

# IDENTITY TOOLKIT

## PC4 LOGO

### MASTER LOGO

The master logo is our most important brand asset and must be consistently across all applications.

The logo must not be altered in any way. The preferred lockup is horizontal. The vertical lockup is only to be used with the PC4 office advice.

The logo represents the four crucial links to PC4's vision. Linking researchers, consumers, our services and resources, as a framework for developing and cultivating research in cancer in primary care. Our research is so integrated with these elements that we believe they needed to be the key focus of the design.

Thus the interlocking rounded squares represent each aspect of PC4's focus.

The warm greens used throughout the logo represent growth reflecting PC4's mission to evolve and nurture high quality research.

The cross inside the rounded squares represents the Health symbol, identifying our place within the health industry. The layering in our logo highlights the transparency of PC4's nature and relationships.



PRIMARY CARE COLLABORATIVE  
CANCER CLINICAL TRIALS GROUP

### HORIZONTAL LOGO (PREFERRED USE)

*On white background with tagline*



### HORIZONTAL LOGO (PREFERRED USE)

*On white background without tagline*



### VERTICAL LOGO

*On white background without tagline*



PRIMARY CARE COLLABORATIVE  
CANCER CLINICAL TRIALS GROUP

### HORIZONTAL LOGO

*On coloured background with tagline*



### HORIZONTAL LOGO

*On coloured background without tagline*



### VERTICAL LOGO

*On coloured background without tagline*

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## MONO LOGO

When printing specifications require a greyscale or single colour logo, the following logo options are available.

Where the quality of reproduction is in doubt, the mono brand mark may be used.



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HORIZONTAL LOGO

*Black mono*



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HORIZONTAL LOGO

*White mono*

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## MINIMUM AND RECOMMENDED SIZES

### LOGO MINIMUM SIZE

For ease of recognition and to ensure the optimum reproduction quality, a minimum size has been set.

For the horizontal logo lock-up the logo should not appear smaller than 20mm width in print, or 168px in the digital setting.

### LOGO RECOMMENDED SIZE

Recommended sizes are provided as a guide for when the PC4 brand mark is applied to a printed A4 document or a website that is 1380 pixels in width. When applying to a smaller or larger document, scale the PC4 brand mark in proportion to the document size you are working with to achieve the highest level of legibility.



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#### HORIZONTAL LOGO

*Minimum width for print 20mm*

*Minimum width for digital 168 pixels*



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#### HORIZONTAL LOGO

*Recommended print 50mm*

*Recommended width for digital 250 pixels*

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## CLEAR SPACE RULE

To make best use of our logo's presence, there is a defined clear space around the logo which must remain free from other elements such as text, graphics or design elements.

The clear space is defined by the height of the number '4' within the logo



## CO-BRANDING PRINCIPLES

Co-branding must ensure proportions to the PC4 logo and the co-branded logo are similar and consistent.

Currently PC4 only co-brands with the Psycho-oncology Co-operative Research Group (PoCoG).

### JCAG LOGO



### JCAG LETTERHEAD



**Primary Care Collaborative Cancer Clinical Trials Group**  
A | Victorian Comprehensive Cancer Centre  
Level 10/305 Grattan Street, MELBOURNE, VIC, 3000  
M | 200 Berkeley Street, CARLTON, VIC, 3053  
E | info@pc4tg.com.au P | 03 8559 6219

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## INCORRECT USAGE

To maintain brand integrity for PC4, the brand mark must not be compromised in any way.

The PC4 brand mark cannot be redrawn, typeset or altered in any other way, under any circumstances. The brand mark can only be reproduced as depicted within these guidelines.

The examples at right show various ways in which the PC4 brand mark might be incorrectly reproduced.



*Do not alter the colours of the brand mark.*



*Do not reproduce the brand mark in another typeface.*



*Do not separate the elements of the brand mark.*



*Do not alter the size or relationship of the elements of the brand mark.*



*Do not rearrange the elements of the brand mark.*



*Do not stretch the brand mark horizontally or vertically.*