

CANCER RESEARCH UK OXFORD CENTRE

BRAND GUIDELINES FOR RESEARCHERS



CANCER
RESEARCH
UK

OXFORD
CENTRE

Together we will beat cancer

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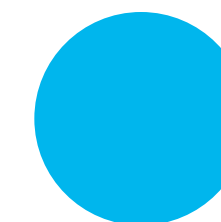
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01 INTRODUCTION



THIS IS A GUIDE TO ALL THE ELEMENTS THAT MAKE UP OUR BRAND.

We are proud of the research we fund. We work with the world's best scientists and equip you to tackle the biggest problems in cancer.

Our brand is built on key elements that make it easier for audiences to recognise who we are and what we do. These elements form a bond that link together all of our activities, making our brand stronger, driving growth and increasing our impact.

Our brand guidelines for researchers help you to create communications that are fresh, compelling and relevant to a research audience.

When everyone in the Cancer Research UK community is using these elements, the whole is greater than the sum of our parts, and we are better able to attract world-leading scientists, engage research organisations to partner with us, and showcase the impact of our life-saving research.

[Use the links at the top and in the pages to take you straight to the section you need.](#)

If you have any queries, please contact the Research Brand and Communications team:

researchercomments@cancer.org.uk

OUR IDENTITY

Our brand is built on these key elements that are used across everything we do. These make it easier for audiences to recognise who we are and what we do. They form a visual glue that bonds together all of our activities, making our brand stronger and driving our growth.

Our centres and institutes should use their logo, as well as CRUK colours and CRUK font throughout all collateral, as defined in these guidelines, in line with our brand identity.

CRUK OXFORD CENTRE LOGO



OUR COLOURS



OUR TYPOGRAPHY

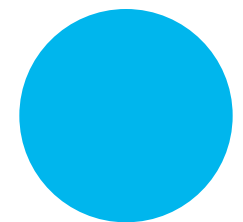
Museo Sans Rounded

Abcde
fghijklm
nopqrstu
vwxyz

OUR ENDLINE

Together we will beat cancer
Gyda'n gilydd, wnawn guro canser

02 LOGO



CRUK OXFORD CENTRE LOGO

Your logo is made up of the main CRUK logo on the left, separated from your name on the right (in dark blue capital letters, Museo Sans Rounded 100) by a vertical line.

In communications, CRUK should always be named in reference to the centre, as in 'The Cancer Research UK Oxford Centre'. In longer documents you can use 'CRUK' after the first mention of 'Cancer Research UK'.

There are two variations of your logo. The full colour logo is your primary logo. Communication with white backgrounds should always use the full colour version. The white version of the logo is only used on applications with coloured backgrounds.

CLEAR SPACE

It's important that an area of clear space is left around the logo. We recommend leaving a minimum of the height of the letter 'C' in 'Cancer'. This area should be kept free of any other graphic elements — including photography, logos, text, shapes and illustrations.

MINIMUM SIZE

Please don't use your logo at sizes below 30mm or 150px in width.

DIGITAL

Recommended sizes are as follows:

Desktop: 210 x 80px only
Emails: 168 x 64px only (20% smaller)
Mobile: 105 x 40px only*

For the desktop size of logo for instance, clear space relates to 14px of spacing required around our logo.

- * Half of desktop sizes and also for sharpness on HiDPI/Retina shapes such as iPhone 4+
- * Please ensure only the RGB versions of the logo are used in digital.

Full colour logo — for use on white and light backgrounds



White out — for use on darker backgrounds



Clear space



SIGNPOSTING LOGO

In addition to your Centre logo, you have the option to develop a secondary logo, known as Signposting logo, for the names of initiatives and programmes.

The Signposting logo is used for two main reasons:

- To reduce the headline wordcount
- To boost awareness for a specific programme or initiative.

But not for:

- Internal department names that don't have meaning externally as there shouldn't be a separate logo for these
- Generic terms for mass audiences e.g. 'microscopy'
- Housing a call to action, hashtag, web address, etc.

CANCER RESEARCH UK is in Museo Sans Rounded 500 and the product name is in Museo Sans Rounded 300.

