



Iowa Cancer Consortium

Brand Identity Guidelines
(Condensed)

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About the Iowa Cancer Consortium's Brand Identity Guidelines

This document explains the Iowa Cancer Consortium's *brand identity*.

Our brand goes far beyond our logo. Our brand is reflected in how each of us represents the Consortium and, ultimately, in how others perceive the organization based on us.

Simply put, *our brand is who we are as the Iowa Cancer Consortium*.

These brand identity guidelines give us

- A clear understanding (among staff, leadership, members, the public, etc.) of who we are and where we're headed.
- A clear understanding of our broad organizational values.
- An ability to better meet the needs of our members and build our coalition.
- Consistency in how leadership, staff, and members portray the Iowa Cancer Consortium.
- Consistency in our messages and materials.

Just as people change based on life experiences, the Consortium changes due to developments in cancer control in Iowa. Therefore, we can expect our brand identity to change from time to time. This document is intended to be fluid and malleable as our organization changes and grows.

The Iowa Cancer Consortium staff and members of the Communications Committee welcome questions and comments about our brand identity. Contact us at staff@canceriowa.org.

Our Stakeholders

Every Iowan has a stake in controlling cancer in our state. That's why we use the term "stakeholders" in this document instead of "audience." Our stakeholders include

- All Iowans, especially those whose lives have been touched by cancer.
- Iowa Cancer Consortium members, leadership and staff.
- Non-member individual partners.
- Non-member businesses and organizations.



Our Vision

An Iowa where cancer is not a burden.

Our Mission

To reduce cancer incidence and mortality in Iowa through collaborative efforts that provide services and programs directed towards comprehensive cancer prevention and control.

Our Essence

The Iowa Cancer Consortium is *collaborative*.

We connect new and sometimes unlikely partners who want to make bigger impacts with their work and resources. We create partnerships that strengthen cancer prevention, screening, treatment and quality of life for all Iowans.



Our Personality

Eight personality traits guide our work and our representation of the Iowa Cancer Consortium:

1. **The Iowa Cancer Consortium is *empowering*.**
We connect stakeholders with tools, resources, knowledge and partnerships to help them succeed in their cancer control work.
2. **The Iowa Cancer Consortium is *credible*.**
We recognize that advances in cancer prevention, screening, treatment and quality of life are made through scientific research. We connect our partners with reliable sources of information to help them succeed. We help the public find accurate cancer information.
3. **The Iowa Cancer Consortium is *open and engaging*.**
We are approachable and seek partners with diverse ideas and talents. There is a role at the Iowa Cancer Consortium for every Iowan.
4. **The Iowa Cancer Consortium is *passionate*.**
We are personally and professionally driven to make cancer less of a burden on our families, friends, neighbors, coworkers and all Iowans.
5. **The Iowa Cancer Consortium is *compassionate*.**
We recognize that every person experiences cancer differently and has a unique story to tell. We believe every cancer story has value.
6. **The Iowa Cancer Consortium is *innovative*.**
We think creatively to solve problems. We embrace new technologies and new ideas, and we help our partners do the same.
7. **The Iowa Cancer Consortium is *professional*.**
We take our work seriously and acknowledge the value of partners' contributions. We seek input from a variety of stakeholders, and are balanced in our decisions and actions. We are competent and capable and understand the complexities of cancer and cancer issues.
8. **The Iowa Cancer Consortium is *equitable*.**
We believe that access to cancer services and outcomes should not depend on race, creed, color, national origin, age, sex, disability, sexual orientation, gender identity or any other classification.

Our Position and Value Statement

As a leader in cancer control, the Iowa Cancer Consortium offers our state's cancer stakeholders access to resources, expertise, and non-competitive collaboration across traditional boundaries for a bigger impact in cancer prevention, early detection, treatment and quality of life.



Our “Voice”

We use plain language techniques to make our messages accessible to as many people as possible. Our tone is conversational, yet reflects that we are empowering, credible, open and engaging, passionate, compassionate, innovative, professional and equitable.

We do not use words like “battle,” “fight,” “win” or “lose” to reference cancer experiences.

We use “Iowa Cancer Consortium” and “the Consortium” instead of “ICC.”

Our Look

Color Scheme

Our color scheme is based in blue and green to give our visual materials a feeling of confidence, safety, approachability and trustworthiness.



RGB: 9, 36, 65
HEX: 092441

RGB: 24, 181, 54
HEX: 18B536

RGB: 67, 182, 219
HEX: 43B6DB

RGB: 114, 198, 219
HEX: 72C6DB

RGB: 255, 255, 255
HEX: FFFFFF

Fonts

We use Questrial or Franklin Gothic Book for headlines, and Helvetica or Calibri for body text.

Imagery

We use images of real Iowa Cancer Consortium members and real Iowans as much as possible. The images we use are representative of Iowa’s diverse populations and communities.



Iowa Cancer Consortium

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