

**ecmc**

Experimental  
Cancer  
Medicine  
Centres

# Brand guidelines.

# Introduction.

The ECMC network brings together the talent and the tools that we need to innovate and take the fight to cancer.

Our 20 early-phase research centres and 500+ experts are working with industry and academic partners to champion ideas, develop treatments and transform patients' lives.

This set of guidelines outlines the core elements that make up our brand and how they work.

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## Our logo, introduction.

Our brand represents bringing together world-class cancer specialists to create a network of expert minds.

Its reflects that our network is the catalyst that is speeding our progress on the journey to a cure.

Our logo has four versions, with and without the watermark, a funders locked up version and centre-specific versions.

Logo on white

Centre-specific logo

Funders lock-up

## Our logo, **Centre-specific variations.**

Centres can be represented individually in bespoke materials using their centre specific logo.

The centre-specific logos can either be placed on a white background or be reversed out.

Centre-specific logos should always be used alongside a reference to the wider network, this can be achieved in text on the piece or by using the main ECMC logo somewhere in the piece.

Logo on white



Logo on grey



## Our logo, sizes & safe areas.

To ensure legibility of our logo at smaller sizes the wordmark must be removed when the logo is below 10mm high.

The minimum size our logo can go down to is 5mm high.

It's important that a safe area is left around the logo. The catalyst element from the logo is used as a guide to mark out the area that surrounds the logo.

This area should be kept free of any other graphic elements — including photography, logos, text, shapes and illustrations.

### Smallest sizes



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Remove wordmark when used at X height 10mm and below.



Minimum size X height 5mm.

### Safe areas

Full logo



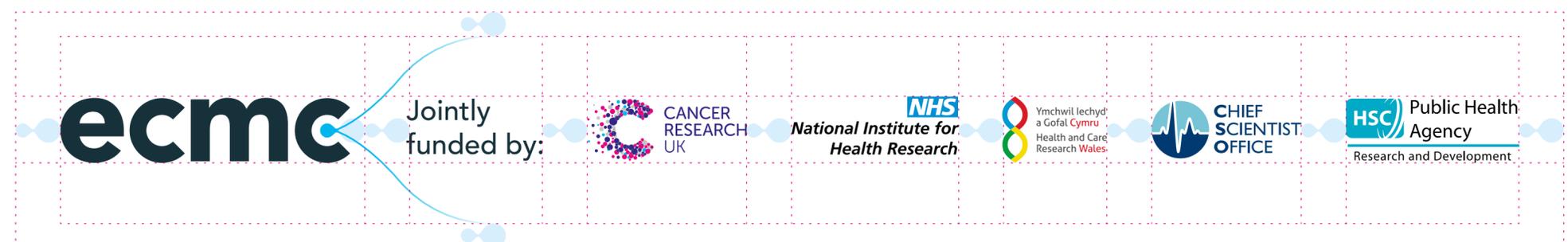
Centre specific logo



Short logo



Funders logo



## Our logo, funder logo variations.

We represent the funders involved in the ECMC initiative through the use of the logo lock-up device.

All of the funder logos should be included, in the order shown here, regardless of specific funding at an individual Centre.

Depending on the space available and to avoid repetition of the ECMC logo, we have three versions available: with the ECMC logo; without the ECMC logo and horizontal; and without the ECMC logo and stacked.

A centre-specific logo should never be used in a funder lock up.

**Please note** the funder logo lock-up does not need to be repeated more than once on any piece of collateral. It should also be secondary to the ECMC branding and logo e.g. positioned at the bottom of a pull-up banner.

## Funder lock-ups

With logo



No logo, left horizontal, right stacked



## Our logo, do's & dont's.

Our logo can be placed on white (01), reversed out (02) and used as a starting point for a graphic element (which can hold photography) (03).

Please make sure our logo isn't altered in any way. This guidance applies to all of our logos.

### These include:

- Do not change the typeface
- Do not rotate
- Do not slant
- Do not distort
- Do not change the lock-up
- Do not move the catalyst
- Do not invert the colours
- Do not change the colours
- Do not remove the catalyst
- Do not add a drop shadow
- Do not place over photography
- Do not use the logo as a photography mask.



## Our colours, breakdowns.

Colour is an important element, it keeps our brand recognisable, it reflects our personality and helps our communications stand out.

