



NCI Branding and Logo Use Guidelines

February 2018



introduction

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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(1A) NCI Enterprise Logo:



(1B) NCI Enterprise Logo (Stacked):



DO NOT use the NCI Enterprise Logo (Stacked) for websites.

logo variations

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.

(2A) Primary Logo Colors:

	NCI Gray	NCI Red	
PANTONE:	Cool Gray 10C	1945C	 NATIONAL CANCER INSTITUTE
CMYK:	C=62 M=53 Y=50 K=21	C=22 M=100 Y=71 K=14	 NATIONAL CANCER INSTITUTE
RGB & HEX:	R=96 G=96 B=96 #606060	R=187 G=14 B=61 #bb0e3d	 NATIONAL CANCER INSTITUTE

logo colors

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):		NATIONAL CANCER INSTITUTE
White on Blue (#2a72a5):		NATIONAL CANCER INSTITUTE
White on Blue (#1a5e86):		NATIONAL CANCER INSTITUTE
White on Purple (#6254a3):		NATIONAL CANCER INSTITUTE
White on Purple (#84368d):		NATIONAL CANCER INSTITUTE
30% Black:	R=188 G=190 B=192 #bbbd00	C=0 M=0 Y=0 K=30
		PANTONE 421C

logo in white

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.

(4A) NCI Enterprise Logo Minimum Clearance:



(4B) NCI Enterprise Logo (Stacked) Minimum Clearance:



clear space

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.

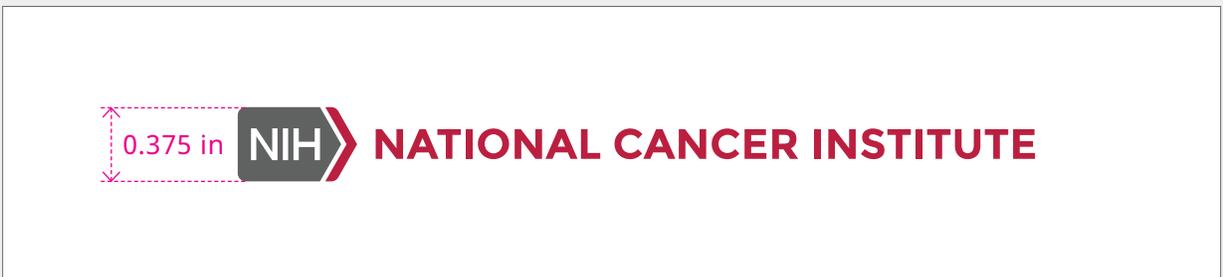
(5A) NCI Enterprise Logo Standard Size (Desktop Web):



(5B) NCI Enterprise Logo Minimum Size (Mobile Web):



(5C) NCI Enterprise Logo Minimum Size (Print):



minimum size

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*).

(6A) Proper Logo Use:

Dos



DO always use the Full Color logos on a solid white background.



DO always use the White logos on solid color backgrounds that are darker than 30% black.

(6B) Improper Logo Use:

Don'ts



DO NOT stretch, skew, or otherwise manipulate the basic dimensions of the logos.



DO NOT alter the fonts used in the NIH tag or in the NCI word mark.



DO NOT change the colors of the logos. Use only approved logo color versions.



DO NOT obscure any part of the logo and always maintain minimum clear space on all sides.



DO NOT apply any special effects to the logos including shadows, bevels or glows.



DO NOT remove any of the logo lockup elements. The NCI word mark should not appear on its own without the NIH tag.



DO NOT use the Full Color logos on any colored background other than solid white.



DO NOT use the White logos on any background lighter than 30% black.



DO NOT overlay any logo onto a busy background image. Additionally, the Full Color logos should never be on a photographic background.

dos and don'ts

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](#).

(7A) English Social Media Logo:



Standard Sizes:

Facebook: 180x180 px

Google+: 250x250 px

LinkedIn: 400x400 px

Twitter: 200x200 px

YouTube: 800x800 px

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

(7B) Spanish Social Media Logo:



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](#).

Spanish Language Logo Variations

(8A) NCI Enterprise Logo:



(8B) NCI Enterprise Logo (Stacked):



spanish language

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.

(9A) Primary Color Palette:

PANTONE:	7702C	7710C	2925C	7700C	1945C	Cool Gray 10C
CMYK:	C=74 M=21 Y=18 K=0	C=81 M=23 Y=35 K=1	C=85 M=51 Y=15 K=1	C=92 M=61 Y=28 K=8	C=19 M=100 Y=74 K=8	C=62 M=53 Y=50 K=21
RGB & HEX:	R=49 G=159 B=190 #319fbe	R=13 G=149 B=161 #0d95a1	R=42 G=114 B=165 #2972a4	R=28 G=94 B=134 #1c5e86	R=187 G=14 B=61 #bb0e3d	R=96 G=96 B=96 #606060

(9B) Secondary Color Palette:

PANTONE:	7465C	7456C	2612C	Bright Orange C	1235C	3035C
CMYK:	C=68 M=0 Y=55 K=0	C=72 M=76 Y=0 K=0	C=58 M=94 Y=6 K=0	C=0 M=77 Y=100 K=0	C=0 M=27 Y=100 K=0	C=98 M=70 Y=46 K=38
RGB & HEX:	R=45 G=199 B=153 #2dc799	R=98 G=84 B=163 #6254a3	R=130 G=54 B=140 #82368c	R=255 G=95 B=0 #ff5f00	R=255 G=95 B=0 #FFBF17	R=1 G=59 B=81 #013b51

color palette

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.

