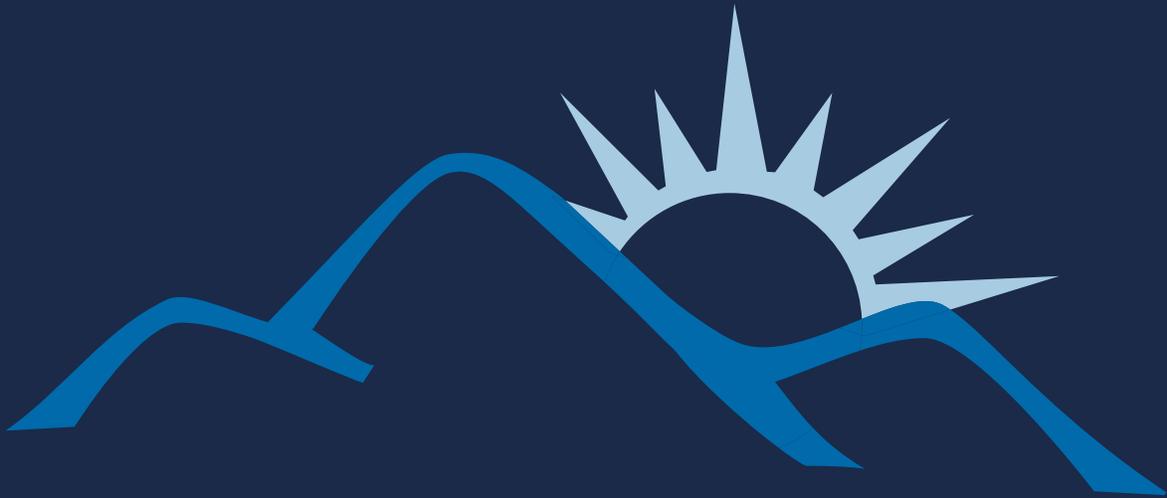


# *Brand Standards*





Brands are icons of our society, reflecting our personal preferences, values, and lifestyles. A brand is much more than something tangible such as a label, logotype, style, or feature. In other words, it does not consist of rational features and benefits. A brand is created in the hearts and minds of the consumer. Brands are an emotional connection with people—way beyond rational reasoning and logic, patient care, healthy outcomes, or innovative research alone.

### **Protecting the BRCC Brand**

The brand of Blue Ridge Cancer Care (BRCC) represents a “promise” of what the practice is going to accomplish, and what people who work with us and we work for are going to experience with the organization. We must support and protect the brand by delivering on the aspirational promise of those caring expectations: one victory at a time.

For more than thirty years, Blue Ridge Cancer Care (BRCC) has built a reputation for exceptional care, uncompromising quality, and innovative research. Recently we have developed a renewed vision for the practice. To underscore this revitalization, we're proud to introduce an updated corporate identity, consistent with our core brand values.

Our brand creates a unique, compelling position that distinguishes the practice within a highly diverse and segmented marketplace.



The brand builds on our primary strengths, communicating a nuanced balance of heritage, leadership, and innovation. As we continue to produce consistently branded, high quality communications, our patients, physicians and community will feel ever more confident that BRCC is an exceptional and caring practice now and in the future.

This brand identity is bold and distinctive, with an eye toward defining our future. Used skillfully and properly, it will help communicate our dedication to excellence, our commitment to outstanding care, and the reputation for top quality of our premier practice. To be successful, our identity system must be presented in a coordinated, consistent way throughout the practice. We hope you will share our enthusiasm for our new identity and steward its careful implementation.

## *Why Identity Standards?*

Research has shown that high quality and consistent application of a practice's brand identity helps develop positive and powerful perceptions of the practice. This requires setting and meeting ongoing standards for visual identity.

Building a practice's identity and enhancing its brand image require commitment and discipline. Rather than restricting creativity or hindering communication, consistent implementation of the identity system increases awareness and thus builds recognizable brand equity. Brands we come into contact with every day—Nike, Coca Cola, MasterCard, even the Pink Panther—all know this to be true and guard their brands zealously against misuse.

