

Massey identity manual



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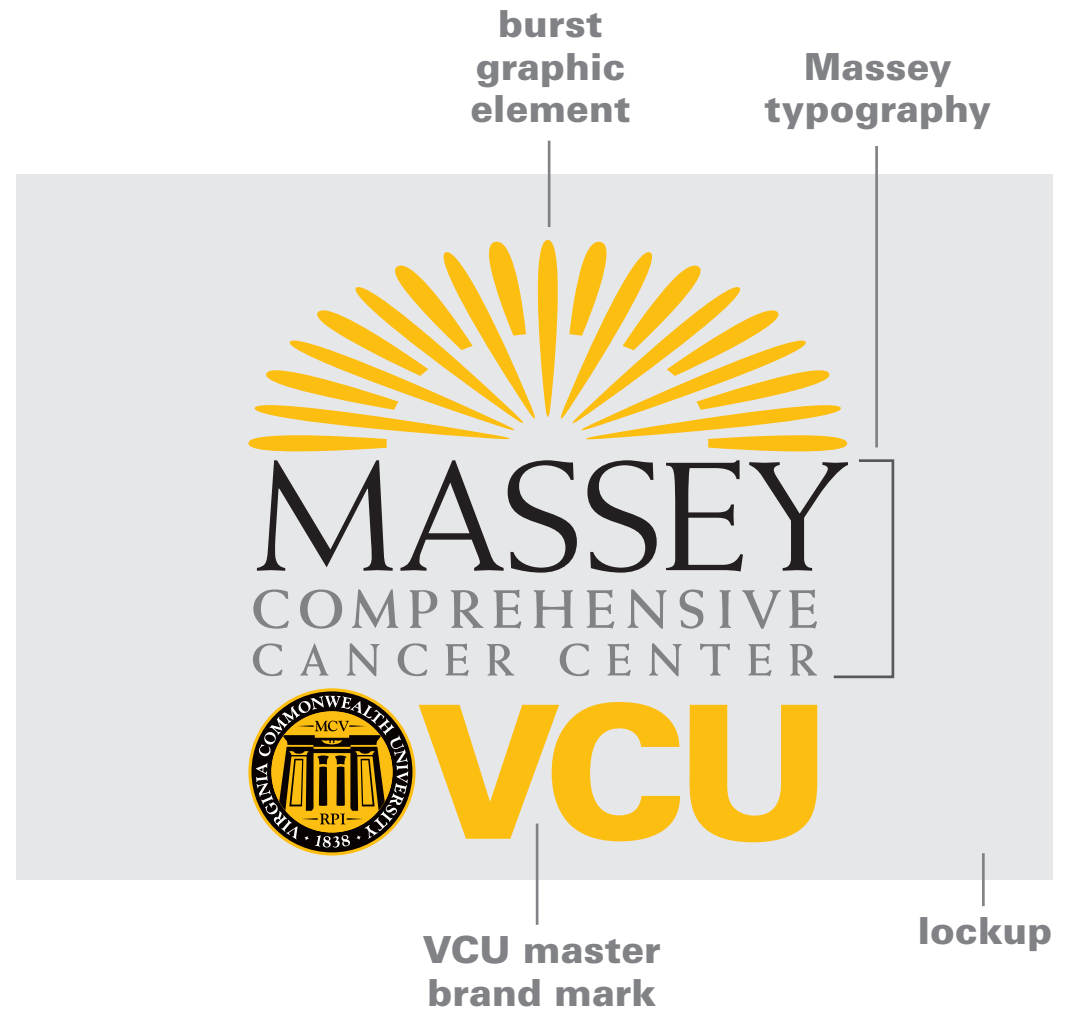
VCU Massey Comprehensive Cancer Center identity manual

Massey identity mark

Massey identity mark

Massey identity mark elements

- The Massey identity mark includes the burst, the Massey typography and the VCU master brand mark.
- The lockup is the area containing the Massey identity mark and it cannot be altered or manipulated.



Massey identity mark

Massey identity mark – vertical

- Primary identity mark for Massey.
- Includes the burst, the Massey typography and the VCU master brand mark.
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.).

Massey identity mark – horizontal

- Includes the burst, the Massey typography and the VCU master brand mark.
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.) when space does not allow for the vertical identity mark to be used.



Massey identity mark

Unacceptable marks

The Massey identity mark lockup may not be altered or manipulated in any way.



Do not use unapproved color combinations.



Do not resize individual elements.



Do not use low-quality graphic.



Do not use incomplete marks.



