UF Health Cancer Center and National Cancer Institute Brand Guidelines and Logo Usage

UFHealth
UNIVERSITY OF FLORIDA HEALTH

Logo Usage

Note: Use of the NCI badge in tandem with University of Florida or UF Health logos and on UF Health communications pieces must be approved by UF Health Communications. Please direct questions to Communications@cancer.ufl.edu.

The UF Health Cancer Center logo, Gainesville-based UF Health College of Medicine department and divisional logos, UF Health Shands Cancer Hospital and related services, and logos of UF Health-affiliated entities specifically funded by the NCI's Cancer Center Support Grant can be used in tandem with the National Cancer Institute badge to indicate designation by the NCI without compromising each entity's unique institutional identity.

Alterations and enhancements to UF Health logos and the NCI badge are not permitted. Prior to use, please reference the UF Health logo and NCI badge usage documents at the following URLs:

UF Health Logo:

https://creativeservices.UFHealth.org/identity-standards/identity/

NCI Badge:

https://cancercenters.cancer.gov/PoliciesResources/
LogoUsagePolicy

The NCI badge should be reproduced in its primary color scheme of red, white and blue whenever possible. Other color options acceptable for the NCI badge are white and gray. The UF Health Cancer Center logo should be reproduced in its primary color scheme of orange and blue whenever possible. The UF Health Cancer Center logo can also be presented in white, gray or black.

Minimum Size:

The badges are provided in a number of sizes to help accommodate a variety of needs. These sizes should be considered minimum sizing. In order to maintain visual integrity and legibility, the NCI badge should be displayed at a minimum size of 1 inch width. If scaling or large sizes are needed, vector EPS and SVG versions are available that will scale infinitely without degradation.

1 inch wide Minimum
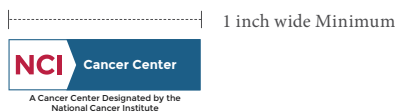
The NCI-Designated Cancer Center badge is provided in the following color variations:

While the horizontal version is the first choice, the vertical version may be used to accommodate space constraints and/or horizontal design. Adhere to the Logo Usage guidelines for use with either version.

• Full Color — This is the primary badge and should be the one used whenever possible to maintain a strong brand presence. It generally looks and works best on a clean, white background. A solid gray (20% black or lighter) background or lighter is also permissible. Example: light-colored rails or footers

• White — This reverse-out version should be used on top of vivid colors or colors darker than 40% black. Example: dark-colored footers

• Grey — should be used sparingly, and looks best on a clean, white background. A solid light gray (20% black or lighter) background is also permissible. Example: light-colored footers

Clear Space/Margins:

Furthermore, to avoid graphic clashes and overcrowding, ensure there is a clear margin of at least 0.25 inches surrounding the badge on each side. This will provide the necessary visual breathing room and reinforce its significance. Please reference sizing guidelines for UF Health logos here.

clear margin of at least .25 inches
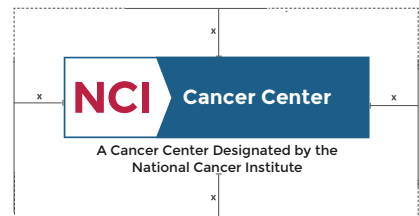
Treatments of UF Health Logos and the NCI Badge When Used on Printed Materials,[iii]Digital Media and Other Communications Pieces

Note: Use of the NCI badge in tandem with University of Florida or UF Health logos and on UF Health communications pieces must be approved by UF Health Communications. Please direct questions to Communications@cancer.ufl.edu.

Restrictions of Usage:

The NCI badge may be used on official documentation, corporate ID and marketing materials, digital platforms and other similar media by entities funded by the Cancer Center Support Grant. However, it is not permissible for use on labcoats or any other type of attire. You may, however, use the NCI badge in tandem with the UF Health Cancer Center logo on T-shirt, polo shirts and specialty items (drink koozie, for example) for specific events that have a definitive start and end date (examples: 5K run, Nurses or Hospital Week, Doctors' Day) as long as size and clearance guidelines are followed. See apparel guidelines here for more information.

