Ragon
Institute

Brand Guidelines
January 2023, v. 2

Ragon
Institute

Ragon Institute

Contents

Visual Identity

Introduction

Drawing inspiration from the Ragon Institute's mission, this visual identity system combines elements of unity, collaboration, and clarity to create an intelligent framework for communication and powerful brand presence.

Ragon
Institute

Visual Identity
Logo Family

Primary Logomark — Institutional Members

The primary logomark is the core of the Ragon Institute visual identity.

Use this mark in contexts where audiences may be unfamiliar with the Ragon Institute, or wherever the inclusion of the institutional members may offer additional recognition or credibility.

Examples of applications: academic papers, awareness marketing, industry events (where familiarity is lower), book covers.

RI Ragon Institute

MASS GENERAL | MIT | HARVARD

Primary Logomark — Institutional Members
Anatomy

Our primary logomark consists of two key elements: the nameplate and the peelable— the graphic that accompanies the Ragon Institute name and the institutional members attribution.

The nameplate originates from the typeface "Aventa Variable" and echoes the graphic characteristics of the peelable. The strong verticals of the peelable and nameplate evoke stability. The square terminals suggest precision and the openness of counters, as well as the cut "t," make the logomark feel humble and approachable.

PEELABLE

NAMEPLATE

Ragon Institute

MASS GENERAL | MIT | HARVARD

INSTITUTIONAL MEMBERS ATTRIBUTION

Primary Logomark

In addition to the primary institutional members logomark, we provide a version without the institutional members attribution.

Use this option when audiences may already be familiar with the Ragon Institute, or when other contextual information or attribution accompany it. It can also be used as a second instance when the logomark with institutional members is already used elsewhere.
Examples of applications: Lab coats, building signage, industry events (where familiarity is higher), presentation templates.

Primary Logomarks
Clear Space

The logo is meant to be displayed with pride; clear space must be maintained around it.

Other elements should not interfere with the indicated boundaries; if they do, they can compromise the logo's integrity and legibility.

PRIMARY MEMBERS LOGOMARK

PRIMARY LOGOMARK

The Peelable

The Ragon Institute's Peelable was inspired by Ragon's approach to research and development as a journey: a pursuit to prevent and cure human disease.

The Peelable is a shorthand version of the logomark and can be used in instances where the audience is already aware of what the Ragon Institute is, such as on social media accounts. It may also be used in instances where subtlety is needed or where the full name of the Institute is listed nearby.
**Examples of applications:** Social media profiles, browser favicon, name tags, stickers and other small swag items, book spines.

The Peelable
Clear Space

The Peelable is meant to be displayed with pride; clear space must be maintained around it.

Other elements should not interfere with the indicated boundaries; if they do, they can compromise the Peelable's integrity and legibility.

0.5X

0.5X

X
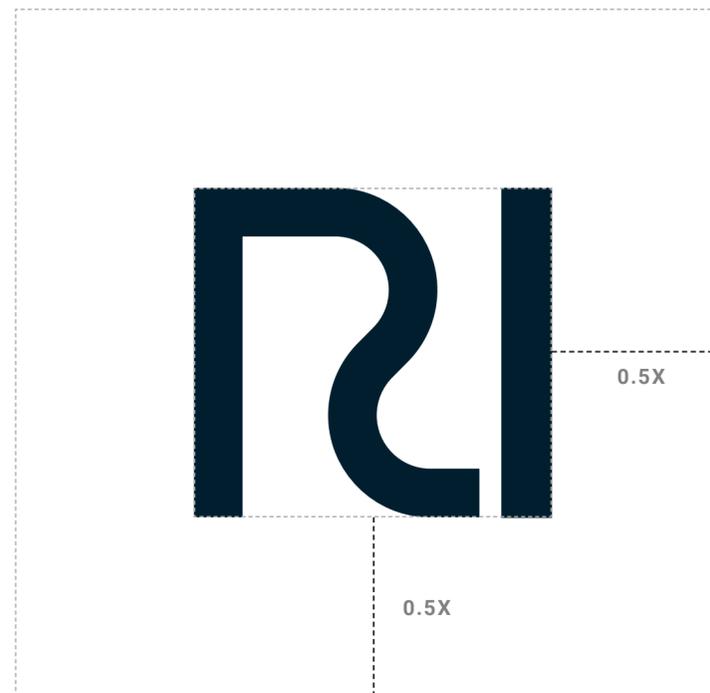
Secondary Logomarks

The secondary logomarks consist of the peelable, nameplate, and institutional members in a vertical stack, left-aligned.