Do not distort.



Do not alter or manipulate the seal.



VIRGINIA COMMONWEALTH UNIVERSITY

Do not add unit names outside of the brand architecture.

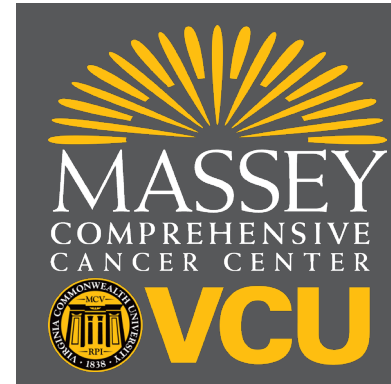
Massey identity mark

Logo color in use

- The folder contains primary (vertical) and secondary (horizontal) logos versions in .png and .eps file formats. Use the custom files for all appropriate applications.
- The vertical version is preferred and should be used whenever possible. The horizontal version is intended to fit narrow widths, or any space that would render the vertical version proportionally too small.



Vertical color (4c)



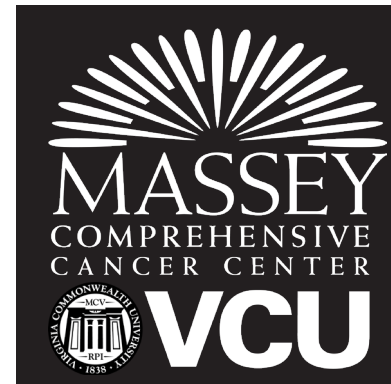
Vertical reverse (4c_rev)



Vertical on gold (vert_og)



Vertical black (k)



Vertical reverse (vert_rev)



Vertical reverse (vert_rev)



Horizontal color (4c)

Massey identity mark

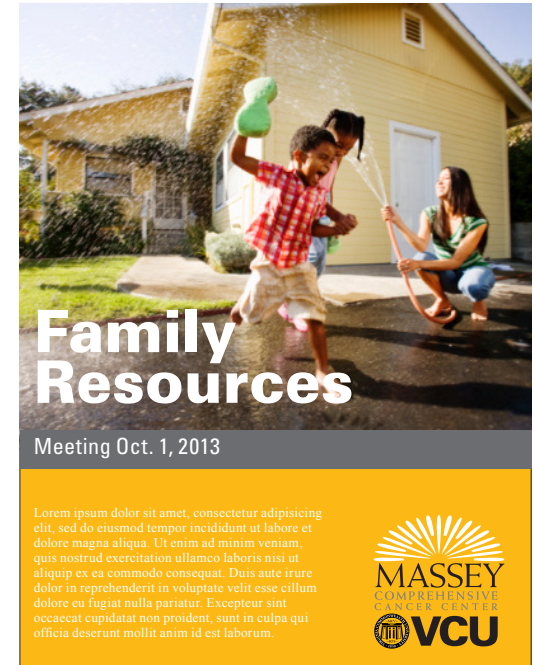
Sample marketing and collateral materials.



Folder



Web banner



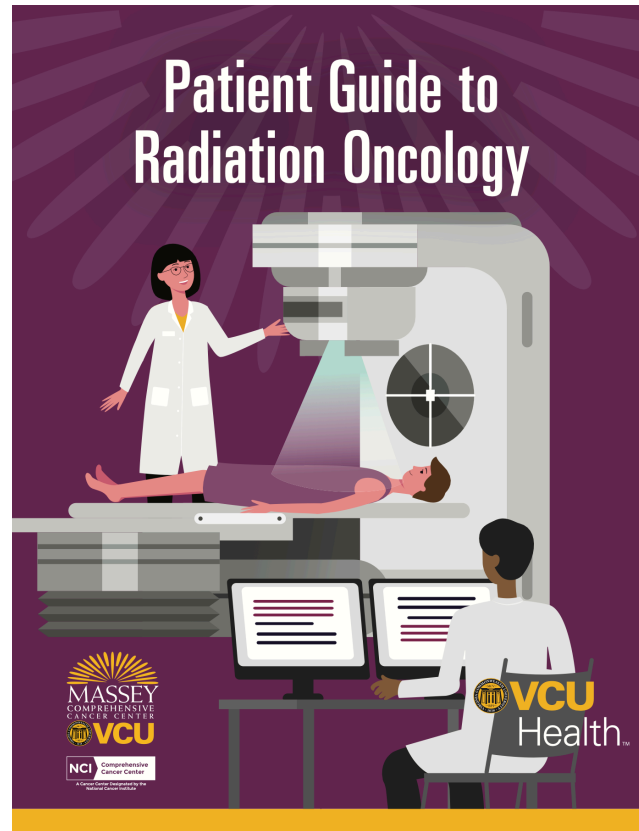
Poster



Newsletter

Massey identity mark

Sample co-branded marketing and collateral materials.



