

# Brand Guidelines

Guidelines for using the  
ONCOSCREEN brand & assets



This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101097036



# The Logo

The ONCOSCREEN logo has been specifically designed to provide an iconic look and feel to the brand whilst also providing instant brand communication to the viewer.

It embodies the focal point of the project and Europe's commitment to sustainability and innovation. The gradient colour of the logo exemplifying industry's movement towards green solutions.

The text uses a modern uniform style to give impact, instant legibility and to represent clear, concise solutions



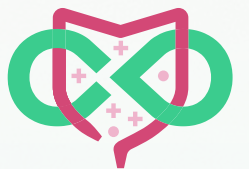
ONCOSCREEN



ONCOSCREEN



ONCOSCREEN





# Using the Logo

Here we show how the logo should be used and highlight some common mistakes.

## Primary logo

*This is how the logo should look in use*



## X Do not recolour

*Do not recolour the logo or individual elements*



## X Do not re-arrange

*Do not re-arrange the parts of the logo*

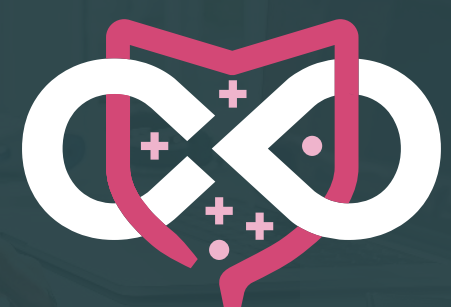
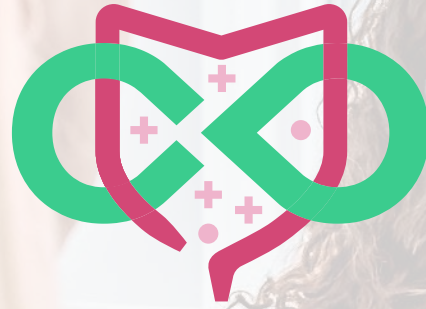


## X



# The Mark

The ONCOSCREEN mark symbolises the core aspects of the project and can be used on its own to add distinctive branding to collateral and images without the need for the full logo.





# Using the Mark

When using the ONCOSCREEN mark on it's own there are two usage versions for both the light and dark versions.

*Use whichever variation suits the space it will occupy best.*

Coloured



Solid



Coloured



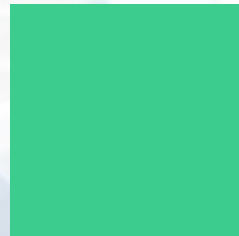
Solid



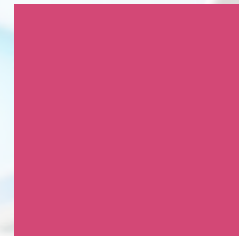
# The Colour Palette

The ONCOSCREEN colour palette has been specifically designed to work in a digital arena. The colours are vibrant and modern, giving impact and contrast to our on-screen products.

## Primary Colour Palette



#3BCC8E  
R:59 G:204 B:142  
C:71 M:0 Y:30 K:20

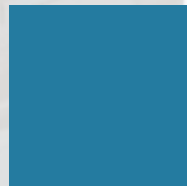


#D34876  
R:211 G:72 B:118  
C:0 M:66 Y:44 K:17



#052328  
R:5 G:35 B:40  
C:87 M:13 Y:0 K:84

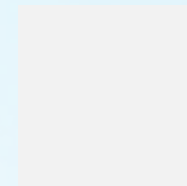
## Secondary Colour Palette



#247BA0  
R:36 G:123 B:160  
C:78 M:23 Y:0 K:37



#F6AF65  
R:246 G:175 B:101  
C:0 M:29 Y:59 K:4



#01D2D  
R:1 G:29 B:45  
C:91 M:74 Y:55 K:68





# The Font Palette

The overarching brand font is TT Norms (Heading and body fonts).

Both fonts have been specifically designed for on-screen clarity while still working well for print.

Calibri has been selected as the default Windows font as well as the font for the deliverable documents to ensure full compatibility.

*The fonts are included in the ONCOSCREEN resource pack.*

*They are also embedded in the presentation templates so can be used even if the user does not have them installed.*

*Alternatively you can download them from [fonts.google.com](https://fonts.google.com)*

Header Font  
**TT Norms**

**Penultimate**

The spirit is willing but the flesh is weak

**SCHADENFREUDE**

3964 Elm Street and 1370 Rt. 21

Body Font  
**TT Norms**

**Penultimate**

The spirit is willing but the flesh is weak

**SCHADENFREUDE**

3964 Elm Street and 1370 Rt. 21

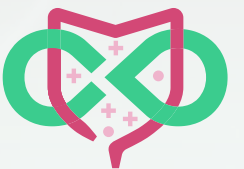
Windows Font  
**Calibri**

**Penultimate**

The spirit is willing but the flesh is weak

**SCHADENFREUDE**

3964 Elm Street and 1370 Rt. 21



# Images

Use images that are consistent with the images provided in the ONCOSCREEN Stock Image Pack.

Images can be used full colour or faded against a light white background.

*Try not to use images that are monochrome and do not use images with a strong colour fade in front.*





# Images

An entire stock image library has been curated for use by partners on the project.

*These can be found in the ONCOSCREEN brand pack*



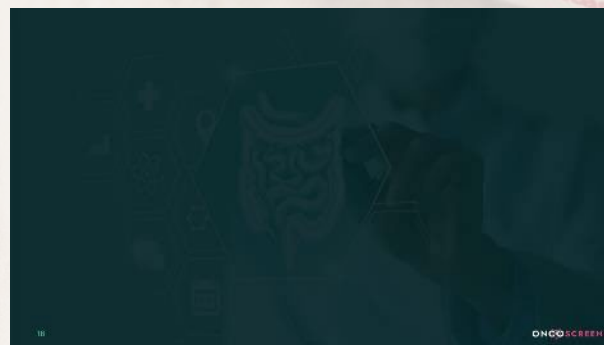
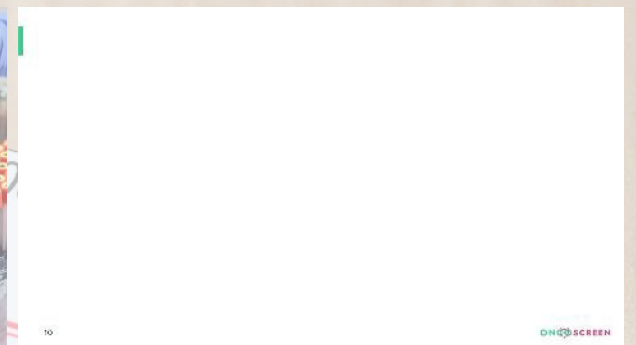


# Templates

Project specific branded presentation templates have been created for use during the project.

*These include various different slide types including Title slides, Section title slides, content slides and closing slides.*

*They also have the project fonts and colours built in so please use accordingly.*







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