color NCI Enterprise Logo is composed of two colors, NCI Gray and NCI Red. As can be seen in (fig 2A) above, these colors have slightly different appearance depending on what color space they are used in. PANTONE and CMYK are primarily for use in print applications, whereas the RGB and HEX colors are for use in digital applications where the logo will be viewed on a computer, TV, or device screen.

Do not be concerned that the colors appear slightly different among the three color spaces. This is a normal consequence of the different ways color is created in print versus on a screen. The important thing is that the colors are used consistently within their respective spaces.
(3A) Alternate Special Use Logo Colors:

- **White on Gray** (#606060):

- **White on Blue** (#2a72a5):

- **White on Blue** (#1a5e86):

- **White on Purple** (#6254a3):

- **White on Purple** (#84368d):

The Enterprise logo may be used in white on a dark background of no less than 30% black. The colors shown above are preferred. Please consult the [Branding Team](#) before using a different color.
Providing padding or clear space around the logo is important to maintain a consistent, clean brand identity. If a logo is crowded or cut off, this can seriously degrade the brand experience. For this reason, we have provided these simple rules for maintaining a minimum amount of clear space around the NCI Logo lockups.

The minimum clear space around all sides of each of the logos should be maintained at equal to or greater than the height of the letters in the NIH tag (fig 4B).

In the case of the NCI Enterprise Logo (fig 4A), the padding can be within ±2 pixels of the height of the NIH letters. This slight amount of flexibility is to allow for situations in which scaling is used in responsive websites.
In order to maintain legibility of the NCI Enterprise Logo, it is critical that the logo maintains a minimum size of 28 pixels tall for web (fig 5B) and 0.375 inches tall for print (fig 5C). When using a Scalable Vector Graphic (SVG), the NCI Enterprise Logo should be 90% of the page width at tablet and smartphone breakpoints. The standard, recommended size is 54 pixels tall and no larger (fig 5A).

Both the logo and the header background may/should scale down appropriately for responsive mobile versions of the sites if they exist, but the logo should never be smaller than 28 pixels tall (fig 5B).
In order to manage the NCI brand image, it is important that the logos be used consistently and correctly.

Above are examples of how to properly use the logo (fig 6A) followed by several examples of improper use or manipulation of the logo (fig 6B).

If you see NCI identity elements used in a way that seems improper, please notify the Branding Team.
Social Media Logos

All social media channels are branded at the Enterprise level. The Social Media (fig 7A) logos all follow the same square format but come in a number of specific sizes based on the requirements of the individual social media systems. Please use the appropriate size for the appropriate site as each logo file is optimized for that site’s requirements and should not be scaled.

There are Spanish language versions of the Social Media Logos as well for use where NCI has a Spanish language social media presence (fig 7B).

For information on NCI Communications Guidelines for Social Media, visit myNCI.

Note: Social media logo sizes may be subject to change as social media platforms evolve.
Spanish Language Logo Variations

(8A) NCI Enterprise Logo:

(8B) NCI Enterprise Logo (Stacked):

Spanish Language Logo variations have been developed for exclusive use on NCI’s public facing Spanish language materials and sites (fig 8A & 8B). Both Spanish Language Logo variations are to be considered part of the NCI Enterprise Logo assets and follow all of the same usage specifications and rules.

In general, either the English or Spanish Language versions should be used. Only in very rare instances would both versions appear within the same document or communication.
Primary (fig 9A) and secondary color palettes (fig 9B) for web and print are featured above. The primary palette can be used as a background color when the white logo is used. The secondary color palette is typically used as an accent, such as for a button or within a graphic.
Blended logos that incorporate the NCI enterprise logo with the name of an NCI division, office, center, or key program (as shown above) have been designed for limited use. DOC communications staff have been provided with these authorized files.

New blended logos may only be authorized and created by OCPL. These blended logos are in place or being deployed on DOC websites, and are also appropriate for other uses internal to NCI, such as emails sent to all NCI staff. The blended logos may also be appropriate for interior office signage, in consultation with OSFM and OCPL.