Collateral cover



Banner

Massey identity mark

Limited use

In certain situations, the Massey identity mark may be broken apart from the master brand mark to accommodate size, space and/or production restrictions or specifications. All elements must be used in conjunction with each other (the item must contain both the Massey identity mark and the VCU master brand mark) and the marks may not be altered or manipulated in any way.

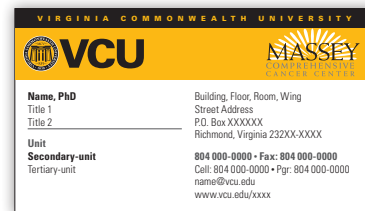
Request approval when using the identity mark in this way.

Note: Assets are not provided in this manner, cropping is used to achieve this.



*Massey identity mark may not be broken down further, and usage needs to follow the clear zone guidelines for the Massey identity mark and the VCU master brand mark.

Example of an approved use — business card



Example of an approved use — sample lanyard



Restricted-use identity marks

Restricted-use identity marks

Simple seal identity mark

- Includes the simple VCU master brand mark and the Massey identity mark.
- When the full seal will not reproduce properly due to size or production technique, the simple seal should be used.
- The simple seal should be used at a maximum .625" height (unless embroidered).
- The simple seal is not to be used on printed collateral or web (unless designing for responsive or mobile).
- Requires approval.

Word mark

- Used when the production process limits the use of the identity mark.
- Use only Univers 57 condensed.



VCU Massey Comprehensive Cancer Center

NCI badge

National Cancer Institute comprehensive designation

- The NCI badge is the only NCI identity elements approved for use and are reserved for use in the promotion, advocacy and/or education of Massey activities.
- As the NCI cancer center logos were designed by NCI, please do not make any modifications to the logo, tagline font, or tagline language.

Logo color in use

- The Massey logo should be displayed above or before the NCI badge.
- For use of the NCI logo and Massey logo in graphical elements, contact the Massey Office of Public Relations and Marketing Communications for further assistance.

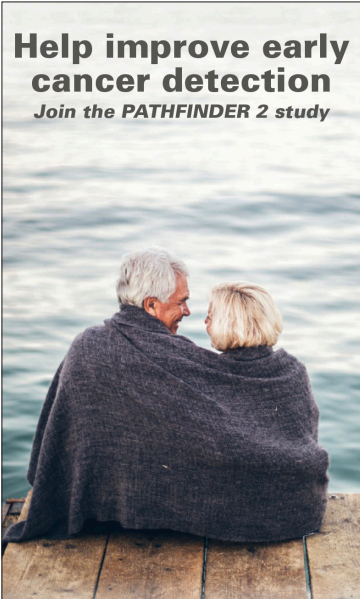



A Cancer Center Designated by the National Cancer Institute



Help improve early cancer detection

Join the **PATHFINDER 2 study**





Scan the QR for more information and to find out if you are eligible to participate

Scan here

Join the **PATHFINDER 2 study**


What is the PATHFINDER 2 study?
Too often, cancer goes undetected until it is at an advanced stage. Thinking about the possibility of having cancer can feel overwhelming, but taking steps to find cancer early can help you feel more in control of your health. The PATHFINDER 2 study will evaluate the performance of a multi-cancer early detection test, called Galleri, that can detect many types of cancer through a simple blood draw. This test is being studied and is not approved or cleared by the Food and Drug Administration. It is not meant to replace the cancer screening tests your healthcare provider may recommend, such as colonoscopy or mammography.

What does participation involve?


- Read and sign an informed consent form that fully explains the study
- Provide your medical history and allow access to your medical records
- Have a blood sample (40 mL) drawn by a trained practitioner
- Complete questionnaire(s) at different time intervals

Who can participate in the PATHFINDER 2 Study?
The PATHFINDER 2 study is currently open to individuals aged 50 years or older who meet eligibility criteria and receive care at participating health systems. Participants in previous or ongoing GRAIL sponsored studies are not eligible to participate in the PATHFINDER2 Study.