Minimum sizes and clear space are the same as for the Masterbrand logo.

If you develop Signposting logos, please refer to the Research Brand and Communications team for approval and sign-off:

researchercomments@cancer.org.uk

One line – recommended



Two lines



White out version



WHAT NOT TO DO

Please make sure your logo isn't altered in any way.

Do not stretch the logo out of proportion



Do not change the colours



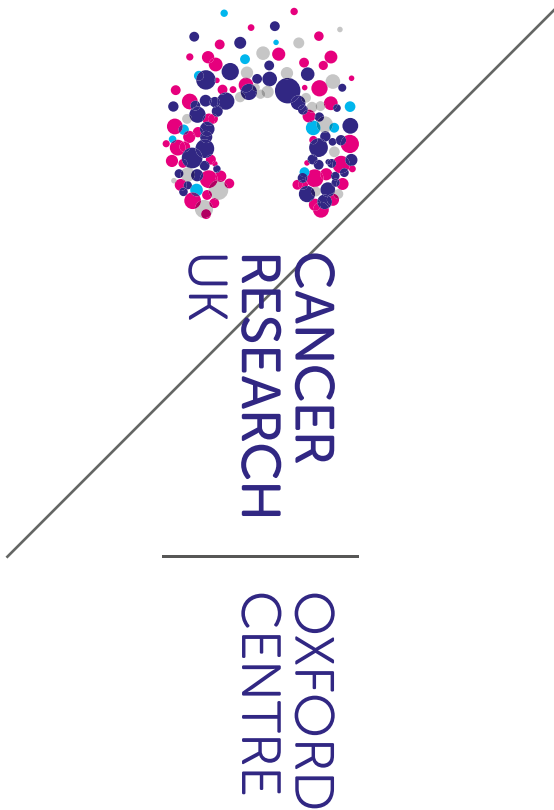
Do not place any element closer than the minimum space



Do not increase the text size



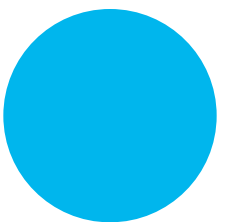
Do not change orientation



Do not change the positioning of the text



03 ENDLINE



Our endline sums up our purpose as an organisation. Our purpose should be evident on everything that we do, and so our endline should be used when possible.

If the end line cannot be used as a branding element, it should be placed within appropriate CRUK-specific copy (ie. introductory copy).

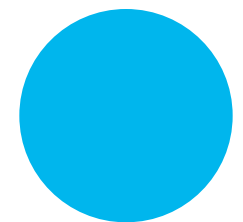
Our endline should be :

- Written in Museo Rounded 500
- Sentence case
- On a single line
- In a single colour
- Placed in a prominent position

Together we will beat cancer

Gyda'n gilydd, wnawn guro canser

04 COLOUR



OUR COLOURS – PRINT

There are five colours in our colour palette: White, Magenta, Light Blue, Dark Blue and Grey. White and Dark Blue can be used as background colours. Grey can be used as a background colour for inside spreads. Magenta and Light Blue can be used as accents in typography and dots. The colours don't have to be in equal proportion. There can be one dominant primary colour with the other colours used as accents.

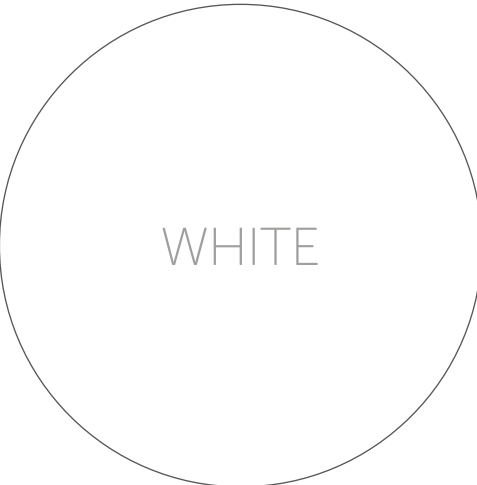
USING BLACK

Black is reserved for body copy only. A 80% tint of black can be used. Please don't use black for large expanses of colour.

