National Cancer Institute

NCI New Media Style Guide

Version 1.6

U.S. DEPARTMENT
OF HEALTH AND
HUMAN SERVICES

National Institutes
of Health

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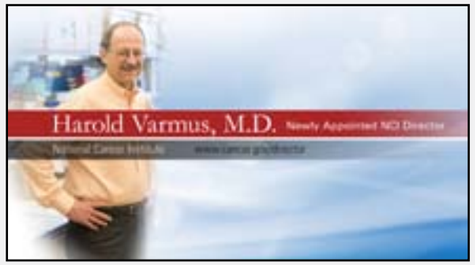
Design Approach

1.1 Social Media Strategy



USING THIS DOCUMENT

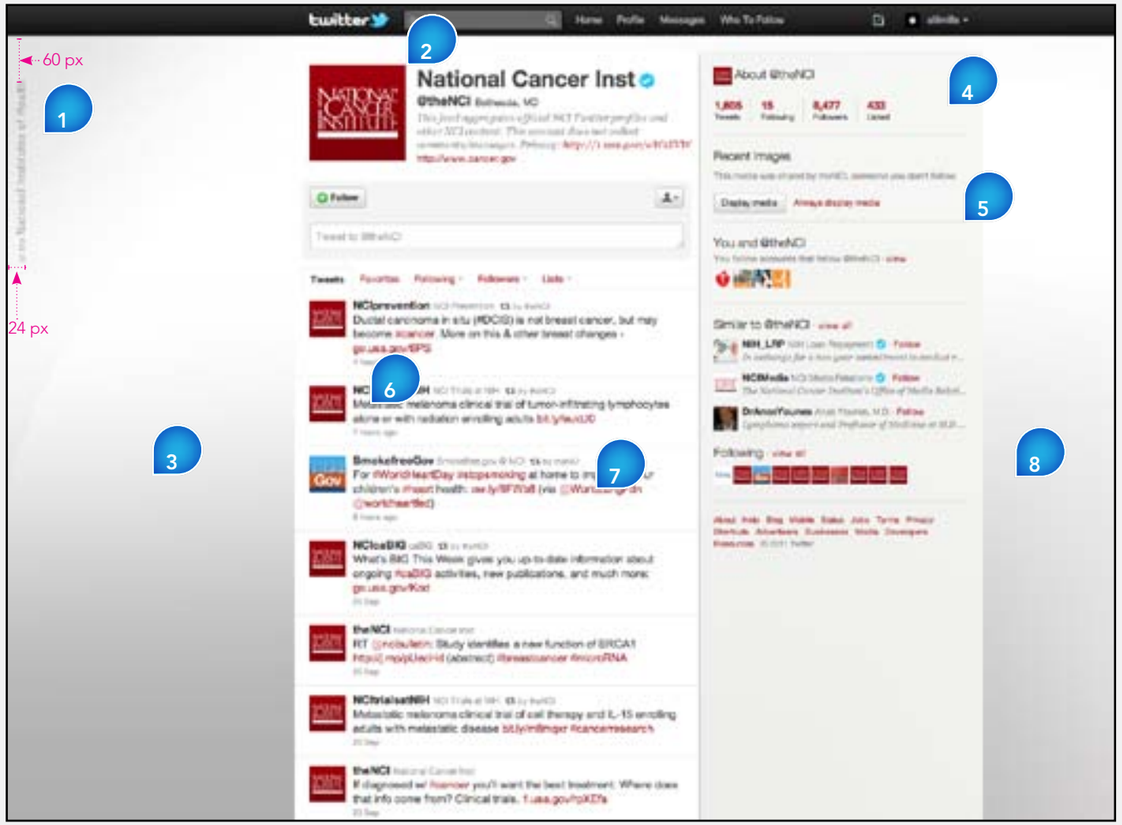
This document details the visual elements involved in the creation of social media sites and video/media for NCI. The elements described are template structure, branding, video/media, and social media applications. Groups seeking to create visual assets for video, social media applications, or other media components for NCI should follow these guidelines.