Learn more at masseycancercenter.org/pathfinder2



SCAN ME



NCI Comprehensive Cancer Center
A Cancer Center Designated by the National Cancer Institute



NCI Comprehensive Cancer Center
A Cancer Center Designated by the National Cancer Institute

Color

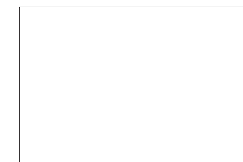
Color

Primary color palette

The primary colors for Massey are VCU gold, VCU gray, white and black.



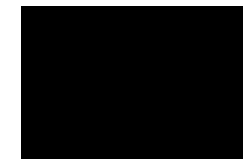
VCU Gold
PMS 130C and 109U
CMYK 0 / 30 / 100 / 0
RGB 255 / 186 / 0
HTML #FFBA00



White
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HTML #FFFFFF



VCU Gray
PMS Cool Gray 10 C
CMYK 62 / 53 / 48 / 19
RGB 99 / 101 / 106
HTML #63656A



Black
PMS Black
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HTML #000000

Color

Secondary color palette

This secondary color palette provides an aid to designing print and Web communications that reflect Massey's brand in tone and style through consistent use of color. Designing effective marketing communications benefits from a flexible and sophisticated use of color harmony and contrast that works in conjunction with Massey's primary color palette. It is recommended to limit the use of secondary color to two or three options.

This secondary color palette is intended to complement the primary color palette for Massey and should not be used in place of official university colors.



Dark Teal
PMS 7719C
CMYK 100 / 30 / 60 / 20
RGB 0 / 108 / 104
HTML #006C68



Light Teal
PMS 2232C
CMYK 60 / 12 / 30 / 0
RGB 108 / 175 / 180
HTML #6CAFB4



Dark Purple
PMS 7652C
CMYK 2 / 92 / 0 / 50
RGB 97 / 39 / 81
HTML #612751



Light Purple
PMS 7654C
CMYK 37 / 58 / 18 / 0
RGB 165 / 119 / 155
HTML #A5779B



Dark Blue
PMS 2955C
CMYK 100 / 65 / 25 / 35
RGB 0 / 55 / 100
HTML #003764



Light Blue
PMS 645C
CMYK 55 / 23 / 8 / 0
RGB 124 / 160 / 197
HTML #7CA0C5



Cool Gray
PMS Cool Gray 6 C
CMYK 24 / 19 / 19 / 14
RGB 167 / 168 / 170
HTML #A7A8A7



Orange
PMS 152C
CMYK 0 / 66 / 100 / 0
RGB 229 / 114 / 0
HTML #E57200

Typography

Typography

The primary sans serif font family for Massey's marketing materials is **Univers**, which is used in the brand mark. If Univers is not available, **Arial** is an acceptable alternate.

The primary serif font family for Massey's marketing materials is **Weis**. If Weis is not available, **Garamond** is an acceptable alternate.

Primary sans serif

Univers 75 Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Univers 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternate sans serif

Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Primary serif

Weis Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Weis Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternate serif

