



MARY BIRD PERKINS
CANCER CENTER™

BRAND GUIDELINES

JANUARY 2022

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INTRODUCTION

A brand's identity represents the image and aspirations of an institution. It is the cornerstone of all communication efforts and must be applied consistently to convey a single, clear message.

Considering the importance of our image, it is vital that we safeguard our brand by using our brand identity correctly.

Everyone involved in communications for Mary Bird Perkins Cancer Center (MBPCC) has a responsibility to apply the identity in a consistent and accurate way.

This document contains guidelines for the proper use of our identity and describes authorized usage for communication of all kinds.

The logo and logotype should always be taken from electronic files provided by the MBPCC Marketing & Communications Department. The logo and logotype should never be recreated.

HOW TO USE THIS MANUAL

These brand guidelines are intended to be used as a reference source by graphic designers, marketing staffs, MBPCC employees and vendors, all of whom will, at different times, be charged with using or reproducing the logo and other components of the identity program. The visual prototypes illustrated here are designed to address the most common usage requirements for internal and external communications.

From time to time, applications may arise that are not specifically covered within this manual. Questions concerning such instances should be directed to the MBPCC Marketing & Communications Department at (225) 215-1162.

APPROVED LOGO VARIATIONS

Horizontal logo without tagline.



Horizontal logo with tagline.



Stacked logo without tagline.



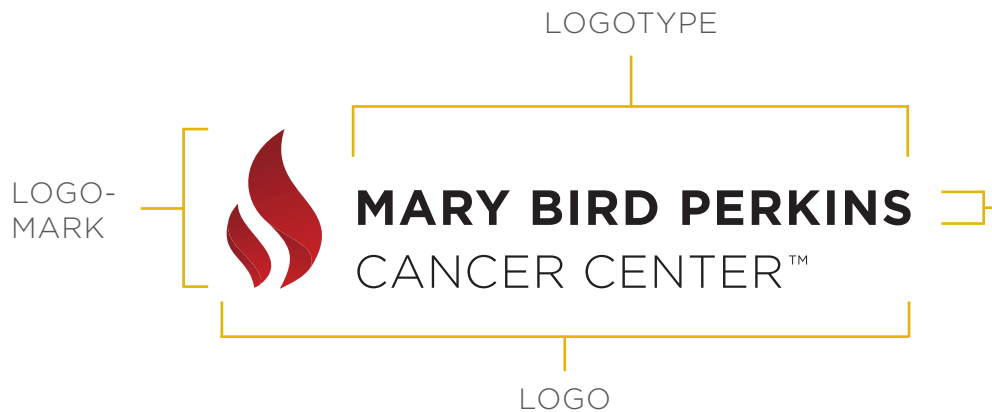
Stacked logo with tagline.



LOGO STAGING

It is required that there is a certain amount of white space on all sides of the logo to maximize legibility. This will increase the impact of the logo on printed materials. The distances surrounding the logo in the examples above are the absolute minimum amount of space required. More space around the logo is allowed and encouraged.

The amount of white space required is based on the height of the logo-type. In the diagram below, x = the printed height of the logo-type. For all versions of the logo, 1/3 the height of x is the required amount of white space for all sides of the logo.



LOGO COLOR

FULL COLOR



2 COLOR



BLACK GRADIENT



BLACK



WHITE GRADIENT



WHITE



LOGO RESIZING

To avoid accidental alterations of the MBPCC logo, it is pertinent to always scale the logo in a proportionate manner. This can usually be accomplished (in most software programs) by holding down the SHIFT key while scaling from one of the corners of the logo's bounding box.

CORRECT SCALING



Click and hold on one of the corners of the bounding box. Drag the corner, while holding the SHIFT key, to the desired size.

Disproportionate scaling will produce one of the following incorrect presentations which are never acceptable under any circumstances.

COMPRESSED



STRETCHED



LOGO SIZE RESTRICTIONS

The MBPCC logo can be scaled up (larger) infinitely. When scaling the MBPCC logo, be sure that you are either using a vector format of the logo, or if using a raster version (pixel based format) of the logo, be sure that it is 300 dpi at 100% of the final size when on smaller formats (letter sized or smaller) or 120 dpi at 100% when displayed in a large format.



1"

The logo should never be reproduced in print smaller than 1" wide.

INCORRECT USAGE

DO NOT move, resize or adjust the logo elements in any way.



DO NOT remove elements of the logo.



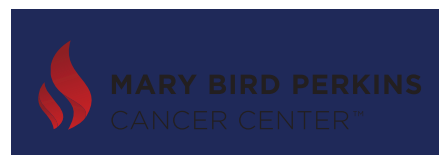
DO NOT try to recreate the typeface for the logotype. This includes italicizing, bolding or using a thinner version of the font.



DO NOT replace the color of any part of the logo. Always use one of the approved logo color variations.



DO NOT place the color, black & white or greyscale versions of the logo on a dark colored background. The reversed logo would be an acceptable application.



DO NOT place the color logo on a photograph, pattern or illustration.



DO NOT use the logo as a watermark or adjust the opacity below 100%.



INCORRECT USAGE

DO NOT add effects such as a 3-D effect, warping or skewing to the logo. Effects such as drop shadows or an outer glow are not permitted.



DO NOT add a department name or any other text / language to the logo.



DO NOT use any part of the logotype independently from the other.



DO NOT replace the logo-mark with a different symbol.



DO NOT combine the full logo with additional symbols or other logos.



If there is ever questionable usage of the Mary Bird Perkins Cancer Center logo, please seek the advice/approval of the Mary Bird Perkins Cancer Center Communications Department. **DO NOT** rely on your own judgement when dealing with any possible misuse or representation of the logo. The logo and logotype should always be taken from electronic files provided by the MBPCC Marketing & Communications Department.