A .pdf version of this style guide can be found here:
http://cancer.gov/global/digitalguide/nci-new-media

Template Structure

2.1 Twitter Outline

Official NCI Twitter Template
http://twitter.com/@thenci



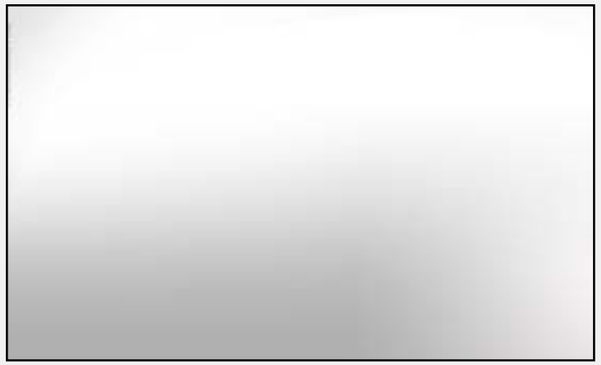
NOTE: For additional NCI Twitter account guidelines please refer to the "NCI Twitter Guidelines" document provided at this url:
http://oce.nci.nih.gov/planning/guidelines

01. **NIH Identifier**
    - As a general rule, for optimal display at 1024x768 resolution or better try and keep your information within the first 42 px from the left side
    - Remember, Twitter left aligns the background image

02. **Profile Image**

- Size: 128 px x 128 px
- Maximum size of 700k
- Format: GIF, JPG, or PNG

03. **Channel Background Image**
    - 1751x1051 (Optimized for widescreen monitors at 1680 px x 1050 px resolution)
    - Images must be smaller than 800k
    - Format: GIF, JPG, or PNG

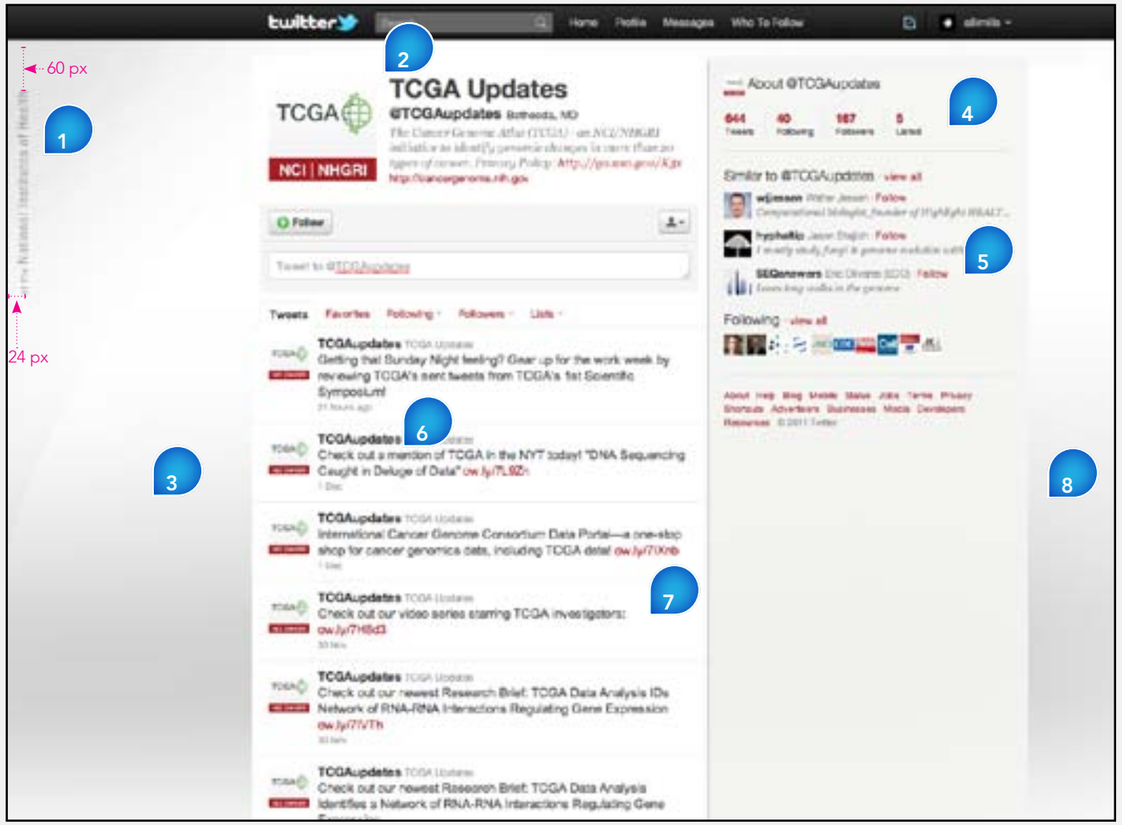


04. **Sidebar**
    #F5F5F3
05. **Sidebar Border**
    #B6B6B6
06. **Text Color**
    #333333
07. **Links**
    #A81E23
08. **Background Color**
    #FEFEFE