Garamond Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

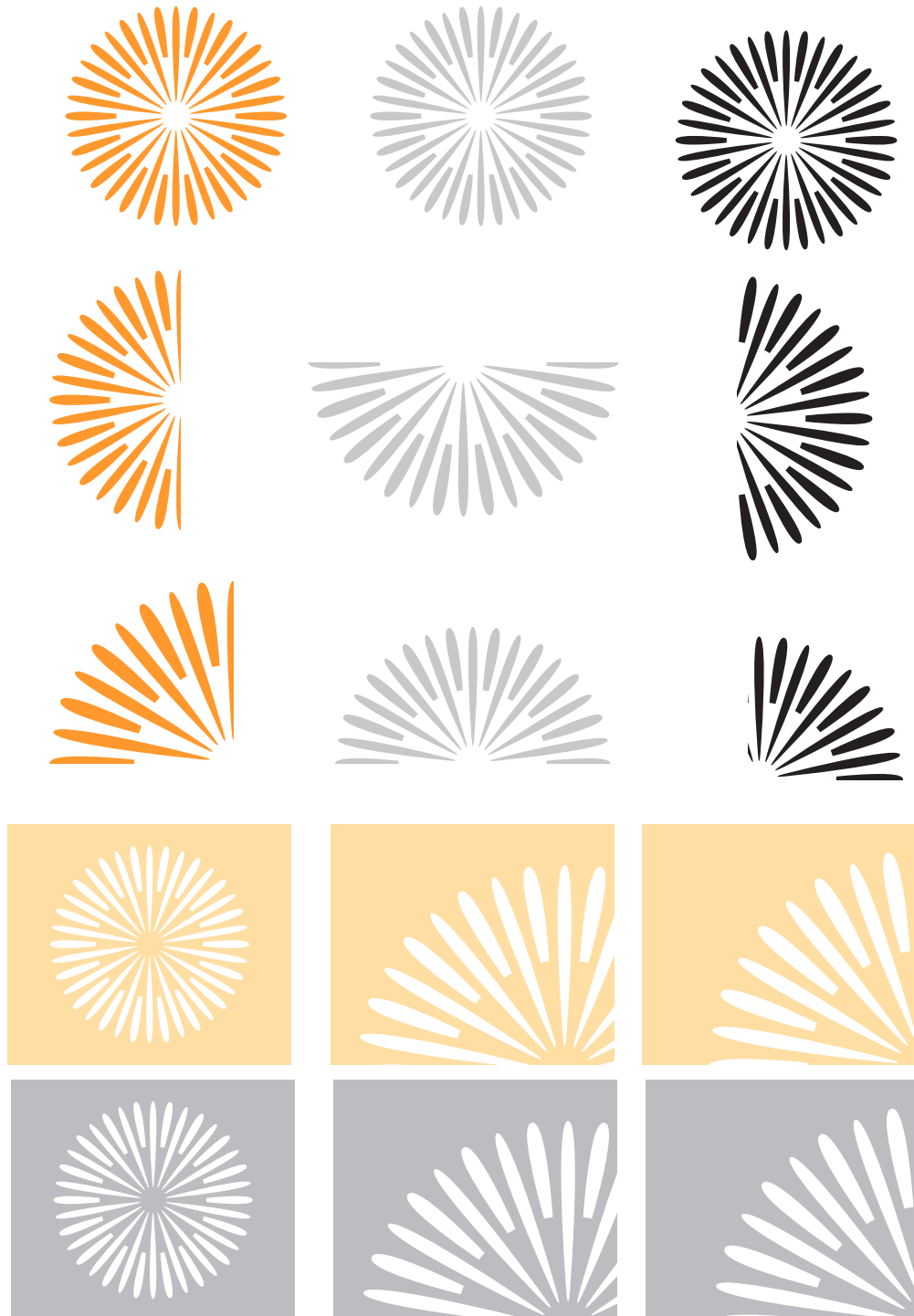
Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The burst

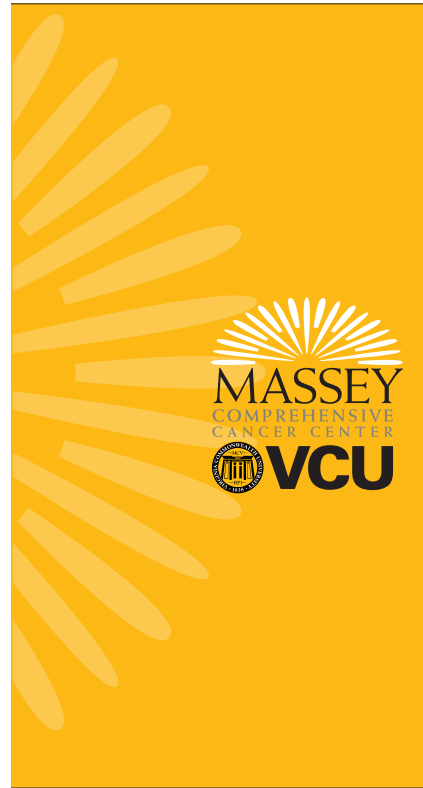
The burst

- Used on marketing materials as accents or flourishes to add a visual element.
- Must be used in conjunction with the Massey identity mark.
- Can be used in black, VCU gray, VCU gold or in reverse of VCU gray or VCU gold.
- Entire burst, half of the burst or a quarter of the burst can be used.
- Not intended to replace standard Massey identity mark.



