ABOUT OUR BRAND

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 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.

**OUR IDENTITY**

CRUK OXFORD CENTRE LOGO

**OUR COLOURS**

- **White**
- **Dark Blue**
- **Grey**
- **Magenta**
- **Light Blue**

**OUR TYPOGRAPHY**

Museo Sans Rounded

A b c d e f g h i j k l m n o p q r s t u v w x y z

**OUR ENDLINE**

Together we will beat cancer

Gyda’n gilydd, wnawn guro canser
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

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.

White out — for use on darker backgrounds

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.
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
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
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 (i.e. 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
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.

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**OUR COLOURS – PRINT**

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**Primary colour palette**

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

- **MAGENTA**
  - C:0 M:0 Y:0 K:80
  - R:236 G:0 B:140
  - Hex #ec008c

- **LIGHT BLUE**
  - C:0 M:0 Y:0 K:0
  - R:46 G:0 B:139
  - Hex #2e008b

- **GREY**
  - C:0 M:0 Y:0 K:50
  - R:167 G:168 B:170
  - Hex #a7a8aa

- **DARK BLUE**
  - C:0 M:100 Y:0 K:0
  - R:236 G:0 B:140
  - Hex #ec008c

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**Body copy**

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

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**PMS: 306**

C:75 M:0 Y:0 K:0
R:236 G:0 B:140
Hex #ec008c
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**
- **WHITE**
  - R:255 G:255 B:255
  - Hex: #ffffff
- **DARK BLUE**
  - R:46 G:0 B:139
  - Hex: #2e008b
- **GREY**
  - R:200 G:201 B:199
  - Hex: #c8c9c7

**Secondary colour palette**
- **LIGHT BLUE**
  - R:0 G:182 B:237
  - Hex: #00b6ed
  - Only AA colour compliant at 18pt+
- **MAGENTA**
  - R:236 G:0 B:140
  - Hex: #ec008c
- **DARK GREY**
  - R:102 G:102 B:102
  - Hex: #666666
- **LIGHT GREY**
  - R:227 G:227 B:227
  - Hex: #e3e3e3
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.

**Acceptable text colour combinations**
- Blue text
- Magenta text
- White text
- White text
- White text

**Illegible text colour combinations**
- White text (less than 18pt)
- Light blue text
- Magenta text
- Purple text

Only AA colour compliant at 18pt+
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.
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.
DIGITAL TYPEFACE

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