OICR BRAND STANDARDS GUIDE 2018

OICR

Ontario Institute
for Cancer Research

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OUR
EXPRESSION

Building our brand requires a clear articulation of our corporate personality. This personality is expressed primarily through written words combined with visual elements including the corporate logo, corporate tagline, corporate colours and typography. It is the combination of all these elements, used consistently over time that will project the desired image of OICR in the community.

The following standards will help us maintain the integrity of our brand across all applications. This applies to essentially all forms of communication and contact with our audiences.

BRAND
PERSONALITY

WHO WE ARE

- We are global leaders in cancer research.

- We have top level talent.

- We are at the forefront of discovery and innovation.

- We are collaborative.

- We are passionate about what we do.

- We perform and enable cutting-edge translational research.

- We are modern and contemporary.

HOW TO APPLY

Our core identity elements – corporate logo, corporate tagline, corporate colours and typography will be common to all of our communications. The following standards will help us maintain the integrity of our visual identity across the many applications that are produced. This section covers basic rules for managing our logo, achieving maximum impact and ensuring visual clarity.

CORPORATE LOGO

The OICR corporate logo is one of the most important visual components of our brand. Its function is to communicate the unique personality of our organization and to differentiate OICR from its competitors.

ALWAYS USE THE AUTHORIZED LOGO

The logo should always be reproduced from digital artwork and must never be altered in any way. It should never be redrawn, scanned, copied or screen captured from another piece.

Corporate logo English version

Corporate logo French version

CORPORATE
LOGO

Approved English one colour
applications.

One colour application

White reverse on black (not within a containing shape)

CORPORATE
LOGO

Approved French one colour
applications.

One colour application

White reverse on black (not within a containing shape)

CORPORATE
LOGO

Bilingual version.

Corporate logo bilingual version

CORPORATE
LOGO

Approved bilingual one colour
applications.

One colour application

White reverse on black (not within a containing shape)

CORPORATE LOGO APPLICATIONS

PROTECTED SPACE

Keeping an amount of protected space around our corporate logo preserves the integrity of the signature and clarity of presentation.

MINIMUM SIZE

The minimum size for reproduction of our corporate logo ensures legibility of the logo in all applications.

BELOW MINIMUM SIZE AND EXTRA LARGE SIZE

In cases where the corporate logo is smaller than the minimum size of 1 inch (e.g. promotional items such as lanyards, pens and so forth) or extra large applications (e.g. signage), the version with the words "Ontario Institute for Cancer Research" removed should be used.

The height of the O in OICR represents the minimum amount of space you will need to maintain around the signature

Minimum size (width) of corporate logo is 1 inch

1 inch

Corporate logo below the 1 inch minimum size with the words "Ontario Institute for Cancer Research" removed

0.75 inch

IMPROPER
USE OF
THE LOGO

Improper use of our corporate logo dilutes our brand promise and confuses our audiences. Always reproduce the logo from approved digital artwork only.

DO NOT use drop shadows or other effects

DO NOT alter the colour of the logo

DO NOT enclose the logo in a border or shape

DO NOT rotate, stretch, skew or condense the logo

DO NOT separate or deconstruct the logo

DO NOT apply the logo on a busy background

CORPORATE LOGO
WITH TAGLINE

This is the primary expression of the OICR corporate logo with tagline and should be used in applications where the logo is on its own and/or where there is no opportunity to convey OICR's key messages in surrounding material. Choosing this logo helps communicate the value that OICR delivers.

ALWAYS USE THE AUTHORIZED LOGO

The corporate logo with tagline should always be reproduced from digital artwork and must never be altered in any way. It should never be redrawn, scanned, copied or screen captured from another piece.

Corporate logo with tagline English version

Corporate logo with tagline French version

CORPORATE LOGO
WITH TAGLINE

Approved English one colour
applications.

One colour application

White reverse on black (not within a containing shape)

CORPORATE LOGO
WITH TAGLINE

Approved French one colour
applications.

One colour application

White reverse on black (not within a containing shape)

CORPORATE LOGO WITH TAGLINE APPLICATIONS

PROTECTED SPACE

Keeping an amount of protected space around our corporate logo with tagline preserves the integrity of the signature and clarity of presentation.