The burst

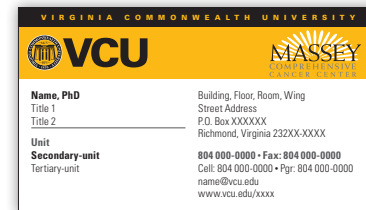
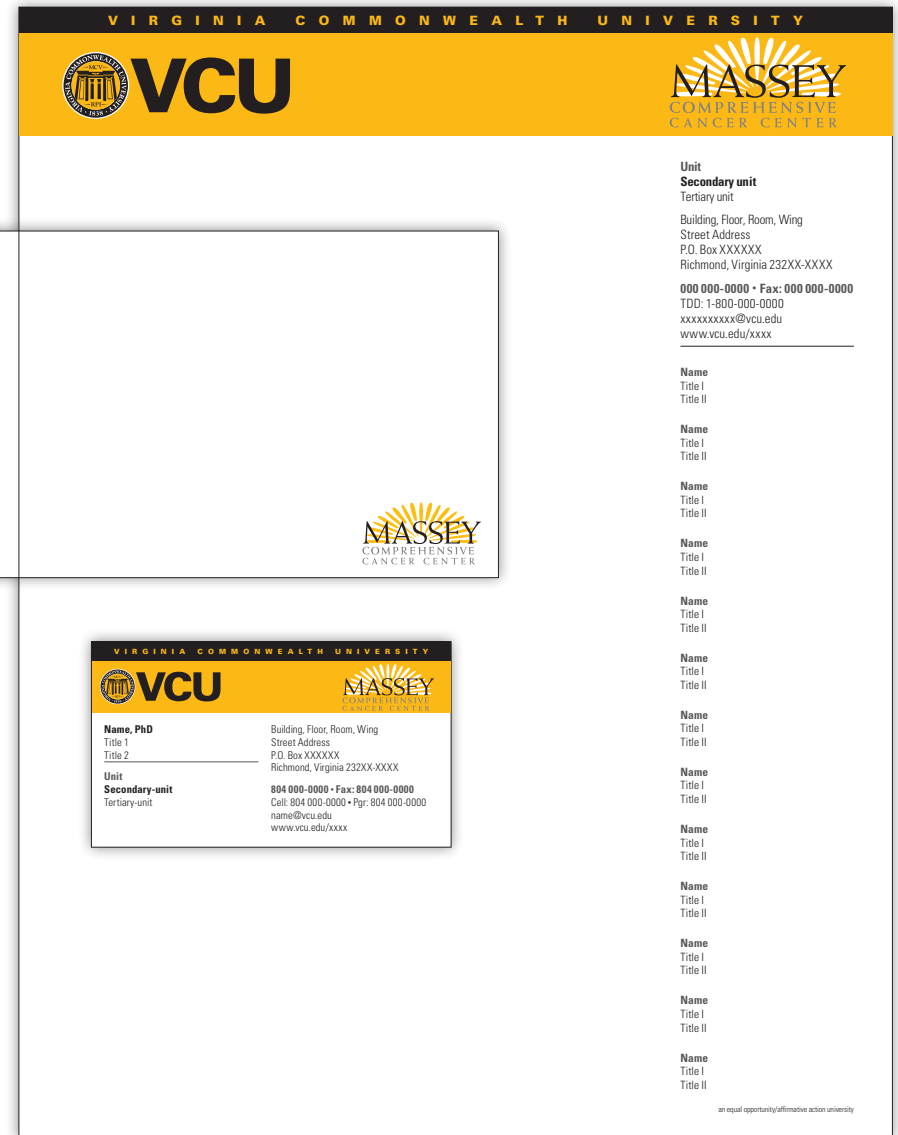
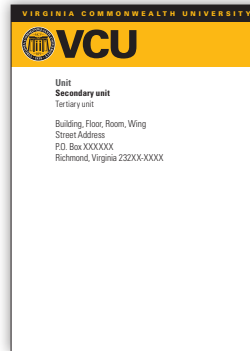
- Sample marketing and collateral materials.



Stationery

Stationery

- All orders can be placed at stationery.vcu.edu.
- For questions that can not be answered through the website, email stationery@vcu.edu or call (804) 827-0904. For specific needs or questions, please refer to the stationery contacts page at stationery.vcu.edu/contacts.



