



## NCI Digital Style Guide

September 2019

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## Enterprise Site

(1A) NCI Enterprise Logo:



## Divisions, Offices and Centers (DOC) Sites

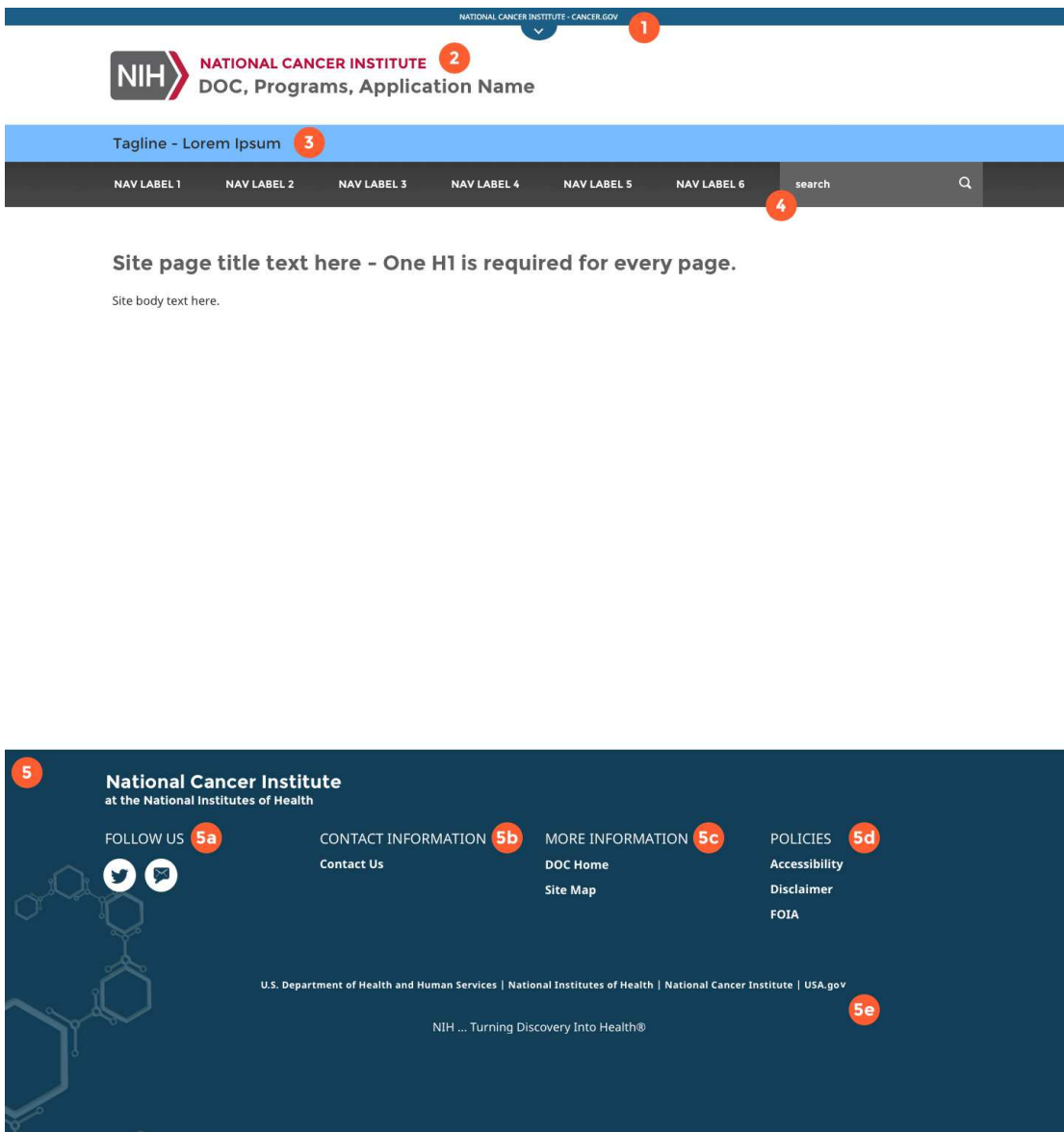
(1B) DCEG Logo:



## digital logos

For the complete set of logo standards, see the NCI Branding and Logo Use Guidelines: <https://mynci.cancer.gov/topics/nci-branding-logo-use-templates>

(2A) NCI website and web application header and footer guidelines:



## ANNOTATIONS

All NCI DOC websites and web applications should follow these guidelines.