(10A) NCI-Division/Office/Center Blended Logo (one line):



(10B) NCI-Division/Office/Center Blended Logo (two lines):



blended division, office and center logos

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](#)).

(11A) Standard Size (Desktop Web):



(11B) Minimum Size (Mobile Web):



(11C) Minimum Size (Print):



(11D) Minimum Clear Space:



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.

(12A) Email Banner Specifications:



(12B) Full Email:



(12C) Email Banner Usage:



DO NOT extend or shrink the email banner. It must be the same width of the content area in the email.

(12D) Email Banner in White:



(12E) NCI Color Palette for Email Banners:



(12F) NCI Color Palette for Microsite Email Banners:



email banners

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.

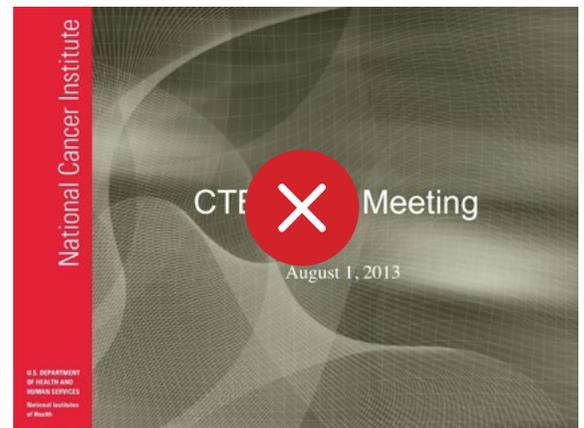
Recommended structural, sizing and clearance specifications for HTML emails are shown (fig 12A). The email banner should never be scaled (fig 12C).

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](#).

(13A) PowerPoint Templates in Four Color Schemes:



(13B) Old Powerpoint Template to be Discontinued:



(13C) Powerpoint Template Final Slide (shown in white):



powerpoint templates

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).

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.

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.

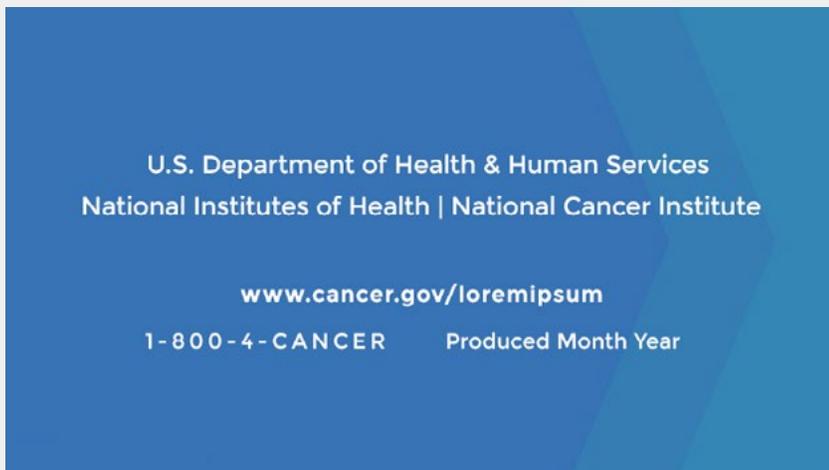
(14A) Video IN Slide:



(14B) Discontinued Old Video IN Slide:



(14C) Video OUT Slide:



videos

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.

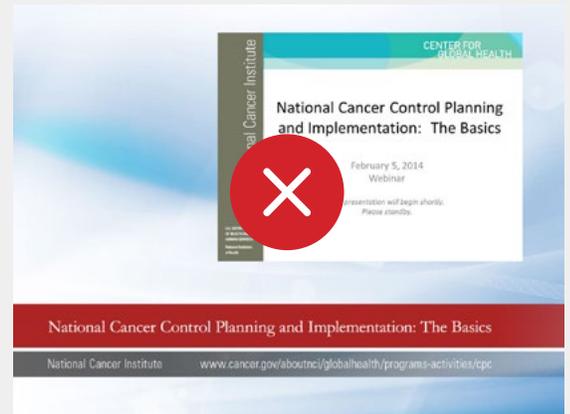
Do not move the text boxes or change the font. The font [Montserrat](#) must be used on video graphics. If needed, the titles on the IN can be scaled down to accommodate text, but not by more than 4 points.