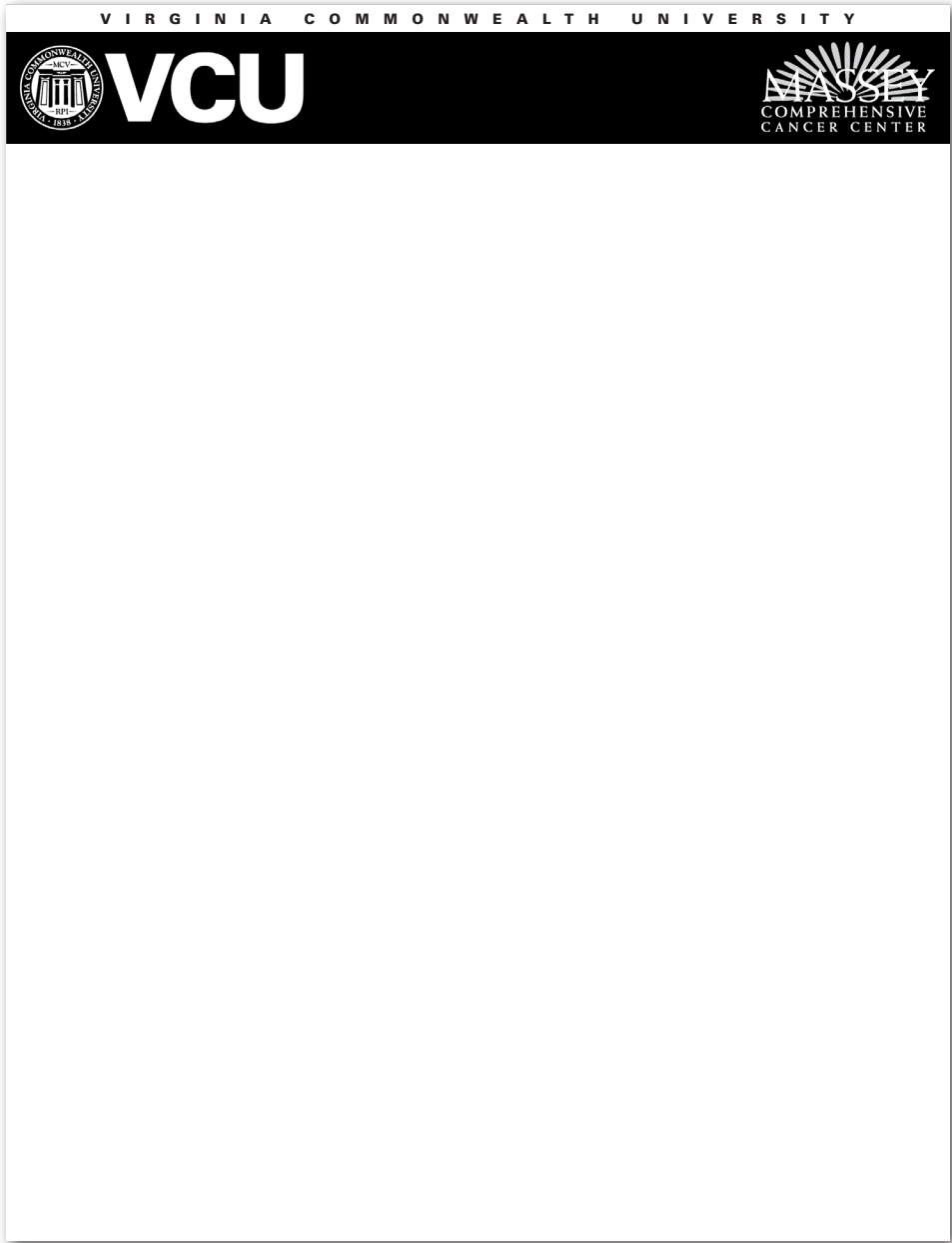
Email header

Email headers include the master brand bar and the Massey identity mark.



Fax template

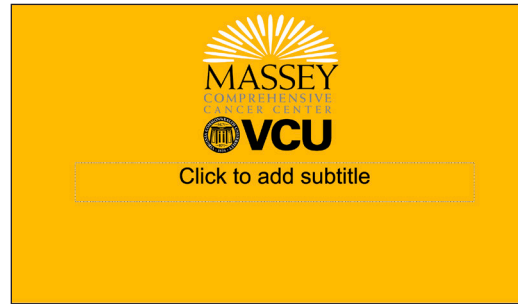
Faxes include the master brand bar and the Massey identity mark.



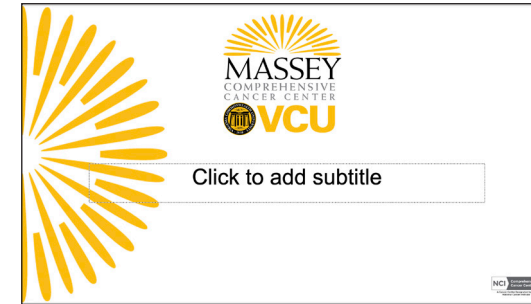
PowerPoint templates

The PowerPoint templates include the Massey identity mark and the NCI badge.