All other materials created by DOCs should contain the NCI enterprise logo as a header, with the originating DOC identified elsewhere in text, depending on the item (see email banner, NCI stationery/letterhead, Fact Sheets, social media). Use of the blended logo or enterprise logo, except as described on the branding page on myNCI, should be reviewed by OCPL before production or dissemination (see contacts).
DOC logo sizing & clear space

Size and clear space rules for the NCI-Division/Office/Center Blended Logo follow the same rules as the NCI Enterprise Logo.

28 pixels or 0.375 inch is the minimum height (fig 11B & 11C), typically used for mobile web.

54 pixels is the maximum height recommended for web use (fig 11A).

Minimum clear space is the height of the letters in the NIH Tag (fig 11D).

Note: NCI-Division/Office/Center Blended Logos should in general follow the same guidelines for proper logo use as the NCI Enterprise Logo.
The Email Banners (fig 12D) are for use in all mass email communications. All NCI units communicating with audiences via mass emails should use one of the enterprise-level email banners shown here but may customize according to their needs and preferences. Customization may only appear below the banner and may include a DOC or program or event name (fig 12B), but not a logo. Additional text or images must not interfere with the Email Banner.

Recommended structural, sizing and clearance specifications for HTML emails are shown (fig 12A). The email banner should never be scaled (fig 12C).

Note: The email banners deviate slightly from background color and clear space requirements outlined previously. This is a special use case and should not be used elsewhere. The files can be downloaded from myNCI.
NCI-approved PowerPoint templates are available in 2 sizes and 4 colors—white, red, gray, and blue—all with embedded NCI logo and NCI/NIH/HHS identifiers (fig 13A & 13C).

The 16x9 aspect ratio is best for wide screens and is highly recommended as modern screens accommodate this size. The 4x3 size is available for non-widescreen displays.

Each version of the new template includes a wide variety of layouts suitable for section breaks, tables, graphics, images, etc.

Do not alter the identity elements in the templates. The presenter’s name, organization, and other information can be added in text on the cover slide.

NCI-approved PowerPoint templates are available on myNCI. Previous versions of NCI slide templates (for example, using the left-flush vertical identity bar) should be discontinued (fig 13B). The new templates should be used whenever NCI staff present in their capacity as NCI employees. Use by NCI contractors is also appropriate assuming the presentation is developed and delivered in the context of work performed for and representing NCI.
Digital Materials

(14A) Video IN Slide:

What is Immunotherapy?
Dr. Lauren V. Wood

www.cancer.gov/immunotherapy

(14B) Discontinued Old Video IN Slide:

Pain Control: Support for People with Cancer
National Cancer Institute
http://www.cancer.gov/loremipsum

(14C) Video OUT Slide:

U.S. Department of Health & Human Services
National Institutes of Health | National Cancer Institute

www.cancer.gov/loremipsum
1-800-4-CANCER Produced Month Year

The main title of the video is located prominently on the IN slide, with the series title (if applicable) beneath it (fig 14A). The URL for the HHS site where the video will be embedded is located in the bottom right. It is recommended to keep URLs short so as not to impede on the logo and so users can quickly access the site. Do not use the discontinued video graphics (fig 14B).

The HHS-NIH-NCI Logo Lockup seen on PowerPoint end slides has been replaced with text on video OUTs (fig 14C) to follow standard video credit formatting. The same URL used on the IN is placed in the middle of the OUT. The production date is the month and year the video goes live.

Do not move the text boxes or change the font. The font Montserrat must be used on video graphics. If needed, the titles on the IN can be scaled down to accommodate text, but not by more than 4 points.

For information on how to brand videos and use of the official NCI YouTube channel, please contact your OCPL Communications Lead for guidance.
The four PowerPoint templates have been adapted for webinars (fig 15A). The IN slide (fig 15C) has been modified to allow for text only with recommended font specs and character limits. The main title is located prominently at the top of the IN with the series title beneath it (if applicable). The URL for the HHS site where the webinar will be embedded is located in the bottom right. It is recommended to keep URLs short. Do not use the discontinued webinar graphics (fig 15B).