## *What Are The Brand Elements?*

The BRCC brand signature is the cornerstone of our brand identity system. It is the visual representation of who we are and what we do. We use the signature to identify our communications. Being unique and proprietary, it unifies our identity in a dynamic presentation.

Composed of both a symbol and a wordmark, the logotype forms the basis of our brand signature.

## *How Does It Work?*

Our visual identity system has three key elements: logotype, color palette, and typography. These elements are an integral part of a wide range of communications, including stationery, publications, signage and promotional items, advertisements, websites, among others. Carefully balancing these elements is key to developing a clear and consistent public image.

Because the proportions, shape, and spacing of the signature are critical to its consistency, only authorized copies of the logotype may be used for reproduction.

## *When Does It Apply?*

This identity guide lays out the fundamental parameters for visual decision-making when producing both printed and electronic materials on behalf of the practice. In this manual you will find guidance on color usage, logotype treatment, typography selection, background options, publication examples, and the proper use of graphic elements. The goal of this publication is to provide a framework for creating a well-defined and consistently applied graphic identity.

## The Brand Signature

Consistent treatment of the BRCC signature is crucial for maintaining a strong, recognizable identity.

Composed of both a symbol and a wordmark, the logotype must be displayed prominently and correctly in all printed and electronic materials.

The logotype may not be redesigned or embellished. It may reproduced only from original, digital files supplied by BRCC's Marketing Communications Department. To maintain the logotype's overall proportions, integrity of design, and clarity, never "build" it using graphics and keyed-in text.

For most applications, use of the complete practice signature in the light and dark blue color scheme is preferred (see example, top right). Alternates are shown where the standard color choices are not available.

The sunrise symbol may be used as a secondary, supporting application (either as a standalone or background element), but should not be considered a replacement for the logotype.

Primary

**Preferred Use: One-color logotype (blue)**



One-color logotype (black)

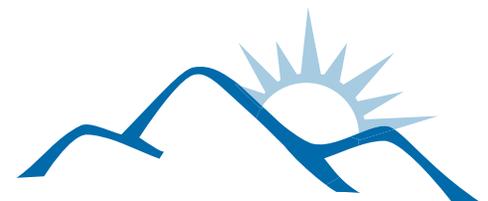


One-color logotype (white)



Secondary

One-color symbol (blue)



Primary Colors



Blue PMS 2945

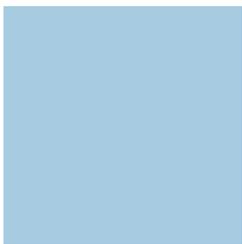


Light Green PMS 365



Gray PMS Wm. Gr. 9

Primary Tints



50% PMS 2945



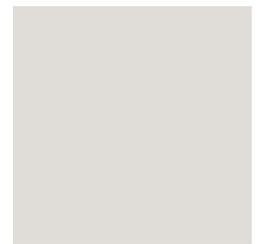
35% PMS 2945



20% PMS 2945



70% PMS Wm. Gr. 9



30% PMS Wm. Gr. 9

Secondary Colors



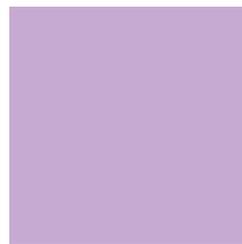
Blue PMS 5395



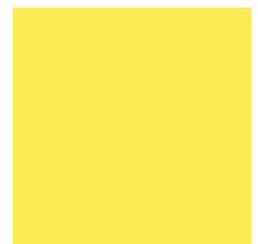
Green PMS 341



Teal PMS 320



Purple PMS 7439

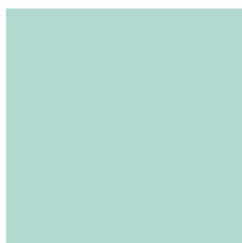


Yellow PMS 107

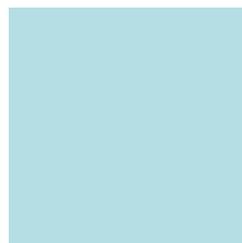
Secondary Tints



70% PMS 5395



30% PMS 341



30% PMS 320



30% PMS 7439



35% PMS 107

The colors shown on these pages have not been evaluated by Pantone, Inc. for accurate PANTONE® Color Standards and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.