### 1 Link back to Cancer.gov

Required on all NCI websites. If you need the files, contact your communications manager who can submit a ticket to request the link back code.

### 2 Logo

DOC specific logo required on all NCI sites. For more information on the branding guidelines, please visit <https://mynci.cancer.gov/topics/nci-branding-logo-use-templates>

- Must be in color on white background.
- Must be 54px tall on desktop and at least 28px tall on smallest mobile breakpoint.
- 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.
- When using a Scalable Vector Graphic (SVG), the NCI Enterprise Logo should be 90% of the page width at tablet and smartphone breakpoints.

### 3 Tagline

Site tagline is optional.

### 4 Site Search

Required on all NCI websites.

### 5 Footer

The NCI & NIH text is required in the footer:

National Cancer Institute  
at the National Institutes of Health

No logos are allowed in the footer including the HHS and NIH logos. No contractor logos or attribution are allowed on any .gov website.

#### 5a Follow Us

- Link to your organization's Twitter account.
- Link to your organization's GovDelivery sign up page.

#### 5b Contact Information

- Contact can be your organization's contact page or the CIS.

#### 5c More Information

- Include a link to your website's homepage and site map.
- 3 other links are allowed in the space for a total of 5.

#### 5d Policies

These are required and must link to:

- Accessibility (links to <https://www.cancer.gov/policies/accessibility>)
- Disclaimer (links to <https://www.cancer.gov/policies/disclaimer>)
- FOIA (links to <https://www.cancer.gov/policies/foia>)

#### 5e Organization Links

These are required and must link to:

- U.S. Department of Health and Human Services (links to <http://www.hhs.gov>)
- National Institutes of Health (links to <http://www.nih.gov>)
- National Cancer Institute (links to <https://www.cancer.gov>)
- USA.gov (links to <http://www.usa.gov>)
- NIH tagline required: NIH ... Turning Discovery Into Health®
- Do not use an external link indicator when linking to another federal government website.

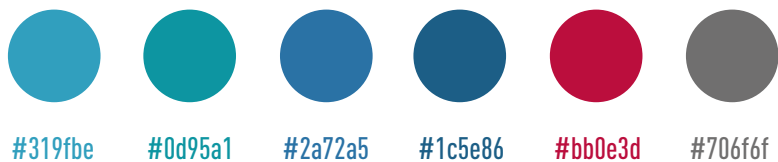
## web header and footer guidelines

All NCI DOC websites and web applications should follow the website header and footer guidelines pictured above (fig 2A). The NCI Logo Guide can be accessed at <https://mynci.cancer.gov/topics/nci-branding-and-logo-use-guide>.

(3A) NCI Primary Color Palette:

# NCI COLOR PALETTE

## PRIMARY PALETTE



#319fbe #0d95a1 #2a72a5 #1c5e86 #bb0e3d #706f6f

C=74	C=81	C=85	C=92	C=19	C=57
M=21	M=23	M=51	M=61	M=100	M=49
Y=18	Y=35	Y=15	Y=28	Y=74	Y=48
K=0	K=1	K=1	K=8	K=8	K=15
R=49	R=13	R=42	R=28	R=187	R=112
G=159	G=149	G=114	G=94	G=14	G=111
B=190	B=161	B=165	B=134	B=61	B=111

(3B) NCI Secondary Color Palette:

## SECONDARY PALETTE



#2DC799 #6254A3 #82368C #FF5F00 #FFBF17

C=68	C=72	C=58	C=0	C=0
M=0	M=76	M=94	M=77	M=27
Y=55	Y=0	Y=6	Y=100	Y=98
K=0	K=0	K=0	K=0	K=0
R=45	R=98	R=130	R=255	R=255
G=199	G=84	G=54	G=95	G=191
B=153	B=163	B=140	B=0	B=23

(3C) NCI Extended Color Palette:



## color palette

The NCI color palette consists of a primary palette (fig 3A) and a secondary palette (fig 3B). The primary palette are the colors most used on NCI sites and the secondary palette are accent colors used for buttons, etc. The NCI extended palette (fig 3C) contains the various shades and tints from the NCI palette. Always check color contrast to comply with section 508 requirements: <http://webaim.org/resources/contrastchecker/>

## (4A) NCI Typefaces:

Element Name	Font Face	Color Hex Value	Text Size for Desktop	Line Height for Desktop
H1	Montserrat Bold	606060	28px (1.75em)	30.8px (1.1em)
H2	Montserrat Bold	606060	23px (1.4375em)	28px (1.215em)
H3	Montserrat Bold	606060	20px (1.25em)	25px (1.25em)
H4	Montserrat Bold	606060	18px (1.125em)	24px (1.333em)
H5	Montserrat Bold	606060	16px (1em)	21px (1.333em)
H6	Montserrat Bold	606060	16px (1em)	18px (1.125em)
Feature Card Title H3	Montserrat Regular	FFFFFF	22px (1.375 em)	28px (1.272 em)
Guide Card Header H3	Montserrat Bold	606060	24px (1.5 em)	30px (1.25em)
Multimedia Card Title H3	Montserrat Regular	2B7BBA	22px (1.375 em)	28px (1.272 em)
List, Table, & Video Title	Montserrat Regular	606060	20px (1.25em)	28px (1.4em)
List Item Title "H3"	Montserrat Regular	2B7BBA	18px (1.125 em)	20px (1.333 em)
Hover Title Link	color change --->	BB0E3D (Cranberry)		
Body Text	Noto Sans Regular	454545	16px (1 em)	24px (1.375 em)
Body Link	Noto Sans Regular	2B7BBA	16px (1 em)	24px (1.375 em)
Hover Body Link	Underlined	BB0E3D		
Visited Link	color change --->	881887		
Image Caption	Noto Sans Regular	454545	14px	22px
Key Points & On This Page Title	Montserrat Regular ALL CAPS	606060	18px (1.125em)	22.5px (1.25em)
Key Points & On This Page List/Links	Noto Sans Regular	454545 (2B7BBA for links)	16px (1 em)	24px (1.375 em)
Date label	Noto Sans Bold	454545		
Date	Noto Sans Regular	454545	16px	24px
Public Use Text	Noto Sans Italic	454545	16px (1 em)	
Syndication Text	Noto Sans Regular	454545		
Mobile Section Nav				

## Default Font Stack (web safe fonts)

font-family: "Avant Garde", Avantgarde, "Century Gothic", CenturyGothic, "AppleGothic", sans-serif;

Font Face	Default Font Stack
Montserrat Bold	Avant Garde Bold
Noto Sans Bold	Century Gothic Bold
Noto Sans Regular	Century Gothic Regular
Noto Sans Italic	Century Gothic Italic

## typefaces

Fig 4A is a detailed listing of all typefaces used on Cancer.gov. Most notably, Montserrat Bold is used for headers and Noto Sans Regular is used for body text.

The basic headings are listed in fig 4B. Other NCI heading styles can be seen on page 6.

