



MARKEY CANCER CENTER LOGO GUIDE

Primary Logo	1
How to Use the Primary Logo	2
Vertical Logo	3
Using the Logo without the NCI Tagline	4
Using the NCI Badge	5
Print Filetypes	6
Digital Filetypes	7
Logo Colors	8
Things to Avoid	9
FAQ	10

PRIMARY LOGO

The University of Kentucky Markey Cancer Center Logo is designed for use on all marketing materials.

Do not, under any circumstances, attempt to recreate the logo.

Use only the logos that have been approved by the UK Marketing and UK HealthCare Marketing departments.

These are available at:
markey.ukhc.org/logos

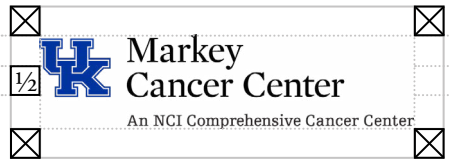
Markey Connect can only be accessed while on a campus network or when connected to the VPN while off-campus or working remotely. You will also need your LinkBlue login.



Markey
Cancer Center

An NCI Comprehensive Cancer Center

HOW TO USE THE PRIMARY LOGO



To ensure high visibility, always separate the primary logo from its surroundings.

Clear space must always surround the logo and should be half the height of the UK mark.



The primary logo should **never appear at a size smaller than 0.25"** tall when measuring the height of the UK mark.



For promotional items, the ® should always appear with the logo as shown.

In order to maintain brand standards, your promotional items must be approved by Markey's Research Communications Office (RCO) or UK Healthcare Marketing prior to being purchased.



Always scale logos equally horizontally and vertically to maintain the original proportions.

USING THE VERTICAL LOGO

The vertical logo serves as a secondary public facing logo for Markey Cancer Center.

The vertical logo may only be used on rare occasions such as when space demands.



Vertical logo with tagline.



To ensure high visibility, always separate the vertical logo from its surroundings.

Clear space must always surround the logo and should be half the height of the UK mark.



For promotional materials, include the ® mark as shown.



Minimum size is 0.375" high.

USING THE LOGO WITHOUT THE NCI TAGLINE

When spacing demands the primary or vertical logo be too small for the NCI tagline to be legible, it may be omitted.

The Markey logo without the NCI tagline may appear with or without the paired NCI badge.

All of the guidelines on spacing, colors, size requirements, etc., of the primary and vertical logos must also be followed with the versions with the tagline omitted.



USING THE NCI BADGES

The Markey logo without the NCI tagline may be paired with the NCI badge. In order to avoid redundancy, only pair the NCI badge with a version of the Markey logo **without** the NCI tagline.

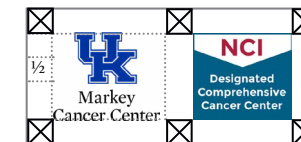
Affiliate sites may not use NCI badges to accompany their materials.

The NCI badge may **only** accompany Markey logos: **it may not be co-branded with any other departments or units.**

To learn more about proper usage of the NCI badge, please see the NIH's official page: cancercenters.cancer.gov/PoliciesResources/LogoUsagePolicy



A Cancer Center Designated by the National Cancer Institute



When pairing the two together, clear space must always surround the Markey logo and NCI badge and should be half the height of the UK mark.



The Markey logo and NCI badge may also be presented physically separated, such as in separate corners or pages of a document.



A Cancer Center Designated by the National Cancer Institute



A Cancer Center Designated by the National Cancer Institute

⊗ Don't use old versions of the badge

⊗ Don't use old versions of the badge

USING OUR LOGO IN PRINT: CMYK FILE TYPES



The **CMYK file type** should be used for all printing purposes. These logo files can be found on Markey Connect in the CMYK logo folders.