Avoiding Misrepresentation:

The badge's purpose is to reinforce credibility and affiliation. It is paramount to remember that the badge should not obscure or supersede the UF Health logo or message. Use of the NCI badge should not give the impression that the advertised entity is NCI, but rather show that there is a validated connection to NCI.
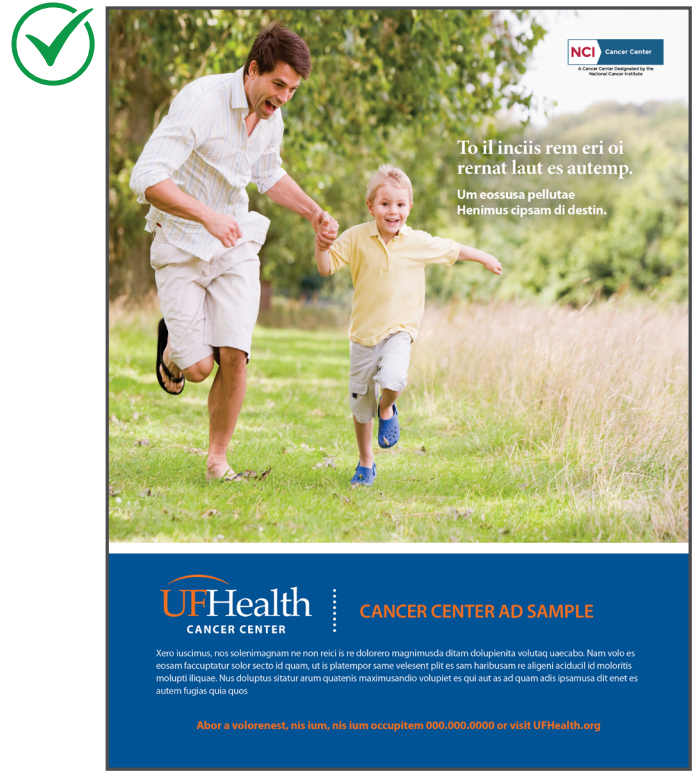
Separation from UF Health Logo:

The NCI badge and the UF Health logo should be treated as distinct elements. While they can coexist in the same creative piece, they should never intersect, overlap or sit directly next to each other in a way that would confuse the hierarchy or representation. This distinction is crucial in preserving the autonomy and significance of both the UF Health logo and the NCI badge.

Limitation as a Primary Image in Advertising:

While the NCI badge is an important emblem, it should not be used as the primary image in advertising. The badge serves as an endorsement or an accrediting mark, not the central theme or focus. Therefore, its placement should be supportive and secondary to the main advertising content.

Please follow all logo placement and sizing guidelines.
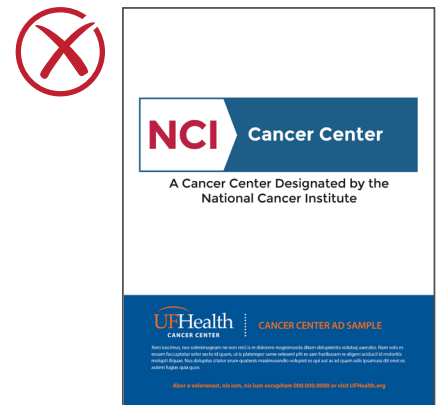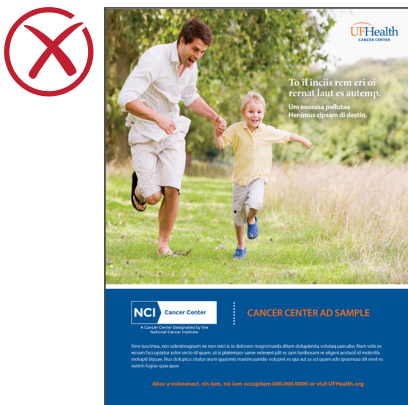
Letterhead and Business Cards

The following guidelines should be used when promoting NCI Designation on corporate identity materials.