Template Structure

2.2 Twitter Sub-brands

Official NCI TCGA Twitter Template
http://twitter.com/@TCGAUpdates



TWITTER.COM/@NCIHINTS

GUIDELINES

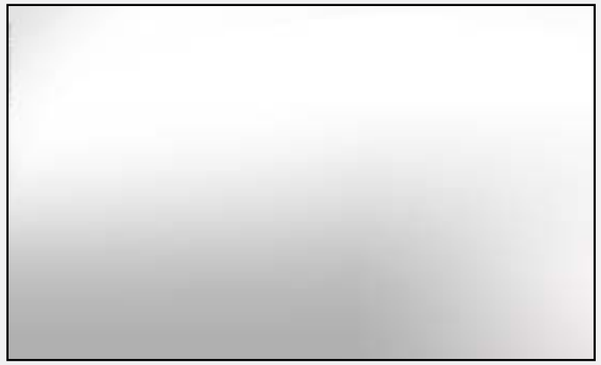
All NCI Twitter channels should follow the same guidelines as the ** Official NCI Twitter Template* (http://twitter.com/@thenci) unless the channel is of an established sub-brand that warrants use of a subbranded channel. Sub-branded channels have identical graphical treatments as the *Official NCI Twitter Template* except the profile image is co-branded. ** Outlined on Page 4 of this document.*

01. **NIH Identifier (same as Official NCI Twitter Template)**
    - As a general rule, for optimal display at 1024x768 resolution or better try and keep your information within the first 42 px from the left side
    - Remember, Twitter left aligns the background image

02. **Co-Branded Profile Image**

- Size: 128 px x 128 px
- Maximum size of 700k
- Format: GIF, JPG, or PNG

03. **Channel Background Image (same as Official NCI Twitter Template)**
    - 1751x1051 (Optimized for widescreen monitors at 1680 px x 1050 px resolution)
    - Images must be smaller than 800k
    - Format: GIF, JPG, or PNG



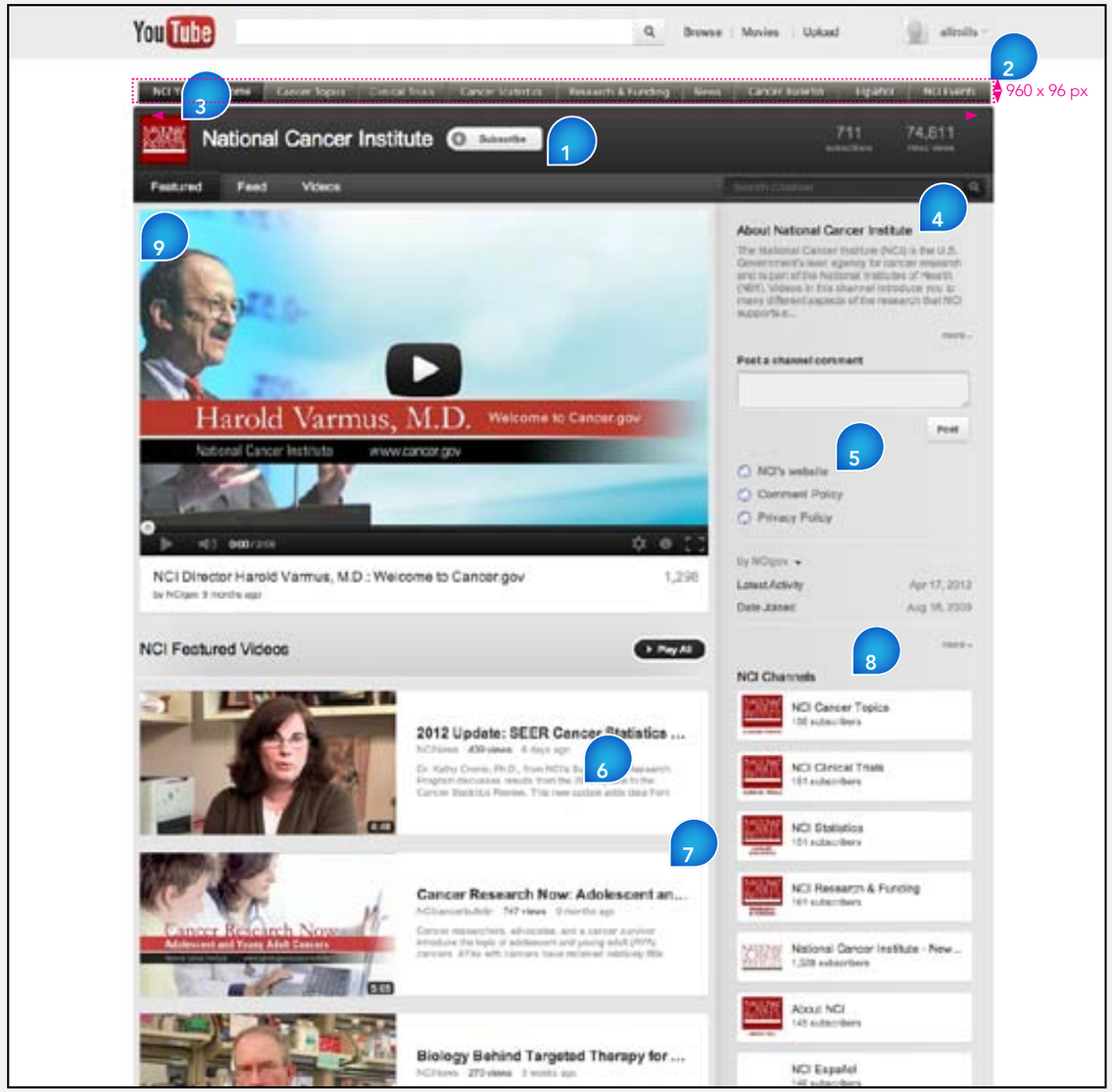
(All same as Official NCI Twitter Template)

