

UNC CANCER CARE

UNC Lineberger Comprehensive Cancer Center

N.C. Cancer Hospital

Internal and External Communications Style Guide

Prepared by Public Affairs & Marketing, 2009

Adapted by UNC Lineberger Communications and Marketing, 2010

Updated January 2011



Why a style guide?

UNC Health Care and UNC School of Medicine launched this style guide, which was approved by the Health Care board in November 2009, to achieve the following objectives:

- Ensure a consistent approach to telling our story
- Build trust by demonstrating that a clear vision and deeply held values drive everything that we do. Over time, we seek to paint a clear picture of our organization at the most fundamental level.
- Create visual and stylistic consistency in communications to build a clear and unified vision of our organization.

UNC Lineberger Comprehensive Cancer Center and the N.C. Cancer Hospital encompass multiple organizations and entities, making clear communication of our messages, objectives and values even more important.

In the first half of 2010, UNC Lineberger, N.C. Cancer Hospital and UNC Health Care leadership and staff conducted extensive market research. Early in the process, it became clear that building a strong brand for cancer requires a simplified branding structure.

As a service to our team, we have adapted the UNC Health Care and UNC School of Medicine style guide to the key situations faced by UNC Lineberger/N.C. Cancer Hospital employees and are providing a set of resources to assist you in clear, consistent communication that supports our standards of excellence.

Together, we seek to shape a positive perception of us among our many audiences and stakeholders. We hope you find this guide useful.

About this guide

These guidelines apply to all internal and external communications/publications sanctioned and created through or on behalf of UNC Lineberger Comprehensive Cancer Center and the N.C. Cancer Hospital. This guide includes:

1. Writing Style Guidelines

- I. Avoiding Confusion: Programs vs. Locations
- II. General references to locations, organizations and terms
- III. Specific references to UNC Lineberger Comprehensive Cancer Center and allied entities

2. Publications Style Guidelines

- I. Style Requirements
 - Logo
 - Color
- II. Recommendations
 - Formats
- III. Resources available

3. Web Publishing Guidelines

Additional resources

If you have additional style questions, contact Ellen de Graffenreid, Director of Communications and Marketing edegraff@med.unc.edu or 962-3405 or refer to the Associated Press (AP) Style Book.

1. Writing Style Guidelines

I. General references to locations, organizations and terms

The chart below gives examples of specific references to locations. As a general rule, any organization should be referred to in all communications as its full proper name on first reference and by its acronym or common noun on second and subsequent references.

When referring to the combined research/clinical entity of UNC Lineberger Comprehensive Cancer Center and the N.C. Cancer Hospital, the proper reference is “UNC Cancer Care”.***

Example:

- Upon first reference, UNC Lineberger Comprehensive Cancer Center would be referred to as such. On second and subsequent references, it would be referred to as UNC Lineberger, or its common noun, the cancer center.

First reference	Second and subsequent references	Notes
A. Locations		
** N.C. Cancer Hospital (in text) NOT North Carolina Cancer Hospital	the cancer hospital the hospital	Always reference in conjunction with UNC Lineberger Comprehensive Cancer Center**
*NC Memorial Hospital (in logo) or N.C. Memorial Hospital (in text)	the hospital	Never refer to this hospital as the ‘main hospital’
University Cancer Research Fund (UCRF)	UCRF or “the fund”	
UNC Health Care	UNC Health Care	Health Care is always two words. Avoid using “the system” whenever possible
UNC Hospitals	the hospitals	In most instances – particularly external communications – simply refer to “UNC Hospitals” when writing about a patient
UNC Lineberger Comprehensive Cancer Center	Second reference – “UNC Lineberger”	On subsequent references, refer to it as “the cancer center”

**Standard language for noting the relationship between UNC Lineberger Comprehensive Cancer Center and the N.C. Cancer Hospital is as follows:

“The N.C. Cancer Hospital is the clinical home of UNC Lineberger Comprehensive Cancer Center.”

***Standard language for defining “UNC Cancer Care” is as follows:

“UNC Cancer Care combines the research strength of UNC Lineberger Comprehensive Cancer Center with patient care provided by UNC’s nationally-known faculty physicians.”

