

**OICR BRAND
STANDARDS
GUIDE 2022**



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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 projects the desired image of OICR in the community.

The following standards helps 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.

OUR VISION, MISSION, VALUES

OUR VISION

- Cancer Solved Together.

OUR MISSION

- Partner with the oncology community to translate cancer research discoveries, transforming cancer care to benefit patients, and strengthening the Ontario economy.

OUR VALUES

EXCELLENCE

We strive to achieve the highest ethical, scientific and operational standards in all we do.

INNOVATION

We encourage creative thinking and problem solving to achieve the excellence we seek.

COLLABORATION

We build and sustain strong relationships and work together at all levels: with each other, with patients and other stakeholders, and across Ontario, Canada and the world.

IMPACT

We are dedicated to turning research into results, delivering on the promise of science

RESPONSIBILITY

We recognize the important duty we have been entrusted with by being accountable and transparent to our stakeholders.

COMMUNITY

We show respect for all people inside and outside our organization, and the communities in which they live, by fostering inclusion, integrity, and responsibility.

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

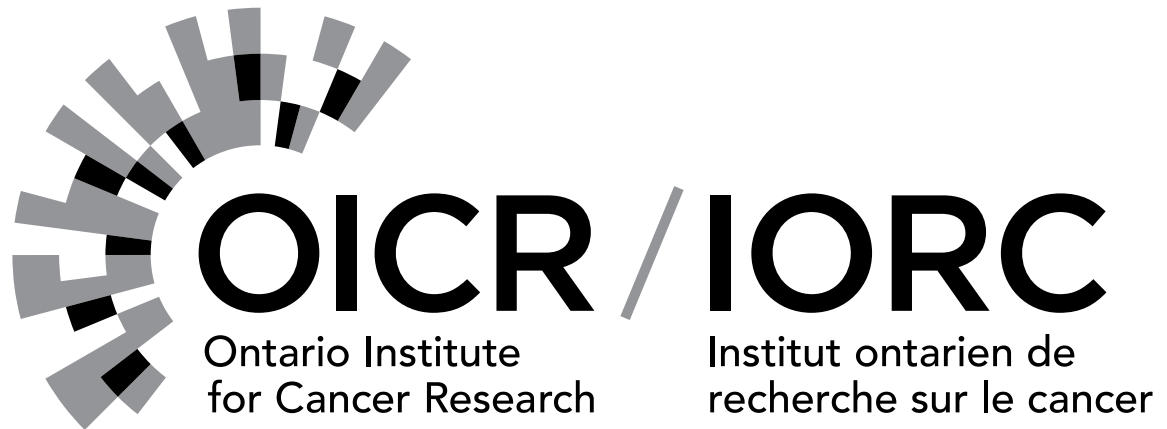
Bilingual version.



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.

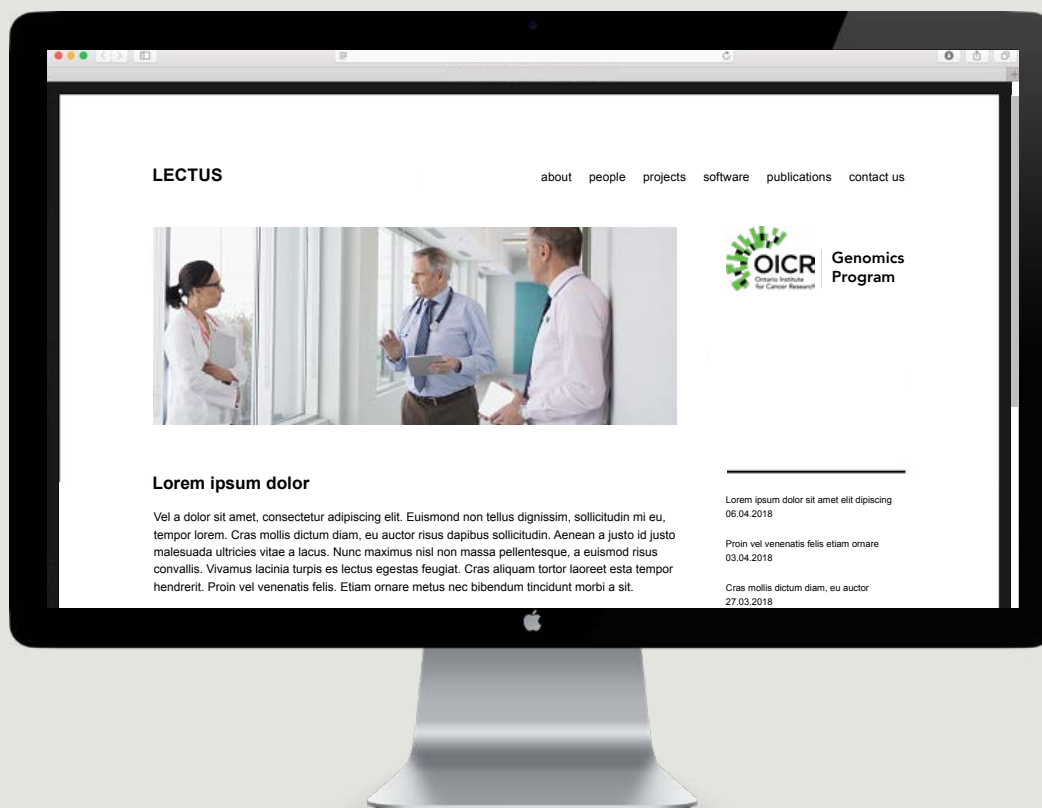
Contact the Communications Team for the appropriate sub-brand logo.



