Contents

Visual Identity .............................................................. 3
Introduction ................................................................. 4
Logo Family ................................................................. 5
Colors ........................................................................ 19
Typography ................................................................. 23
Bringing the Brand to Life ............................................. 25
Visual Identity
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.
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.
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.
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.
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.
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.
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.
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.

TAGLINE LOCK-UP

ATRIBUTION LOCK-UP

Harnessing the potential of the immune system through the collaboration of Mass General, MIT, and Harvard
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.
Logo Family Overview

Primary Institutional Members Lock-Up

Primary Lock-Up

Tagline Lock-Up

Attribution Tagline Lock-Up

Secondary Institutional Members Lock-Up

Secondary Lock-Up

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

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>190, 255, 184</td>
<td>30, 0, 60, 0</td>
<td>#BEFFB8</td>
<td>#2282 C</td>
</tr>
<tr>
<td>Forest</td>
<td>6, 56, 35</td>
<td>85, 35, 75, 45</td>
<td>#063823</td>
<td>#553 C</td>
</tr>
<tr>
<td>Raindrop</td>
<td>192, 230, 255</td>
<td>20, 6, 3, 0</td>
<td>#C1E6FF</td>
<td>#544 C</td>
</tr>
<tr>
<td>Night</td>
<td>0, 29, 46</td>
<td>95, 80, 38, 37</td>
<td>#001D2E</td>
<td>#296 C</td>
</tr>
<tr>
<td>Breath</td>
<td>255, 255, 255</td>
<td>0, 0, 0, 0</td>
<td>#FFFFFF</td>
<td>N/A*</td>
</tr>
</tbody>
</table>
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.
Colors

Combination

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

FOREST
RGB 6, 56, 35
CMYK 87, 48, 84, 62
HEX #063823
PMS #553 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*

RAINDROP
RGB 193, 230, 255
CMYK 21, 1, 0, 0
HEX #C1E6FF
PMS #544 C

*This color background is more suitable for print application. Use the pantone color for a more vibrant color.
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](#).
Bringing the Brand to Life
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.