Reference	Notes
C. Internet terms	
internet	Never capitalized
home page	Always two words
online	Always one word
Web	Always capitalized
Web site	Always two words
e-mail	Never capitalized, always hyphenated
D. Areas	
floor	Never capitalized
E. Miscellaneous	
and	Never use “&” unless part of an official name or title
chair	Never chairman or chairwoman
cutting-edge	Avoid, substitute “leading-edge”
health care	Two words, when referring to general medical care or the health care industry. The only exception to this rule is “Rex Healthcare,” since it is a proper name.
housestaff (residents)	Lowercase, one word
inpatient	Lowercase, one word
outpatient	Lowercase, one word
attending physicians	Never use the word “attendings” to refer to attending physicians
faculty members	Never use the word “faculty” to refer to faculty staff members

***The periods within the “N.C.” abbreviation remain within organization logos but are removed when written in publications and used in other graphic elements (like advertising). This format has been agreed upon and approved by the CEO of the UNC Health Care organization.**

II. Specific references to departments

Capitalize all department names when using the full, official name and upon first reference unless they appear in a series. Upon second reference, department names should be lowercase. The word “department” should always be lowercase unless used in conjunction with the official name of the department.

Examples:

- The Department of Pathology and Laboratory Medicine has accepted an award.
- Professors involved in the project represent the departments of surgery, family medicine, pediatrics, and obstetrics and gynecology.
- John Doe is the director of the Department of Genetics. As director of the department of genetics, John...

Do not capitalize names of programs.

2. Publications Style Guidelines

Publications promote the values and work of everyone at UNC Cancer Care, whether at UNC Lineberger Comprehensive Cancer Center, the N.C. Cancer Hospital or affiliated programs, to a variety of audiences. Communicating with visual and stylistic consistency will elevate our messages and more closely aligns our communications with the great work we do every day.

Any publication or web site intended for regular publication or dissemination by UNC Cancer Care, UNC Lineberger Comprehensive Cancer Center, the N.C. Cancer Hospital or affiliated entities and programs must be approved in advance by the UNC Lineberger Office of External Affairs and, in some cases, by the UNC Health Care Office of Public Affairs & Marketing.

I. Style Requirements

Graphic style requirements are style items that aim to clearly identify UNC Cancer Care, UNC Lineberger Comprehensive Cancer Center, the N.C. Cancer Hospital and affiliated organizations, departments and services as such and to clearly distinguish between programs and locations. All communications must adhere to these style requirements.

All marks are trademarks of UNC Health Care and the UNC School of Medicine. Use of the identities is managed by Public Affairs & Marketing. If you have questions about using the logos, contact Ellen de Graffenreid at (919) 962-3405 or edegraff@med.unc.edu or Jennifer Breedlove at (919) 843-8922 or jbreedlo@unch.unc.edu. **All logos must be approved by UNC Lineberger Communications & Marketing in conjunction with Public Affairs & Marketing, and must comply with the following standards.**

A. Logo

i. The official logos

A logo is the official graphic identity of an organization or group. UNC Lineberger and UNC Cancer Care have two official logos:



UNC
LINEBERGER



UNC
CANCER CARE



A Comprehensive Cancer
Center Designated by the
National Cancer Institute

The UNC Lineberger logo should always be accompanied by the full name of the cancer center in text: UNC Lineberger Comprehensive Cancer Center. The NCI Comprehensive Cancer Center Logo should be placed on your publication in a secondary position except for business cards where it is optional due to the limited space available. This logo is also available from External Affairs.

The logo may also be used in black



UNC
LINEBERGER



UNC
CANCER CARE

One of the approved logos should be prominently displayed on the cover page and/or first pages of your publication.

ii. Choice of Logo

Please choose the logo that is most appropriate for the audience being addressed by your communications. In general, clinical audiences should be addressed with the UNC Cancer Care logo and research audiences with the UNC Lineberger logo (accompanied by the NCI logo). **In some cases, both logos may be used. All requests to use dual logos must be approved by UNC Lineberger Communications and Marketing.**

Questions should be directed to UNC Lineberger Communications and Marketing. Contact Ellen de Graffenreid, edegraff@med.unc.edu or 919-962-3405.

iii. Using the logo

The NCI logo may be used smaller and in a less prominent location than the primary logo.