This orientation is suitable for strongly vertical spaces and for usages where the space is not wide enough to accommodate the minimum size of the primary institutional members logomark.

RI

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RI

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SECONDARY INSTITUTIONAL MEMBERS LOGOMARK

SECONDARY LOGOMARK

Secondary Logomarks
Clear Space

The logo is meant to be displayed with pride; clear space must be maintained around it.

Other elements should not interfere with the indicated boundaries; if they do, they can compromise the logo's integrity and legibility.

RI Ragon Institute
MASS GENERAL | MIT | HARVARD

SECONDARY INSTITUTIONAL MEMBERS LOGOMARK

RI Ragon Institute

SECONDARY LOGOMARK

Additional Lock-ups

The tagline lock-up gives a high-level and concise explanation of our process and ultimate goal. It helps provide all audiences with a clear and concise understanding about what the Ragon Institute does.
Examples of applications: awareness marketing, industry events (where familiarity is lower).

In instances where space allows and more explanation is needed, the attribution line "Harnessing the potential of the immune system through the collaboration of Mass General, MIT, and Harvard" can be utilized to provide further context.
Examples of applications: Website, video endframes.

RI Ragon
Institute
Collaborate. Research. Cure.

TAGLINE LOCK-UP

RI Ragon
Institute | Harnessing the potential of the immune system through the collaboration of Mass General, MIT, and Harvard
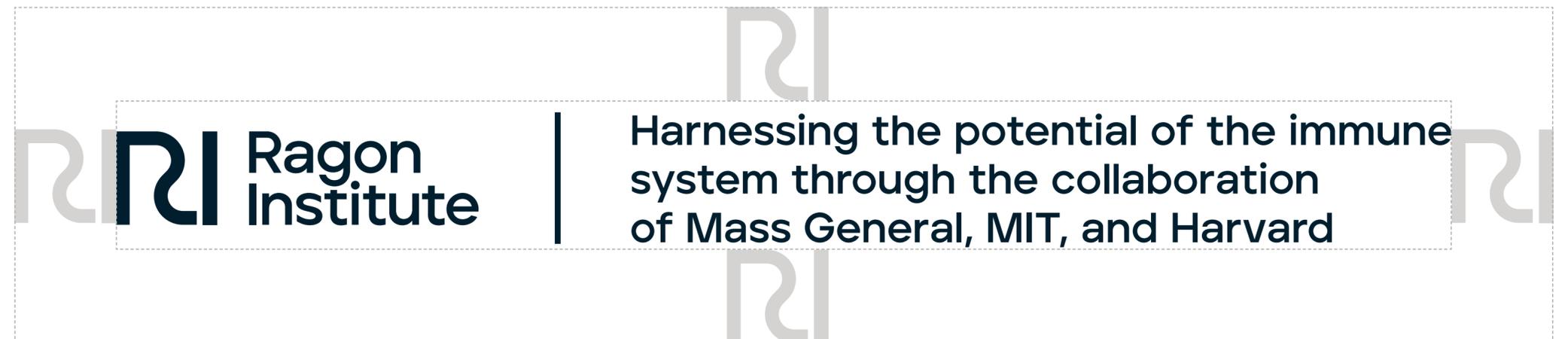
ATTRIBUTION LOCK-UP

Additional Lock-ups
Clear Space

The logo is meant to be displayed with pride; clear space must be maintained around it.

Other elements should not interfere with the indicated boundaries; if they do, they can compromise the logo's integrity and legibility.

RI Ragon
Institute
Collaborate. Research. Cure.

TAGLINE LOCK-UP

RI Ragon
Institute | Harnessing the potential of the immune system through the collaboration of Mass General, MIT, and Harvard

ATTRIBUTION LOCK-UP

Logo Family
Overview

RI Ragon Institute
MASS GENERAL | MIT | HARVARD

PRIMARY INSTITUTIONAL MEMBERS LOCK-UP

RI Ragon Institute
MASS GENERAL | MIT | HARVARD

SECONDARY INSTITUTIONAL MEMBERS LOCK-UP

RI

PEELABLE

RI Ragon Institute

PRIMARY LOCK-UP

RI Ragon Institute

SECONDARY LOCK-UP

RI Ragon Institute
Collaborate. Research. Cure.

TAGLINE LOCK-UP

RI Ragon Institute | Harnessing the potential of the immune system through the collaboration of Mass General, MIT, and Harvard

ATTRIBUTION TAGLINE LOCK-UP

Logo Family
Minimum Sizes

To ensure the logo is always legible, please respect the following minimum sizes for both the lock-ups and the peelable.