TINTS

We don't use any tints of our colours.

Primary colour palette



C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex #ffffff



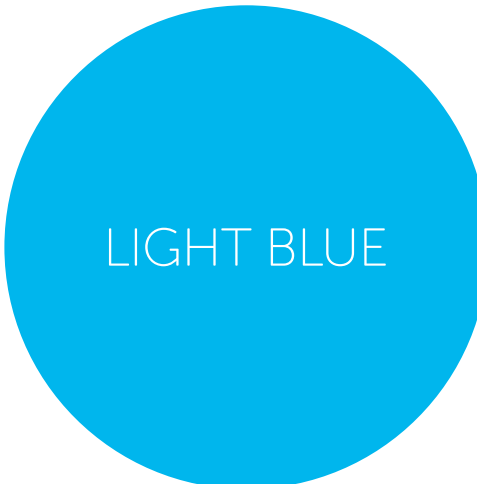
PMS: 2735
C:100 M:100 Y:0 K:0
R:46 G:0 B:139
Hex #2e008b



PMS: Cool Grey 6
C:0 M:0 Y:0 K:50
R:167 G:168 B:170
Hex #a7a8aa

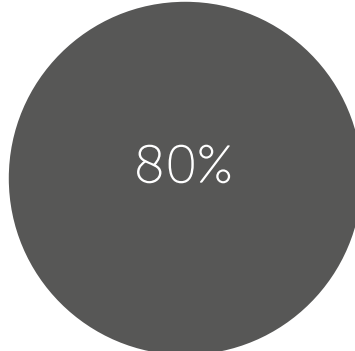


PMS: Process magenta
C:0 M:100 Y:0 K:0
R:236 G:0 B:140
Hex #ec008c



PMS: 306
C:75 M:0 Y:0 K:0
R:0 G:182 B:237
Hex #00b6ed

Body copy



C:0 M:0 Y:0 K:80
R:88 G:89 B:91
Hex #58595b

OUR COLOURS – DIGITAL

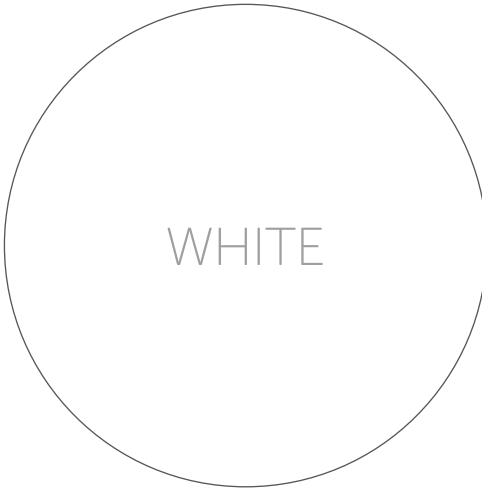


The colour values used in digital formats are taken from our print brand guidelines and adjusted for web use, ensuring AA colour compliance for accessibility.

Magenta should be used for calls to action. The secondary colours should not be used with white for typography. The light blue should be used for decorative purposes only.

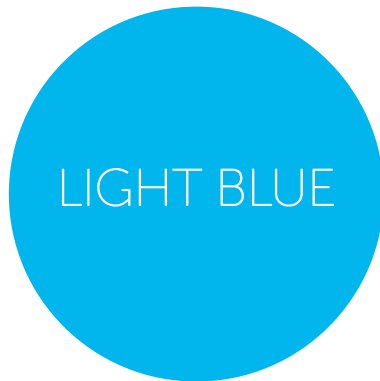
COLOUR RATIO

White is the main colour with the other colours acting as ingredient colours.