Examples of print projects where CMYK logos would be appropriate are:

- Research Posters
- Informational handouts or flyers
- Promotional items like clothing, mugs, stickers, etc. (must be approved by the RCO or UK HealthCare Marketing)
- Other print marketing materials



An NCI Comprehensive Cancer Center

The Markey Cancer Center logos are labeled with what file type they are within the file name itself. For example, the above logo can be found within the folder MCC Logo with NCI Tagline > CMYK and has the filename: [UKHC_Markey Cancer Center_NCI Comprehensive_Horiz_CMYK.eps](#)

USING OUR LOGO DIGITALLY: RGB FILE TYPES



The **RGB file type** should be used for all digital format purposes. These logo files can be found on Markey Connect in the RGB logo folders.

Examples of digital projects where RGB logos would be appropriate are:

- Email newsletters
- Email signatures
- Social media posts
- Websites
- Blog posts
- Digital publications
- Videos



An NCI Comprehensive Cancer Center

The Markey Cancer Center logos are labeled with what file type they are within the file name itself. For example, the above logo can be found within the folder MCC Logo with NCI Tagline > CMYK, and has the filename: [UKHC_Markey Cancer Center_NCI Comprehensive_Horiz_RGB.png](#)

ENSURING CONSISTENCY ACROSS UK LOGOS

When pairing the Markey logo with another UK logo, ensure both are the same file type. The blue of the UK logo will appear different between these two versions if they are not the same file type.



RGB

RGB files should be used when designs are meant to be viewed on a screen. RGB stands for Red, Green, and Blue. RGB colors are made by mixing light beams of these three colors.



CMYK

CMYK files should be used when a design is intended for print. CMYK stands for Cyan, Magenta, Yellow, and Key (black). CMYK colors are made by mixing inks of these four colors.

LOGO COLORS

The logo may appear in any of the versions on this page.

The default coloring is the preferred version for display on all white or light-colored backgrounds.

Default logo on a white background



Blue logo on a white background



Black logo on a white background



Default logo on a light photo background



When placing the logo over top of a photo, always try and place the logo in clear space with enough contrast for legibility.

Default logo on a light background



White logo on a UK blue background



White logo on a black background



White logo on a photo background



Use the all-white logo version on busy or colored backgrounds with sufficient contrast.

THINGS TO AVOID

To maintain consistency, the following practices are **not permitted**. The following rules apply to all Markey logos.

If you have any questions about logo usage, please contact the RCO at mccrco@uky.edu or UK HealthCare Marketing's senior manager Erin McElwain at Erin.McElwain@uky.edu



⊗ Don't add drop shadows or other effects to the mark



⊗ Don't stretch or squash the mark



⊗ Don't rotate or tilt the mark



⊗ Don't add graphic elements to the mark



⊗ Don't attempt to recreate the mark



⊗ Don't add language to the mark



⊗ Don't use old versions of the mark



⊗ Don't use old versions of the mark



⊗ Don't use old versions of the mark



⊗ Don't use old versions of the mark



⊗ Don't use the default mark on a dark background



⊗ Don't recolor the mark

FREQUENTLY ASKED QUESTIONS

What is a logo?

This is a graphic design term that refers to several elements grouped together and used as a whole. Our logo consists of the UK mark deliberately arranged with the Markey Cancer Center name, and, in some variations, includes the NCI Comprehensive status tagline.

Can I request my own logo?

Because a secondary logo lacks the repeated viewings necessary to become recognizable as a stand-alone brand, the use of secondary logos and tag lines are not allowed. Graphic design elements may be used in any promotional pieces/ advertisements. However, they should never replace the official logo.

How should I refer to the Markey Cancer Center?

On first mention, it is important to note Markey's association with the University of Kentucky and its NCI-Designation. **"The University of Kentucky (UK) Markey Cancer Center, a National Cancer Institute (NCI)-Designated Comprehensive Cancer Center..."** is the preferred denotation of the Markey Cancer Center.

How do you pronounce Markey?

Markey Cancer Center derives its name from the generous philanthropic donation of Lucille Parker Markey, former owner of Lexington's famous Calumet Farm. The Markey name is pronounced "MAR-key" and not "mar-KEY."

If you have any questions about logo usage, please contact the RCO at mccrco@uky.edu or UK HealthCare Marketing's senior manager Erin McElwain at Erin.McElwain@uky.edu