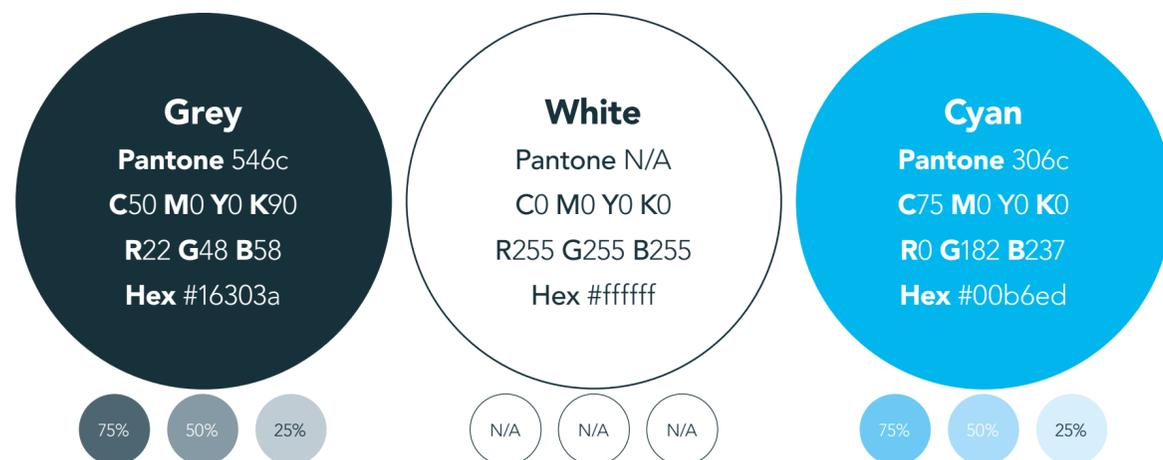
Our colour wheel demonstrates the relationship between our three core colours (grey, white, and cyan) with a smaller proportion of magenta, purple and yellow (highlight colours) to support the main colours.

For legibility, cyan when used as text on a white background online is replaced by a darker blue.

For items such as graphs the core colours should take priority with one or two highlight colours as additional, please refer to colour combinations.

**Please note** for tints please use either the CMYK and RGB breakdowns, not the Pantone references.

### Core colours

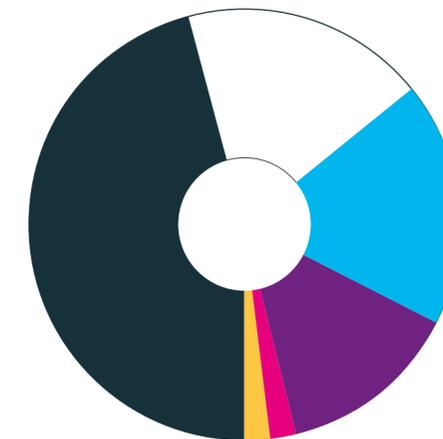


### Legibility note



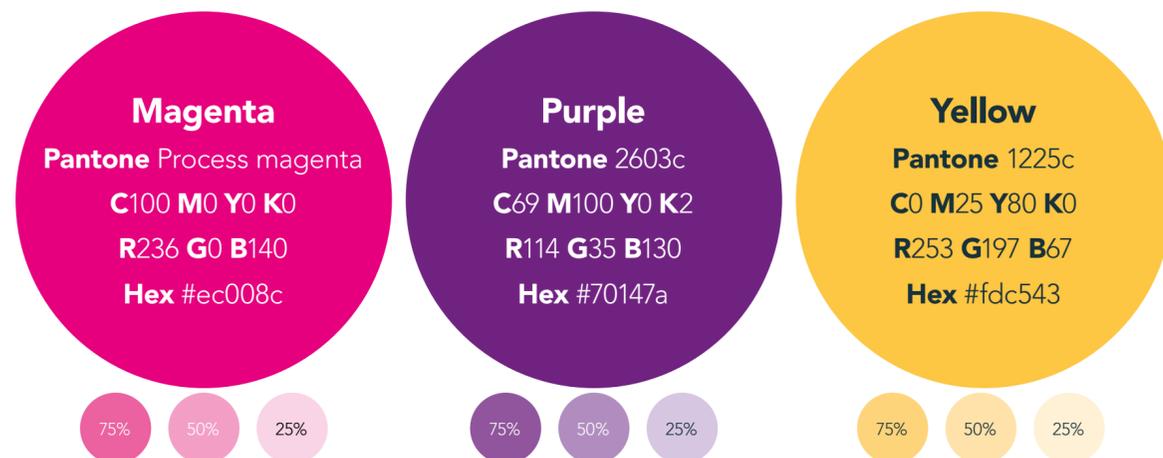
For legibility issues for web dark blue replaces cyan for text on white.

### Colour wheel

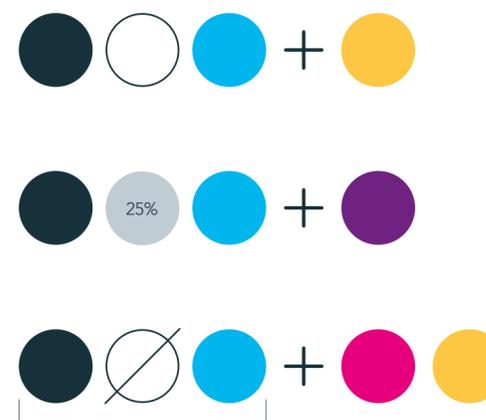


Primary %

### Highlight Colours

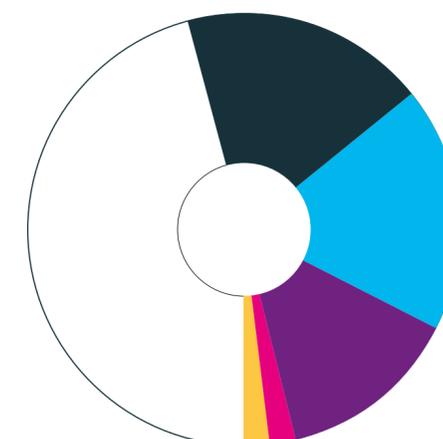


### Colour combinations



Core colours take priority with minimal secondary colours as support

Print friendly version of colour %.



