

KATHMANDU
CANCER CARE
& RESEARCH CENTER

Logo Usage Guidelines

This KCCRC Logo Usage Guide has been prepared and distributed to ensure the success of the visual identity through consistency of use. Please read and adhere to these guidelines when producing materials using the KCCRC Logo.

March 2015

KCCRC is dedicated to cancer treatment. With strong team and latest technology usages we are here to persist, serve and excel.



The Madagascar Periwinkle flower

Madagascar Periwinkle or *Catharanthus pusillus* is common garden flower growing in shrubs around our locality, rich in alkaloids it's benefits have been proven by usages of it's extract in various cancer treatment.

The periwinkle attracts us with it's 5 petal sharp magenta color and is one of the most withstanding and persistent character in garden.

Identity Design



KATHMANDU
CANCER CARE
& RESEARCH CENTER

Vertical




KATHMANDU CANCER CARE
& RESEARCH CENTER

Horizontal

Colours

This KCCRC logo uses Blue and Periwinkle colours as the primary identity colours.

Colour Name	CMYK	RGB	Hexadecimal
Blue 	100c 100y 0m 0k	54R 84G 25B	#2b318c
Periwinkle 	0c 0y 100m 0k	236R 0G 140B	#ec008c

Dark Background Alternates

The blue color must always be converted to white when using over a dark background. However, when you are using in color printing, NEVER alter the color of the Periwinkle, unless only one ink printing is available.



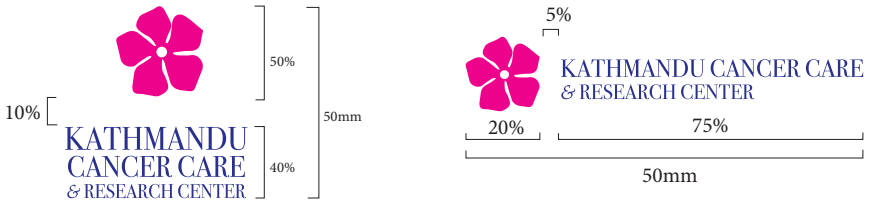
Greyscale Alternates

Use solid black ink when using greyscale logo. Do not change the shades of grey whatsoever.



Size Restrictions

The logo should never be sized less than 50mm in width. The optimal size for using the logo is 70mm. The logo, typeface and spacing in between must always be proportional as shown in the diagram alongside.



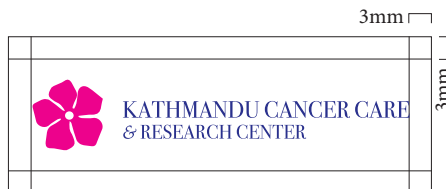
The Periwinkle must always be vertically center aligned with the text in vertical variation.



The Periwinkle must always be horizontally center aligned with the text in horizontal variation.

Spacing Restrictions

Maintain a minimum distance; equal to at least 3mm between the logo and the edge of the page or any other element or text in the page.



Typeface

The logotype uses stylised **Bodoni 72 OldStyle** font.

The stationery and communication materials use **Minion Pro** font.

Bodoni 72 OldStyle

This font is used for the title and logotype of KCCRC.

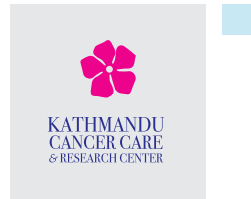
Minion Pro

This font is used for the stationery design and communication text for KCCRC. Though it is advised to use this font across all communication materials, it is not implied that the technical documentation needs to adhere to this font. Technical documents, like doctor's slip and reports can be done in other sans-serif fonts as well.

Logo Usage Best Practices



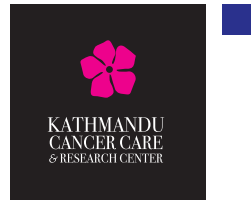
Use the correct size.



Use over white or light grey background.

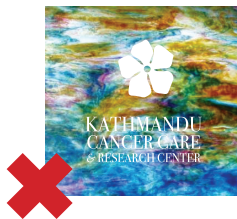


Use over mild photo background.



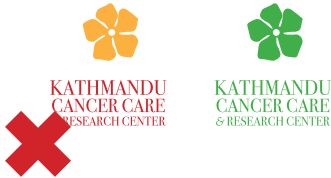
User over dark or black backgrounds. (**Invert the colors**)

Logo Usage Restrictions



Do not use over dark, busy, or **blue spectrum** or **red spectrum** backgrounds.

