

Corporate Identity Standards



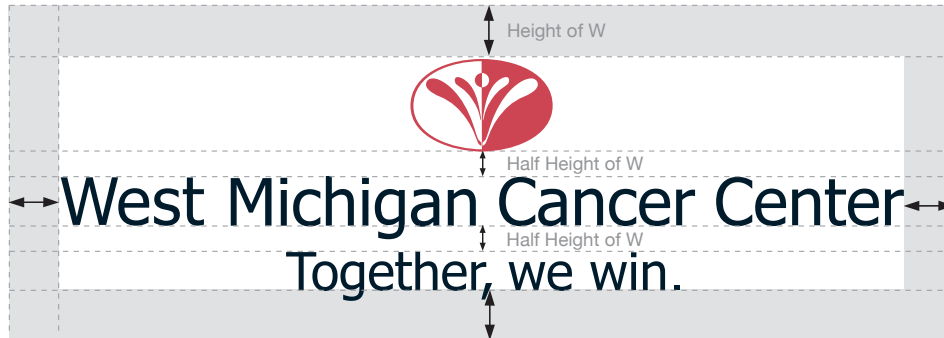
— corporate logo "bug"

West Michigan Cancer Center

— corporate name

Together, we win.

— corporate tagline



Gray area = area of isolation

Pantone Colors - Coated



Blue = PMS 546
Red = PMS 703

Process CMYK Colors - Coated



Blue = 100, 40, 32, 83
Red = 4, 86, 43, 13

Logo Font = Tahoma
Copy Font = Helvetica Neue

West Michigan Cancer Center  Together, we win.

200 North Park Street Kalamazoo, MI 49007-3731 | Phone 269.382.2500 | www.WMCC.org

Horizontal format with address line - Black

West Michigan Cancer Center  Together, we win.

Horizontal format - Spot color