Secondary %

## Our typeface, print and digital.

Avenir LT Std is our primary typeface. It's precise, direct, modern and has a wide range of weights. This should be used for any 'designed' collateral.

For headlines use a mixture of Avenir LT Std in weights 35 Light and 95 Black where possible, if not then please use 95 Black.

All copy should be in sentence case, with open leading (x pt + 4pt, anything over 20pt please use +10pt leading) and left aligned. Sub-headings can use another colour from our palette to create contrast to headlines.

For longer passages of text (body copy) we use Avenir LT Std 35 light. However depending on point size legibility across all applications, particularly in print 45 Book and 65 Medium can be used for smaller sizes.

When designing for print please use a rule of three; body (A.pt) subheadings and pull outs (2 x A.pt) and headlines (3 x A.pt, no bigger).

### Primary

Avenir LT Std 35 Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()

Avenir LT Std 45 Book  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()

Avenir LT Std 65 Medium  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()

**Avenir LT Std 95 Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

### System

Arial Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

### Online

Nunito Sans Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()

**Nunito Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

### Please note

for online we use Nunito Sans and for Microsoft Office programs, such as PowerPoint, please use Arial.

## Our tone of voice, **introducing ourselves.**

Our tone of voice plays an important role, it is our personality, it communicates what we say and how we say it.

Communicating with so many audiences internally and externally, we need to convey a clear, distinctive and consistent writing style that helps us create engaging communications.

We are direct and informative, both reflected in our descriptor versions, short and long.

### **Short descriptor line**

ECMC brings together UK leading researchers to spark new ideas in the fight against cancer.

### **Longer descriptor line**

The ECMC network brings together the talent and the tools that we need to innovate and take the fight to cancer. Our 20 early-phase research centres and 500+ experts are working with industry and academic partners to champion ideas, develop treatments and transform patients' lives.

## Our tone of voice, messaging examples.

Our messaging changes and flexes between the different areas of ECMC and between internal or external facing communications, whilst remaining direct and informative.

All of our messaging should carry a sense of ambition and reflect who we are as a network of expert minds.

Topline and campaign headlines should always have a short statement with a comma and finish with a fullstop.

Topline	<h1>Sparking ideas, speeding progress.</h1>		<h1>Creating networks, championing ideas.</h1>		
Campaign	<p><b>Network</b></p> <p>Working closer, <b>exploring further.</b></p>	<p><b>Innovation</b></p> <p>Pulling together, <b>pushing boundaries.</b></p>	<p><b>Efficiency</b></p> <p>Thinking smarter, <b>delivering sooner.</b></p>	<p><b>Facilities</b></p> <p>Investing today, <b>leading tomorrow.</b></p>	<p><b>Impact</b></p> <p>Pooling talent, <b>transforming lives.</b></p>
For industry	<p>A research network like no other.</p> <p>The ECMC network is unique as we facilitate industry access to 500+ UK based expert minds at the forefront of early phase clinical and translational cancer research.</p>	<p>Together, we're pushing back the boundaries of the possible.</p> <p>Every day, we're taking on the most complex, challenging questions in our field, pooling our knowledge and experience to explore new ways to understand and beat cancer.</p>	<p>Together, we work smarter.</p> <p>Our collaborative approach is accelerating the process of developing anti-cancer treatments globally, reducing costs and timescales and increasing our effectiveness.</p>	<p>Equipped to lead the way.</p> <p>We're continually investing in our network so we have the facilities and the resources to lead the global fight against cancer.</p>	<p>Transforming patient care.</p> <p>Our network has shown it has the world class reach and the resources to take ideas from the lab and translate them into new cancer treatments with real benefits for patients.</p>
For internal	<p>One-of-a-kind research network.</p> <p>When you're part of a network that brings together the best minds in the field from across the UK, amazing things happen.</p>	<p>Together, we're ground-breaking.</p> <p>By pooling our talent, energy and resources, we're able to answer bigger and more complex questions than we ever could on our own.</p>	<p>Together, we are more effective.</p> <p>Working as one, we are accelerating the process of developing anti-cancer treatments, reducing costs and timescales.</p>	<p>Ready for anything.</p> <p>We've created a network of facilities that set the benchmark for our industry and equip us to lead the way in translational cancer research.</p>	<p>Changing lives.</p> <p>Ideas born in our UK laboratories are already making a huge difference in the lives of cancer patients around the world.</p>

## Our graphics, the flexibility.

Our graphical device helps us to express and reflect that ECMC brings together world-class cancer specialists to create a network of expert minds.

ECMC is the catalyst that is speeding our progress on the journey to a cure.

The graphic devices must always start from the 'catalyst element' from our identity and can be extended as needed.

The graphic devices can be used without the ECMC identity when needed.

'Wider angle' is an example version and that the flex should be used in circumstances when a layout or format dictates.

Graphic device locked with the Identity. Rays (Cyan) with Identity (White).

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All graphic devices should start from the logos 'catalyst' element.

