Guidelines for Use of PCORI® Names and Logos

The Patient-Centered Outcomes Research Institute (PCORI) is an independent, non-profit organization authorized by Congress in 2010. PCORI’s mission is to fund research that will provide patients, their caregivers, and clinicians with the evidence-based information needed to make better-informed healthcare decisions. PCORI is committed to supporting research, patient engagement and other mission-related programs and PCORI values our relationship with our funding recipients. To ensure that PCORI’s role is properly represented, PCORI has issued these Guidelines and other related guidelines for proper usage of our names and logos.

I. GENERAL RULE

The PCORI names and logos including “Patient-Centered Outcomes Research Institute®,” “PCORI®,” and the PCORI logo (together the “PCORI Marks”) are trademarks owned by PCORI.1 PCORI’s reputation is extremely important to us and PCORI seeks to safeguard the reputation and strength of the PCORI Marks. PCORI is the owner of all rights in the PCORI Marks and reserves all rights except to the extent PCORI grants a license for their use. The nature and quality of the activities and deliverables of those who use the PCORI Marks and the uses of the PCORI Marks must conform to standards in line with the reputation of PCORI.

Through these Guidelines PCORI grants a limited license for certain parties to use certain PCORI Marks, as long as consistent with these Guidelines. Uses (including by licensees and sublicensees) not specifically addressed in these Guidelines require specific written approval by PCORI or by other party(ies) as designated by PCORI, including through review and approval processes developed by PCORI, through agreements between PCORI and other parties, and/or through arrangements with other parties. These Guidelines may be updated by PCORI from time to time. Permission to use the PCORI Marks is in the sole discretion of PCORI. Notwithstanding these Guidelines, PCORI may grant or refuse permission to use PCORI Marks and may in its discretion revoke permission to use PCORI Marks. To ensure the quality and value of the PCORI Marks, PCORI may evaluate the use of the PCORI Marks on a case-by-case basis.

1 “PCORnet®”, “PCORNET®, THE NATIONAL PATIENT-CENTERED CLINICAL RESEARCH NETWORK” and PCORnet® logos (together the “PCORnet Marks”) and “Research Done Differently®” are also trademarks owned by PCORI. For specific guidelines on use of the PCORnet Marks, see “Guidelines for Use of the PCORnet Name and Logos,” which are available on PCORI’s website. PCORI does not permit use of the PCORI Mark, “Research Done Differently®”.
When using a PCORI Mark, (i) always use the correct spelling/punctuation and (ii) use the trademark registration symbol (®), especially in headlines, in the first occurrence in text, and in all attribution/acknowledgement notices and disclaimers.

II. RULES FOR PROPER USAGE OF PCORI NAME

A. USES BY Awardees.

Any agency, organization, entity or institution that has received research or other programmatic funding from PCORI, either through contract or memorandum of understanding (an “Awardee”) may use the PCORI names (without logo) to properly acknowledge PCORI-funded research and programs in a manner that accurately reflects PCORI’s role as a funder, subject to: (i) the limitations described below and (ii) prior review and approval of the work or materials in which the PCORI name(s) will be used from the assigned PCORI Program Officer. Awardees must submit requests for use of PCORI names via email to the designated address for each award type as follows: fundedpfa@pcori.org (for Research Awardees and PCORNet Infrastructure Awardees); fundedea@pcori.org (for Eugene Washington Engagement Awardees or Dissemination, Implementation, or Shared Decision-Making Awardees); or p2p@pcori.org (for Pipeline-to-Proposal Awardees), or available as otherwise directed by PCORI.

1. Research Awardees

Publications/Presentations – Research Awardees must acknowledge PCORI® funding in scientific publications (e.g., peer-reviewed journal articles), scientific posters, slide presentations, study newsletters or brochures, study websites, reports and other non-commercial publications that relate to the PCORI-funded research project by including the following acknowledgement statement and disclaimer statement (as applicable). These statements should appear in legible size font in either introductory text or a footer and bracketed terms should be used only as applicable.

Acknowledgement.

Research reported in this [work, publication, article, report, presentation, etc.] was [partially] funded through a Patient-Centered Outcomes Research Institute® (PCORI®) Award (##-###-####).

Disclaimer. The following disclaimer must accompany the acknowledgement statement in any substantive works that present research findings, conclusions or other editorial content (e.g., journal publication, scientific poster).