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

(15A) Webinar Templates in Four Color Schemes:



(15B) Discontinued Old Webinar Template:



(15C) Webinar IN Slide:



(15D) Webinar OUT Slide:



webinars

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

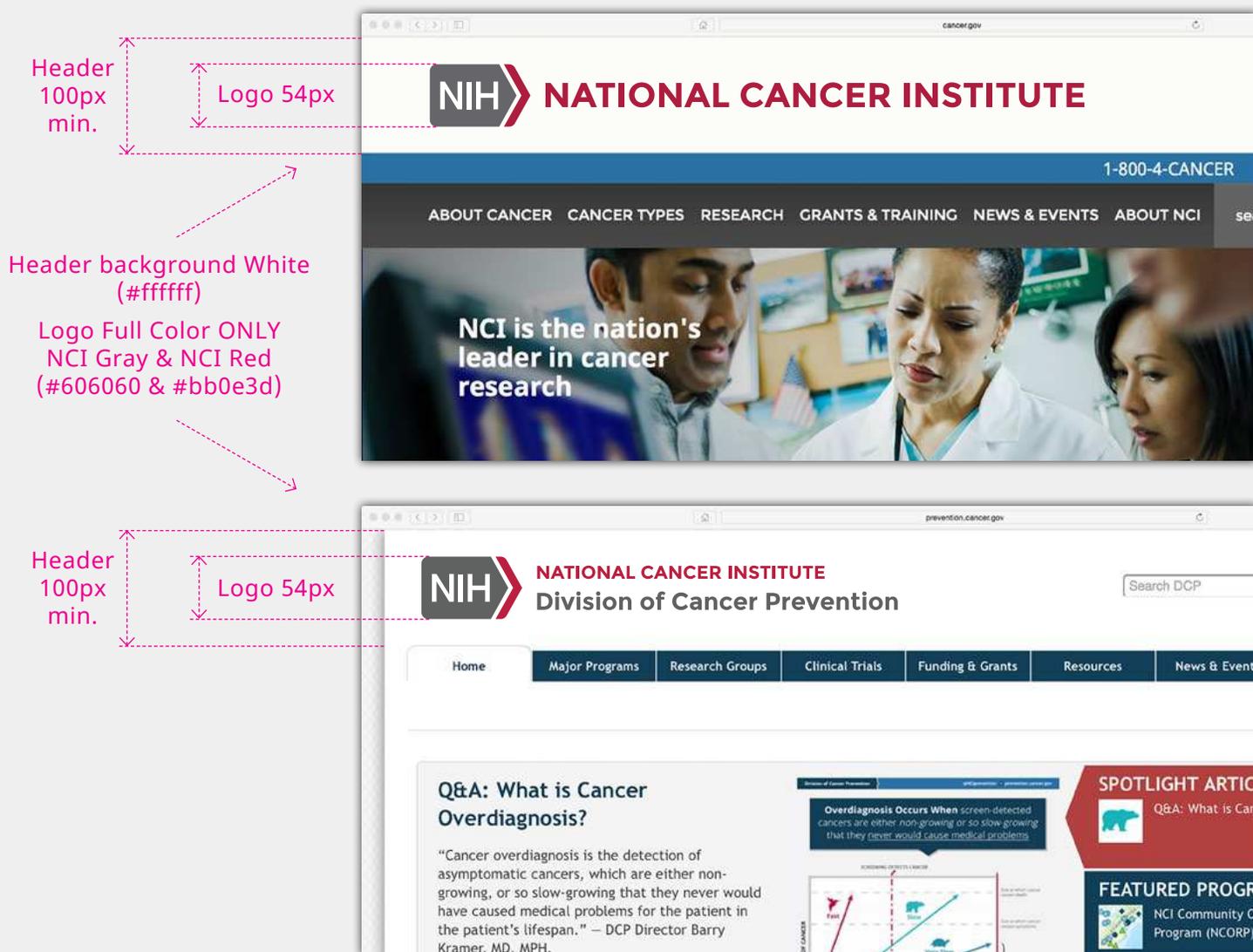
goes live.

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](#).

(16A) Desktop Browser Web Logo Use Specifications:



web use standards

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.

(17A) Desktop Browser Ribbon Use Specifications:

Ribbon height:
40px min.
54px max.

Text White ONLY
(#ffffff)

Ribbon solid color from
palette or color from site



- NCI Gray #606060
- #319fbe
- #0d95a1
- #2a72a5
- #1c5e86
- #6254a3
- #82368c

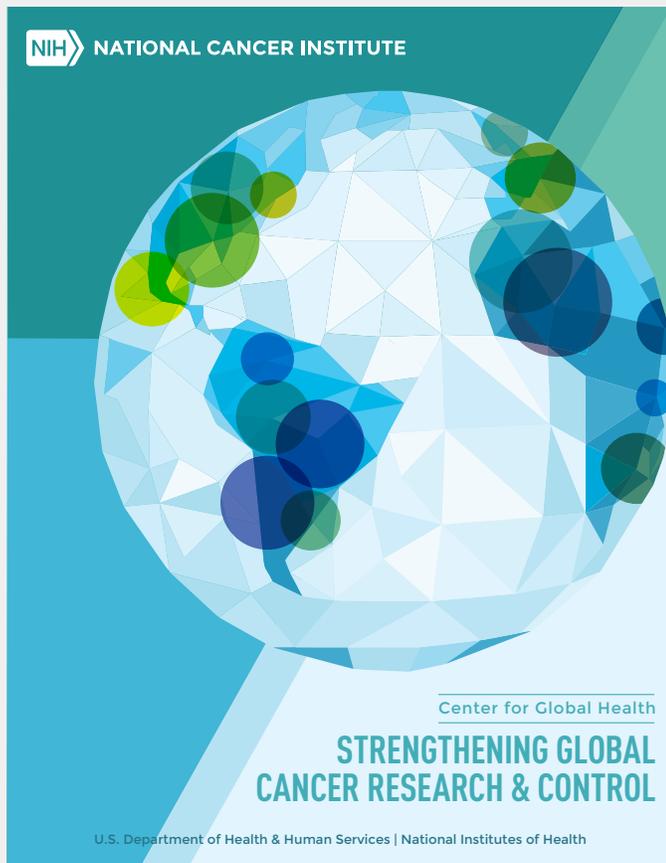


ribbon element

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.