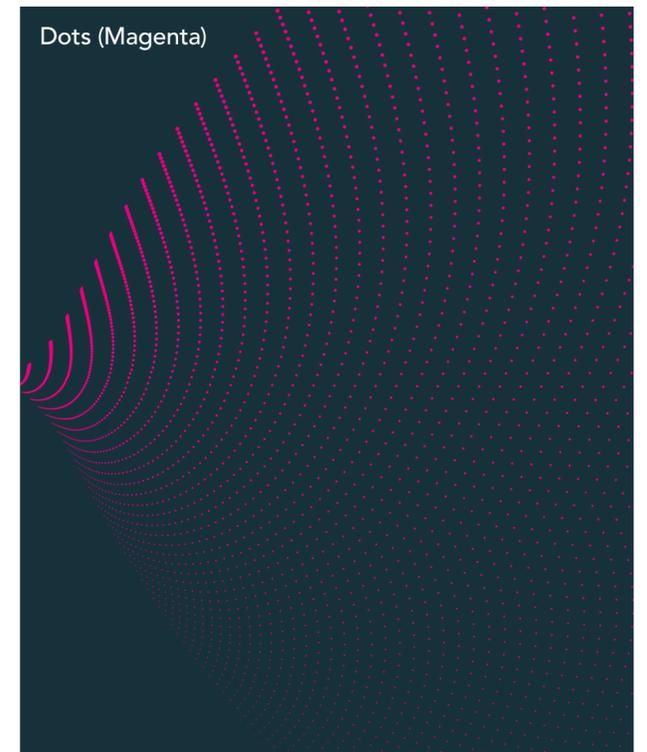
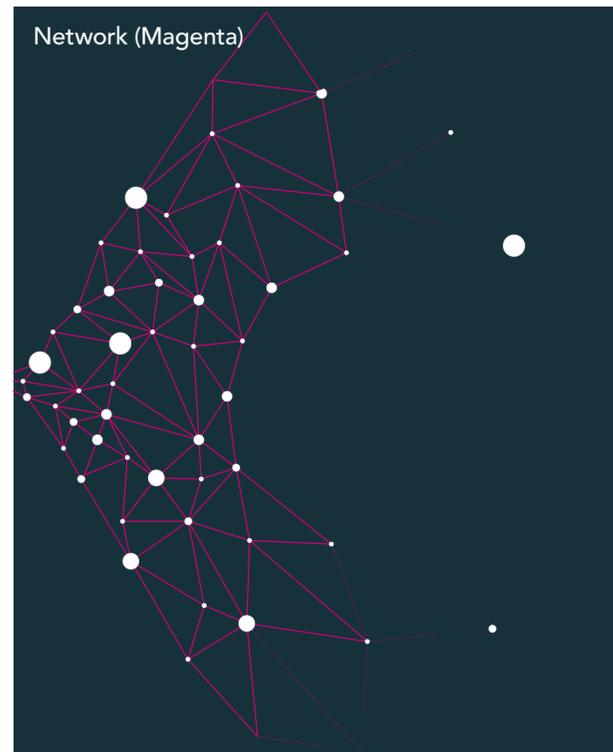
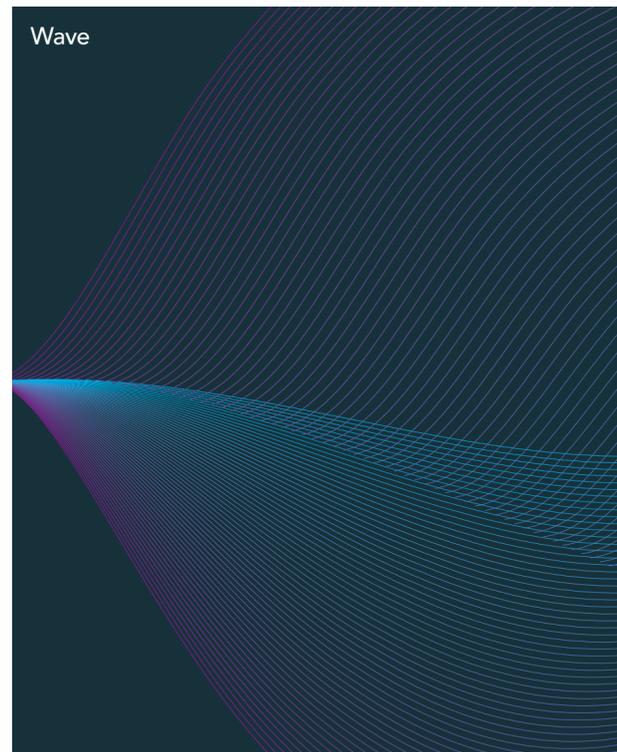
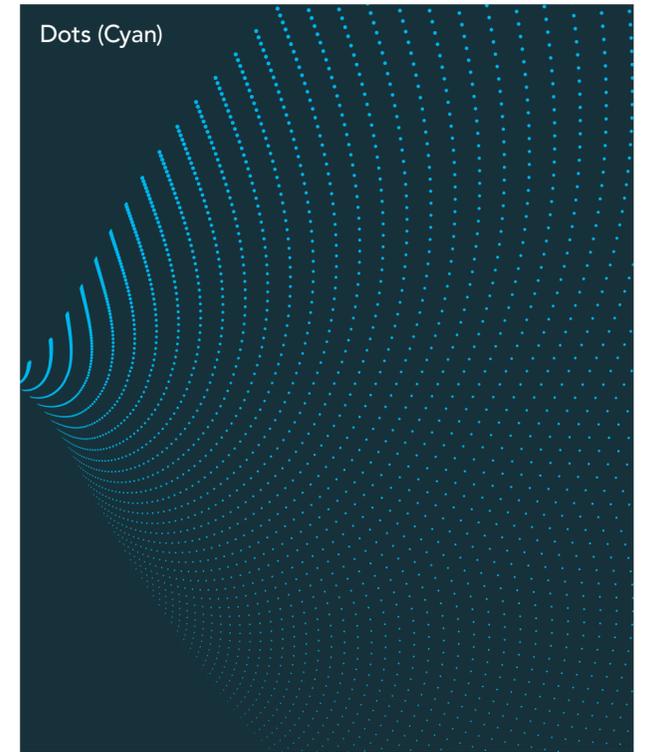
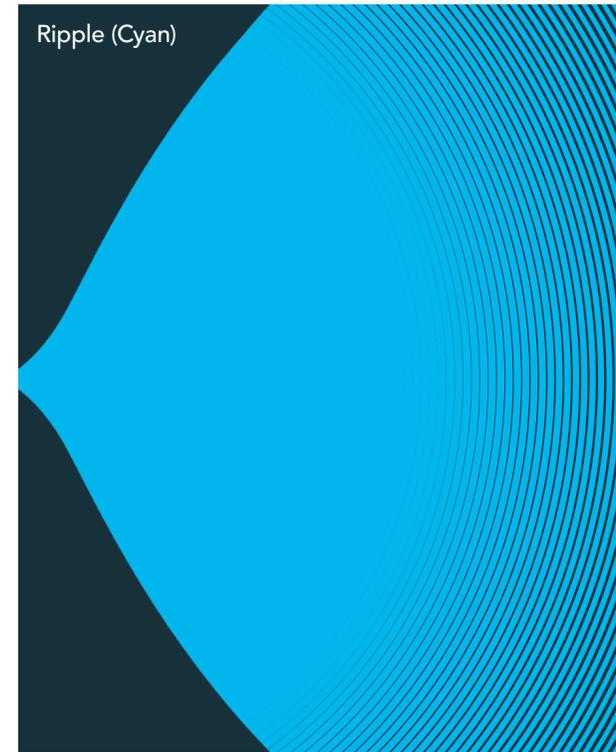
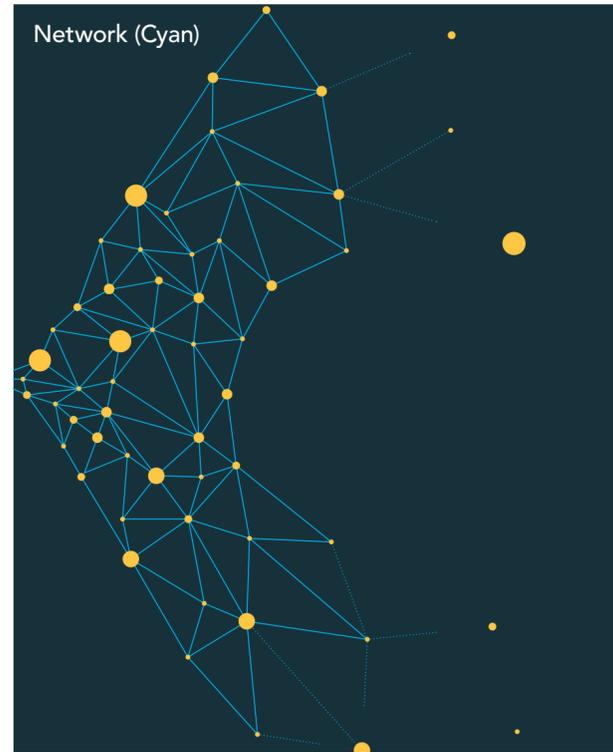
Wider angle from the same central point.

