

## Collateral Identity System :: Stanford Cancer Center



### CHALLENGE

The Stanford Cancer Center involves four schools, spans more than 30 departments and integrates the efforts of more than 260 researchers and clinicians. Our challenge was to create a collateral identity system that was distinctive and creative, embodying the pioneering spirit of the institution.

### DELIVERABLES AND SERVICES

Copy writing and design for four leaflets, as well as design and production management for exhibition banners and a quarterly newsletter.

### RESULTS

The flexible system has garnered praise from internal stakeholders, donors and patients of the cancer center alike. A unified color palette and modular design has enabled SCC to quickly establish a strong brand and unique identity.