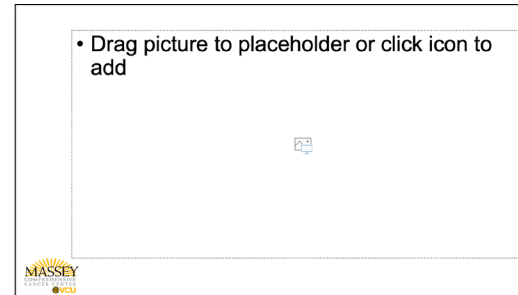
Options are included for cover pages, interior pages.



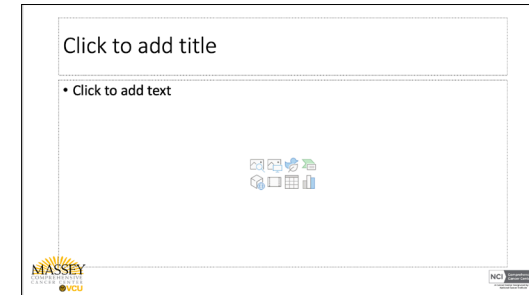
Title page option



Title page option (NCI)



Slide option

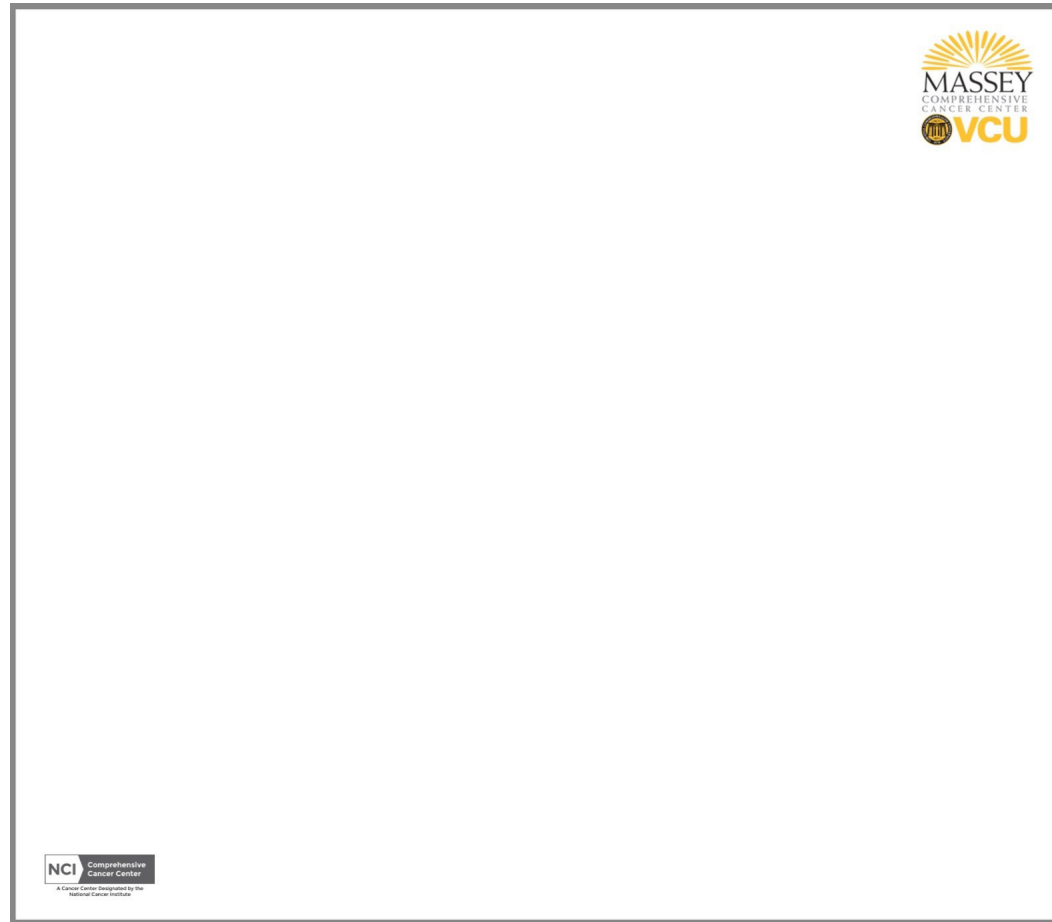


Slide option (NCI)

Research poster templates

The research poster templates are in PowerPoint format and include the Massey identity mark and a border. These templates should be used for all research poster presentations.

Options are included for 4-foot, 6-foot, 8-foot and 12-foot sizes to accommodate different purposes.





Contact the Office of Public Relations and Marketing Communications
for further assistance at vcumassey.org/brandteam.