## Our graphics, assets available.

We have created a series of graphical devices that are readily available for use.

Versions with and without the identity are available.

Graphic devices are able to work on both grey and white backgrounds.

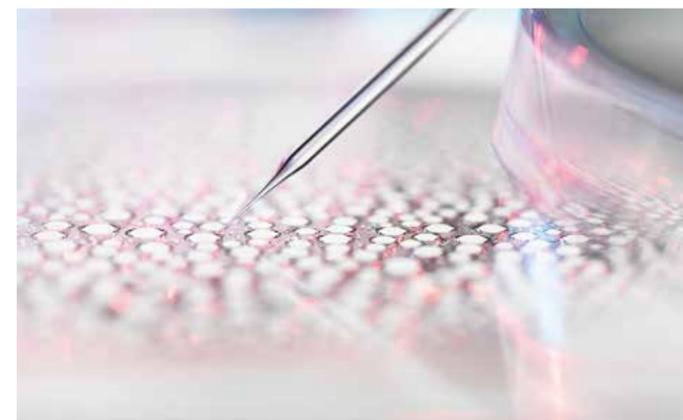
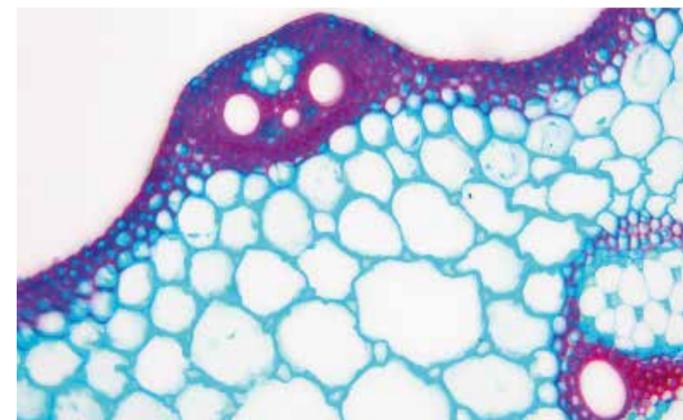


## Our photography, guidelines and usage.

It is important that our photography is real and warm, we want to show the importance our research is having.