The [views, statements, opinions] presented in this [work, publication, article, report, etc.] are solely the responsibility of the author(s) and do not necessarily represent the views of the Patient-Centered Outcomes Research Institute® (PCORI®), its Board of Governors or Methodology Committee.

Any discussion of PCORI beyond these required statements in publications/presentations must be limited to the following factual reference.

The Patient-Centered Outcomes Research Institute® (PCORI®) is an independent, nonprofit organization authorized by Congress in 2010. Its mission is to fund research that will provide
patients, their caregivers, and clinicians with the evidence-based information needed to make better-informed healthcare decisions. PCORI is committed to continually seeking input from a broad range of stakeholders to guide its work.

Study Recruitment Materials – Research Awardees may include the acknowledgement statement listed above in study recruitment materials relating to the PCORI-funded research project. Any other discussion of PCORI in study recruitment materials is not permitted because participant outreach and recruitment are solely the responsibility of the Awardee.

Press Releases/Public Announcements – Any public announcement intended to be distributed to media outlets (i.e., press release) announcing receipt of a PCORI award or any research findings that relate to a PCORI award by a Research Awardee requires coordination with PCORI. Awardees must provide notice to PCORI by sharing the public announcement and intended distribution date(s) via email to fundedpfa@pcori.org, or available as otherwise directed by PCORI, with a copy to the assigned Program Officer to enable proper coordination.

2. Eugene Washington PCORI Engagement Awardees

Publications/Presentations – Eugene Washington PCORI Engagement Awardees must acknowledge PCORI funding in publications, presentations, program newsletters or brochures, program websites, reports, whitepapers and other similar non-commercial publications that relate to the PCORI-funded Engagement project by including the following acknowledgement statement and disclaimer (as applicable). These statements should appear in legible size font in either introductory text or a footer and bracketed terms should be used only as applicable.

Acknowledgement.

This [program, series, training, roundtable, etc.] was [partially] funded through a Patient-Centered Outcomes Research Institute® (PCORI®) Eugene Washington PCORI Engagement Award (##-####-####).

Disclaimer. The following disclaimer must accompany the acknowledgement statement in any substantive works that present findings, conclusions or other editorial content (e.g., report on consensus from a stakeholder focus group).

The [views, statements, opinions] presented in this [work, publication, article, report, etc.] are solely the responsibility of the author(s) and do not necessarily represent the views of the Patient-Centered Outcomes Research Institute® (PCORI®), its Board of Governors or Methodology Committee.

Any discussion of PCORI beyond these required statements in publications/presentations must be limited to the following factual reference.

The Patient-Centered Outcomes Research Institute® (PCORI®) is an independent, nonprofit organization authorized by Congress in 2010. Its mission is to fund research that will provide patients, their caregivers, and clinicians with the evidence-based information needed to make better-informed healthcare decisions. PCORI is committed to continually seeking input from a broad range of stakeholders to guide its work.
Solicitation Materials - Eugene Washington PCORI Engagement Awardees may include the acknowledgement statement listed above in program solicitation materials, email invitations, survey tools and other collateral used to solicit participation in the program funded under the Eugene Washington PCORI Engagement Award. Any other discussion of PCORI in program solicitation materials is not permitted because stakeholder outreach is solely the responsibility of the Awardee.

Press Releases/Public Announcements – Any public announcement intended to be distributed to media outlets (i.e., press release) announcing receipt of a PCORI award by a Eugene Washington PCORI Engagement Awardee requires prior approval by PCORI. Awardees must submit draft public announcements at least five (5) days in advance of distribution to PCORI via email to fundedea@pcori.org, or available as otherwise directed by PCORI, with a copy to the assigned Program Officer to obtain approval and enable proper coordination.


Meeting/Event Materials – Eugene Washington PCORI Engagement Awardees of Meeting and Conference Support must include the acknowledgement and disclaimer statement listed below on event signs, meeting programs, attendee handouts, training materials and other substantive meeting materials that relate to the PCORI-funded program. The statement should appear in legible size font in either introductory text or a footer and bracketed terms should be used only as applicable.

This [meeting, conference, event etc.] was [partially] funded through a Patient-Centered Outcomes Research Institute® (PCORI®) Engagement Award Initiative (#-####-####). The content does not necessarily represent the views of the Patient-Centered Outcomes Research Institute (PCORI), its Board of Governors, or Methodology Committee.

