

VISUAL IDENTITY

# ADVANCE RI-CTR



**Advance**  
**Rhode Island**  
Clinical & Translational Research

06.10.2021

# CONTENTS

Primary Logo .....	1
Logo Specifications – Sizing and Clearance Area .....	2
Proper Use of the Logo .....	3
Color Palette .....	4
Typefaces.....	5
Grant Number Logos and Usage.....	6
Other Graphic Elements .....	7
Use of the Advance RI-CTR Logo with Other Logos.....	8



# PRIMARY LOGO

The Advance RI-CTR logo is a symbol of the organization's commitment, collaboration, and aspirations. The logo is a "word mark" — a combination of a graphic image and designed text that is treated as a single identifying mark. It consists of a three-part sphere and positioning of the "Advance" and "Rhode Island Clinical Translational Research" names.

This logo is the primary element of the Advance RI-CTR visual identity.

Precise production of the logo, when used consistently and properly with the other elements of the visual strategy, supports the philosophy of the organization and represents the unique look that forms the foundation of a recognizable and memorable brand identity.

Social Media Avatar



Full Color Version / Horizontal and Vertical



One-color Version // Horizontal and Vertical



# LOGO SPECIFICATIONS

## SIZING

The Advance RI-CTR logo must always be used at a size that ensures that all of its elements are clearly visible and recognizable. The logo also must be reproduced at a fixed aspect ratio (scaled up or down in size proportionally) to ensure it is reproduced consistently. The logo must never be reshaped or distorted.

Minimum accepted sizes for production of the logo are listed here. There is no maximum size.

## CLEARANCE AREA

A clearance area (or blank margin) around the logo is needed to ensure the logo is never encroached upon by surrounding content.

As illustrated, to determine the minimum clearance area, use the measurement of the height of the words "Advance Rhode Island Clinical Translational Research" around all four sides of the logo. This always scales with the logo. When possible, allow additional clearance.

MINIMUM SIZE:  
1.375" WIDE  
HEIGHT MUST SCALE  
PROPORTIONALLY TO WIDTH



MINIMUM SIZE:  
0.8" WIDE  
HEIGHT MUST SCALE  
PROPORTIONALLY TO WIDTH



# PROPER USE OF THE LOGO

Advance RI-CTR logo should always be presented in a clear, consistent, and effective manner, and should never be altered in any way. Preserving the integrity of the logo is important for communicating to both internal and external communities.

The logo should never be stretched out of scale, recolored, redrawn, have additional typefaces or text added, be trimmed, or be used to create a different logo.

Elements of the logo should not be obscured or covered by design elements, background photos or graphics. The presentation of the design elements should not be altered by insertion of shadows or screens that alter the official colors or – in the case of one-color or two-color presentations – distort the contrast of the logo's individual design elements.

Only use approved logo files.



Do not stretch



Do not change orientation



Do not crop



Do not recolor



Do not resize or move elements



Do not change font

# COLOR PALETTE

The colors associated with a visual identity become an instantly recognizable element and therefore official colors play an important role in Advance RI-CTR visual identity.

## PRIMARY COLOR PALETTE

There are three colors that make up Advance RI-CTR's primary identity. To ensure consistency in production and reproduction, these colors cannot be lightened, darkened or otherwise adjusted. Please ensure that the correct color references are used at all times by following these specifications.

The colors may be used at different screens for design purposes.

The following PANTONE, RGB, CMYK and Hexadecimal reference numbers have been carefully selected for the Advance RI-CTR identity. PANTONE is the recognized industry standard color guide for the printing and design industry. CMYK is used for four-color printing, RGB for computer and electronic displays, and HEX specifically for Web communication.

In instances where vendors do not use these color numbers, such as when manufacturing clothing and other promotional items, use the printed examples as your guide to choose a color that best matches.

PANTONE: 638C/U  
CMYK: 86, 0, 9, 0  
RGB: 0, 175, 215  
HEX: #00AFD7



PANTONE: 7671C/U  
CMYK: 83, 81, 0, 4  
RGB: 81, 70, 137  
HEX: #514689



PANTONE: COOL GRAY 9C/U  
CMYK: 30, 22, 17, 57  
RGB: 117, 120, 123  
HEX: #75787B



# TYPEFACES

Typefaces and how they are arranged are as important to the identity as the use of color and graphics. Typography that is selected, arranged, and spaced well is what distinguishes professional print and digital publications.

Gotham Narrow is a sans serif typeface that combines contemporary design aspects with traditional aspects. Gotham Narrow Medium is the font used in the Advance RI-CTR logo.