Our photographic style is a 'fly on the wall' approach, it does not interfere with the camera subject.

We want to capture natural, unposed moments with detailed macro shots to strengthen our story.



### Notes on photography

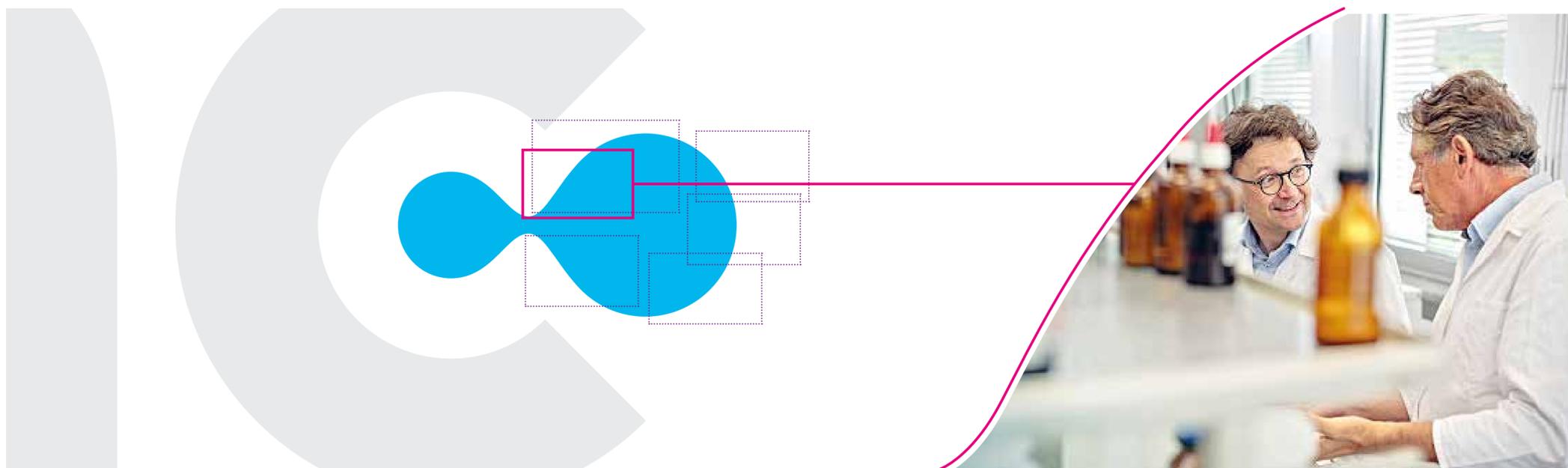
Non-posed, natural, people working, not looking directly into camera.

- One or more people in working environment.
- Two or more people interacting with each other.
- Detail shots of objects being used / tested.
- Patients, Patients interacting with researchers.

Development of photography will need to be considered.

**Please note** these are examples and are not to be used.

Please source imagery to reflect the narrative of your communication with consideration to these guidelines.



Photography frame to be created by an extreme crop of the logo's point of entry dynamic.