(18A) CGH Annual Report Front Cover:



(18B) CGH Annual Report Back Cover:



PDFs for web

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

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

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 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](#).

(19A) HHS-NIH-NCI Logo Lockup:



(19B) HHS logo color:

HHS Blue

PANTONE:

Blue 072C



CMYK:

C=100
M=98
Y=5
K=6

(19C) HHS-NIH-NCI Logo Lockup Minimum Size (Print):



RGB & HEX:

R=0
G=0
B=153
#000099

(19D) HHS-NIH-NCI Logo Lockup Minimum Clearance:



HHS-NIH-NCI logo lockup

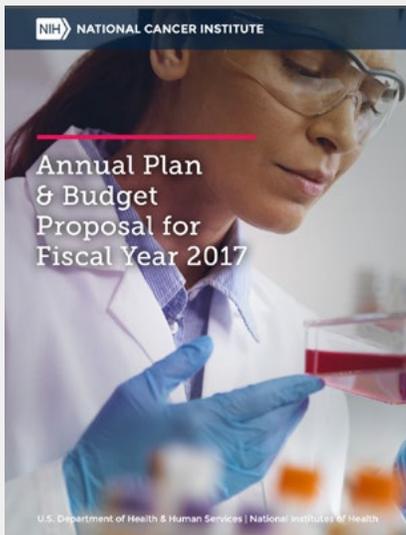
The HHS-NIH-NCI Logo Lockup (fig 19A) adds the Department of Health & Human Services official seal to the NCI Enterprise Logo (Stacked). The HHS-NIH-NCI Logo Lockup is provided in the same color variations, and should follow the same color use and clear space guidelines (fig 19D) as the NCI Enterprise 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.

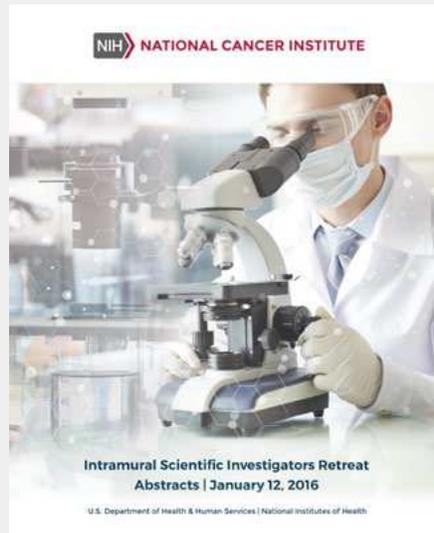
The HHS and NIH identifier may be shown in text:
U.S. Department of Health & Human Services | National Institutes of Health.

The HHS-NIH-NCI Logo Lockup is appropriate for the back cover of a publication, scientific posters, and the closing slide of a presentation.

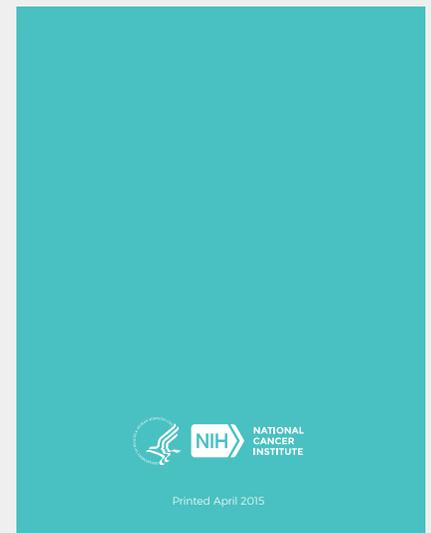
(20A) Preferred NCI Booklet Front Cover:



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



(20C) NCI Booklet Back Cover:



booklet

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):

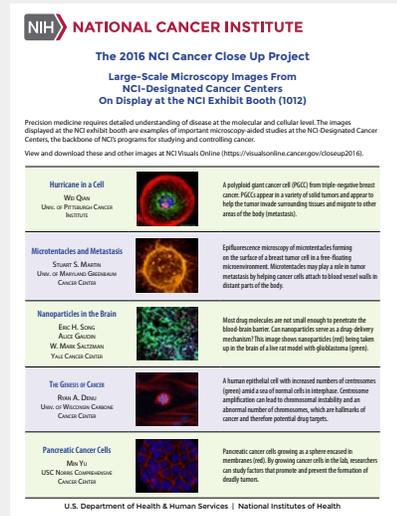
The HHS-NIH-NCI Logo Lockup (color or white) should appear at the bottom center of the back cover. Publication Number and Date should be included below the HHS-NIH-NCI Logo Lockup. See details about the [HHS-NIH-NCI Logo Lockup](#).

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.