Primary colour palette

 <p>WHITE</p> <p>R:255 G:255 B:255 Hex #ffffff</p>	 <p>DARK BLUE</p> <p>R:46 G:0 B:139 Hex #2e008b</p>	 <p>GREY</p> <p>R:200 G:201 B:199 Hex #c8c9c7</p>
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Secondary colour palette

 <p>LIGHT BLUE</p> <p>R:0 G:182 B:237 Hex #00b6ed Only AA colour compliant at 18pt+</p>	 <p>MAGENTA</p> <p>R:236 G:0 B:140 Hex #ec008c</p>	 <p>DARK GREY</p> <p>R:102 G:102 B:102 Hex #666666</p>	 <p>LIGHT GREY</p> <p>R:227 G:227 B:227 Hex #e3e3e3</p>
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DIGITAL COLOURS DOS & DON'TS

None of the following combinations are colour compliant and should never be used.

COLOUR USAGE

The following examples show how our colours should and shouldn't be used with text online to ensure accessibility. Tints of branded colours, shown in the last square of magenta at 50% opacity, should never be used.

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Introduction

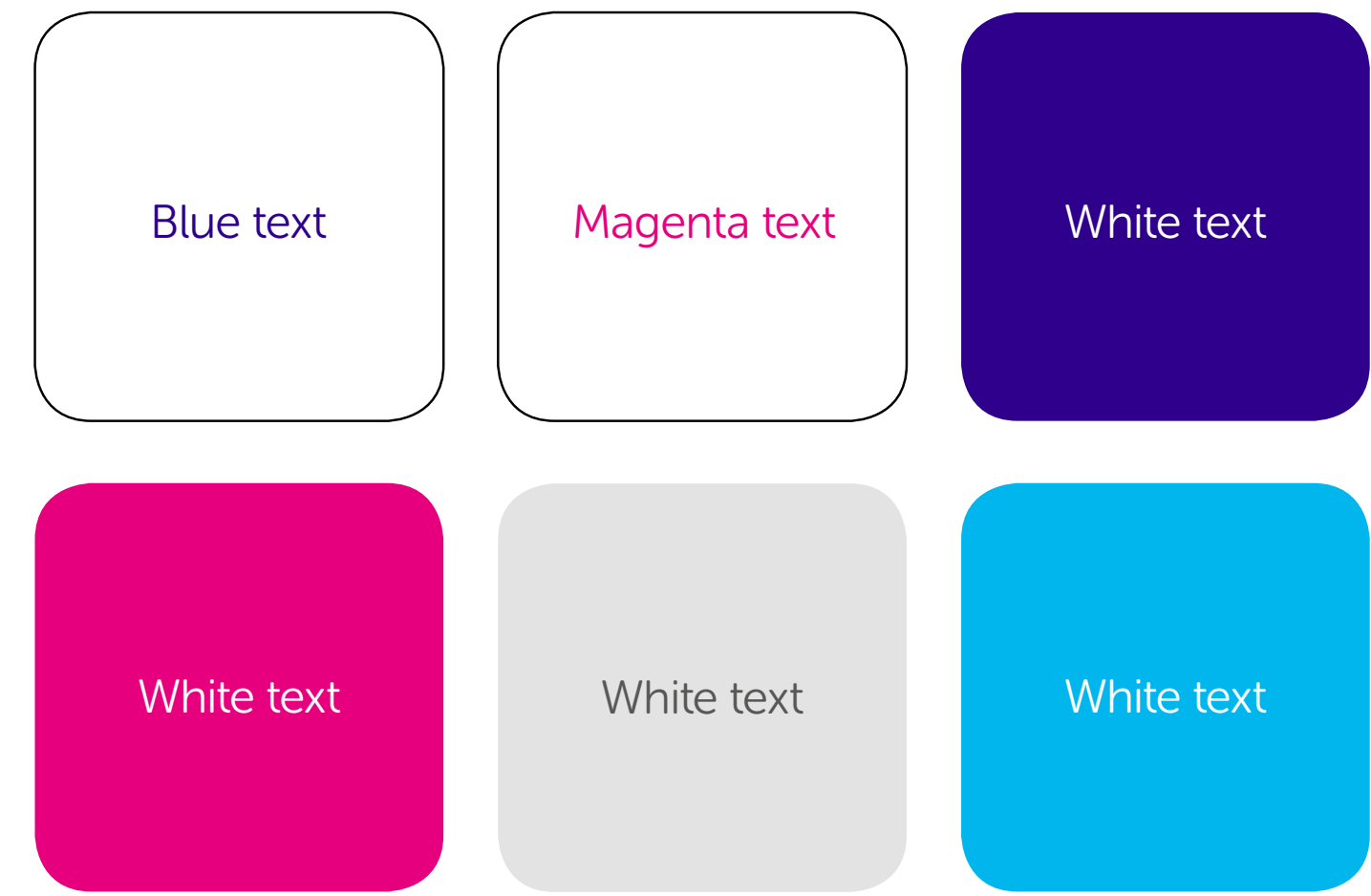
Logo

Endline

Colour

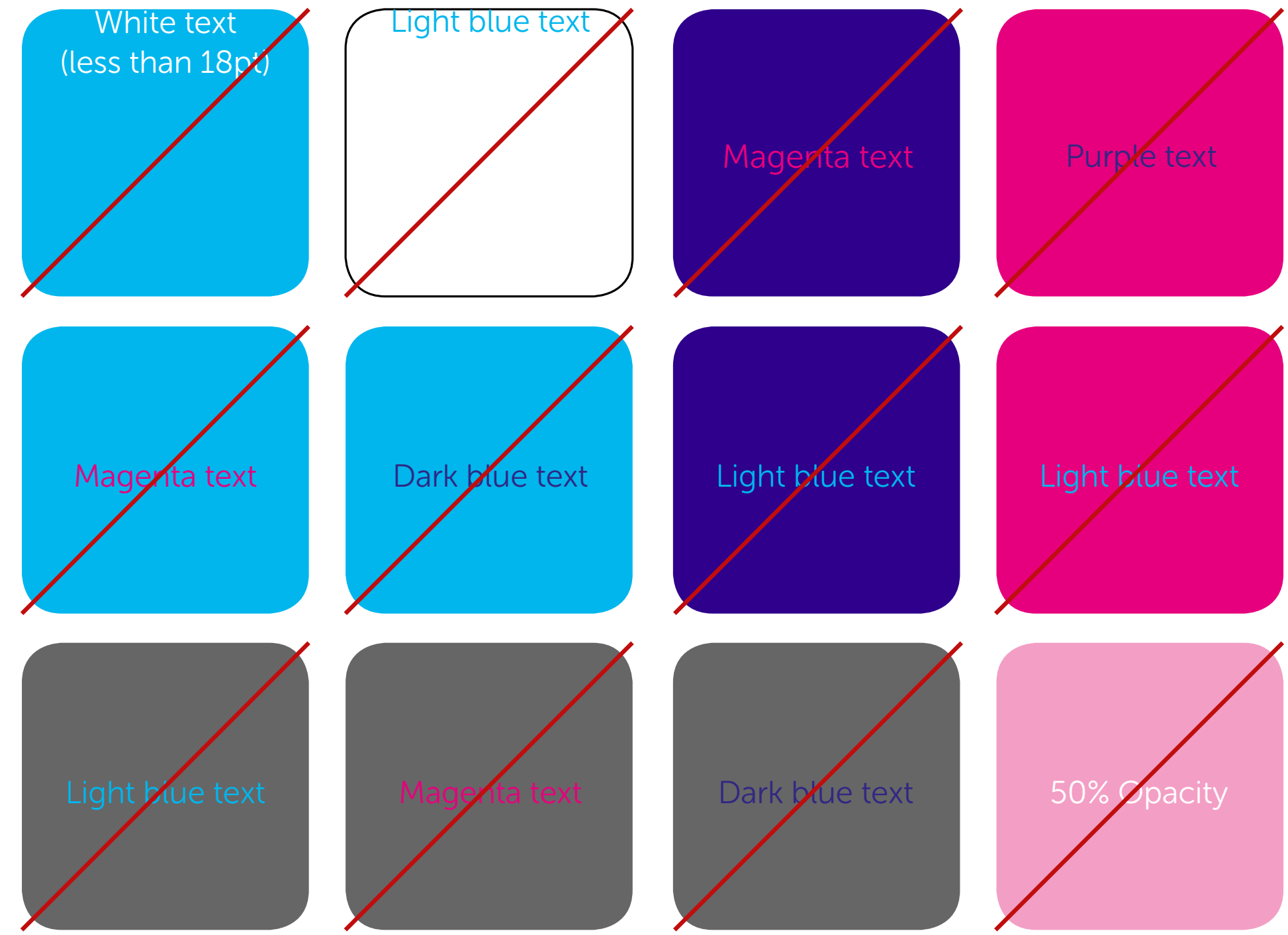
Typography

Acceptable text colour combinations

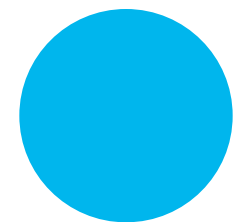


Only AA colour compliant at 18pt+

Illegible text colour combinations



05 TYPOGRAPHY



When creating materials please use one of the following fonts: Calibri, Arial, Museo Sans Rounded.

WINDOWS TYPEFACE

For Microsoft Office documents using software such as Word, Powerpoint or Excel we use the font Calibri.