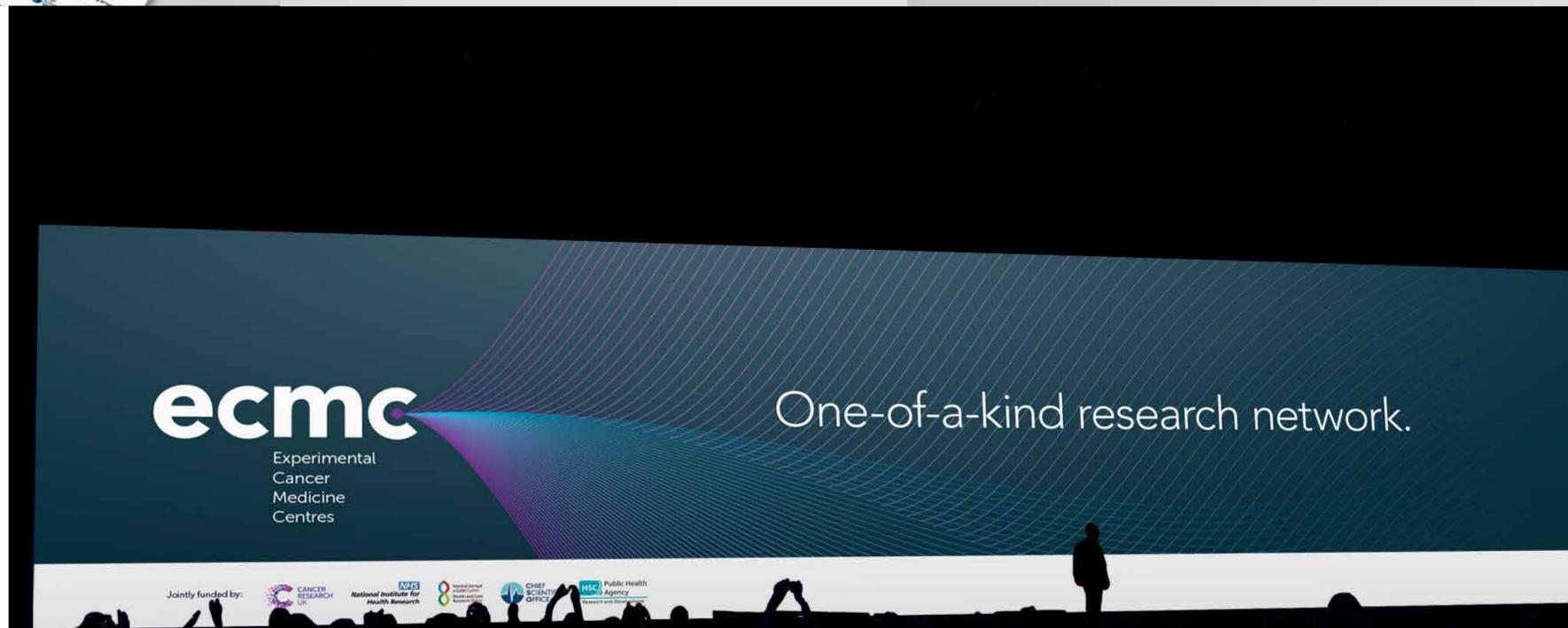
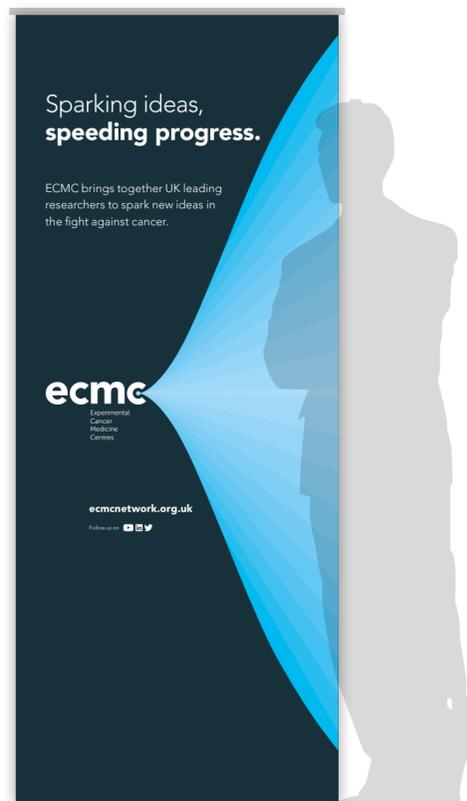