The HHS-NIH-NCI Logo Lockup seen on PowerPoint end slides has been replaced with text on webinar OUTs (fig 15D) to follow standard video credit formatting. The same URL used on the IN is placed in the middle of the OUT. The production date is the month and year the video goes live.

Do not move the text boxes or change the font. The font Montserrat is recommended but a similar sans serif such as Century Gothic may be used. If needed, the titles on the IN can be scaled down to accommodate text, but not by more than 4 points.

For information on how to brand videos and use of the official NCI YouTube channel, please contact your OCPL Communications Lead for guidance.

NCI-approved webinar templates are available on myNCI.
Desktop Browser Web Logo Use Specifications:

- Header: 100px min.
- Logo: 54px
- Header background: White (#ffffff)
- Logo: Full Color ONLY NCI Gray & NCI Red (#606060 & #bb0e3d)

All website headers must use a solid white (#ffffff) background and the full color logo using NCI Gray and NCI Red (#606060 & #bb0e3d) (fig 16A).

In addition, the header must be a minimum of 100 pixels tall and the logo itself must be 54 pixels tall for desktop websites. This will optimize the logo for the web and ensure it has the appropriate clear space.

Both the logo and the header background may/should scale down appropriately for responsive mobile versions of the sites if they exist, but the logo should never be smaller than 28 pixels tall.
Web Logo Use

(17A) Desktop Browser Ribbon Use Specifications:

The ribbon element is available to add a tagline or other descriptor to an NCI website (fig 17A).

Basic rules for this element are that it must be below the header and above the navigation. It must not impinge on the header height. It must be a minimum of 40 pixels tall and a maximum of 54 pixels tall. The text in the ribbon must be white lettering and may use the font Montserrat, or any font from the DOC/program site as long as it is sans serif. The ribbon may be any solid color from the NCI palette shown above or may use a solid color from the organization’s website palette as long as it is compliant with section 508 requirements in contrast with the white text.
Posting PDF versions of materials can be a useful way to provide users with printer-friendly documents, reducing government printing costs and potentially minimizing wasted paper. In general, PDFs for online posting should follow print guidelines, but should be created in RGB color mode at 8.5” x 11.”

**Required Elements for Front Cover (fig 18A):**
Use of the NCI Enterprise logo left-aligned (as seen in fig18A) is preferred. Color or white versions are allowed. When using the color logo, use it on a white background that extends the width of the page. The NCI logo must be no smaller than 1/2 of the width of the page and no larger than 3/4 of the width of the page.

The following HHS and NIH identifier should be used at the bottom:
U.S. Department of Health & Human Services | National Institutes of Health

**Required Elements for Back Cover (fig 18B):**
The HHS-NIH-NCI Logo Lockup (color or white) should appear at the bottom center of the back cover. Publication Number and Date should be included below the HHS-NIH-NCI Logo Lockup. See details about the HHS-NIH-NCI Logo Lockup.

Note: Materials posted online must be 508 compliant.
The HHS-NIH-NCI Logo Lockup (fig 19A) adds the Department of Health & Human Services official seal to the NCI Enterprise Logo (Stacked). The HHS-NIH-NCI Logo Lockup is provided in the same color variations, and should follow the same color use and clear space guidelines (fig 19D) as the NCI Enterprise Logo. In the color version, the HHS mark should be blue (fig 19B) (not gray or black) with NIH/NCI in gray and red. The HHS logo should never be reduced to a size of less than 0.625 inch or 45 pixels in diameter (fig 19C).

In general this lockup is used to show the hierarchy of HHS, NIH, and NCI. This hierarchy must be conveyed in some way on all public-facing materials including websites and print or digital publications.