04. **Sidebar**
    #F5F5F3
05. **Sidebar Border**
    #B6B6B6
06. **Text Color**
    #333333
07. **Links**
    #A81E23
08. **Background Color**
    #FEFEFE

Template Structure

2.3 YouTube Outline

Official NCI YouTube Channel Template
http://www.youtube.com/NCIgov



NOTE: For additional NCI YouTube account guidelines and detailed instructions on how to submit a video for the Official NCI Twitter channels, please refer to the "NCI Video & YouTube Guidelines" document provided at this url: http://oce.nci.nih.gov/planning/guidelines

01. **NCI YouTube Header**
    - YouTube does not allow customization of the header colors and fonts

02. **Channel Background / Channel Tabs**
    - Cropped to 970 px x 950 px
    - Saved as transparent PNG
    - Header links navigate to each of the NCI YouTube Network Channels
    - Navigation Link Text - Frutiger 55 Roman 12 pt 0 - tracking #FFFFFF

03. **Channel Icon**

    - You can upload a JPG, non-animated GIF, BMP, or PNG file
    - Your image will be displayed as an 88 px by 88 px square
    - Maximum file size is 256K
    - Each channel has a separate icon image with channel title sub-line

04. **Title Text**
    - YouTube does not allow customization of the header colors and fonts

05. **Link Text**
    - YouTube does not allow customization of the header colors and fonts

06. **Body Text**
    - YouTube does not allow customization of the header colors and fonts

07. **Background Color (Main Content)**
    - YouTube does not allow customization of the header colors and fonts

08. **Wrapper Color**
    - YouTube does not allow customization of the header colors and fonts

09. **Template Style**
    - The NCI YouTube channels use the "Creator" YouTube template

Template Structure

2.4 Facebook Outline

Official Facebook Template
http://www.facebook.com/cancer.gov

NOTE: For additional NCI Facebook account guidelines please refer to the "NCI Facebook Guidelines" document provided at this url: http://oce.nci.nih.gov/planning/guidelines

01. **Profile Picture**
    - You can upload a JPG, non-animated GIF, BMP, or PNG file
    - Maximum file size is 4 mb
    - Profile picture contains the National Cancer Institute logo, 1-800-4-Cancer number
    - The usage of background pattern and gradients seen is this logo is limited to this instance on the NCI Facebook page

02. **Thumbnail Icon**
    - Will be created from the profile picture
    - Your image will be displayed as an 32 px by 32 px square

03. **Cover Image**
    - The cover image dimension is 851 px by 315 px
    - All covers are public. This means that anyone who visits your Page will be able to see your cover. Covers can't be deceptive, misleading, or infringe on anyone else's copyright. You may not encourage people to upload your cover to their personal timelines

    Covers may not include:
    - i. price or purchase information, such as "40% off" or "Download it on socialmusic.com";
    - ii. contact information such as a website address, email, mailing address, or information that should go in your Page's "About" section;
    - iii. references to Facebook features or actions, such as "Like" or "Share" or an arrow pointing from the cover photo to any of these features; or
    - iv. calls to action, such as "Get it now" or "Tell your friends."