MINIMUM SIZE

The minimum size for reproduction of our corporate logo with tagline ensures legibility of the logo in all applications.

The height of the O in OICR represents the minimum amount of space you will need to maintain around the signature

Minimum size (width) of corporate logo with tagline is 1.75 inches

1.75 inches

CORPORATE
TAGLINE
APPLICATIONS

In cases where the corporate logo with tagline is smaller than the minimum size of 1.75 inches, the corporate tagline can be separated from the logo.

Collaborate. Translate. Change lives.

One colour application

Collaborate. Translate. Change lives.

White reverse on black (not within a containing shape)

Collaborate. Translate. Change lives.

White reverse on green (not within a containing shape)

CORPORATE SUB-BRAND APPLICATIONS

The sub-brand applications should display the OICR logo prominently on their website along with words expressing OICR's participation in the sub-brand. Example: "A program of", or "Partially funded by".
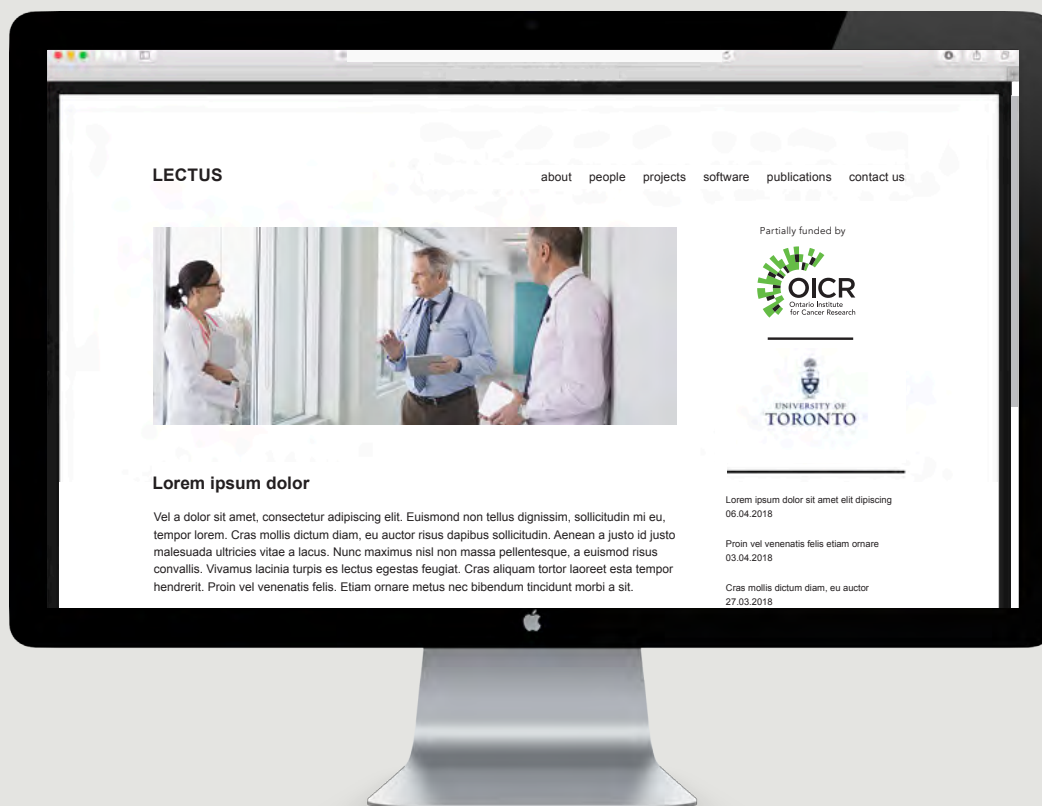
Corporate tagline not required for sub-brand applications.

Contact the Communications Team for the appropriate sub-brand logo.

A program of

Partially funded by

PRIMARY
CORPORATE
COLOURS

The primary corporate colours for OICR are PMS 3501 and Process Black.

PMS 3501 C

CMYK	RGB	HEX/HTML
C 64	R 101	65bc45
M 0	G 188	
Y 100	B 69	
K 0		

Process Black C

CMYK	RGB	HEX/HTML
C 0	R 0	000000
M 0	G 0	
Y 0	B 0	
K 100		

SECONDARY
CORPORATE
COLOURS

The secondary corporate colour palette is available to complement the primary corporate colours.