The HHS and NIH identifier may be shown in text:

The HHS-NIH-NCI Logo Lockup is appropriate for the back cover of a publication, scientific posters, and the closing slide of a presentation.
(20A) Preferred NCI Booklet Front Cover:

(20B) Alternate NCI Booklet Front Cover Using Centered NCI Enterprise Logo:

(20C) NCI Booklet Back Cover:

Required Elements for Booklet Front Covers (fig 20A & 20B):
Use of the NCI Enterprise Logo (left-aligned as seen in fig 20A) is preferred, but variations may be allowed on a case-by-case basis, depending on the overall visual design. Color or white versions are allowed (fig 20B). When using the color logo, use it on a white background that extends the width of the page. The NCI logo must be no smaller than 1/2 of the width of the page and no larger than 3/4 of the width of the page.

Background and font size for the footer of the booklet cover should be carefully selected to ensure that text is clearly legible.

The following HHS and NIH identifier should be used in the footer:

U.S. Department of Health & Human Services | National Institutes of Health

The recommended title/header font is Montserrat Bold and body font is Noto Sans. Similar fonts such as Century Gothic may be used in place of these fonts.

Required Elements for Booklet Back Covers (fig 20C):
The HHS-NIH-NCI Logo Lockup (color or white) should appear at the bottom center of the back cover. Publication Number and Date should be included below the HHS-NIH-NCI Logo Lockup. See details about the HHS-NIH-NCI Logo Lockup.

Note: If the booklet is intended for web use, a version of the document must be created in RGB at 8.5” x 11.” For professional print use, another version of the document must be created in CMYK at 8.375” x 10.875” for full bleed.
The NCI Enterprise logo is used for fact sheets and flyers. Do not use the NCI Enterprise logo (Stacked) or the NCI-Division/Office/Center Blended Logo. The logo must be located in the top left position of the first page. The logo must be no smaller than 1/2 of the width of the page and no larger than 3/4 of the width of the page. Follow clear space guidelines and minimum size requirements. Artwork may be included to the right of the white logo (fig 21C) or incorporated as a banner beneath the color logo (fig 21D).

The HHS-NIH Text Footer is always horizontally and vertically centered in the footer and is only required on the first page of the document. Montserrat Regular 10pt or a similar sans serif font such as Century Gothic is recommended. Any color from the palette in (fig 21E) may be used as the footer background when using the white logo, otherwise the NCI gray background or white background must be used. The footer must be 0.68 inches tall. Ensure that the HHS-NIH Text Footer and any text used is legible.

The text within the document should have a margin of at least 0.3 inches around the sides of the document and 0.4 inches above and below any graphical elements whether that be the logo, a banner or the footer. The recommended title/header font is Montserrat Bold and body font is Noto Sans. Similar fonts may be used in place of these fonts.

Note: Materials posted online must be 508 compliant.
This document provides information on selected current funding opportunities in cancer control and population sciences. DCCPS participates in many other funding opportunities that are available on the economic burden of cancer, geographic information systems, statistical methods, communication services, behavioral science, and cancer survivorship. The division also plays a central role within the federal government as a source of expertise and evidence on issues such as quality of cancer care, cancer control, and the translation of research into practice.

Selected List of Funding Opportunities in Cancer Control and Population Sciences

Updated August 2015

The Division of Cancer Control and Population Sciences (DCCPS) funds a large portfolio of grants, contracts, and training opportunities. The Division supports research that advances knowledge about the fundamental mechanisms of cancer control and population sciences. The Division promotes understanding and reducing cancer disparities, including Native American Populations, and focuses on creating workable solutions to the evidence of cancer disparities among Native American populations.

Contact:
Rebecca Ferrer, Ph.D., rebecca.ferrer@nih.gov

For more information on our Division and to learn about our current funding opportunities, visit the DCCPS website: http://www.cancercontrol.cancer.gov.

