

## LOGO USAGE POLICY

(Updated August 6, 2012)

### **I. Use of NCI Cancer Center Logos**

#### **Purpose**

The NCI Office of Cancer Centers (OCC) will provide officially approved logos (see Figures below) to NCI-Designated Cancer Centers (CC) and NCI-Designated Comprehensive Cancer Centers (CCC) for use in their normal business.

#### **Policy**

NCI-Designated Cancer Centers (CC) and NCI-Designated Comprehensive Cancer Centers (CCC) will be allowed to use the NCI Cancer Center logo in the promotion, advocacy, educational, and other related activities of the individual cancer center. Cancer Centers and Comprehensive Cancer Centers are not allowed to use the NCI trademark.

Institutions allowed to use the logo include P30 Cancer Center Support Grant (CCSG) awardees, their primary hospital(s), and other research institutions officially peer-reviewed and approved by IRG Subcommittee A (Parent Committee) in accordance with the CCSG Guidelines criteria on consortium centers. In this case, consortium centers must use the NCI Cancer Center logo in conjunction with the official grantee's logo or have a text line attributing credit to the grantee's institution (e.g., a part of the University of \_\_\_\_\_, NCI-Designated Cancer Center).

#### **Procedure**

1. Following approval of their designation, NCI-Designated Cancer Centers or NCI-Designated Comprehensive Cancer Centers will receive the NCI Center logo in the approved formats. These formats were designed by NCI for official use by NCI-Designated Cancer Centers and cannot be modified or added to by users.
2. The NCI Cancer Center logo (CC or CCC) is available for use on all print and online materials. Approved Cancer Centers do not need special permission or approval for each use. The NCI Cancer Center logo may generally be used in conjunction with other logos (your institution), but not with the NCI, NIH, or HHS logos (*see section II below*).
3. The NCI Office of Communications and Education suggests the following file formats for the applications below:

- a. Graphics applications - .eps, .tif
- b. Word processing - .bmp, .png, .jpg
- c. Web sites - .gif, .jpg

4. The NCI Office of Cancer Centers requires that Centers use a logo at least 3.75 picas wide in print materials or 48 pixels wide for website use. If you use the NCI Center logo with logos of other agencies or organizations, the NCI Center logo can be smaller but in no case shall it be smaller than the minimum 3.75 picas in width.

5. The logo, as a single unit on a page, may be flush left, flush right, or centered, as shown in the examples below. The positioning of other material will vary depending on the media in which it appears.

6. As the NCI Center logos were designed by NCI, please use exactly what is provided in the examples. The NCI-Designated Comprehensive Cancer Center logo is trademarked and copyright-protected.

7. The NCI-Designated Cancer Center logos were designed for use in black and white. However if your background is dark, the logo may also be displayed in all white. Do not screen (shade), shadow, alter, or make any modifications to the logo or tagline font.

Questions regarding the use of the NCI-Designated Center logos may be directed to the Office of Cancer Centers, National Cancer Institute, at (301) 496-8531 or [ncicenters-r@mail.nih.gov](mailto:ncicenters-r@mail.nih.gov).

## **II. Use of NCI, NIH, and HHS Logos**

NCI guidelines specifically state that the NCI, NIH, or HHS logos are NOT to be used on any Cancer Center or grantee-produced material or document, whether it is print material (e.g. pamphlets, brochures, training materials, books, and conference posters or exhibits), on Internet and Intranet websites, or in slides or other computer presentations, even if the materials are supported by NCI grants.

Questions regarding the use of the NCI, NIH, or HHS logos should be directed to:  
Ms. Donna Bonner, MSPM  
Office of Communications and Education, National Cancer Institute  
(301) 496-4394 or [bonnerd@mail.nih.gov](mailto:bonnerd@mail.nih.gov).

NCI-Designated Cancer Center Logos

Figure 1.



A Cancer Center Designated by the National Cancer Institute

Figure 2.



A Cancer Center Designated by the  
National Cancer Institute

NCI-Designated Comprehensive Cancer Center Logos

Figure 1.



A Comprehensive Cancer Center Designated by the National Cancer Institute

Figure 2.



A Comprehensive Cancer  
Center Designated by the  
National Cancer Institute

Figure 3.