## The Color Palette

Color is one of the key building blocks in visual communications. Color grabs the viewer's attention, evokes emotions and communicates characteristics associated with our brand. Consistent use of signature colors underscores recognition among our key audiences.

Our primary color palette is composed of Blue (Pantone® 2945), Light Green (Pantone 365) and Gray (Pantone Warm Gray 9).

Standardization of our colors is necessary for printing inks, electronic media, paints, acrylic inks and acrylics. Different formulas have been developed for each because each application requires a different process. So be sure and have your vendor stick to these formulas.

Several secondary colors (as well as associated tints) are recommended for use (in a supporting role) when preparing visual communications, but should not be used in the brand signature.

	<b>Blue</b>	<b>PMS 2945</b>
	<b>Light Green</b>	<b>PMS 365</b>
	<b>Gray</b>	<b>PMS Wm. Gr. 9</b>
	<b>50%</b>	<b>PMS 2945</b>
	<b>35%</b>	<b>PMS 2945</b>
	<b>20%</b>	<b>PMS 2945</b>
	<b>70%</b>	<b>PMS Wm. Gr. 9</b>
	<b>30%</b>	<b>PMS Wm. Gr. 9</b>
	<b>Blue</b>	<b>PMS 5395</b>
	<b>Green</b>	<b>PMS 341</b>
	<b>Teal</b>	<b>PMS 320</b>
	<b>Purple</b>	<b>PMS 7439</b>
	<b>Yellow</b>	<b>PMS 107</b>
	<b>70%</b>	<b>PMS 5395</b>
	<b>30%</b>	<b>PMS 341</b>
	<b>30%</b>	<b>PMS 320</b>
	<b>30%</b>	<b>PMS 7439</b>
	<b>30%</b>	<b>PMS 107</b>

## Primary Typeface Family

**Garamond Premier Pro Reg.**

*Garamond Premier Pro It.*

**Garamond Premier Pro Bd.**

***Garamond Premier Pro Bd. It.***

## Complimentary Typeface Family

Gill Sans Light

*Gill Sans Light Italic*

**Gill Sans Bold**

***Gill Sans Bold Italic***

Good typography is fundamental to achieving graphic design standards. Consistent use of typefaces helps to further build our unique brand identity across all media.

For continuity and simplicity, we only use two type families in our communications: Garamond Premier Pro and Gill Sans. These type families have been chosen because of their clarity, legibility, versatility and practicality. If these typefaces are not available, please choose a typeface with similar characteristics. This applies to business documents, correspondence, email, promotional material, displays, product labels, signs, websites and other media.

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## Type Specimens

For more than thirty years, Blue Ridge Cancer Care (BRCC) has contributed greatly to the campaign against cancer and diseases of the blood by offering advancements in technology, treatment, early detection and clinical trials. For residents throughout Southwest Virginia this means the chances of beating cancer are better than ever.

Illustrating the outpatient emphasis of cancer treatment, BRCC's cancer care and blood disorder specialists work closely with you and your family to create an individual treatment plan that provides for your physical and emotional health, all in the familiar setting of your community.

Body Type: Gill Sans Light, 13/24

### *Medical Oncology*

Through its physicians and highly skilled oncology clinical staff, Blue Ridge Cancer Care offers quality care for patients battling all types of cancers.

The BRCC team works with patients to ensure that they are receiving the best, individualized treatment plan possible. Each patient's progress is closely monitored and education is provided for the various forms of cancer and the temporary side effects of chemotherapy.

### *Radiation Oncology*

Radiation therapy uses high-energy X-rays or radioactive materials to target and kill cancer cells. The goal of radiation therapy is to selectively destroy cancer cells while minimizing the adverse effects on adjacent healthy organs and tissue. The treatments are painless and administered on a daily, outpatient basis. The physicians incorporate the latest technologies, including both external and internal radiation.