MIN. HEIGHT 64PX

RI Ragon
Institute
MASS GENERAL I MIT I HARVARD

MIN. HEIGHT 144PX

RI
Ragon
Institute
MASS GENERAL I MIT I HARVARD

MIN. HEIGHT 32PX

RI

MIN. HEIGHT 40PX

RI Ragon
Institute

MIN. HEIGHT 80PX

RI
Ragon
Institute

MIN. HEIGHT 64PX

RI Ragon
Institute
Collaborate. Research. Cure.

MIN. HEIGHT 40PX

RI Ragon
Institute

Harnessing the potential of the immune system through the collaboration of Mass General, MIT, and Harvard

Logo Restrictions

The Ragon Institute's logomark and its constituent parts should not be altered from the original forms. Shown at right is a representative set of examples of what not to do.

✕ DO NOT USE UNAPPROVED COLORS

✕ DO NOT REPLACE WITH A DIFFERENT TYPEFACE

✕ DO NOT OUTLINE

✕ DO NOT STRETCH OR DISTORT

✕ DO NOT APPLY VISUAL EFFECTS

✕ DO NOT MODIFY

✕ DO NOT ALTER THE RELATIVE SCALE OF DIFFERENT ELEMENTS

✕ DO NOT ROTATE

✕ DO NOT ALTER WEIGHT

Visual Identity
Colors

Colors
Primary Palette

The color palette echoes life science, growth, and renewal. It emphasizes Ragon's integral mission to protect people by strengthening the human immune system.

If you are wondering which color code to use for your project, please reference this guide:

RGB - Use this for all digital instances such as presentations, video, web, social

CMYK - Use this for all printed materials such as letterhead, folders, reports

HEX - This is also for digital instances, particularly for use on the web and presentations

PMS - This is a unique Pantone color for use in premium printed materials. It is also a universal swatch system that printers can check for color matching.

SPRING
RGB 190, 255, 184
CMYK 30,0, 60, 0
HEX #BEFFB8
PMS #2282 C

FOREST
RGB 6, 56, 35
CMYK 85,35,75,45
HEX #063823
PMS #553 C

RAINDROP
RGB 193, 230, 255
CMYK 26, 6, 3, 0
HEX #C1E6FF
PMS #544 C

NIGHT
RGB 0, 29, 46
CMYK 95, 80, 38, 37
HEX #001D2E
PMS #296 C

BREATH
RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #FFFFFF
PMS #N/A*

Colors
Extended Palette

The extended palette features tinted versions of the primary colors, offering an additional 27 hues that allow for layering and stacking of colors for a rich visual experience. The extended palette is designed for digital use.

RGB 222, 255, 219
HEX #DEFFDB

RGB 130, 155, 145
HEX #829B91

RGB 224, 242, 255
HEX #E0F2FF

RGB 127, 142, 150
HEX #7F8E96

RGB 212, 212, 212
HEX #D4D4D4

RGB 212, 255, 208
HEX #D4FFD0

RGB 89, 122, 108
HEX #597A6C

RGB 214, 238, 255
HEX #D6EEFF

RGB 85, 104, 116
HEX #556874

RGB 201, 255, 196
HEX #C9FFC4

RGB 47, 89, 72
HEX #2F5948

RGB 203, 234, 255
HEX #CBEAFF

RGB 42, 67, 81
HEX #2A4351

RGB 170, 170, 170
HEX #AAAAAA

RGB 158, 212, 153
HEX #9ED499

RGB 5, 47, 29
HEX #052F1D

RGB 161, 192, 212
HEX #A1C0D4

RGB 0, 24, 38
HEX #001826

RGB 127, 170, 123
HEX #7FAA7B

RGB 4, 37, 23
HEX #042517

RGB 129, 153, 170
HEX #8199AA

RGB 0, 14, 23
HEX #000E17

RGB 128, 128, 128
HEX #808080

RGB 95, 127, 92
HEX #5F7F5C

RGB 3, 28, 17
HEX #031C11

RGB 96, 115, 127
HEX #60737F

RGB 0,10,15
HEX #000A0F

Ragon Institute

Colors
Combinations

Color combinations are highly legible while ensuring pleasing visual results. When unsure how to pair colors, try these suggestions.