(21A) NCI Fact Sheet Cover Page Color Logo (NCI Gray Footer):



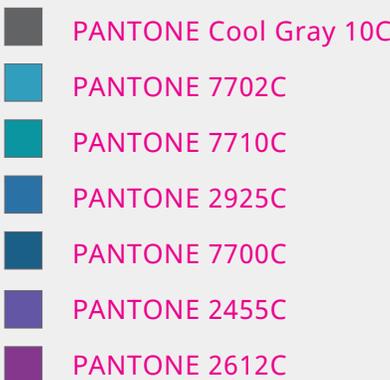
(21B) NCI Fact Sheet Cover Page Color Logo (White Footer):



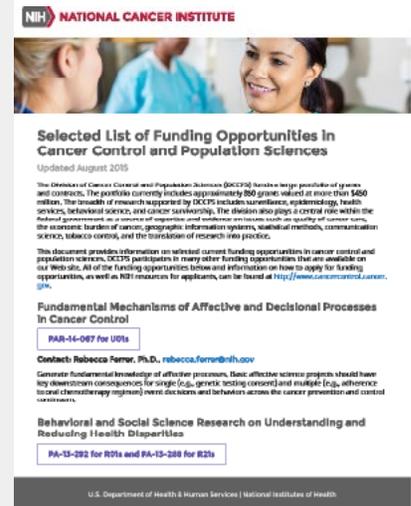
(21C) NCI Fact Sheet Cover Page White Logo (with Optional Artwork):



(21E) NCI Color Palette for Fact Sheets:



(21D) NCI Fact Sheet Cover Page White Logo (with Banner):



fact sheet and flyer options

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).

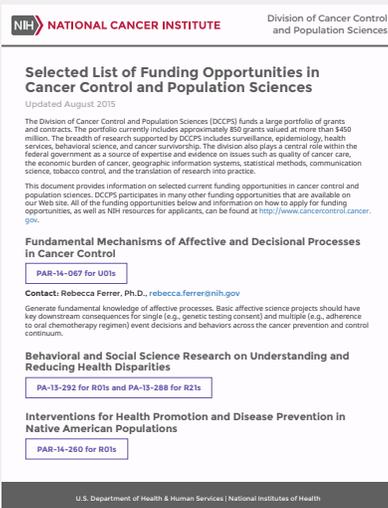
The HHS-NIH Text Footer is always horizontally and vertically centered in the footer and is only required on the first page of the document. [Montserrat Regular](#) 10pt or a similar sans serif font such as Century Gothic is recommended. Any color from the palette in (fig 21E) may be used as the footer 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.

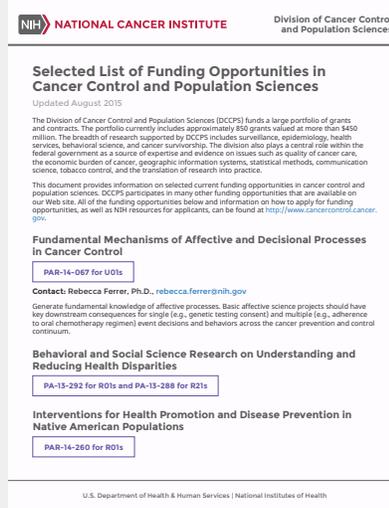
The text within the document should have a margin of at least 0.3 inches around the sides of the document and 0.4 inches above and below any graphical elements whether that be the logo, a banner or the footer. The recommended title/header font is [Montserrat Bold](#) and body font is [Noto Sans](#).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

Note: Materials posted online must be [508 compliant](#).

(22A) NCI Fact Sheet Cover Page Color Logo and DOC name (NCI Gray Footer):



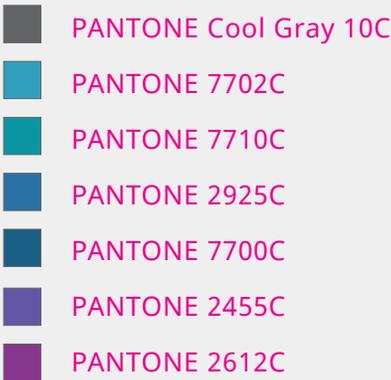
(22B) NCI Fact Sheet Cover Page Color Logo and DOC name (White Footer):



(22C) NCI Fact Sheet Cover Page White Logo and DOC name (with Optional Artwork):



(22E) NCI Color Palette for Fact Sheets:



(22D) NCI Fact Sheet Cover Page Color Logo and DOC name (with Banner):



DOC fact sheet

For instances in which a flyer or fact sheet is developed specifically for a narrow segment of the research community that is most familiar with a specific NCI Division, Office, or Center, a modified banner may be used as shown above that includes the NCI Enterprise Logo flush left, and the DOC name flush right.