Use the logos only in the approved colors: white, black and Carolina blue (see: Color). The logo must be reproduced from reproduction-quality art or from high-resolution digital files. Even if the logo looks clear on screen, when printing low-resolution logos the graphics will look unclear or “fuzzy” to your audiences.

Official academic or institutional communications should always use the standard, approved logo only (not the Ribbon Foot).

Consistency within our publications and through our graphic identities can strengthen our brand. An excessive number of graphic identities can have the reverse effect, diluting the brand. Consolidate the number of logos used for your organization when appropriate.

In exceptional circumstances, individual logos for programs, etc. may be approved if there is a compelling and proven need. **All logo requests must be submitted to Public Affairs & Marketing, and final approval will be given by the dean/CEO.**

iv. Basic guidelines for using the logo within your printed projects:

Do:

- Use the logo in white on dark, black or Carolina blue backgrounds and in blue or black on light backgrounds.
- Use the logo only in the approved colors: white, black and Carolina blue (see: Color).
- Reproduce the logo only from reproduction-quality art or from high-resolution digital files.
- Ensure the Old Well appears in its entirety within the logo.

Do not:

- Put the logo on a heavily patterned background.
- Shrink, stretch or reconfigure the logo.
- Alter the text of the logo.
- Add any text to the logo, such as a program name.

For technical guidelines, visit http://www.unc.edu/design/web/resources_logosdownload.php.

v. Other graphic marks

Spirit marks, emblems, icons or other informal graphic identities of the organization or its departments must be developed and approved by Public Affairs & Marketing.

A spirit mark is an informal graphic with limited use as a graphic mark, in addition to the approved logo, to communicate organization spirit, identify a unique program or service, or unify a group or audience toward a common goal.

The UNC Lineberger Comprehensive Cancer Center/N.C. Cancer Hospital spirit mark is the ribbon foot:



The ribbon foot MUST be used with one or both of the official logos or with text identifying it as associated with UNC Cancer Care, UNC Lineberger Comprehensive Cancer Center and the N.C. Cancer Hospital.

All graphic identifier marks should be used sparingly and only in conjunction with fundraising or public awareness efforts. **Spirit marks should never be used in official academic or institutional communications or in place of the approved logo.**

All uses of the ribbon foot must be approved in advance by UNC Lineberger External Affairs and are subject to the following requirements:

- The ribbon foot is a trademark of UNC Lineberger Comprehensive Cancer Center and the N.C. Cancer Hospital and must be used with the trademark (™) symbol
- The ribbon foot must be used with the official logo or with text identifying it as associated with UNC Lineberger Comprehensive Cancer Center and the N.C. Cancer Hospital
- The same color and logo use guidelines apply to the ribbon foot as to the official logo. No alteration may be made to the spirit mark, including application of different colors to the design.

All graphic identifier marks should be used sparingly and only in conjunction with fundraising or public awareness efforts. **Spirit marks should never be used in official academic or institutional communications or in place of the approved logo.**

Using the logos:

Use the logos only in the approved colors: white, black and Carolina blue (see: Color). The logo must be reproduced from reproduction-quality art or from high-resolution digital files. Even if the logo looks clear on screen, when printing low-resolution logos the graphics will look unclear or “fuzzy” to your audiences.

Official academic or institutional communications should always use the standard, approved logo only.

Consistency within our publications and through our graphic identities can strengthen our brand. An excessive number of graphic identities can have the reverse effect, diluting the brand. Consolidate the number of logos used for your organization when appropriate.

In exceptional circumstances, individual logos for programs, etc. may be approved if there is a compelling and proven need. **All logo requests must be submitted to Public Affairs & Marketing, and final approval will be given by the dean/CEO.**

iii. Basic guidelines for using the logo within your printed projects:

Do:

- Use the logo in white on dark, black or Carolina blue backgrounds and in blue or black on light backgrounds.
- Use the logo only in the approved colors: white, black and Carolina blue (see: Color).
- Reproduce the logo only from reproduction-quality art or from high-resolution digital files.
- Ensure the Old Well appears in its entirety within the logo.