This is not an exhaustive list of possible combinations, but it is representative of color pairs that work well together and meet accessibility requirements.
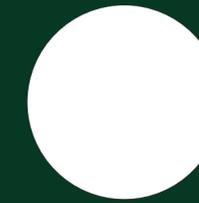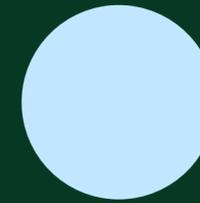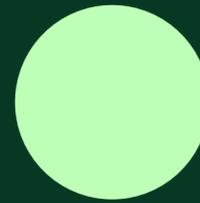
Avoid layering colors that are similar in hue and/or value, which might result in compromised legibility.

SPRING
RGB 190, 255, 184
CMYK 24,0, 39, 0
HEX #BEFFB8
PMS #2282 C
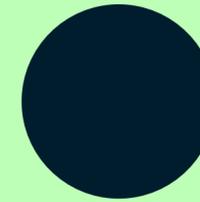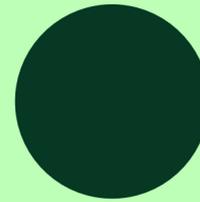
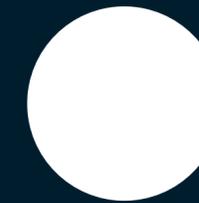* This color backgound is more suitable for print application. Use the pantone color for a more vibrant color.
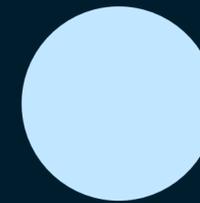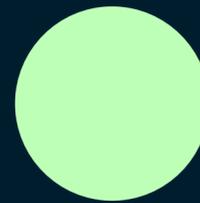
FOREST
RGB 6, 56, 35
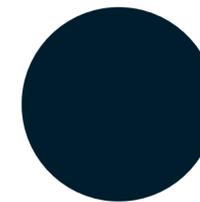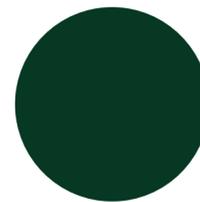CMYK 87,48,84,62
HEX #063823
PMS #553 C

RAINDROP
RGB 193, 230, 255
CMYK 21, 1, 0, 0
HEX #C1E6FF
PMS #544 C
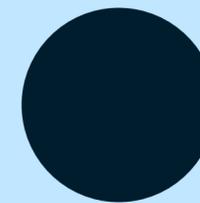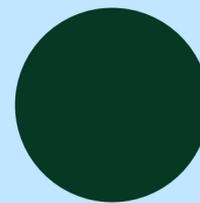
NIGHT
RGB 0, 29, 46
CMYK 92, 75, 54, 67
HEX #001D2E
PMS #296 C

BREATH
RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #FFFFFF
PMS #N/A*

Visual Identity
Typography

Typography

GT Zirkon Book is Ragon Institute's headline typeface. Contemporary, clear, and legible, GT Zirkon maintains a balance between simplicity, elegance, and character.

The relatively uniform character widths give a very regular rhythm. The angled terminal strokes that curve inward ever so slightly and ink traps add character and light texture to the typeface.

As the display typeface, GT Zirkon's primary use is intended for headlines.

GT Zirkon is a custom typeface which requires to be licensed for commercial use. You can license the font here.

Roboto is Ragon Institute's body copy typeface. Simple, modern, and designed to be highly legible, it allows for large paragraphs to always be easily read, even at small sizes.

Roboto is a free typeface from Google Fonts. You can download the font here.

GT ZIRKON BOOK

AEC
JKLM
PQR
TUZ

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
. , ! ? @ # $ % ^ & * (

ROBOTO

Orum hos dem, untem que capertius arita deli prenatu sulegerem nox nox mandam ortemqu odiissi licierei prati, terra, nos, molin vit. Dam ipsent.

Equem is, conlocum nos et? Nostrar etilisu pimuro hocurnim pro, tusce ex none ego mandam nontis. Gra et; C. Aximus factam et pubistr emusul vitabus, qua sena, dit.

Ovic viverit publii teatus, facid cute inpric omnihicia porum, vilinvessum consu it publice atus Multo es opublibultus cae et at, spiortam et vit C. Mularem perica num habus, ductus praesulu.

Bringing the Brand to Life

Introduction

Just as the Ragon Institute encourages collaboration from diverse backgrounds, these distinct design elements all come together to bring our brand to life. These elements create a flexible system that can bring optimism to immunology research and create a unified presence across all touchpoints.

Brand Examples

This page illustrates just a few of the ways the elements of the brand system can be applied to everything from business cards to mugs. This also demonstrates the use of the peelable in the custom brand pattern.