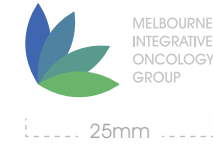




MELBOURNE
INTEGRATIVE
ONCOLOGY
GROUP

BRAND GUIDE

V1 SEPTEMBER 2017



CLEAR SPACE

Never place the logo too close to the edge of a document, or place text / images hard against the logo. As a guide, try to leave a minimum clear space of 'O' from ONCOLOGY.

MINIMUM SIZE

Scaling a logo too small can render it illegible. The recommended minimum size for the text to appear is 25mm wide.

USE AS SUPPLIED

The logo should always appear as is has been supplied. Never outline, recolour, add to, redraw or distort the logo by 'squashing' or 'stretching' unevenly.

CORRECT FILE FORMAT

Using the correct format for your output will ensure you have the best finished result.
Professional printing : PDF or EPS
Internal printing / on-screen : JPEG or PNG

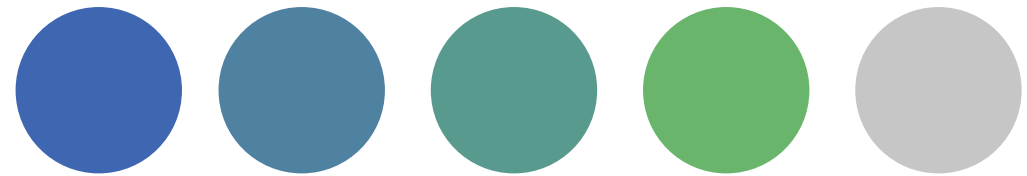
FONT : ITC AVANT GARDE GOTHIC (FAMILY)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890



CMYK
81-63-0-0

RGB
66-102-176

HEX
#4266af

CMYK
73-43-24-2

RGB
79-128-161

HEX
#4f7fa0

CMYK
67-23-49-2

RGB
89-153-140

HEX
#59998c

CMYK
62-6-77-0

RGB
107-181-107

HEX
#6bb56b

CMYK
22-17-16-00

RGB
199-199-201

HEX
#c6c6c9