Your Powerpoint template (supplied) is in Calibri.

HEADLINES

Use Calibri Light in ALL CAPS and aligned to the left.

SUB-HEADINGS

Use sub-heading in sentence case and these can be used in another colour from our colour palette to create contrast.

BODY COPY

For longer passages of text we use Calibri Regular set in a 80% tint of black.

PULL-OUTS

When we need to draw attention to important text we can use Calibri Light at a larger type size and in another colour from our palette for maximum stand out.

For Powerpoint, Word & Excel

CALIBRI

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans Rounded is our typeface for printed materials.

HEADLINES

Use Museo Sans Rounded 100 in ALL CAPS, tightly spaced and centred. Leading should be approximately 95% of the type size. Kerning setting should be set to 'Optical' – or 'Auto' (Adobe Illustrator™) – and a Tracking of -5. Word spacing should be set to 80 80 80 in the Justification panel. They should always be in Dark Blue or White.

SUB-HEADINGS

Sub-headings as above but Museo Sans Rounded 300 and left-aligned.

BODY COPY

For longer passages of text we use Museo Sans Rounded 300 (or 500 if elements need to be bolded), to increase legibility across all applications, particularly in print, set in a 80% tint of black. Kerning setting should be set to 'Optical' – or 'Auto' (Adobe Illustrator™) – and a Tracking of 0. Word spacing should be set to 80 80 80 in the Justification panel.