On this page are just a few examples of the typeface style options that are available within the font family.

## SANS SERIF TYPEFACE

### GOTHAM NARROW

#### Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Book Italic:

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

#### Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Medium Italic:

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

#### Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Bold Italic:

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

# GRANT NUMBER LOGOS AND USAGE

In addition to the primary logo, Advance RI-CTR has graphic options when using their grant number. See below for when these graphics should be used.

**Email Signature:** Users may choose to use either the standard Advance RI-CTR logo, or the logo with the grant number in their email signatures. Grant number graphics should not be used in a signature in place of the logo.

**Posters and Citation Policies:** Grant number-specific graphics are recommended for use on posters and on department websites where citation guidelines and policies are provided.

**Letterheads:** The grant number graphics should never be used as part of an official letterhead. Always use the Advance RI-CTR logo in the letterhead. Either the standard Advance RI-CTR logo or logo with the grant number are acceptable on letterheads.

**Slide Presentations:** Grant number graphics may be used in presentations as appropriate, but never use the grant number graphics in place of the Advance RI-CTR logo. Make sure you are always using the Advance RI-CTR standard presentation template slides, which incorporates the logo, when you are giving a presentation on behalf of Advance RI-CTR.

## Option 1



## Option 2



## Option 3



## OTHER GRAPHIC ELEMENTS

In addition to the primary logo, Advance RI-CTR has two additional graphic elements.

**Wave:** Viewed as a connection to Rhode Island, the Ocean State, and reinforces location. Not mean “add to” or take away from the strength of the identity; an abstract graphical wave symbolizing advancing the research. Can be used at 100 percent opacity or at 50 percent when the intent is to use it as a watermark on materials such as presentations.

**Sphere:** The three-part sphere can be used independently to frame images or call out data points. This element should not be overused nor does it replace the primary identity.

See companion file called, 309443\_BIOMED\_Advance-CTR\_Visual Identity FNL, for sample applications on how to apply these elements in practice.

Wave / Full opacity and 50% opacity



Sphere

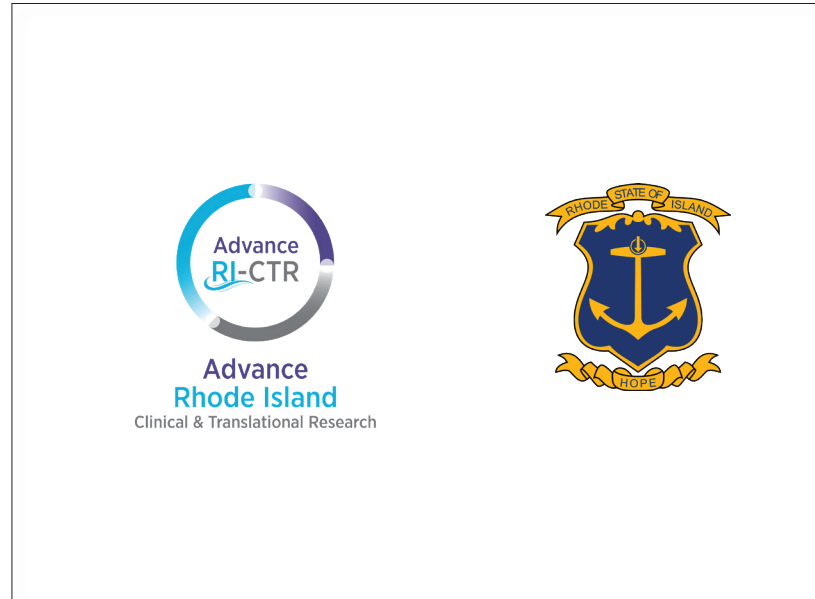


## USE OF THE ADVANCE-RI-CTR LOGO WITH OTHER LOGOS

When Advance RI-CTR co-sponsors an initiative or event as an equal partner with external academic, community or corporate entities, the Advance RI-CTR logo should be presented as equal in scale and importance to the other logos.

Care must be taken to ensure ample clear space is provided between the logos—to either side and above and below—to avoid any mistaken suggestion of merger or dependence. Partner or co-sponsor logos should never be combined by touching, overlapping, or using a graphic element to join the distinct logos.

Proper permissions, specifications and requirements should be obtained from all co-sponsoring organizations before using their logos in Advance RI-CTR publications or media.



EXAMPLE OF GOOD  
LOGO SPACING

FOR MORE INFORMATION ON:

Advance RI-CTR Visual Identity

Accessing logo files

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The Advance RI-CTR Visual Identity was created by the  
Brown University Office of University Communications.