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**Massey Cancer Center identity manual**
Massey identity mark
Massey identity mark

Massey identity mark elements

- The Massey identity mark includes the burst, the Massey typography and the VCU master brand mark.
- The lockup is the area containing the Massey identity mark and it cannot be altered or manipulated.
Massey identity mark

Massey identity mark lockup and clear zone

• The Massey identity mark includes the burst, the Massey typography and the VCU master brand mark.
• The lockup is the area containing the brand mark and it cannot be altered or manipulated.
• Clear zone around the identity mark is the distance equivalent to the width of M in the typography of the Massey identity mark.
• Identity mark should be at least 1" high and wide.
**Massey identity mark**

**Massey identity mark — vertical**
- Primary identity mark for Massey Cancer Center
- Includes the burst, the Massey typography and the VCU master brand mark
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.)

**Massey identity mark — horizontal**
- Secondary identity mark for Massey Cancer Center
- Includes the burst, the Massey typography and the VCU master brand mark
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.) when space does not allow for the vertical identity mark to be used
Sample marketing and collateral materials

Folder

Poster

Web banner
Physical therapy

Patient services
Your guide to finding what you need

Collateral cover

Brochure

Risk reduction

Brochure
Massey identity mark

Unacceptable marks
The Massey identity mark lockup may not be altered or manipulated in any way.

Do not use unapproved color combinations.

Do not resize individual elements.

Do not use low-quality graphic.

Do not use incomplete marks.

Do not distort.

Do not alter or manipulate the seal.

Do not add unit names outside of the brand architecture.
Limited use

In certain situations, the Massey identity mark may be broken apart from the master brand mark to accommodate size, space and/or production restrictions or specifications. All elements must be used in conjunction with each other (the item must contain both the Massey identity mark and the VCU master brand mark) and the marks may not be altered or manipulated in any way.

Request approval when using the identity mark in this way.

Note: Assets are not provided in this manner, cropping is used to achieve this.
Color
## Primary color palette

The primary colors for Massey are VCU gold, black and VCU gray.

<table>
<thead>
<tr>
<th>Color</th>
<th>Coated (Pantone)</th>
<th>Uncoated (Pantone)</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>VCU gold</td>
<td>130C C 0 M 27 Y 100 K 0</td>
<td>109U C 0 M 27 Y 100 K 0</td>
<td>#FFBA00</td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VCU gray</td>
<td>Cool Gray 8C C 0 M 0 Y 0 K 80</td>
<td>Cool Gray 8U C 0 M 0 Y 0 K 80</td>
<td>#969491</td>
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</tbody>
</table>
### Secondary color palette

This secondary color palette provides an aid to designing print and Web communications that reflect Massey’s brand in tone and style through consistent use of color. Designing effective marketing communications benefits from a flexible and sophisticated use of color harmony and contrast that works in conjunction with Massey’s primary color palette. It is recommended to limit the use of secondary color to two or three options.

This secondary color palette is intended to complement the primary color palette for Massey and should not be used in place of official university colors.

<table>
<thead>
<tr>
<th>Pantone</th>
<th>coated</th>
<th>uncoated</th>
<th>hex/RGB</th>
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<tbody>
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<td>C 0</td>
<td>C 0</td>
<td>#E57200</td>
</tr>
<tr>
<td></td>
<td>M 66</td>
<td>M 50</td>
<td>R 229</td>
</tr>
<tr>
<td></td>
<td>Y 100</td>
<td>Y 100</td>
<td>G 114</td>
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<tr>
<td></td>
<td>K 0</td>
<td>K 10</td>
<td>B 0</td>
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<td>382C</td>
<td>C 20</td>
<td>C 8</td>
<td>#C4D600</td>
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<tr>
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<td>M 0</td>
<td>M 0</td>
<td>R 196</td>
</tr>
<tr>
<td></td>
<td>Y 100</td>
<td>Y 100</td>
<td>G 214</td>
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<tr>
<td></td>
<td>K 19</td>
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<td>B 0</td>
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<td>C 2</td>
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<td>#E9DF97</td>
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<tr>
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<td>M 1</td>
<td>M 4</td>
<td>R 233</td>
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<tr>
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<td>Y 45</td>
<td>Y 35</td>
<td>G 223</td>
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<td>K 2</td>
<td>K 9</td>
<td>B 151</td>
</tr>
<tr>
<td>466C</td>
<td>C 8</td>
<td>C 0</td>
<td>#C6AA76</td>
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<tr>
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<td>M 23</td>
<td>M 14</td>
<td>R 198</td>
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<tr>
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<td>Y 52</td>
<td>Y 40</td>
<td>G 170</td>
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<tr>
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<td>K 15</td>
<td>K 22</td>
<td>B 118</td>
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<td>Y 36</td>
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<td>K 0</td>
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<td>B 186</td>
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<td>C 59</td>
<td>C 55</td>
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<td>M 11</td>
<td>M 23</td>
<td>R 105</td>
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<tr>
<td></td>
<td>Y 11</td>
<td>Y 0</td>
<td>G 179</td>
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<td>K 0</td>
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<tr>
<td>7544C</td>
<td>C 35</td>
<td>C 19</td>
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<td>M 14</td>
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<td>R 118</td>
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<td>Y 0</td>
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<td>K 34</td>
<td>K 43</td>
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<td>R 0</td>
</tr>
<tr>
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<td>Y 85</td>
<td>Y 34</td>
<td>G 99</td>
</tr>
<tr>
<td></td>
<td>K 44</td>
<td>K 61</td>
<td>B 65</td>
</tr>
</tbody>
</table>
Typography
Typography

The primary sans serif font family for Massey’s marketing materials is Univers, which is used in the brand mark. If Univers is not available, Arial is an acceptable alternate.

The primary serif font family for Massey’s marketing materials is Weis. If Weis is not available, Times New Roman is an acceptable alternate.

### Primary sans serif

- Univers 75 black
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- Univers 57 condensed
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

### Primary serif

- Weis Bold
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- Weis Regular
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

### Alternate sans serif

- Arial black
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- Arial narrow regular
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

### Alternate serif

- Times New Roman Bold
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- Times New Roman Regular
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
Restricted-use identity marks
Restricted-use identity marks

Simple seal identity mark
- Includes the simple VCU master brand mark and the Massey identity mark
- Used when production techniques prohibit the use of the master brand mark (i.e., embroidery)
- Not to be used on collateral, Web or other communications
- Requires approval

Word mark
- Used when the production process limits the use of the identity mark
- Use only Univers 57 condensed
The burst
The burst

- Used on marketing materials as accents or flourishes to add a visual element
- Must be used in conjunction with the Massey identity mark
- Can be used in black, VCU gray, VCU gold or in reverse of VCU gray or VCU gold
- Entire burst, half of the burst or a quarter of the burst can be used
- Not intended to replace standard Massey identity mark
Stationery
Stationery guidelines and ordering information are available at identity.vcu.edu/stationery.
Email header

Email headers include the master brand bar and the Massey identity mark.
Fax template

Faxes include the master brand bar and the Massey identity mark.
PowerPoint templates

The PowerPoint templates include the Massey identity mark.

Options are included for cover pages and interior pages.
Research poster templates

The research poster templates are in PowerPoint format and include the Massey identity mark and a border. These templates should be used for all research poster presentations.

Options are included for 4-foot, 6-foot, 8-foot and 12-foot sizes to accommodate different purposes.