Subhead: Garamond Premier Pro Italic, 15/17

Body Type: Garamond Premier Pro Regular, 10/17

*Typography*

Good typography is fundamental to graphic design standards. Consistent use of typefaces helps to further build our new identity.

Our new graphic design standards introduce a main typeface family—Garamond Premier Pro. Designed by Robert Slimbach, for Adobe Systems, in 2005, it is based on the classic roman designs of Claude Garamond and the complimentary italics of Robert Granjohn from the mid-1500s. Chosen for its legibility and timeless qualities, Garamond Premier Pro is an elegant and sophisticated text typeface.

Complimentary typefaces are recommended in communications, such as text. Along with the serif typeface Garamond Premier Pro, we recommend a complimentary sans-serif typeface, Gill Sans.

In applications where Garamond Premier Pro is not available, Times New Roman is acceptable. In applications where Gill Sans is not available, Arial is acceptable.

These preferred typefaces were chosen to define the BRCC brand identity and should always be used if available.

BRCC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

THE QUICK BROWN FOX jumps over the lazy dog.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz1234567890**THE QUICK BROWN FOX jumps over the lazy dog.*

Primary Typeface Family: Garamond Premier Pro

BRCC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

The quick brown fox jumps over the lazy dog.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz1234567890**The quick brown fox jumps over the lazy dog.*

Complimentary Typeface Family: Gill Sans

## Minimum Clearance

A minimum amount of clearspace or a buffer zone should always surround the BRCC brand signature, separating it from other elements, such as text, imagery, designs, or the outside edge of printed materials. This protected area preserves the legibility and visual impact of the logotype. The minimum clearspace is equal to one-half the height of the sunrise symbol.

## Minimum Size

The BRCC logotype should not be reproduced smaller than 22 millimeters (.875") wide to ensure proper legibility.

The BRCC logotype is a unique, specially drawn design and must be used consistently and may not be altered. The logotype may never be redrawn, traced or manipulated.

Authorized artwork for the logotype is available from BRCC's Marketing Communications Department.



22mm





Tinted color background



Tinted color background



Tinted color background



Solid color background



Solid color background



Solid color background



Solid color background



Photographic background

## Avoid These Uses

The examples shown to the right (and following, on page 11) represent improper usage of the BRCC logotype. They illustrate some, but not all, of the unacceptable uses.

In order to ensure maximum impact and brand integrity, the BRCC logotype may not be altered or redrawn. Changing the logotype in any way will dilute its impact and detract from a consistent image.

The BRCC logotype must be reproduced only from authorized artwork.