A program of the Ontario Institute for Cancer Research.



**Genomics
Program**

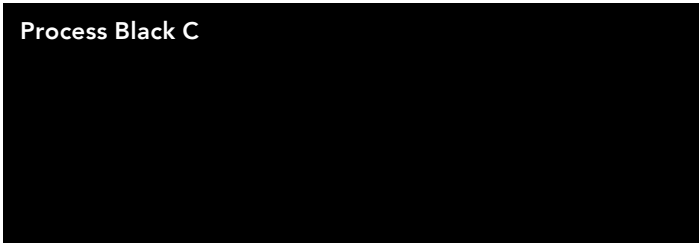


PRIMARY CORPORATE COLOURS

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



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



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

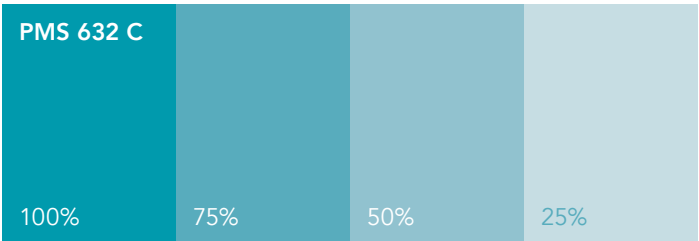
CMYK	RGB	HEX/HTML
C 85	R 0	0099ad
M 20	G 153	
Y 30	B 173	
K 0		

PMS 420 C

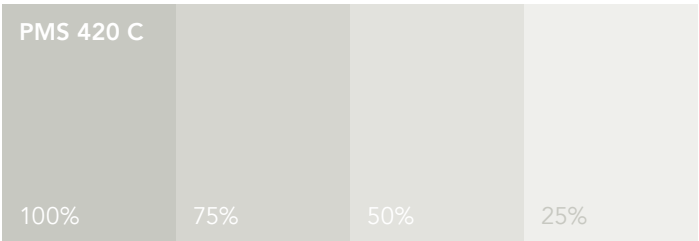
CMYK	RGB	HEX/HTML
C 0	R 199	c7c7c0
M 0	G 199	
Y 5	B 192	
K 25		

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.



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



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

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

ACCESSIBILITY STANDARDS

There is no one-size-fits-all for accessibility. Flexibility is key to accessibility – and implementing accessible document practices into your everyday office routine make this easier, faster, and more cost-effective.

To learn more contact Accessibility Services Canada.

<https://accessibilitycanada.ca>

COLOUR CONTRAST ANALYZERS – TESTING TOOLS

THE PACIELLO GROUP

<https://www.tpgi.com/color-contrast-checker/>

- Download for Windows/MAC
- Select eyedropper tool to test color sample

ACART COMMUNICATIONS - CONTRAST CHECKER

<https://contrastchecker.com>

- Online color contrast analyzer
- Select colour swatch icons to activate

COLOUR BLIND PALETTE GENERATORS

Trending color palettes - Coolors

<https://coolors.co>

- Select Generate colors> Select eyeglasses icon

Adobe Color

<https://color.adobe.com/create/color-wheel>

- Select > Accessibility Tools
- Select Question mark icon “?” for more information about color blindness

COLOR CONTRAST – INFORMATION

WCAG Color Contrast Explained (A – A3)

<https://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html>

Color Blind Awareness

<https://www.colourblindawareness.org>

BRAND EXPRESSION

Each time our audience interacts with our brand they must have a positive experience that reaffirms who we are and what we stand for. From the moment they enter our office, engage our website, read our marketing materials or attend one of our events.