## (4B) Heading Styles:

**H1 - Montserrat Bold 28px / 30.8px line height**

**H2 - Montserrat Bold 23px / 28px line height**

**H3 - Montserrat Bold 20px / 25px line height**

**H4 - Montserrat Bold 18px / 24px line height**

**H5 - Montserrat Bold 16px / 21px line height**

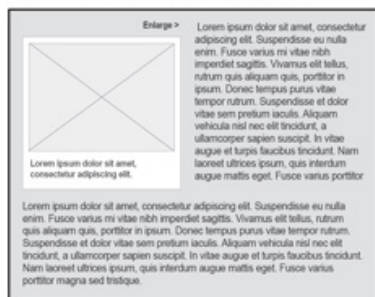
**H6 - Montserrat Bold Italic 16px / 18px line height**



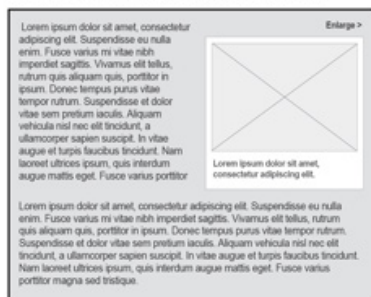
(5A) Article image templates:

## Text Wrap

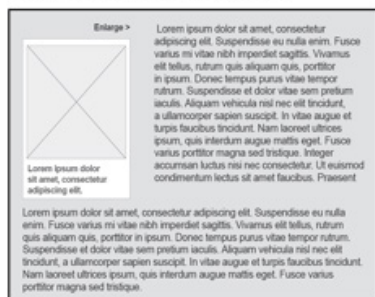
### Image Left Medium (Width 40%)



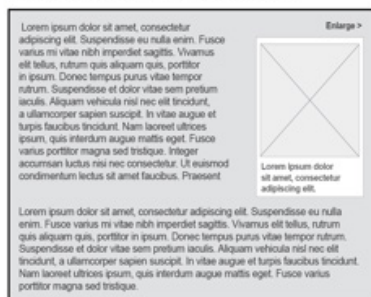
### Image Right Medium (Width 40%)



### Image Left Small (Width 25%)

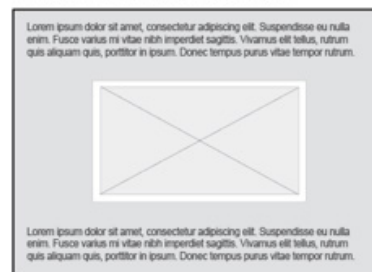


### Image Right Small (Width 25%)

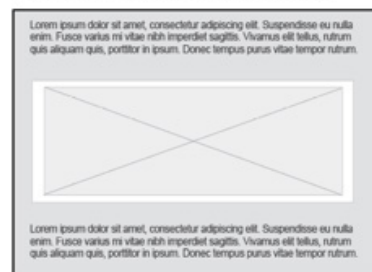


## No Text Wrap

### Image Centered (Width 75%)



### Image Centered Full (Width 100%)



- Stacks on mobile breakpoint
- Image will never scale larger than what it actually is

The cropping tool for image content types within Drupal can be utilized to create all necessary crops. Images uploaded to the tool should be at least 610px wide to span full width of the page at the largest mobile breakpoint. If the image is intended to be centered on the page at 75%, then it must be at least 675px wide and if it intended to be centered at 100%, then it must be 900px wide. Do not upload files over 10MB.

through the WYSIWYG onto the page.

**Article image:** The image that appears on the page when selected as lead image for the page or placed inline through the WYSIWYG. When the image is selected as lead image for the page it will appear in the standard top right position at 40% of the page width and be used for lists, cards, and social media sharing. If a different image is intended to be used in lists, cards, and social media sharing, then that image must be uploaded to the promotional image field on the page. The templates featured in figure 5A are available when the image is inserted inline

## image guidelines

Explore Visuals Online, NCI's public library of images: <https://visualsonline.cancer.gov/>

