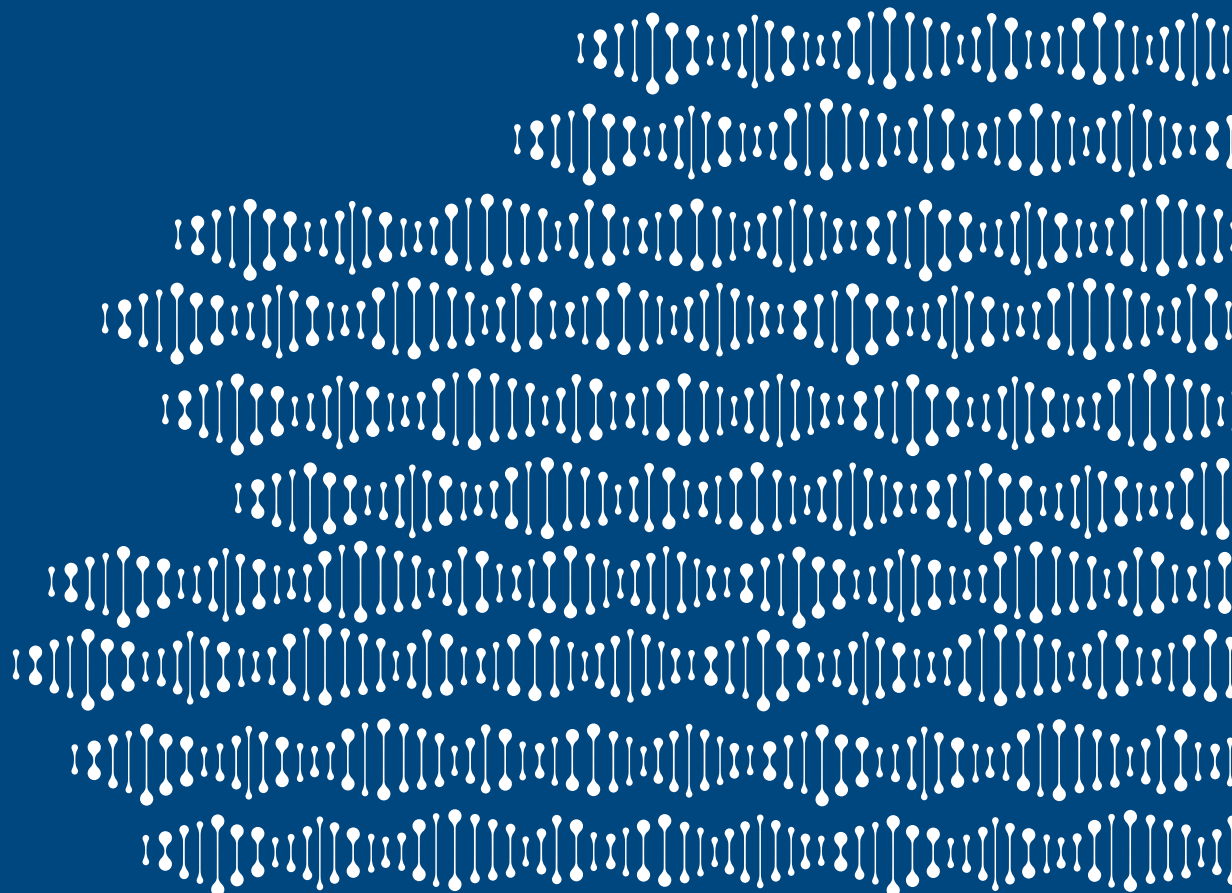




CANCER PREVENTION & RESEARCH
INSTITUTE OF TEXAS

BRAND STANDARDS





LOGO

The logomark consists of the Texas state seal and the logotype. There is a vertical and horizontal version — both utilize a two-color palette and a black and white palette. The horizontal format is the secondary logomark and is only to be used when space is limited. Its formation makes it more compact and flexible than the primary, or vertical, mark.

Primary



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Vertical in Color



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Vertical in Black and White

Secondary



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Horizontal in Color



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Horizontal in Black and White



LOGO CLEAR SPACE

The clear space surrounding the elements of the logo must be seen as an integral component. This space must be maintained around the mark to ensure the prominence and clarity of the logo. Clear space refers to a specific distance — the height of the logotype shown below as “X” — surrounding each side of the mark. This clear space standard must be maintained for all sizes and configurations.



Vertical Logo



Horizontal Logo



LOGO MINIMUM SIZE

Minimum size refers to the smallest size at which the mark may be reproduced to ensure its legibility. The minimum size is set to retain the integrity of the Texas state seal.