Do not:

- Put the logo on a heavily patterned background.
- Shrink, stretch or reconfigure the logo.
- Alter the text of the logo.
- Add any text to the logo, such as a program name.

For technical guidelines, visit http://www.unc.edu/design/web/resources_logosdownload.php.

iv. Other graphic marks

Spirit marks, emblems, icons or other informal graphic identities of the organization or its departments must be developed and approved by Public Affairs & Marketing.

A spirit mark is an informal graphic with limited use as a graphic mark, in addition to the approved logo, to communicate organization spirit, identify a unique program or service, or unify a group or audience toward a common goal.

The UNC Lineberger Comprehensive Cancer Center/N.C. Cancer Hospital spirit mark is the ribbon foot:



The ribbon foot MUST be used with one or both of the official logos or with text identifying it as associated with UNC Cancer Care, UNC Lineberger Comprehensive Cancer Center and the N.C. Cancer Hospital.

All graphic identifier marks should be used sparingly and only in conjunction with fundraising or public awareness efforts. **Spirit marks should never be used in official academic or institutional communications or in place of the approved logo.**

The Ribbon Foot is a trademark of UNC Lineberger Comprehensive Cancer Center and may not be used without the express permission of UNC Lineberger's Office of External Affairs.

B. Color

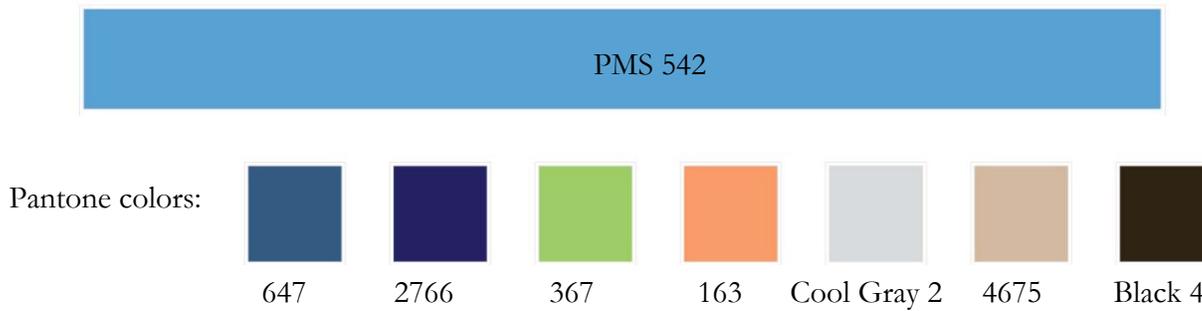
Carolina blue is Pantone Matching System (PMS) color 542.

Carolina blue should always be the predominant color in publications. For additional publications colors, see Color Palette section.

The logo and the Carolina blue color should have a significant presence on the cover and first pages of every publication. Always use the same color blue as the logo for other blue graphics within your publications.

Color palettes can elicit responses from readers and it's important to consider your palette before beginning a publication. Carolina blue should be the predominant color in any publication. Avoid using colors that could be confused with other health care systems.

While there are no official color palette guidelines for UNC Health Care or the UNC School of Medicine, the following colors complement the logos and color:



C. Formats

Publications can be in e-mail, online, mailed or hard copy handout format. Reducing the number of printed pieces your organization produces can save your organization money and production time. When sending publications within e-mails, include minimal text and graphics.

Approved templates are available for a variety of publication types to ensure consistency. If you would like to use a template for your publication, contact Ellen de Graffenreid at (919) 962-3405 or edegraff@med.unc.edu.

D. Legal Requirements

A number of requirements apply to publications printed with state funds. For a full list of these requirements, see: <http://www.unc.edu/depts/pubserv/guidelines.html>

3. Web Publishing Guidelines

These guidelines are separate from the publications guidelines and apply to online communications.

For more information on these guidelines, contact Ellen de Graffenreid at edegraff@med.unc.edu.

General tips for writing for the web can be found at: <http://www.unc.edu/depts/pubserv/webwriting.html>