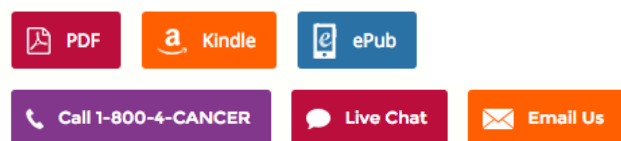
Detailed image guidelines and Drupal user guide can be found at <https://mynci.cancer.gov/topics/percussion-image-global-glo-images>

## (6A) Table Styles:

Cartilage Use in Cancer Treatment: Clinical Studies With Therapeutic Endpoints<sup>a,b</sup>

Reference Citation(s)	Type of Study	Type(s) of Cancer	Cartilage Product (Source)	No. of Patients: Treated; Control	Strongest Benefit Reported <sup>c</sup>	Concurrent Therapy <sup>d</sup>	Level of Evidence Score <sup>e</sup>
[8]	Phase III randomized, placebo-controlled, double-blind trial (2 arms)	Breast and colorectal	BeneFin (shark)	42; 41	No statistically significant difference	No	1i
[21]	Randomized controlled phase III trial	NSCLC	AE-941 (shark)	188; 191	None	Cisplatin and vinorelbine; carboplatin and paclitaxel	1IA

## (6B) Button Styles:



## (6C) Icon Styles:



## (6D) Accordion Styles:

General Information About Adult Acute Lymphoblastic Leukemia	+
Stages of Adult Acute Lymphoblastic Leukemia	+
Recurrent Adult Acute Lymphoblastic Leukemia	+
Treatment Option Overview	+
Treatment Options for Adult Acute Lymphoblastic Leukemia	+
To Learn More About Adult Acute Lymphoblastic Leukemia	+
About This PDQ Summary	+

## Mobile Expand/Collapse Menus

Specific Row Type	Row Background Color	Plus Button Background	Minus Button Background	Plus Icon	Minus Icon
Generic Accordion Odd Rows	#bcdcf2	#8fd4db	#FFFFFF	#FFFFFF	#8fd4db
Generic Accordion Even Rows	#dbf4f6	#b2dcdcf	#FFFFFF	#FFFFFF	#b2dcdcf

## table styles, buttons, icons and accordion styles

Fig 6A: Tables can have any number of columns and rows. A saturated blue background and bold text are used to differentiate the header row.

Fig 6B: NCI buttons give an opportunity to use colors from the NCI secondary palette.

Fig 6C: NCI icons are flat (two-dimensional); the most simplified rendering of an icon, making them easily recognizable. Good sources for

icons that follow this style are flaticon.com and thenounproject.com.

Fig 6D: NCI accordions use alternating color backgrounds to differentiate the various rows from one another.



(7A) Social Media Logo:



Facebook: 180x180 px

Google+: 250x250 px

LinkedIn: 400x400 px

Twitter: 200x200 px

YouTube: 800x800 px

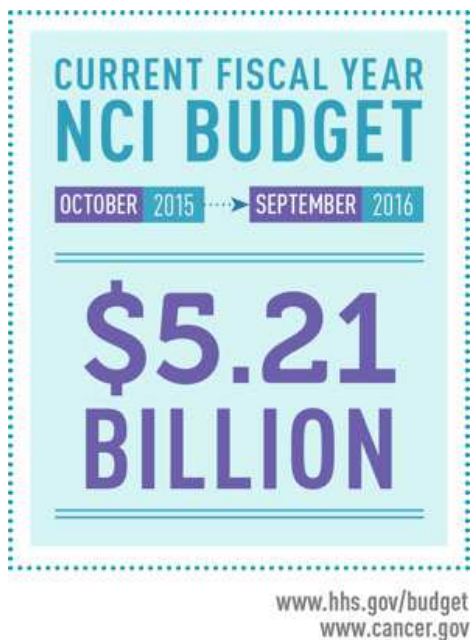
Feedburner: 200x200 px

## social media

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

Social media photo guidance: <http://sproutsocial.com/insights/social-media-image-sizes-guide/>