Fundamental Mechanisms of Affective and Decisional Processes in Cancer Control

Feb 10 - 047/2015

Behavioral and Social Science Research on Understanding and Reducing Health Disparities

Feb 10 - 164/2015

Interventions for Health Promotion and Disease Prevention in Native American Populations

Feb 10 - 164/2015

Interventions for Health Promotion and Disease Prevention in Native American Populations

Feb 10 - 164/2015

Paradigm Change: Applying Affective Science to Cancer Prevention and Control

Feb 10 - 288/2015

Montserrat Bold or a similar sans serif font such as Century Gothic is recommended for the DOC name. The HHS-NIH Text Footer is always horizontally and vertically centered in the footer and only required on the first page of the document. Montserrat Regular 10pt or a similar sans serif font such as Century Gothic is recommended. The footer must be 0.68 inches tall. Ensure that the HHS-NIH Text Footer and any text used is legible.

The text within the document should have a margin of at least 0.3 inches around the sides of the document and 0.4 inches above and below any graphical element whether that be the logo, a banner or the footer. The recommended title/header font is Montserrat Bold and body font is Notos Sans. Similar fonts may be used in place of these fonts.
Print Logo Use

(23A) NCI Business Card Front:

Jane Smith, Ph.D.  
Project Manager  
Division of Cancer  
Treatment & Diagnosis  
Cancer Therapy  
Evaluation Program (CTEP)  
Building 12, Room 1234  
123 Street St, MSC 123  
Shady Grove, MD 12345-6789  
301.123.4567  
Fax: 301.765.4321  
jsmith@mail.nih.gov  
U.S. Department of Health & Human Services | National Institutes of Health

(23B) NCI Business Card Front (longer name):

John Jacob  
Jackson Smith, Ph.D.  
Project Manager  
Division of Cancer  
Treatment & Diagnosis  
Cancer Therapy  
Evaluation Program (CTEP)  
Building 12, Room 1234  
123 Street St, MSC 123  
Shady Grove, MD 12345-6789  
301.123.4567  
Fax: 301.765.4321  
jsmith@mail.nih.gov  
U.S. Department of Health & Human Services | National Institutes of Health

Please refer to guidance available on myNCI about the policies and procedures for ordering business cards.

Figures 23A and 23B above show examples of appropriate NCI business card layouts with the option to use lines to separate elements. Elements of the NCI business card include the NCI Enterprise Logo and the HHS and NIH relationship in the footer. Nothing appears on the back of the business card.
(24A) Promotional Poster:

**NCI Enterprise Logo**

**Cancer and Other Non-Communicable Diseases (NCDs)**

Forging Global Partnership Across the U.S. Government

November 3, 2015

Masur Auditorium

Building 10

NIH Main Campus

NCI and other federal agencies will present ongoing global health initiatives and engagement across the U.S. government, including cross-cutting collaborations and partnerships that strengthen cancer and other NCD research worldwide.

(24B) NCI Flyer:

**Save the Date**

November 3-4, 2015

NIH Main Campus

Cancer and Other Non-Communicable Diseases (NCDs): Forging Global Partnerships Across the U.S. Government

NCI and other federal agencies will present the global health initiatives happening across the U.S. government, including cross-cutting NCDs collaborations, and partnerships that strengthen cancer and other NCD research worldwide.

More information to come.

The NCI Enterprise Logo is left-justified on posters and flyers. Do not use the NCI Enterprise Logo (Stacked) or the NCI-Division/Office/Center Blended Logo. The logo must be located in the top left or center position on the poster. The design must not be too small or too large depending on the size and relation of the logo to other graphic elements. The color logo or white versions can be used. Follow clear space guidelines. The HHS-NIH Text Footer must be centered at the bottom, using Montserrat Regular or a similar sans serif font such as Century Gothic. The designer must consider the size of the poster or flyer and relation of the tagline to the size of the logo when deciding font size and spacing specifications. Art may be incorporated into the poster or flyer as long as the logo and any text remains legible and has a compliant color contrast ratio. The white version of the logo must be used when there is a background color other than white. Ensure that the HHS-NIH Text Footer and any text used on the signage is legible.
Print Logo Use

(25A) NCI Mailer Front:

NCI Mailer Front:

SAVE THE DATE
November 2, 2015
Shady Grove Campus

NCI'S CURRENT PORTFOLIO
AND FUTURE COLLABORATIONS
IN GLOBAL CANCER RESEARCH

NCI's Center for Global Health will present the Center's work and feature
the global initiatives underway across NCI's Divisions, Offices, and Centers.
More information to come.