- For inclusion on business cards, we recommend dual-sided cards with the UF Health logo on the front and NCI logo/messaging on the back. Since the display area is so small on a single side of a business card, we cannot display UF Health logos and the NCI badge together due to size restrictions.

- When the NCI badge appears alone on the back of a business card, it can appear larger than the UF Health logo on the front of the card.

- If the NCI badge appears on the back of a business card, an iteration of the UF Health logo must appear on the front of the card to indicate the individual is a UF Health representative and not a representative of the NCI.

- For letterhead, we recommend placing UF Health logos in the header per our current standards and the NCI badge located in the footer as shown.

UFHealth
CANCER CENTER

UF Health Cancer Center

2033 Mowry Rd, Suite 145
Gainesville, FL 32610-3633
Phone: 352.273.8010
UFHealth.org

Karen Daily, DO
UF Health Cancer Center
University of Florida

352.265.0725 (O)
352.265.1098 (F)
karen.daily@medicine.ufl.edu
UFHealth.org

1535 Gale Lemerand Drive
Gainesville, Florida 32610-3008

UFHealth
CANCER CENTER

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

Patient Care • Research • Education

UF Health is a collaboration of the University of Florida Health Science Center, Shands hospitals and other health care entities.

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

Language Guidelines on NCI Messaging in UF Health Communications Pieces

The NCI badge can be used according to usage guidelines listed below on communications pieces that carry the UF Health Cancer Center logo without additional clarifying language.

UF Health Cancer Center Communications:

The NCI badge can be used according to usage guidelines listed below on communications pieces that carry the UF Health Cancer Center logo without additional clarifying language.

Clarifying Language to be Used in Tandem with NCI Badge:

If the NCI badge is used in tandem with a College of Medicine Department or Division or hospital-based cancer program or service (examples are UF Health departmental and/or service line logos such as Radiation Oncology or the UF Health Women's Center) or a qualified affiliated entity's logo (such as the UF Health Proton Therapy Institute) clarifying language must be included to indicate that the UF Health Cancer Center is the entity that carries the NCI designation. This language must be prominent and close to the appearance of the NCI badge. Following are examples of boilerplate language that can be used to discuss alignment with the Cancer Center:

- **"Insert Department/Service Line Name** faculty have access to the umbrella of resources and multidisciplinary research offered by the NCI-Designated UF Health Cancer Center."

- **"Insert Department/Service Line Name** is an integral part of the UF Health Cancer Center, one of a handful of prestigious cancer programs across the country to be designated an NCI Cancer Center."

- **"Insert Department/Service Line Name** is affiliated with the UF Health Cancer Center, an NCI-designated Cancer Center."

Attributions in Association With NCI Designation:

When discussing the benefits NCI-Designation lends to patients, communications pieces cannot attribute quality/level of care to the designation itself.

For example, an advertisement cannot say:

"NCI designation means that UF Health can now deliver multidisciplinary, exceptional care and carry out leading-edge research."

Rather, the following statement is acceptable:

"The UF Health Cancer Center received designation from the NCI because it met the rigorous standards for multidisciplinary, leading-edge research that lead to the development of new and better approaches to preventing, diagnosing and treating cancer."

---

i *Because the NCI designation was given to the main campus in Gainesville, divisions/departments providing cancer care that are affiliated with the main campus (such as the Women's Center or Urology) can use the NCI badge if that clinical operation is conducted within the same system network where those clinicians are participating in research being funded by the CCSG.*

ii *As mentioned, the only facilities that can use the NCI badge are those specifically funded the Cancer Center Support Grant. For example, that means UF Health Jacksonville cannot use the badge. However, since the UF Health Proton Therapy Institute is a research program included in the funding, using the badge in connection with the UF Health Proton Therapy Institute logo is acceptable.*

iii *Printed material here refers to marketing collateral, print advertisements for publications, billboards and other public-facing pieces. This does not include letterhead or business cards.*