Examples of NCI Brand Identity in Context

TITLE - IN

Garamond Regular
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
1234567890!@#$%&*()

Univers 47 Light Condensed
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
1234567890!@#$%&*()

01. Title IN Background
- Customized per video

02. Video Title
- Garamond Regular
- White #FFFFFF
- 100% Transparency

03. Video Sub-Title
- Univers 55 Roman or 67 Bold Condensed
- White #FFFFFF
- 100% Transparency

04. NCI Identity
- Univers 47 Light
- White #FFFFFF
- 100% Transparency

05. Title IN URL
- Univers 47 Light
- Black #000000 or transparency (65% recommended)

06. Lower Third Title
- First Line: [Name, Credentials] Garamond Regular (Suggested size 60 px)
- Second Line: [Title, Department] Univers 67 Bold Condensed (Suggested size 38 px)
- White #FFFFFF
- 100% Transparency

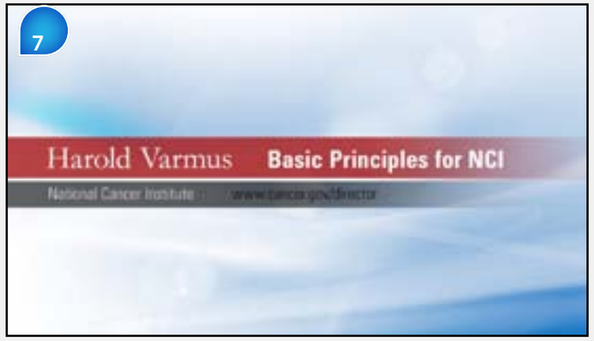
07. Transition Background
- Customized per video

08. Title OUT Logos

09. 1-800-4-CANCER and URL
- Univers 47 Light Condensed (Suggested size 50 px)
- White #FFFFFF
- 100% Transparency
- URL is the page where the video exists on cancer.gov
- Always use short/clean URLs

TITLE - LOWER THIRD

CHAPTER TITLE - TRANSITION



TITLE - OUT

IDENTITY & LOGO USAGE
A digital on-screen identity is displayed in every TITLE IN and TITLE OUT frame. For the TITLE IN a simple NCI identity is created by typing out the text "National Cancer Institute". In the TITLE IN frame the NCI Logo should never be used. In the TITLE OUT frame the HHS, NIH, and NCI logos should always be displayed in addition to the 1-800-4-CANCER number and video url. These identifiers form a permanent visual identification, increasing brand recognition and asserting ownership of the video.

Branding
A consistent video design style has been established with a main objective to brand the video program. This helps viewers to quickly identify that this particular video is an official NCI video.

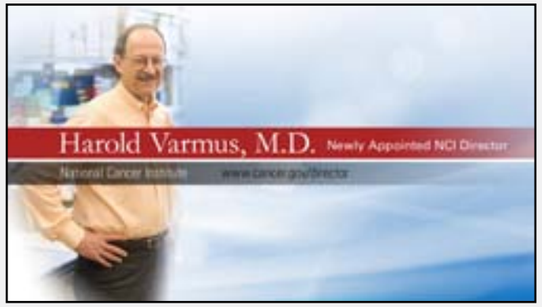
This is especially useful online, where there are thousands of "channels" with thousands of different content creators. A consistent design helps build brand recognition in this situation. Additionally, it also identifies your brand, if someone found the video from a random search on YouTube, other online channels, and shared/distributed throughout various social media sites.

Guidelines
The guidelines provided in this document should be followed as much as possible when creating new video content for NCI.

Title graphic templates are provided here: http://cancer.gov/global/digitalguide/nci-new-media

Approved logos and usage guidelines can be found in the Visual Standards for NCI Websites section of the NCI Digital Media Guidelines found at http://cancer.gov/global/digitalguide. These guidelines should be followed to maintain a consistent brand identity.

Title IN Examples



Chapter Title/Transition Examples

Title Gradient Bars

01. Red Gradient Bar
    - # AD2525
02. White Gradient Bar:
    - # FFFFFF
03. Grey Gradient Bar:
    - # 000000
    - 76% Transparency
04. Text:
    - White #FFFFFF

GUIDELINES

Title graphic gradient bars are part of the NCI video branding elements forming a consistent visual identification that aid in brand recognition and ownership of the video.

Placement and fading of the bars should be tailored to compliment the title background image and copy. Additionally, the amount of transparency should be adjusted to ensure the text is clearly legible.