U.S. Department of Health & Human Services | National Institutes of Health

(25B) NCI Mailer Back:

HHS/NIH/NCI
Program Coordinator
Cancer Prevention Fellowship Program
9609 Medical Center Drive
Room 2W-136 MSC 9712
Bethesda, MD 20892-9712

Penalty for Private Use $300

Mailers use the NCI Enterprise Logo. Do not use the NCI Enterprise Logo (Stacked). The logo must
be located in the top left or center position of the mailer. The logo must be no smaller than 1/3 of
the width of the document and no larger than 1/2 of the width of the document. The color logo or
white version can be used but, when using the color version, the white background must extend
horizontally across the top of the page. Follow clear space guidelines.

The HHS-NIH Text Footer is horizontally centered at the bottom of the mailer. Use Montserrat
Regular or a similar sans serif font such as Century Gothic. Art may be incorporated into the
signage as long as the logo remains legible and has a compliant color contrast ratio. The white
version of the logo must be used when there is a background color other than white. Ensure that
the HHS-NIH Text Footer and any text used on the signage is legible.

The minimum size requirement for USPS is 3.5" x 5." The maximum size requirement for USPS is 6"
x 10.5." Recommended size: 5.375" x 8.375."

It is important to coordinate large permit imprint mailings with the NIH Mail Customer Service
Branch during the design phase and prior to depositing at the post office. Contact the Mail
Customer Service Branch (MCSB) by phone at 301- 496-3586 or through email at mcsbcs@mail.nih.gov.
Print Logo Use

(26A) NCI Folded Brochure:

The NCI Enterprise Logo is used for brochures. Do not use the NCI Enterprise Logo (Stacked) or the NCI-Division/Office/Center Blended Logo. The logo must be no smaller than 1/2 of the width of the front panel. The color or white logo can be used but when using the color version, the white background must extend horizontally across the top of the panel. The HHS-NIH Text Footer must be centered at the bottom of the first panel, on one line, using Montserrat Regular or a similar sans serif font such as Century Gothic. Allow for at least 0.3 inches from the baseline to the bottom of the folded brochure and on either side of the text. Follow color contrast guidelines when using the white logo. Art may be incorporated into the folded brochure as long as the logo remains legible and has a 508 compliant color contrast ratio. The white logo must be used when there is a background color other than white. Follow clear space guidelines. Ensure that the HHS-NIH Text Footer and any text used is legible.

Note: Materials posted online must be 508 compliant.

Parallel roll folding panels are required to be an eighth of an inch short of the spine fold, so ask for a folding sample before going forward with production. Contact the Branding Team if you need further clarification.
(27A) NCI Scientific Poster Logo Use:

Scientific posters require the HHS-NIH-NCI Logo Lockup (color or white) in the top right corner of the poster (fig 27A). Do not resize or alter the HHS-NIH-NCI Logo Lockup. Follow clear space guidelines. NCI-approved scientific poster templates are available on myNCI.
The templates shown above may be useful in a variety of situations, such as documents that will be posted online as PDF files, simple flyers and fact sheets, meeting agendas, internal policies and procedures, etc (fig 28A & 28B). For formal correspondence within and outside of NCI, the long-standing letterhead displaying the HHS logo is always appropriate (fig 28C). For situations in which letterhead more tailored to NCI is preferable, OCPL has designed a simple template for use in Microsoft Word (fig 28A & 28B). The first page of the template features the NCI Enterprise Logo in the header at the top and the HHS-NIH Text in the footer. Note that NCI Divisions, Offices and Centers should not develop letterhead or stationery that displays DOC logos or text treatments of DOC or program names, or staff names. Specific mailing addresses, phone numbers, fax numbers, website addresses, etc. should not be added to either of the letterhead files. (Remaining supplies of previously developed stationery that includes these elements should be discontinued.) Specific information pertinent to the letter’s content, such as contact information for the sender, should be incorporated in the body text or signature block. Detailed mailing address information is unnecessary for correspondence intended to be sent as attachments to email, and should be displayed on the envelope in the case of materials sent by mail. NCI-approved webinar templates are available on myNCI.

