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Branding Guidelines



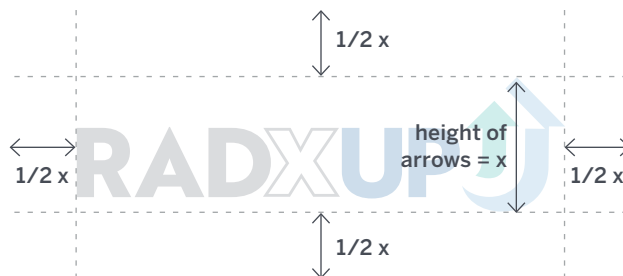
LOGO

The RADx logo should not be modified from its original design, nor should additional awardee branding be applied to it (e.g., RADx-UP [Your Project Institution].)

Where possible, the full-color version of the logo should be used.
The RADx logo is available in full color, black and white, and white (for use on dark backgrounds).

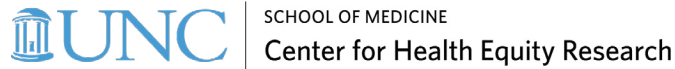


To ensure the spacial integrity of the logo, “clear space” must be maintained on all sides. There should always be $1/2$ the distance “ x ” between any part of the logo and any other page element or the edge of the page, where “ x ” is equal to the height of the arrows.











COBRANDING

Materials representing the RADx-UP Coordination and Data Collection Center (CDCC) can be co-branded with Duke Clinical Research Institute (DCRI) and UNC Center for Health Equity (CHER) is acceptable. The DCRI and CHER logos should be the same width.



















COLORS

Main Colors:

 Dark Gray PMS: Cool Gray 10 CMYK: 72-62-50-32 RGB: 71-77-87	 Duke Blue PMS: 287 CMYK: 100-68-0-12 RGB: 0-83-155	 UNC Blue PMS: 542 CMYK: 60-19-1-4 RGB: 75-156-211	 CCPH Teal PMS: 3272 CMYK: 77-10-42-0 RGB: 20-169-169
Web:  HEX: 33 33 33	 HEX: 00 57 A4	 HEX: 1E 9B D1	 HEX: 20 AC A0

Accent Colors:

 Red PMS: 1797 CMYK: 0-92-72-6 RGB: 205-59-68	 Marigold PMS: 606 CMYK: 0-6-100-16 RGB: 223-197-0	 Pumpkin PMS: 158 CMYK: 0-62-95-0 RGB: 245-127-21	 Eggplant PMS: 2622 CMYK: 65-100-5-40 RGB: 81-12-93
Web:  HEX: D7 25 35	 HEX: DF C3 24	 HEX: E3 5F 0D	 HEX: 50 12 5C
 Spring Green PMS: 2285 CMYK: 44-0-86-0 RGB: 157-200-88	 Light Eggplant PMS: 664 CMYK: 6-8-0-0 RGB: 229-221-226	 Cream PMS: — CMYK: 3-3-7-0 RGB: 244-241-233	 Light Gray PMS: — CMYK: 11-8-8-0 RGB: 224-224-224
Web:  HEX: 9C C9 5C	 HEX: E5 DF EB	 HEX: F4 F1 E9	 HEX: E0 E0 E0

FONTS

RADx-UP uses Benton Sans as its sans serif font.

The serif font is Merriweather. Merriweather is a Google font available [here](#).

Please use your discretion choosing header and content fonts.

These typefaces can both be used for either.

Benton Sans Book:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Benton Sans Condensed Book:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

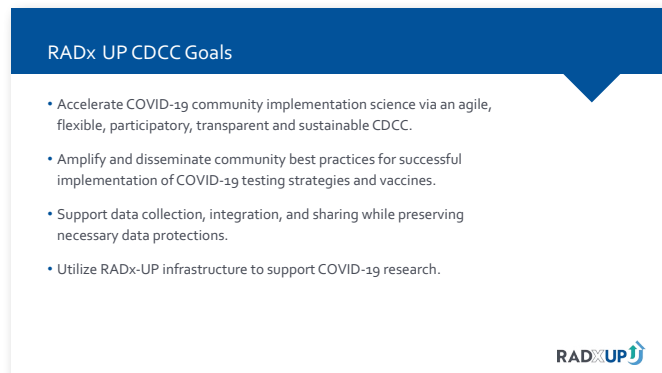
Merriweather Light:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Documents done in Microsoft programs (such as Word docs and PowerPoint presentations) use Corbel.

Corbel:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



ICONS

RADx-UP uses simple, flat, one-color line icons within a thick-lined circle. The ideal ratio of icon line to circle line is 1:3. In other words, if the icon uses 2pt lines, the circle will have a 6pt line. This should only be relevant when creating a new icon. The svgs provided have lines converted to outlines so that they resize proportionately.

Each variation of each icon is provided as a transparent png and an svg file.

There are 3 types of icons:

1. **Color**—The color icon is a color circle with a white interior, surrounding a gray symbol.
2. **White**—The white icon is a white circle surrounding a white symbol.
3. **Button**—***Button icons are only for use when the icon is clickable.*** The button icon is a white symbol on a color circle, with a drop shadow. Button icons are available left-aligned and center-aligned so that they can align correctly to left-aligned and centered text.



Color Icon



White Icon



Button Icon

The circle can be any RADx-UP color:

Use your discretion to choose a RADx-UP color for your icon's circle or button. Once you choose your circle color, please use it consistently throughout the piece you are designing.

All of these are considered OK:

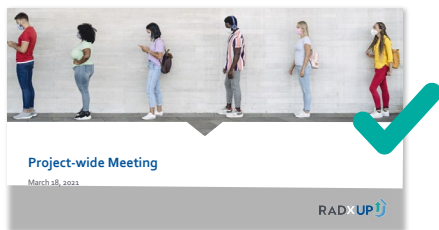
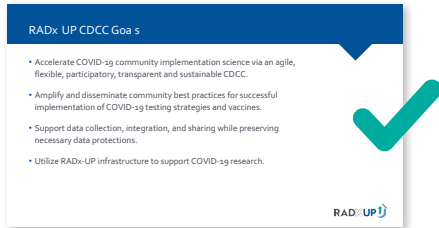


You can find all of the latest icons [here](#), along with a PowerPoint icon catalog.

If you would like a new icon designed, please contact the RADx-UP Communications Team.

THE NOTCH

This graphic element (the “notch”) can be used for the shape of photos and art, or for solid color blocks. If the notch does not show well over a photo, please add a thick white line between the 2 elements.



MORE

Data Visualization:

For more information on how to use RADx-UP branding with data visualization, please find the RADx-UP Data Visualization Style Guide [here](#).

Communications and Branding Share Folder

Find the latest logos, templates, mailing lists, branding and style guides, and more [here](#).

RADx-UP Style Guide

Guidance on tone, word choice, and writing style for RADx-UP CDCC communications can be found [here](#).