Press Releases/Public Announcements – Any public announcement intended to be distributed to media outlets (i.e., press release) announcing receipt of a PCORI award by an Engagement Awardee of Meeting and Conference Support requires prior approval by PCORI. Awardees must submit draft public announcements at least five (5) days in advance of distribution to PCORI via email to fundedea@pcori.org, or as otherwise directed by PCORI, with a copy to the assigned Program Officer to obtain approval and enable proper coordination.

4. Pipeline-to-Proposal Awardees

Solicitation Materials – Pipeline-to-Proposal Awardees may include the acknowledgement statement listed below in solicitation materials, email invitations, survey tools and other outreach collateral relating to the project to be developed with Pipeline-to-Proposal Award funding. The statement should appear in legible size font in either introductory text or a footer and bracketed terms should be used only as applicable. Any other discussion of PCORI in solicitation materials is not permitted because outreach is solely the responsibility of the Awardee.

This [project, forum, committee] was [partially] funded through a Patient-Centered Outcomes Research Institute® (PCORI®) Pipeline-to-Proposal Award (#-####-####), administered on behalf of PCORI by [Insert applicable Pipeline Award Program Office (e.g., xx Foundation)].
Press Releases/Public Announcements – Any public announcement intended to be distributed to media outlets (i.e., press release) announcing receipt of Pipeline-to-Proposal funding requires prior approval by PCORI. Awardees must submit draft public announcements at least five (5) days in advance of distribution to PCORI via email to p2p@pcori.org, or as otherwise directed by PCORI, to obtain approval and enable proper coordination.

5. Dissemination, Implementation, or Shared Decision-Making Awardees

Publications/Presentations – Dissemination, Implementation, or Shared Decision-Making Awardees must acknowledge PCORI funding in publications, presentations, program newsletters or brochures, program websites, reports, whitepapers and other similar non-commercial publications that relate to the PCORI-funded project by including the following acknowledgement statement and disclaimer (as applicable). These statements should appear in legible size font in either introductory text or a footer and bracketed terms should be used only as applicable.

Acknowledgement.

This [program, series, training, roundtable, etc.] was [partially] funded through a Patient-Centered Outcomes Research Institute® (PCORI®) [[choose as applicable: Dissemination, Implementation, or Shared Decision-Making Award (###-####)].

Disclaimer. The following disclaimer must accompany the acknowledgement statement in any substantive works that present findings, conclusions or other editorial content (e.g., report on consensus from a stakeholder focus group).

The [views, statements, opinions] presented in this [work, publication, article, report, etc.] are solely the responsibility of the author(s) and do not necessarily represent the views of the Patient-Centered Outcomes Research Institute® (PCORI®), its Board of Governors or Methodology Committee.

Any discussion of PCORI beyond these required statements in publications/presentations must be limited to the following factual reference.

The Patient-Centered Outcomes Research Institute® (PCORI®) is an independent, nonprofit organization authorized by Congress in 2010. Its mission is to fund research that will provide patients, their caregivers, and clinicians with the evidence-based information needed to make better-informed healthcare decisions. PCORI is committed to continually seeking input from a broad range of stakeholders to guide its work.

Solicitation Materials – Dissemination, Implementation, or Shared Decision-Making Awardees may include the acknowledgement statement listed above in project solicitation materials, email invitations, survey tools and other collateral used to solicit participation in the project funded under the Award. Any other discussion of PCORI in project solicitation materials is not permitted.

Press Releases/Public Announcements – Any public announcement intended to be distributed to media outlets (i.e., press release) announcing receipt of a PCORI award by a Dissemination, Implementation, or Shared Decision-Making Awardee requires prior approval by PCORI. Awardees must submit draft public
announcements at least five (5) days in advance of distribution to PCORI via email to fundedea@pcori.org with a copy to the assigned Program Officer to obtain approval and enable proper coordination.

6. PCORnet® Infrastructure Funding Awardees

PCORI has adopted separate Guidelines for the Use of the PCORnet® Name and Logos, which address use of the PCORnet name and logos by various organizations and networks to acknowledge their relationship to PCORnet and use related to studies conducted using PCORnet. For those purposes, users should refer to the Guidelines for the Use of the PCORnet Name and Logos. The guidelines below can be used secondarily when the primary purpose of the use is to acknowledge PCORI’s infrastructure funding.