**Do not** place the logotype over discordant backgrounds



**Do not** use unapproved colors



**Do not** distort or place the logo at any angle



**Do not** add a drop shadow



**Do not** surround the logotype with any other shape

**BLUE RIDGE**  
CANCER CARE

**Do not** use the wordmark without the accompanying symbol



**Do not** change the size relationship between any elements



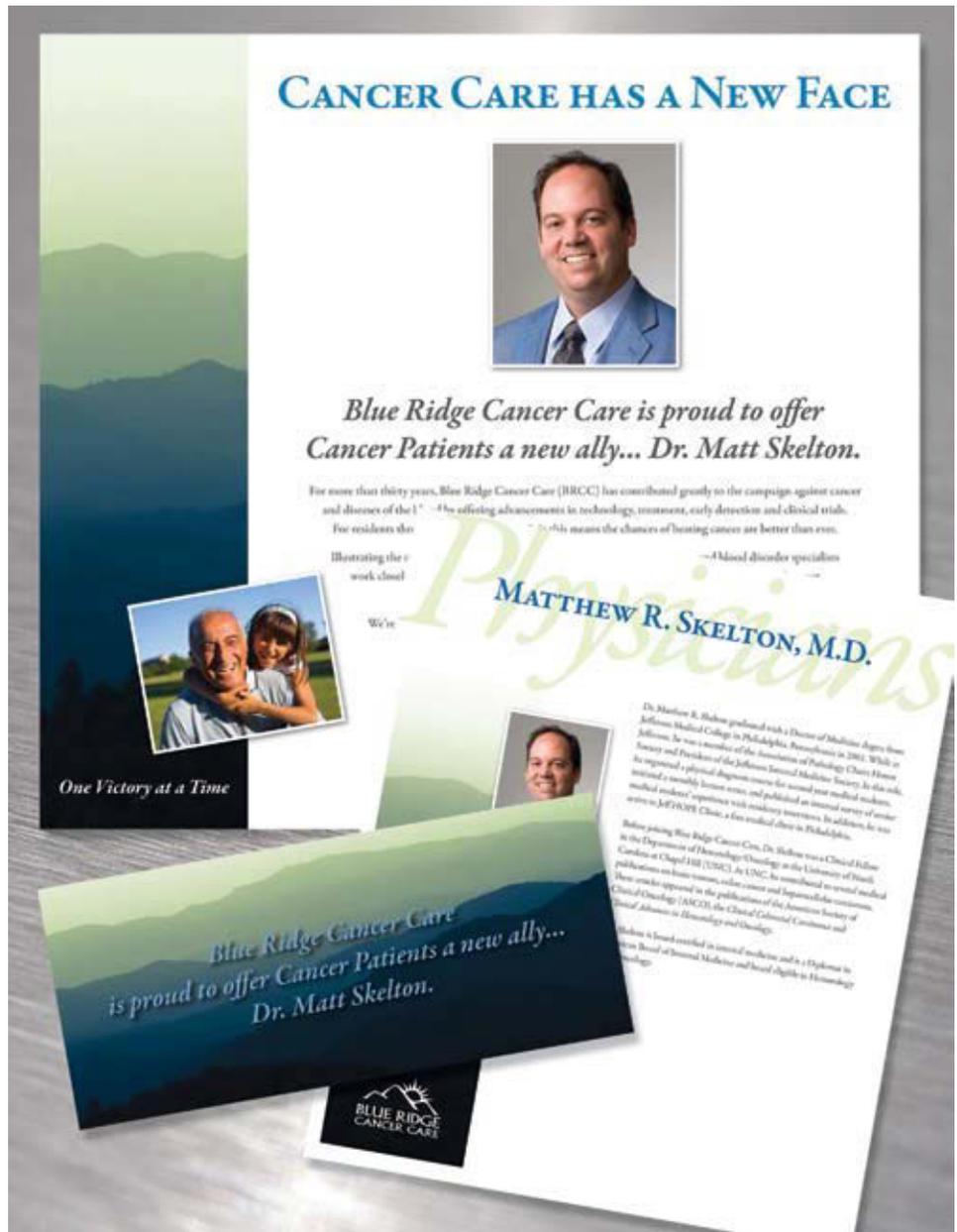
**Do not** reposition the elements or stack the logotype

Examples

The goal for our collateral design system is to create a singularly uncommon brand statement using distinctive visual elements—grid structure, imagery, color palettes and typography.

Consistently adhering to our brand design principles ensures that we achieve a cohesive, effective and memorable communications platform.

These pages show examples of how the graphic standards have been put into practice.



Collateral program to introduce a new physician.



A suite of informational materials for both patient and referring physician outreach.

### *Logotype Protection*

In order to protect our new signature, authorized and appropriate use of the logotype is essential. Continuity is assured only if the brand is used correctly and consistently. Likewise, it is important that third-party use of the BRCC logotype is correctly applied. Its use by any third party must be authorized by the Marketing Communications Department.

### *Identity Management*

The BRCC identity system is managed by the Marketing Communications Department.

Resources (including electronic templates and authorized logotype artwork) are available for use by employees, subcontractors and vendors. As additional guidelines and new applications are developed, they will be made available.

### *Contact*

For information on how to obtain additional copies of this publication, and other available identity guidelines and materials, please contact:

Marketing Communications  
BRCC

3040 Williams Drive

Suite 401

Fairfax, Virginia 22031