Usage Restrictions (contd..)



Do not change the colour of the logo.



Do not rotate the logo elements.



Do not change the typeface.



Do not add special effects to the logo.



Do not add any text or remix the logo for other purposes.



Do not use the abbreviation instead of full name.

Ambience Design



Public spaces

Hallways, reception, waiting area and lobby classifies as public space. We will be using vibrant colours with enough whitespace to add personality to the space, the faces will have artwork, signage and brand mark. The space would use fusion of natural and cool light. The basic color palette will be following wherever available:



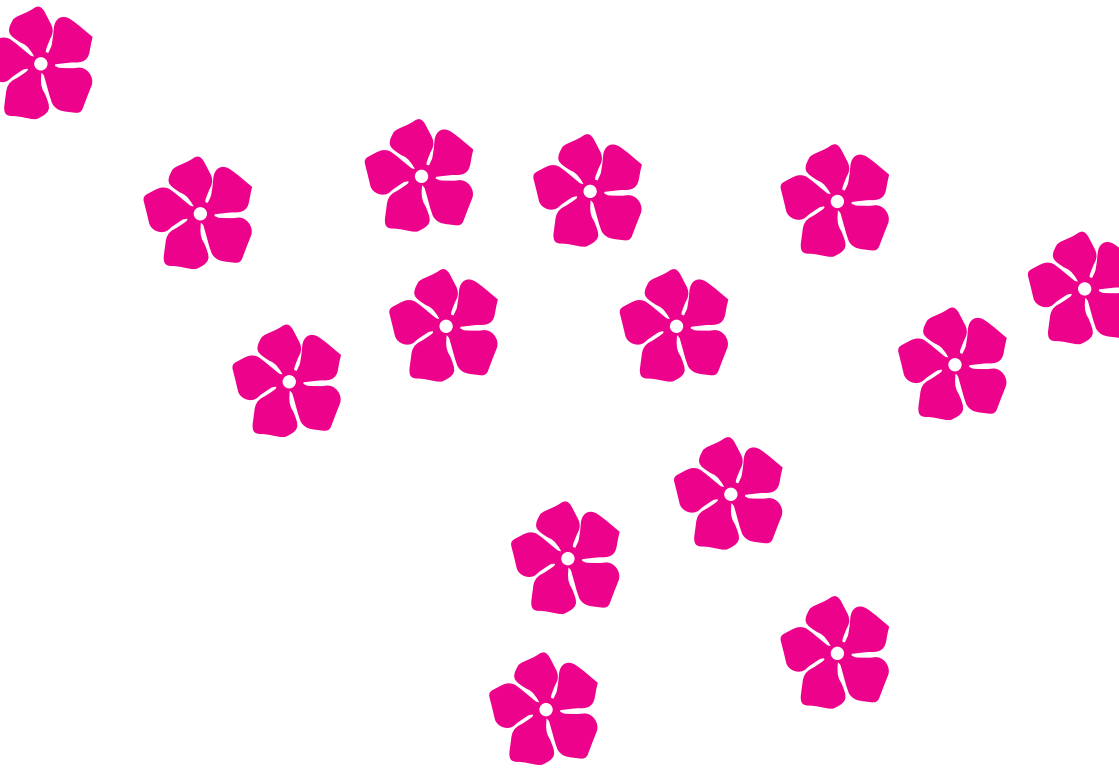
Semi-Public spaces

OPD, Staff rooms, meeting rooms, Doctors break rooms and wards where public access is limited and is only through permission and assist will have corporate persona. The space will use two colours with plane tones. The space will use additional artwork or furniture to add persona wherever necessary. Following palette will be primary choices wherever available.



Private spaces

Treatment room, mould room, simulator room, linear accelerator and other enclosed spaces will have single tone walls. The floor and ceiling will follow the similar patterns wherever necessary and floors will have predominant tones while ceilings will be single tone and subtle design pattern confirming to the branding. Following palette will be primary choices wherever available:



Kathmandu Cancer Care and Research Center
Tathali 9, Bhaktapur
Nepal

Logo design and documentation by Expresiv Studios