Publications/Presentations – PCORnet® Awardees (must acknowledge PCORI funding in scientific publications (e.g., peer-reviewed journal articles), scientific posters, slide presentations, newsletters or brochures, websites, reports and other non-commercial publications that relate to PCORI’s infrastructure funding for the development of PCORnet by including the following acknowledgement statement and disclaimer statement (as applicable). These publications and presentations relating to infrastructure funding are distinct from those arising out of or related to research that is conducted using the PCORnet infrastructure, whether funded by PCORI or another funder. Use of PCORI Marks for such research-related publications are subject to different requirements. The following statements should appear in legible size font in either introductory text or a footer and bracketed terms should be used only as applicable.

Acknowledgement.

This [work, publication, article, presentation, etc.] was [partially] funded through a Patient-Centered Outcomes Research Institute® (PCORI®) Award (##-###-####) for development of PCORnet®, the National Patient-Centered Clinical Research Network.

Disclaimer. The acknowledgment statement should be accompanied by the following disclaimer in any substantive works that present findings, conclusions or other editorial content (e.g., journal publication, scientific poster).

The [views, statements, opinions] presented in this [work, publication, article, report, etc.] are solely the responsibility of the author(s) and do not necessarily represent the views of the other organizations participating in, collaborating with, or funding PCORnet® or of the Patient-Centered Outcomes Research Institute® (PCORI®), its Board of Governors or Methodology Committee or other participants in PCORnet®.

Any discussion of PCORI PCORI’s funding to develop PCORnet beyond these required statements in publications/presentations can include the following factual reference(s).

The Patient-Centered Outcomes Research Institute® (PCORI®) is an independent, nonprofit organization authorized by Congress in 2010. Its mission is to fund research that will provide patients, their caregivers, and clinicians with the evidence-based information needed to make better-informed healthcare decisions. PCORI is committed to continually seeking input from a broad range of stakeholders to guide its work.

PCORnet®, the National Patient-Centered Clinical Research Network, has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®). The goal of
PCORnet® is to improve the nation’s capacity to conduct comparative effectiveness research efficiently by creating a large, highly representative network for conducting clinical outcomes research.

Press Releases/Public Announcements – Any public announcement intended to be distributed to media outlets (i.e., press release) announcing receipt of a PCORI award by a PCORnet Infrastructure Awardee requires coordination with PCORI. Awardees must provide notice PCORI by sharing the public announcement and intended distribution date(s) via email to fundedpfa@pcori.org or available as otherwise directed by PCORI with a copy to the assigned Program Officer to enable proper coordination.

B. Uses by Awardee Sub-Contractors/Affiliates.

PCORI recognizes that Awardees may from time to time have subcontractors and affiliates that carry out work related to the project or program that is the subject of the PCORI-funded award. Awardee subcontractors and affiliates may not use PCORI’s name in a manner that suggests they are direct recipients of a PCORI award. All requests to use the PCORI name by Awardee subcontractors and affiliates must be submitted for approval through the applicable Awardee. Awardees should submit any such requests for approval via email to their respective Program Officer.

C. Uses by PCORI® Services Contractors/Vendors.

Any entity that is a services contractor or vendor of PCORI (e.g., consultant, Pipeline Award Program Office) may use PCORI’s name: (i) in PCORI-commissioned works; (ii) in any materials created for and on behalf of PCORI; and (ii) when conducting work on behalf of PCORI (e.g., in training materials), as directed for the particular engagement and all in accordance with the terms of the applicable contract with PCORI. Please reference applicable contract terms for requirements.

D. Uses by Other Third Parties/Purposes.

Requests for use of the PCORI name by all other third parties and by Awardees for any purposes not addressed above require prior written approval by PCORI. Please submit requests for approval to PCORI via email to fundedpfa@pcori.org or available as otherwise directed by PCORI.

III. Rules for Proper Usage of PCORI Logo

A. Uses by PCORI® Services Contractors/Vendors.

Any entity that is a services contractor or vendor of PCORI (e.g., consultant, Pipeline Award Program Office) may use PCORI’s logo: (i) in PCORI-commissioned works; (ii) in any materials created for and on behalf of PCORI; and (ii) when conducting work on behalf of PCORI (e.g., in training materials), as directed for the particular engagement and all in accordance with the terms of the applicable contract with PCORI. Please reference applicable contract terms for requirements.
B. **All Other Third-party Requests.**