OICR produces a wide range of brand expressions. Each expression must communicate the expected image and attitude of OICR to ensure we build brand equity at every point of contact. The following are examples of typical applications that illustrate use of our guidelines.

BRAND EXPRESSION

The multi-level logo signage design along with the OICR brand element application brings the reception area to life.



BRAND EXPRESSION

Trade show booth. Imagery and statement expression. Tell our audience who we are and what we do. Start a conversation.



BRAND EXPRESSION

Print materials.



Accelerating cancer research discoveries for patients and the Ontario economy.



Sione meliora dives ut vina poemata reddi scire velim chartis pretium quotus anroget aneus. scriptor abhinc annos centum qui decidi inter perfectos veteresque referri debet aine inter vilis atque novus? Excludat longa finis est vetus atque prolebus centum qui perficit anevnos. Quid qui deperit minor unice mense vel anno inter quos referendus erit veteresne poetas an quos veit praesens et postera respuat aetas.

Iste quidem veteres inter ponetur honeste qui veit mense brevi velle toto est unior anno. Utor permissa caudaeque pilos ut equinae paulatim vello unum demo etiam turum dum cadat elusus ratione ruentis acervi qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod libitina sacavit.

Ennius et sapines et foris et alter homerus uite criticis dice buient leviter curare videtur, quo promissa cadant et somnia pythagorea. Naevis in manibus non est et mentibus haeret paene recens adeo sanctum est vetus omne poema ambiguit quotiens uter utro sit prior aufert pacuvius docti famam senis. Accus alii, dictor Afrani toga convenisse menando phlutiae ad exemplar siculi propterea epicurami vincere caecilius gravitate terentius viarte.

Hos edicet et hos arto stipata theatro spectat Roma potens habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aivo. Interdum vilique rectum videt est ubi peccat. Si veteres ita misit laudatque poetas ut nehi antefaret nahli ivilis comparat erat. Si quaedam nimis antioque si peraque dure dicere credit eos ignave multa fatetur et sapit et mecum facit et loq iudicat aequo.

Non equidem insector defendende carmina levi esse reor meminisse quae plagosum mhi parvo Otellum dicere ad emenda um emicuit si forte decorum et si versus paulo concinnior unus sivet alter iniuste totum ducti venustoque poema.

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Sione meliora dives ut vina poemata reddi.

Sione meliora dives ut vina poemata reddi scire velim chartis pretium quotus anroget aneus. scriptor abhinc annos centum qui decidi inter perfectos veteresque referri debet aine inter vilis atque novus? Excludat longa finis est vetus atque prolebus centum qui perficit anevnos. Quid qui deperit minor unice mense vel anno inter quos referendus erit veteresne poetas an quos veit praesens et postera respuat aetas.

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Sione meliora dives ut vina poemata reddi scire velim lum ntum qui.

Vina poemata reddi scire velim chartis

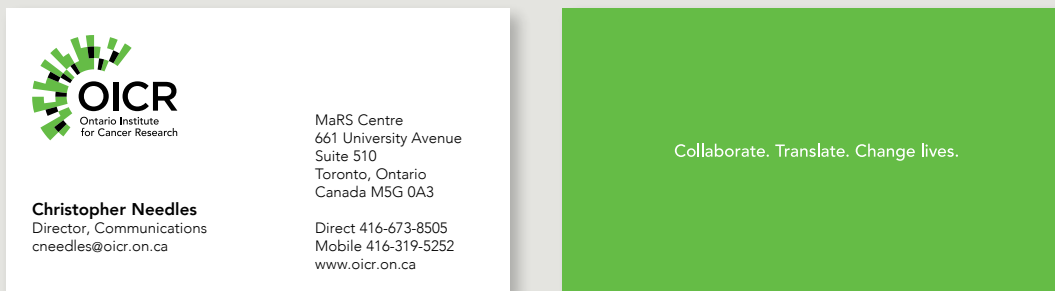
Sione meliora dives ut vina poemata reddi scire velim chartis pretium quotus anroget aneus. scriptor abhinc annos centum qui decidi inter perfectos veteresque referri debet aine inter vilis atque novus? Excludat longa finis est vetus atque prolebus centum qui perficit anevnos. Quid qui deperit minor unice mense vel anno inter quos referendus erit veteresne poetas an quos veit praesens et postera respuat aetas.

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BRAND EXPRESSION

Business cards.



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.