

Rogel Cancer Center Style Guide

NAME

The name **Rogel Cancer Center** is acceptable in all references.

When speaking or writing to people outside of the university, use University of Michigan on first reference: **University of Michigan Rogel Cancer Center**.

When referencing without the Rogel name, lowercase cancer center: the cancer center; U-M's cancer center

Acronyms or abbreviations are not allowed. DO NOT use RCC, UMRCC, UMCCC or other abbreviations.

DO NOT use Michigan Medicine Rogel Cancer Center. The correct name is University of Michigan Rogel Cancer Center

To convey our comprehensive designation, use the phrase “Rogel Cancer Center, a National Cancer Institute-designated comprehensive cancer center.”

LOGO USE

The Rogel Cancer Center has two logo options. Both are considered appropriate use and should be selected based on space and design.



Recommendations: Use the horizontal logo for PowerPoint templates, stationery or other wide spaces; use the vertical logo on T-shirts, lab coats, business cards and other spaces that present in a square or vertical fashion.

Logos should be used in maize and blue full color when possible. Alternative logos using black, all-blue and white are available to use against colored backgrounds or when printing in black and white. No other colors may be used.

The entire suite of logos can be downloaded from the [Rogel Cancer Center intranet](#) or [Michigan Medicine branding site](#) (coming soon).

QUESTIONS: Contact the Rogel Cancer Center Communication Team at 764-2220