PULL-OUTS

When we need to draw attention to important text we can use Museo Sans Rounded 100 at a larger type size and in another colour from our palette for maximum stand out.

For printed materials

MUSEO SANS ROUNDED
IS OUR BRAND TYPEFACE

Museo Sans Rounded 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans Rounded 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tight Leading (Space between lines)

TIGHT
LEADING

Leading is always set at 95% of type size

Museo Sans Rounded is our typeface for headlines and sub-headings. Arial is our font for body copy and also our first back-up if Museo fails to load.

We use Museo Sans Rounded 100 in ALL CAPS for any promotional large-format visuals across the site.

DESKTOP & TABLET

20 px appearance above and below

H1 – Museo Sans Rounded 28px / 28px line height
(font-size 2em / line-height 1em)

H2 – Museo Sans Rounded 21px / 23px line height
(font-size 1.5em / line-height 1.1em)

H3 – Museo Sans Rounded 16px / 18px line height
(font-size 1.143em / line-height 1.125em)

MOBILE

20 px appearance above and below

H1 – Museo Sans Rounded 24px / 26px line height
(font-size 1.714em / line-height 1.08em)

H2 – Museo Sans Rounded 21px / 23px line height
(font-size 1.5em / line-height 1.1em)

H3 – Museo Sans Rounded 16px / 18px line height
(font-size 1.143em / line-height 1.125em)

Headlines and sub-headings

MUSEO
SANS
ROUNDED

Body copy

ARIAL

Body copy is always Arial 14px across all formats