Unique intro and transition animation styles can be employed to create a distinct style for the various types and series of NCI videos.

Case Study 1 - NCI COMMUNITY CANCER CENTERS PROGRAM (NCCCP) VIDEO

Opening Title

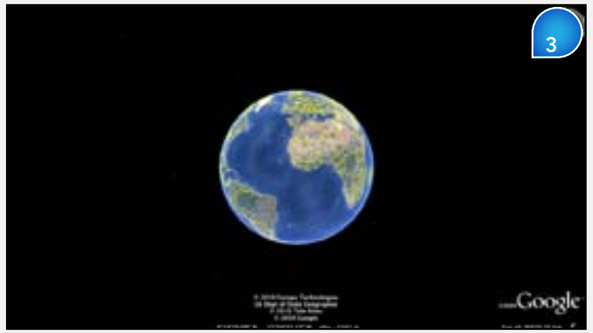
VIDEO BACKGROUND

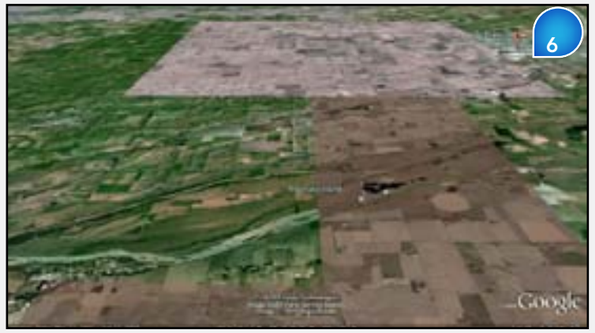
Video produced to highlight features of the NCCCP program. The video was produced for viewing at the annual NCCCP conference. It will also be posted on the NCI Community Cancer Centers Program (NCCCP) website, which is designed to create a community-based cancer center network to support basic, clinical, and population-based research initiatives, addressing the full cancer care continuum—from prevention, screening, diagnosis, treatment, and survivorship through end-of-life care.

OBJECTIVES

- Highlight features of NCCCP program
- Introduce new centers
- Provide a view of the program from patients, doctors, and others involved

Case Study 1 - NCI COMMUNITY CANCER CENTERS PROGRAM (NCCCP) VIDEO





01. Establishing Frame via Approved Graphics
    - Highly important in order to effectively and quickly communicate campaign message when video is existing on pages where supporting website is not available (i.e. various social media tools, Facebook, blogs, etc.)
02. Video Montage
03. Google Map transition
04. Google Map transition / title slide
05. Google Map transition zoom to location
06. Google Map transition, landing

Stylistic Approach

Broad audience appeal. Designed to educate and excite people about the NCCCP program.

SHOOTING YOUR VIDEO

CINEMATIC STYLE
- Use of Google Maps
- Use of photography and video insets
- Mix of medium, close up shots, and photos
- News interview framing

VOICE
- Friendly, conversational
- Voice Overs (VO)
- Personal story telling

EDITING YOUR VIDEO

TYPOGRAPHY
- Clean
- Legible

TRANSITIONS
- Use of Google Map video capture
- Dip to color
- Cross dissolves

MUSIC SELECTION
- Contemporary

B-ROLL
- Still Photography
- Video
- Google Maps

LENGTH OF VIDEO

Video lengths will vary, although a general best practice guideline is to aim for no longer than two minutes. Since this video's purpose was to introduce and educate the NCCCP conference attendee audience about the NCCCP program and did not use a general story telling format, the ideal was a bit longer and is less than 5 minutes.

Case Study 1 - NCI COMMUNITY CANCER CENTERS PROGRAM (NCCCP) VIDEO (Continued)

07. Transition, cross dissolve of Google Map and Image

08. Lower Third Title

- Clearly legible
- Garamond Regular #FFFFFF
- 100% Transparency
- Slide in from Left to Right

09. Still Photography Insets with Voice Over

All the insets, both still and video, have filters:

- Slight Vignette, brightness (36)
- Contrast (-32),
- Basic Border (14)

10. Interview of NCI Program Lead

11. Close up to full head shot, camera movement

12. Medium shot with still photo Insets. Still Photos also have movement applied to them, as well as insets being video pieces

Case Study 1 - NCI COMMUNITY CANCER CENTERS PROGRAM (NCCCP) VIDEO (Continued)

13. Video Insets

    All the insets, both still and video, have filters:

    - Slight Vignette, brightness (36)
    - Contrast (-32),
    - Basic Border (14)

14. Still Photo B-Roll
15. Video B-Roll
16. Google Map New Centers Transition, Zoom from close to wide
17. Google Map New Centers Transition / Title
18. End frame

Case Study 2 - I am... Intramural Researcher Profile Video

Dr. Natasha Caplen - Using genetics to help fight cancer...