## (8A) Factoid:



**Factoid size:** at least 360px wide

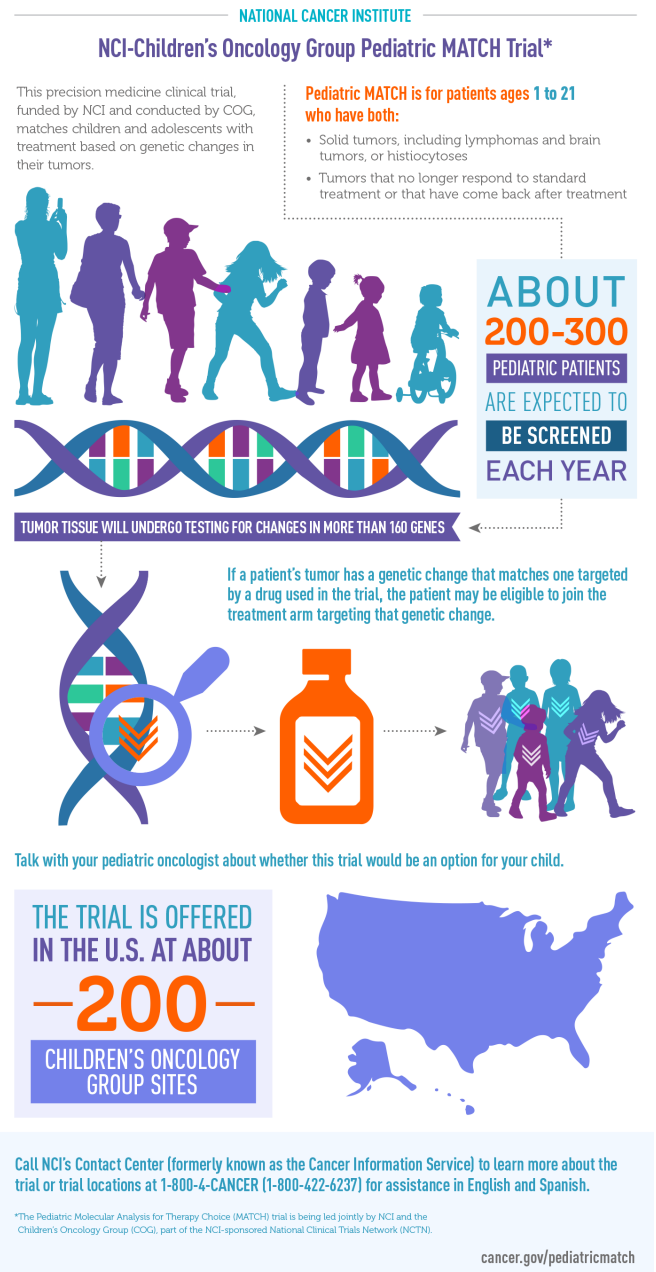
If the graphic is not legible on the page at this size, a larger size will need to be provided and can be served up as the “enlarge” image.

Factoids include a **dotted outline with a weight of 4pt and an 8pt gap**. The outline should stand alone, never overlapping other elements of the factoid and should be rectangular (no rounded corners).

**Infographic size:** at least 1200px wide

Site the source of the information at the bottom right of the factoid or infographic in DIN condensed bold #b2b2b2. Include the NCI web address.

## (8B) Infographic:



## factoids and infographics

Typefaces used specifically for NCI factoids and infographics are DIN and Museo. DIN is the primary typeface family that should be used for titles, descriptions and labels. Museo 700 should be used more sparingly than DIN as a secondary typeface. It is mainly reserved for numerals. Both fonts are available for free download online.

### Factoids (fig 8A)

A factoid is a graphic that illustrates one statistic.

### Infographics (fig 8B)

Infographics are graphics that illustrate many statistics. Effective infographics use data to tell a visual story.



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