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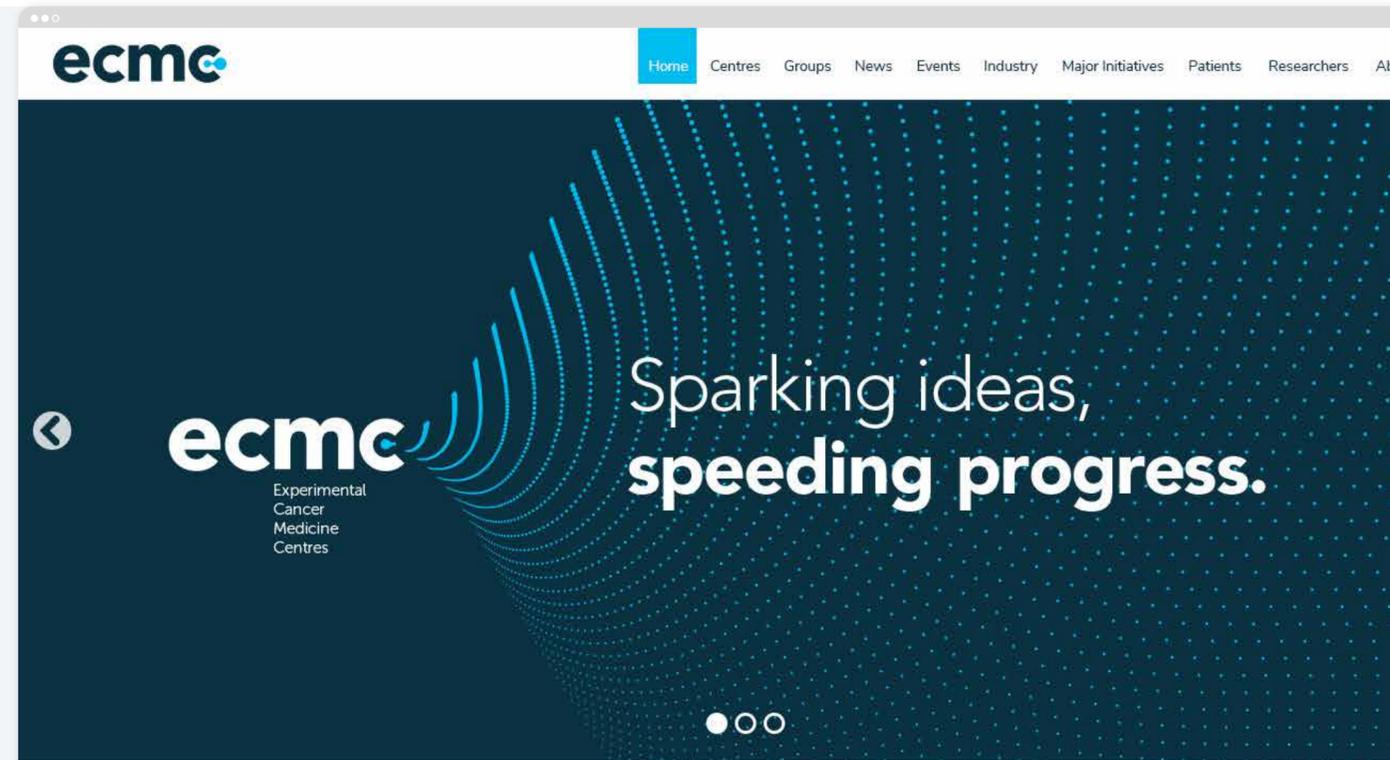
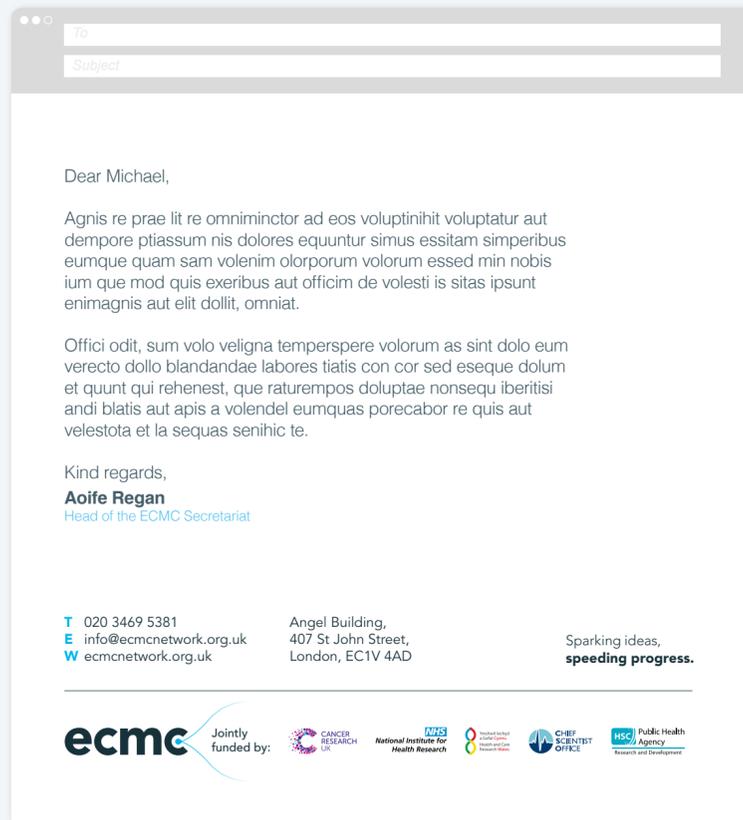
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All our elements,  
**working together.**

## Examples of our brand.



### Examples of our brand.



The ECMC network brings together the talent and the tools that we need to innovate and take the fight to cancer. Our 20 early-phase research centres and 500+ experts are working with industry and academic partners to champion ideas, develop treatments and transform patients' lives.

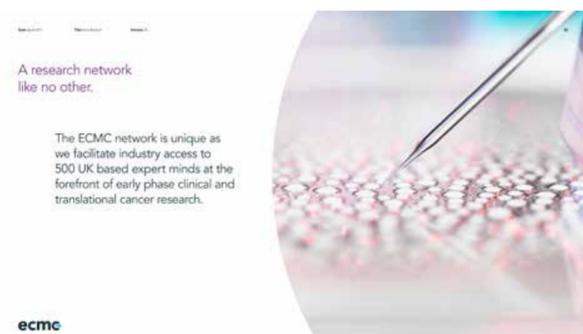
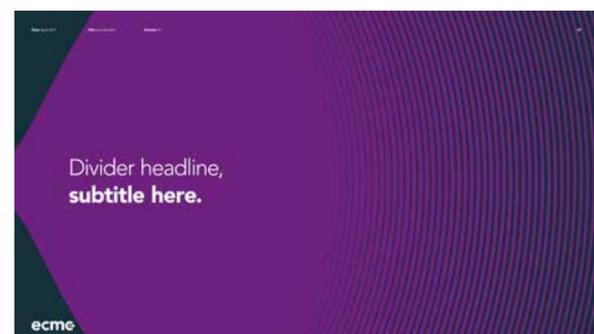
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#### Our Centres

Search here to find the Centre or research specialism you are looking for.

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#### Our people



#### Latest tweets



@ECMC\_UK  
Feb 4 2017

The ECMC Network supports 200+ staff across the UK #WorldCancerDay @CRUKresearch @CSO\_Scotland @OfficialNIHR @BelfastTrust

For any further information please  
contact the ECMC Programme Office,  
**[ecmadmin@cancer.org.uk](mailto:ecmadmin@cancer.org.uk)**