APPROVED LOGO-MARK VARIATIONS

The “flame” may be used by itself to enhance the brand in appropriate situations. It is necessary that the full logo or full name already be present within the material. If there is ever questionable usage of the MBPCC logo-mark, please seek the advice/approval of the MBPCC Marketing & Communications Department. Please see some examples below for acceptable use:

Primary version with the flame in the approved gradient.



APPROPRIATE EXAMPLES



Social media icons for MBPCC pages. Space is too small to hold complete logo.

Primary version with the flame in pantone 202.



Secondary version in black gradient.



Secondary version in black.



Secondary version reversed (white gradient) when on dark background.

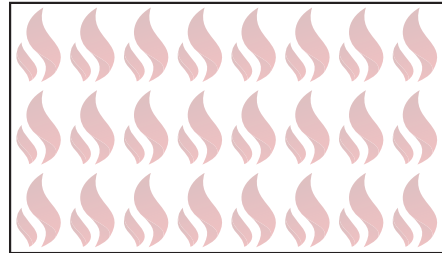


Secondary version reversed (white gradient) when on dark background.



INCORRECT USAGE OF LOGO-MARK

DO NOT use any part of the logo or to create a background or pattern unless approved by the MBPCC Marketing & Communications Department.



DO NOT use the flame as a bullet in the text listings.



bullet number one

bullet number two

bullet number three

DO NOT replace the color of the flame. Always use one of the approved logo-mark color variations.



DO NOT replace the color of the flame with a pattern or photo.



DO NOT combine the flame with any other symbols or use it in a collage in any way.



STYLE GUIDE

Always follow these guidelines when making mention of or referring to Mary Bird Perkins Cancer Center within a body of text.

- In copy when the facility is referred to as the “Cancer Center,” use a capital C for each word.
- When abbreviating Mary Bird Perkins Cancer Center, use MBPCC.
- When referencing the formal name of the organization do not use “the” prior to the name unless it is referring to something belonging to the Center.

Correct usage:

The meeting will be held at the Mary Bird Perkins Cancer Center Communications Department.

Incorrect usage:

The meeting will be held at the Mary Bird Perkins Cancer Center.

- In text, once Mary Bird Perkins Cancer Center is referred to by its full proper name and/or is displayed with the logo, thereafter it may be shortened to Mary Bird Perkins. It may not be referred to in any other shortened form, i.e. Mary Bird Center or Perkins Center.

When listing the MBPCC’s phone or fax numbers within a body of text, always display with the area code within parenthesis, followed by one space, then the phone number separated by a hyphen with no spaces.

Correct: (985) 876-9045

Incorrect: 985-876-9045

Incorrect: 985/876.9045

IDENTITY IN TEXT

Below are samples of the fonts acceptable for use on MBPCC collateral materials. The primary font families are Gotham and Mrs Eaves XL Serif OT. If Gotham or Mrs Eaves is unavailable to you, please use the Arial or Palatino font families.

SANS-SERIF OPTIONS:

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SERIF OPTIONS:

Mrs Eaves XL Serif OT Reg
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mrs Eaves XL Serif OT Reg Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mrs Eaves XL Serif OT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mrs Eaves XL Serif OT Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Palatino
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Palatino Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Palatino Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Palatino Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

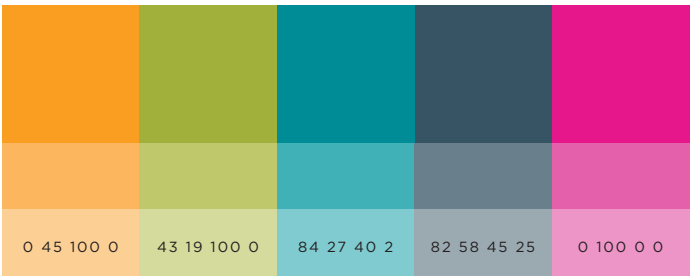
PRIMARY

SECONDARY

COLOR PALETTES

Mary Bird Perkins Cancer Center's primary color palette includes maroon, grey, black and white (reference codes below). The secondary color palette is only to be used in appropriate markets/partnerships, programs or as accents.

If you are unsure of color applications, contact the MBPCC Marketing & Communications Department at (225) 215-1162 or graphics@marybird.com.

PRIMARY	GRADIENT	PMS						
	 <p>CMYK: 10 97 61 48 RGB: 130 36 51 WEB: #822433 PANTONE: 202 C</p> <p>CMYK: 16 100 100 6 RGB: 196 33 39 WEB: #42127 PANTONE: 711 C</p>	 <p>PMS 202 C</p>						
			RGB	PMS 1375 C	PMS 164-7 C	PMS 321 C	PMS 525 C	PMS 225 C
	 <p>0 0 0 119 120 123 130 36 51</p>		 <p>249 157 28 159 173 59 0 141 150 55 84 100 236 0 140</p>					
		CMYK						
 <p>100% 0 0 0 65 10 97 61 48</p>		 <p>0 45 100 0 43 19 100 0 84 27 40 2 82 58 45 25 0 100 0 0</p>						
		HEX						
 <p>#000000 #78797C #822433</p>		 <p>#F99D1C #9FAD3B #008D96 #375464 #EC008C</p>						
		SECONDARY						

ASSOCIATED LOGOS

The following logos are approved by the MBPCC Marketing & Communications Department to be used for any and all print or promotional items deemed applicable. The same aforementioned standards apply to all of these logos.



Mary Bird Perkins - Baton Rouge General



Terrebonne General Health System | Mary Bird Perkins