01. Video Title

VIDEO BACKGROUND

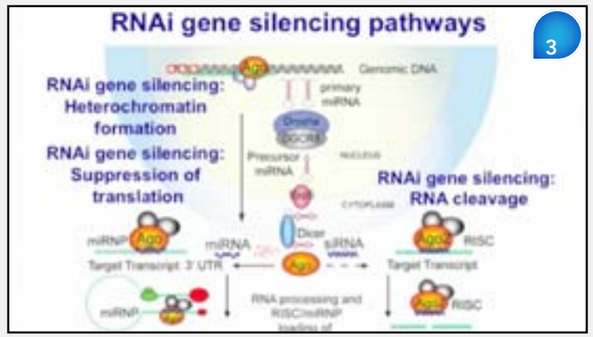
Video produced to profile a researcher, which is featured on the Center for Cancer Research (CCR), website, magazine, and bulletin.

CCR has always included a research profile in their bulletin and has decided to include a video profile that will accompany the written profile content. A photographer was on location during the interview and video shoot.

OBJECTIVES

- Highlight researcher profiles
- Increase awareness of the intramural research being conducted at the NCI

Case Study 2 - I am... Intramural Researcher Profile Video (Continued)



01. Establishing Frame/Title
    - Highly important in order to effectively and quickly communicate campaign message when video is existing on pages where supporting website is not available (i.e. various social media tools, Facebook, blogs, etc.)
02. Close up interview with infographic
03. Close up on infographic
04. Video B-roll
05. Video B-roll
06. Interview angle up
    - Depicts a person of authority

Stylistic Approach

Designed to appeal to a broad audience. Clean style and transitions. Shows researchers and their work in an engaging and entertaining way.

SHOOTING YOUR VIDEO

CINEMATIC STYLE
- Use of infographics
- Interesting composition/zooms/pans/ framing to tell story

VOICE
- Friendly, conversational
- Interview well directed

EDITING YOUR VIDEO

TYPOGRAPHY
- Clean
- Legible

TRANSITIONS
- Photo stills
- Smooth
- Establish continuity

MUSIC SELECTION
- Contemporary Piano
- Soft
- Neutral

SFX
N/A

B-ROLL
- Still photography
- Engaging Video

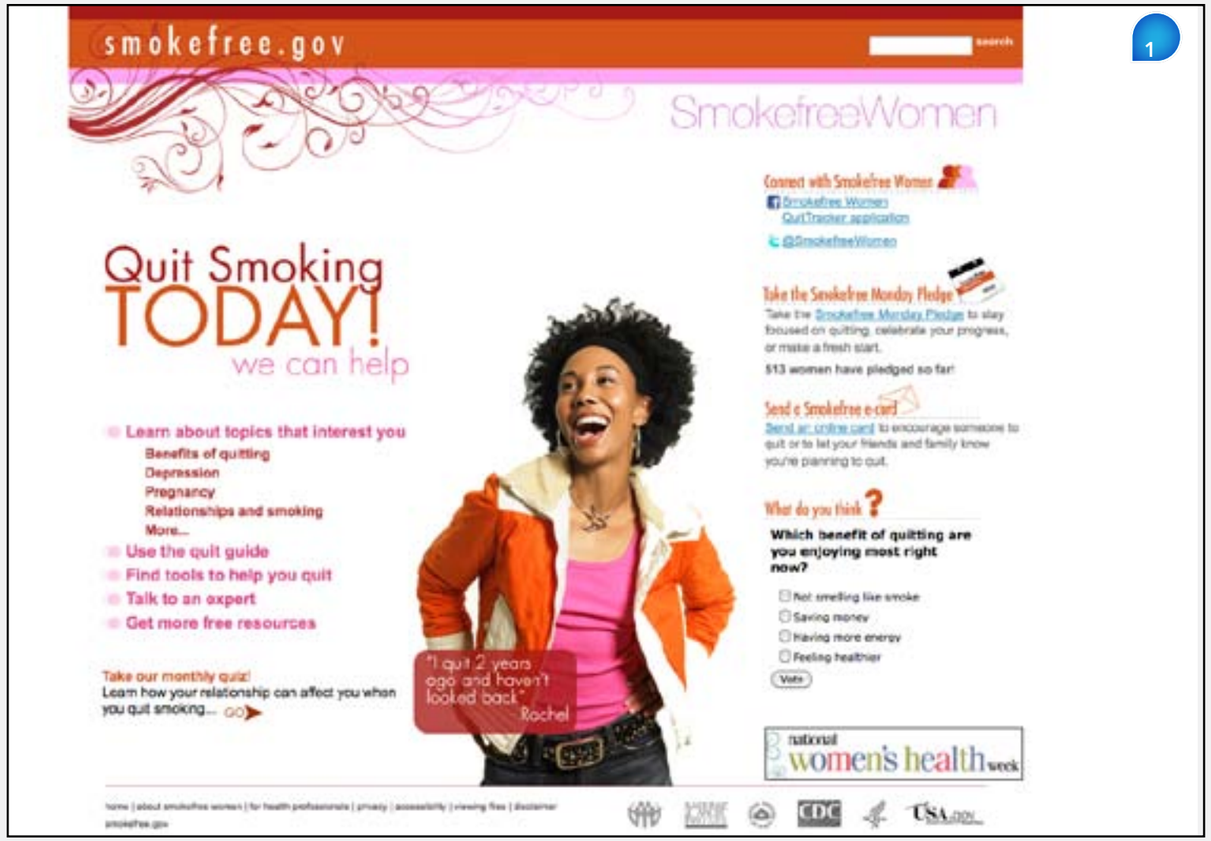
LENGTH OF VIDEO
Video lengths will vary at time. However, a best practice guideline is to aim for no longer than two minutes.