PMS 630 C

CMYK	RGB	HEX/HTML
C 40	R 149	95d5d1
M 0	G 213	
Y 20	B 209	
K 0		

PMS 632 C

CMYK	RGB	HEX/HTML
C 85	R 0	0099ad
M 20	G 153	
Y 30	B 173	
K 0		

PMS 420 C

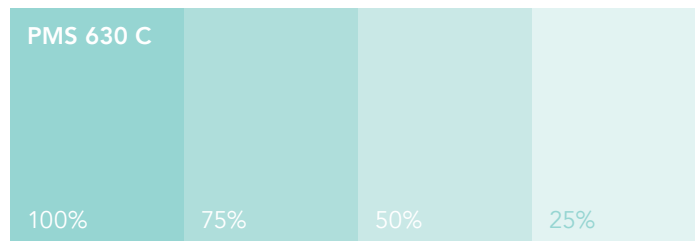| CMYK	RGB	HEX/HTML
C 0	R 199	c7c7c0
M 0	G 199	
Y 5	B 192	
K 25		

SECONDARY CORPORATE COLOUR TINTS

Colours from the secondary corporate colour palette can be used in incremental tints to extend the palette and to ensure type legibility. The permitted tints are in increments of 25%. Please avoid using any other tints.
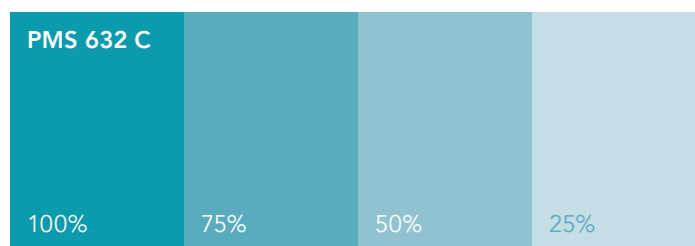
PMS 630 C

| 100% | 75% | 50% | 25% |

CMYK
C 40
M 0
Y 20
K 0

RGB
R 149
G 213
B 209

HEX/HTML
95d5d1

PMS 632 C

| 100% | 75% | 50% | 25% |

CMYK
C 85
M 20
Y 30
K 0

RGB
R 0
G 153
B 173

HEX/HTML
0099ad

PMS 420 C

| 100% | 75% | 50% | 25% |
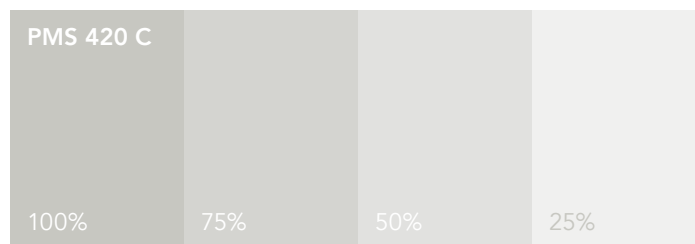
CMYK
C 0
M 0
Y 5
K 25

RGB
R 199
G 199
B 192

HEX/HTML
c7c7c0

TYPOGRAPHY

The typeface Avenir has been selected to represent our brand. It is representative of our brand promise and conveys a feeling of confidence and clarity to our audiences.

Avenir is a sans serif font and should be used on all printed marketing materials.

All weights are acceptable and should be used appropriately.

For internal documents and templates when Avenir is not available Arial is the acceptable substitute typeface.

Arial is the typeface for PowerPoint applications.

For web applications Montserrat is the acceptable typeface.

FOR PRINTED MARKETING MATERIALS

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

FOR INTERNAL DOCUMENTS AND TEMPLATES WHEN AVENIR IS NOT AVAILABLE AND FOR POWERPOINT APPLICATIONS

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

FOR WEB APPLICATIONS

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ACCESSING
MARKETING
ASSETS

To realize the value of the OICR brand is to take responsibility to nurture it and manage it at every touchpoint. You can be a brand champion by supporting the standards in the OICR Brand Standards Guide. We ask that you be accountable to uphold the integrity and credibility that comes with the OICR brand. Remember that while products have life cycles, brands outlive products. Realize the value of the OICR brand through your actions.

To seek guidance on brand expression for various initiatives, please contact the Communications Team.