Vertical Logo






Horizontal Logo






LOGO COLOR SPECIFICATIONS

Primary Color Palette

	PMS	C	M	Y	K	R	G	B	WEB
	125	29.42	44.62	100	7.61	175	132	29	#af841d
	7684	87	68	10	1	54	93	157	#365d9d
	413	28	22	29	0	186	186	176	#babab0

Secondary Color Palette

	PMS	C	M	Y	K	R	G	B	WEB
	5195	55	75	45	28	104	68	88	#684458
	341	99	27	83	15	0	120	82	#007852
	7542	36	18	19	0	165	187	194	#a5bbc2

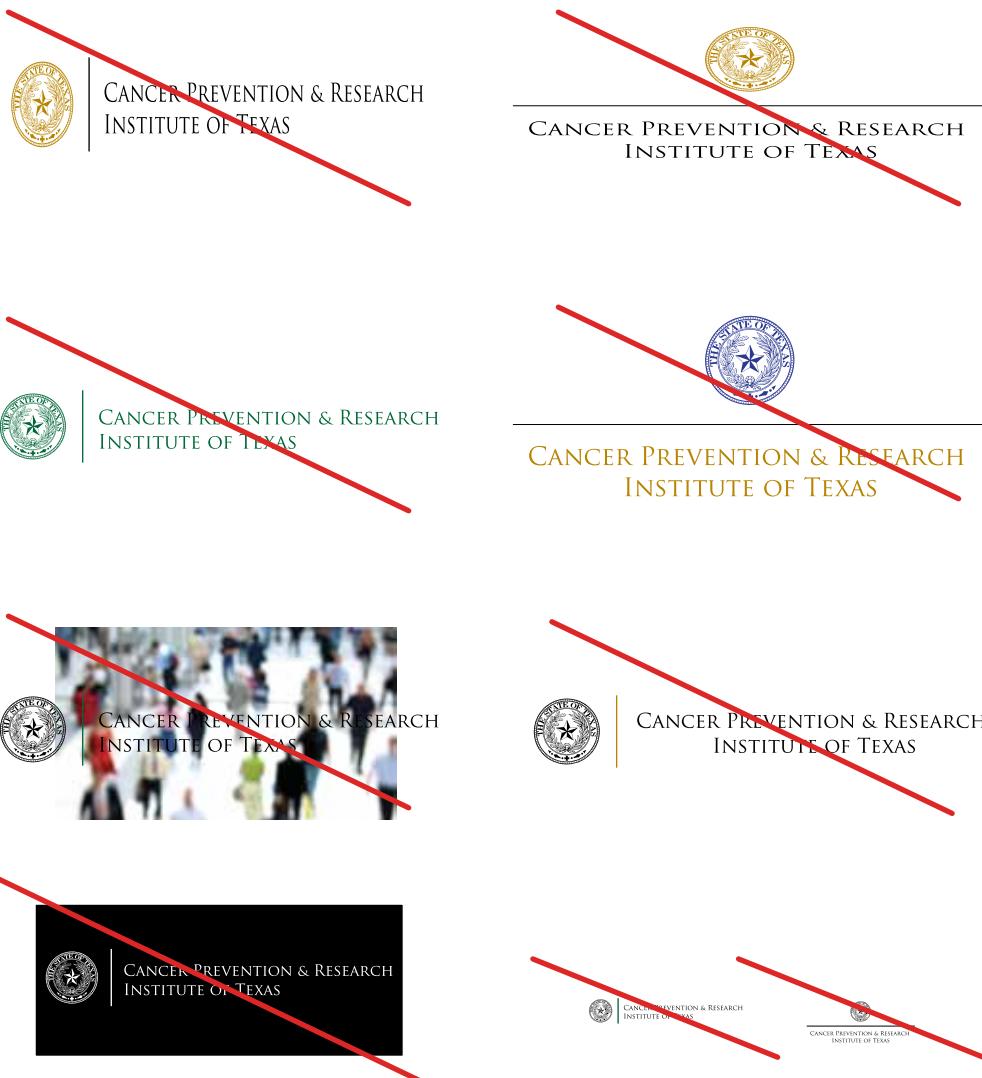


INCORRECT LOGO APPLICATIONS

Avoid altering in any way the electronic brand elements provided, either by changing the element's placement and proportion or by using unspecified colors.

Remember the white space and clear space around the brand elements are part of the mark. Avoid placing the mark over a busy background image or letting any part of the star become transparent. The logo should not be reversed out of a dark color background.

Do not use the logo smaller than the noted minimum sizes (see page 4).





DESIGN TYPOGRAPHY

The Trajan font family and Proxima Nova font family have been chosen as the primary brand typefaces. The weights and styles shown should be used wherever possible for communications purposes. The Trajan font family is available to the public and is located for purchase at Hoefler & Frere-Jones. Proxima Nova is a free font and available for download at: <http://www.myfonts.com>.

1. Trajan Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

2. Trajan Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

3. Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

4. Proxima Nova Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

5. Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

6. Proxima Nova Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Correspondence Typography

In daily correspondence and where Trajan or Proxima Nova are not available or supported, **Times New Roman** and **Arial** are recommended for use.

Times New Roman and Arial are the preferred fonts for PowerPoint slides, emails and word-processing applications where Proxima Nova or Trajan are not available for all users.

For text on letterhead or in memo format, Times New Roman, 12pt. font is preferred.



DESIGN TYPOGRAPHY (CONTINUED)

7. Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

8. Proxima Nova Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

9. Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

10. Proxima Nova Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

11. Proxima Nova Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

12. Proxima Nova Extrabold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

13. Proxima Nova Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

14. Proxima Nova Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890