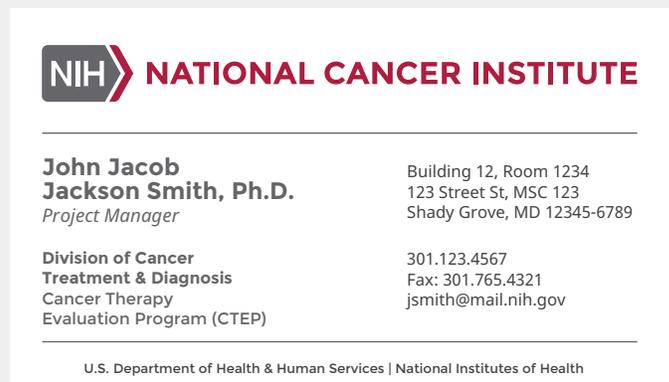
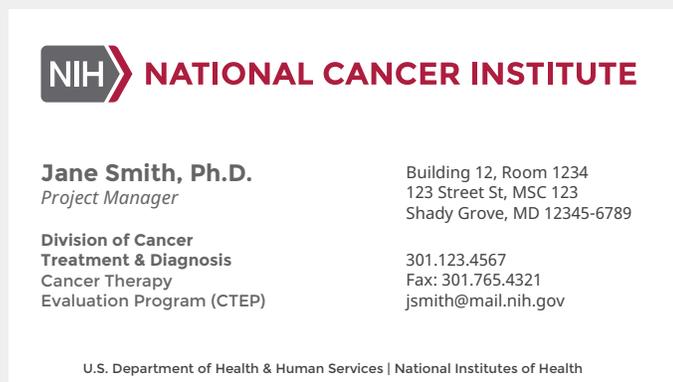
Use the NCI Enterprise color logo. Do not use the NCI Enterprise Logo (Stacked) or the NCI-Division/Office/Center Blended Logo. The logo must be located in the top left position of the first page. The DOC name must be added as text to the right of the NCI Enterprise Logo. The NCI logo must be no smaller than 1/2 of the width of the page and no larger than 3/4 of the width of the page. Follow [clear space guidelines](#) and [minimum size requirements](#). Artwork may be included to the right of the white logo (fig 22C) or incorporated as a banner beneath the color logo (fig 22D). The DOC name can be any color from fig 22E. The DOC name must have at least

the same, if not more, clear space surrounding it as the logo does and must be horizontally-centered with the logo (aligned with the logo's horizontal axis). **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 **Noto Sans**. Similar fonts may be used in place of these fonts.

(23A) NCI Business Card Front:

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

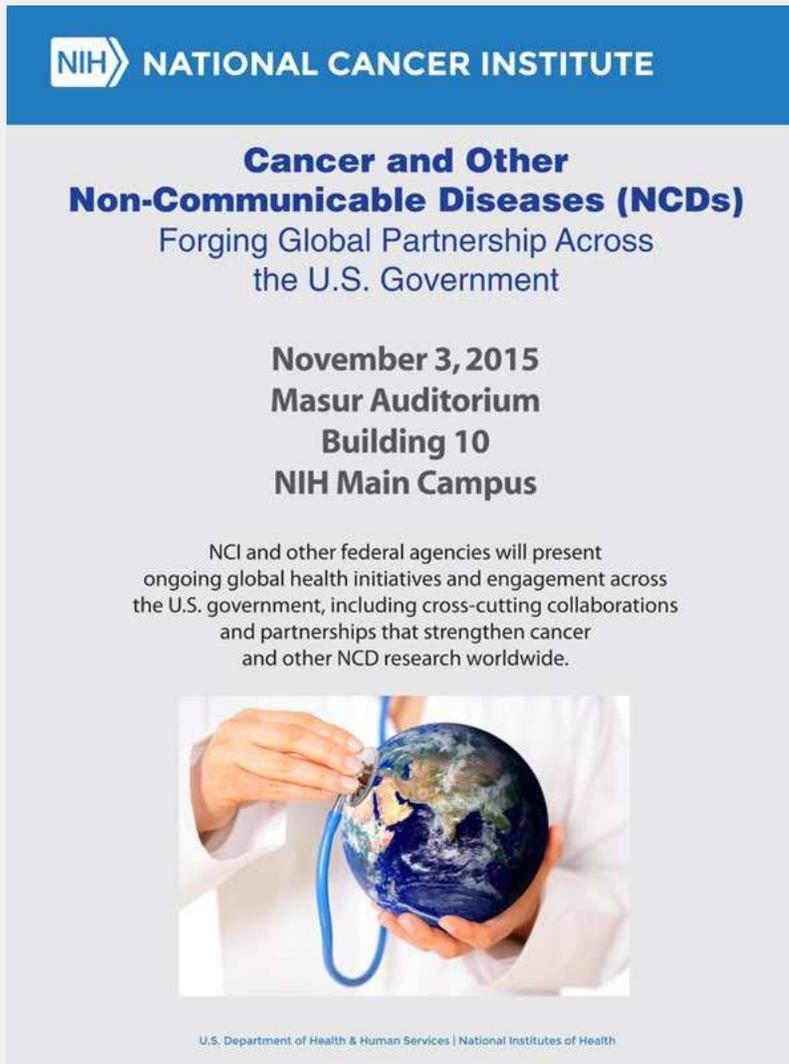


business card

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:



(24B) NCI Flyer:



promotional poster

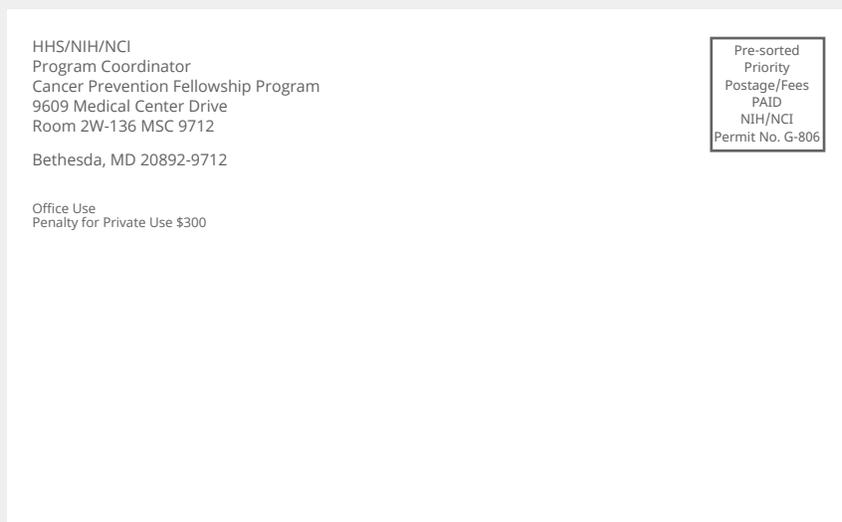
The NCI Enterprise Logo is left-justified on posters and flyers. Do not use the NCI Enterprise Logo (Stacked) or the NCI-Division/Office/Center Blended Logo. The logo must be located in the top left or center position on the poster. The design must not be too small or too large depending on the size 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.

(25A) NCI Mailer Front:



(25B) NCI Mailer Back:



mailer

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.

(26A) NCI Folded Brochure:

(26B) NCI Folded Brochure Back Panel:

(26C) NCI Folded Brochure Front Panel:

cervical and endocrine cancers. A major goal of the Surgery Branch is the translation of laboratory findings into the development of improved treatments for patients with cancer.

Following this dedicated year of immunotherapy, fellows are then matriculated into the two year surgical oncology fellowship. This involves six months of clinical time and eighteen months of dedicated laboratory research.

The Surgery Branch has a number of laboratories dedicated to employing cellular and molecular studies to begin to answer fundamental questions of tumor immunology and immune tolerance, all related to the development of new approaches to cancer immunotherapy. Current efforts target the use of targeted immunotherapy, including shared antigens, personalized neo-antigens and cancer germline antigens. Gene therapies involving the modification of host immune cells are also being explored. The combined bench and bedside experiences help develop a robust understanding of cancer immunotherapy.

STIPENDS AND BENEFITS:

Candidates accepted for the fellowship program are appointed as Clinical Fellows in the Civil Service program. The stipend offers a competitive salary that is based on training and experience. Benefits include accruable annual and sick leave and moving expenses to the place of duty. Health and life insurance policies are available to all Federal employees. A loan repayment program is available for qualified applicants.

ELIGIBILITY AND APPLICATION PROCEDURES:

The NCI Surgical Oncology Fellowships are designed to train surgeons with a firm commitment to teaching and research in academic surgical oncology. The fellowship is open to surgeons who have either completed their surgical residency or who have completed at least two years of surgical residency.

Applications for the fellowship program are accepted throughout the year and decisions are made on a rolling basis as qualified applicants are identified.

Applications should be submitted online via the NIH Clinical Center Office of Clinical Research Training and Medical Education at www.cc.nih.gov/training/gme/programs/surgical_oncology.html

Questions concerning the program or the application process should be directed to either **Dr. Steven Rosenberg's office at (301) 496-4164** or **Dr. David Schrupp's office at (301) 496-2127**.



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Praesent non lacus scelerisque, dictum turpis eu, fermentum urna. Nam diam velit, egestas et vehicula vel, porta sed turpis. Pellentesque lobortis nisi elementum urna ultrices iaculis. Sed ornare elit quis magna mollis, eu condimentum ex pulvinar. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur mauris ex, consequat sit amet porta pretium, finibus eget dui. Nulla euismod vulpulate malesuada. Donec sit amet mattis nibh, ut faucibus mauris. Donec tristique consequat laoreet.

Fellowships in Cancer Immunotherapy and Surgical Oncology

Call for Applications from Surgical Residents with at least 2 years of training

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

brochure

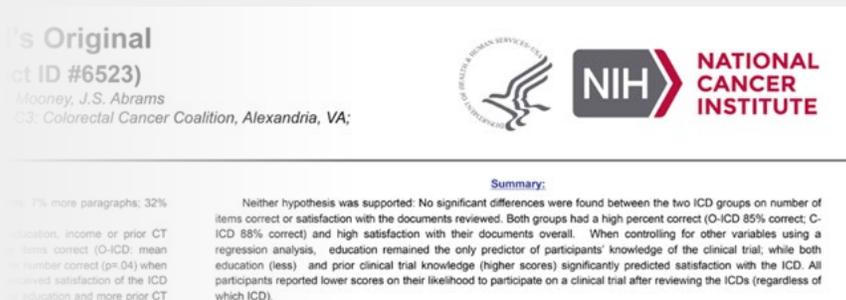
The NCI Enterprise Logo is used for brochures. Do not use the NCI Enterprise Logo (Stacked) or the NCI-Division/Office/Center Blended Logo. The logo must be located in the top left or center position of the front panel. The logo must be no smaller than 1/2 of the width of the front panel. The color or 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.