Contact the [Branding Team](#) for the general use templates. Note: Materials posted online must be 508 compliant.
Co-Branding

co-branded materials

The instructions for branding covered in this guide apply only when NCI is the sole sponsor or presenter of the event or material. For collaborative efforts with any external entity, including with other NIH Institutes and Centers and federal government agencies such as CDC, FDA, and others, please contact the Branding Team listed at the end of this guide for advice on name and logo use that is suited to the specific circumstances of the collaboration.

All print and digital materials related to collaborative activities—whether or not logos are included—must be reviewed and approved by the OCPL Branding Team before posting or printing.

Collaborations with NIH and other federal government entities:
The addition of the name(s) or the logo(s) of other federal entities to NCI material may be governed by a hierarchy of logo placement and other factors. For example, when NCI collaborates with one or more other NIH Institutes and Centers to present a lecture or conference, the NIH logo is used, rather than individual institute or center logos. The Branding Team will determine whether use of the NIH logo is appropriate and necessary, as well as provide options for indicating multiple partners’ involvement in the activity.

Collaborations with external organizations:
When NCI collaborates with non-government external entities — such as societies, associations, foundations, academic institutions, advocacy organizations, foreign governments, or private for-profit or non-profit companies—there is often a need or desire to reflect those relationships in a variety of materials. Because of the wide variety and complexity of arrangements, it is not feasible to provide blanket guidance for use of identity elements in these situations. The Branding Team will serve as your advisor and as the reviewer and approver for all use of government identity elements on digital and print materials.

In many cases, a collaborative activity should be memorialized in a formal agreement, such as a Co-Sponsorship Agreement or Memorandum of Understanding (MOU). Such agreements generally should address name and logo use only to indicate that a separate agreement will be needed to authorize use of the NCI logo. OCPL staff is available to consult in the development of agreements to ensure that any references to name and logo use are appropriate and follow the identity guidelines. Depending on the way identity concerns are (or are not) addressed in an initial agreement, a separate agreement may be required in order to co-brand any materials—whether using text names or logos. Please contact the Branding Team or the Communications Lead assigned to your DOC.
All NCI communication materials that will be made available beyond NCI must be submitted for OCPL Branding review and approval before posting online and/or printing via the access points listed on this page. OCPL is responsible for ensuring (1) the appropriate use of the of HHS, NIH, and NCI names and logos within the context of the item and its content, (2) proper size and placement of branding elements, and (3) the use of any other logos or identifiers for co-branded materials.

OCPL staff are eager to assist you in developing attractive materials that meet your goals. Adhering to the NCI identity guidelines presented here and using the samples and templates provided will increase the likelihood of speedy approval. Whenever possible, we recommend that you also consult with the logo/branding contacts at the start of your project so they can provide appropriate guidance and supply the logos in the formats you need. Logos and identity elements can be provided as .eps, .png, or .svg files.

Send your draft product to the branding contacts listed below for review and approval. Please include your timeline, audience, and planned modes of dissemination.

If you request in-house design or production/printing services through OCPL, branding concerns will be handled as part of the process so that the proofs you receive will contain the appropriate and approved branding. This is true as well for materials sent to the Clearance Team for review. Review the Clearance Guidance for NCI Products on myNCI.

NCI Branding/Logo Contact:
Lynn Cheryan
lynn.cheryan@nih.gov
240-276-6549

We welcome your input about additions or clarifications that would be helpful to communicators across NCI.