Case Study 2 - I am... Intramural Researcher Profile Video (Continued)

07. Video with movement pass objects
    - Shows the subject being revealed through things they work with.
08. Video of Subjects working
09. Still photo
10. End Frame on still image, with researchers name/title and program. Reenforces the researcher

Case Study 3 - Smoke Free Campaign

CAMPAIGN WEBSITE



01. Campaign Website

CAMPAIGN BACKGROUND
Women.Smokefree.gov is intended to help you or someone you care about quit smoking and is designed to try to provide information about topics that are often important to women. Different women need different resources as they try to quit. The information and professional assistance available on this website can help to support both your immediate and long-term needs as you become, and remain, a non-smoker. Women.Smokefree.gov allows you to choose the help that best fits your life.

Celebrating Smokefree Voices YOUTUBE VIDEO CONTEST
To celebrate their 1-year anniversary, Smokefree Women launched the Celebrating Smokefree Voices video contest.

CAMPAIGN OBJECTIVES
- Drive campaign awareness/promote website
- Increase user interactions (site meant to have user-driven content)
- Viral contest - video submissions

Note: This video was allowed to deviate from the NCI New Media guidelines for video because it needed to have consistent branding with the Smokefree Women's website, and was in essence, a commercial for a contest.

Case Study 3 - Smoke Free Campaign

01. Establishing Frame
    - Highly important in order to effectively and quickly communicate campaign message (the Hook) when video is existing on pages where supporting information is not available (i.e. various social media tools, Facebook, blogs, etc.)
02. Contest URL
    - Clearly legible
    - Univers 45 Light or Univers 55 Roman #FFFFFF
    - 50% Transparency
03. Logo Watermark
    - Clearly legible
    - 50% Transparency
04. Transition
    - With appropriate sound effects
05. Close up
06. Medium shot
07. End frame
    - Highly important to succinctly repeat contest url and messaging.

Stylistic Approach

Designed to appeal to a younger audience. (Aimed at females age 20-40)

SHOOTING YOUR VIDEO

CINEMATIC STYLE
- Green screen
- Quick jumps between far out shots and close ups to keep the video momentum
- Multiple takes edited together to give allusion of different cameras

VOICE
- Youthful, informal, conversational

EDITING YOUR VIDEO

TYPOGRAPHY
- Cutting edge
- Experimental
- Legible

TRANSITIONS
- Cutting edge
- Graphical

MUSIC SELECTION
- Contemporary electric guitar
- Warm/Uplifting
- Responsible, inspiring & positive aspirational track. clean and reliable

SFX
- Ambient
- Support transitions

B-ROLL
- Speaker on-camera
- Still images digitized to give appearance of depth

LENGTH OF VIDEO

Video lengths will vary at time. However, a best practice guideline is to aim for no longer than two minutes.

NATIONAL® CANCER INSTITUTE

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