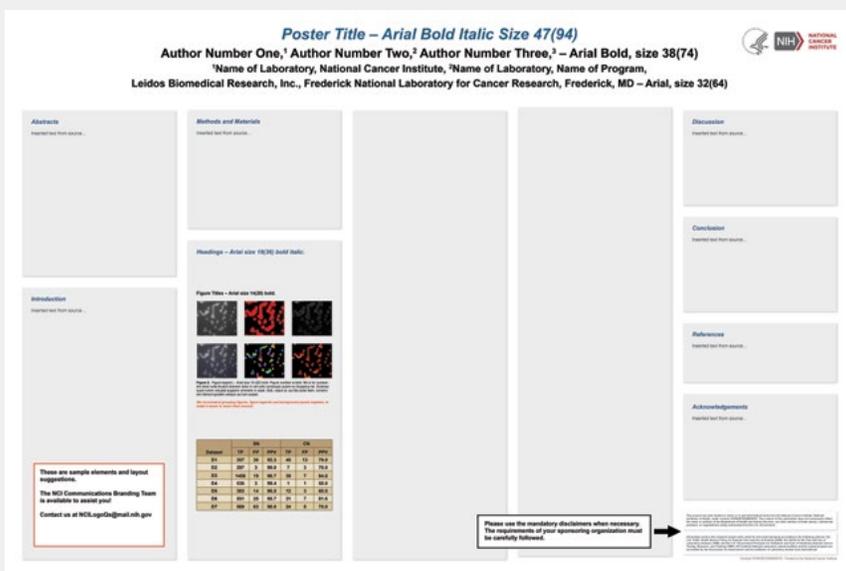
Note: Materials posted online must be [508 compliant](#).

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:



(27B) NCI Scientific Poster Example



(27C) Available sizes, formats and colors:

Sizes 3' x 4.5', 4' x 3' and 4' x 4' in PPT and Illustrator



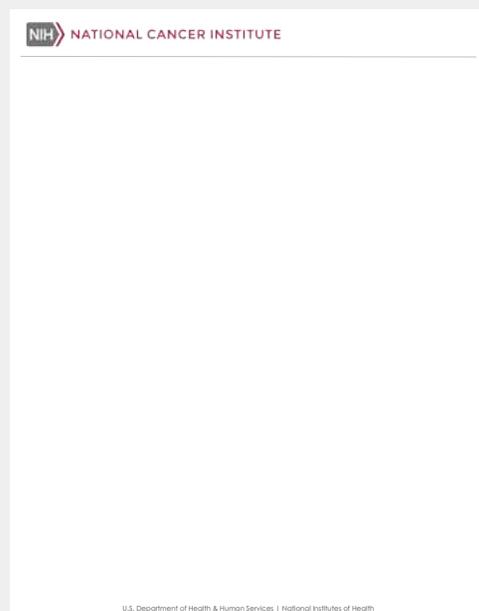
Size 6' x 4' in PPT and Illustrator



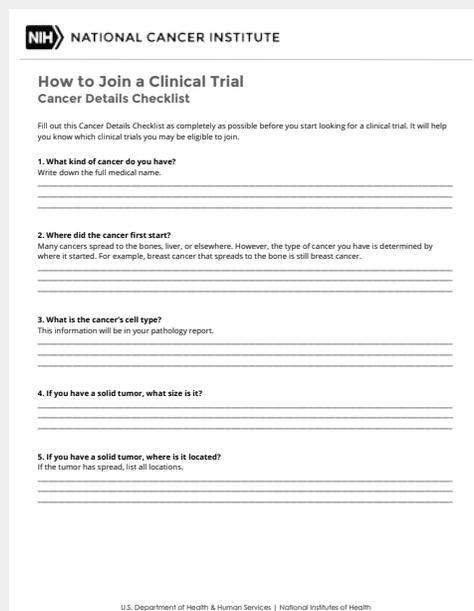
NCI scientific poster

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](#).

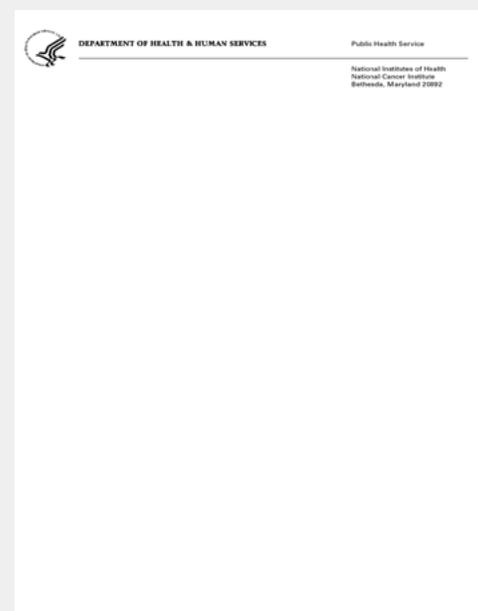
(28A) NCI Color Letterhead:



(28B) NCI Black and White Letterhead:



(28C) HHS Letterhead:



stationery/ letterhead/ general use templates

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-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.



OCPL Branding Review, Approval, and Contacts

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.



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February 2018