From time to time, PCORI receives requests to use the PCORI logo by other third parties such as Awardees, media outlets in connection with news publications, and other organizations contracting or collaborating with PCORI. Generally, PCORI does not permit use of our logo including for marketing, advertising or promotion of PCORI-funded research or programs. There are very limited exceptions to this general rule that PCORI may grant on a case-by-case basis, with prior approval. Please submit any exception requests to PCORI via email to fundedpfa@pcori.org. The request should include the following information:

- Requester: Organization
  - Contact
  - Person
  - Address 1
  - Address 2
  - City, State, Zip
  - Phone
  - Email
- Affiliation (if any) to PCORI (e.g. research awardee, engagement awardee, dissemination, implementation, or shared decision-making awardee, PCORnet infrastructure funding awardee);
- Specific description of work/materials in which PCORI logo will appear. Please be as specific as possible and include a sample if possible;
- Specific purpose for use of the PCORI logo including justification for why the standard PCORI acknowledgement statement is insufficient for the intended purpose;
- Dissemination plans for work/materials in which the PCORI logo will appear including intended audience, proposed modes of dissemination (e.g., print, online), how long it will be offered for dissemination; and
- Any other questions concerning your request.

If PCORI grants permission for use of PCORI’s logo, you will be required to agree to PCORI terms and conditions of use. In addition, the permission is subject to the PCORI design standards outlined in Appendix A and these Guidelines, including the restrictions on use set forth below.

**IV. Restrictions on Use of PCORI® Marks**

The PCORI Marks must **NOT** be used or displayed by any third party:

- In a manner that violates any law or regulation;
- In a manner that is false or misleading;
- In any way that reasonably could be construed as authorship or endorsement by PCORI or PCORI personnel of any editorial content in a publication or presentation;
- In any fundraising initiatives or events or any materials related to such initiatives or events.
- In any way that reasonably could be construed as PCORI sponsorship, approval or endorsement of any organization, company, product, service, or event;
• In any way that reasonably could suggest that PCORI has a role in soliciting participation or recruitment in any program, project, or event such as a research study, forum, roundtable or conference;
• In a manner that is in PCORI’s sole opinion unfair, disparaging, misleading, infringing, libelous, obscene, or otherwise objectionable to PCORI;
• On any materials that contain or promote adult content, promote gambling, or involve the sale of tobacco or alcohol;
• On any goods or products intended for promotional purposes, including but not limited to such items as pens, notepads, apparel, t-shirts, water bottles, bags, or other giveaways; or
• In a manner that infringes, derogates, dilutes, or impairs the rights of PCORI in PCORI’s Marks.

History:

As of June 24, 2015; Revised April 12, 2018; Revised April 22, 2020
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Introduction

Branding is the process of creating a unique name and image for an organization in the public's mind. Branding consists of many aspects, including a tagline, logo, and advertising and marketing materials.

One key component of any branding effort is visual identity—the visible elements of our brand, such as our logo, color palette, typography, and other design specifications. These guidelines provide details about PCORI's visual identity.

These pages contain specifications about our logo arrangement, size, clear areas, and background selections. We also provide several examples of unacceptable uses of our logo. Our branding palette features primary, complementary, and tertiary colors.

TRADEMARK USAGE GUIDELINES

PCORI has trademarks to ensure our role as a funder is properly represented in the research, patient engagement, and other programs we support. PCORI reserves all rights in our trademarks. We do grant permission for the use of certain trademarks provided that the use is consistent with our guidelines. Any uses not specifically addressed in these guidelines require specific written approval by PCORI. The Trademark Usage Guidelines are available on our website at https://www.pcori.org/sites/default/files/PCORI-Guidelines-For-Use-Of-PCORI-Names-Logos.pdf.

NEED HELP?

Our designers, part of the PCORI Communications Department, are ready to assist you with any questions about our visual identity and these guidelines. You can reach them by sending an email to CommsSupport@pcori.org.
Logo Arrangement

The Patient-Centered Outcomes Research Institute (PCORI) logo arrangement consists of the following four elements:

- Logo Type Element
- Symbol Element

pcori

PATIENT-CENTERED OUTCOMES RESEARCH INSTITUTE

Organizational Name

Registered Symbol
## ACCEPTABLE ARRANGEMENTS

- PCORI (R) Logo-Left Name
- PCORI (R) Logo-Stacked Name
- PCORI (R) Logo-Right Name
- PCORI (R) Logo without Name
Logo Colors and Typography

LOGO COLORS
The Patient-Centered Outcomes Research Institute (PCORI) makes use of three colors:

- Dark Blue
  - Pantone 2758 C
  - C100/M80/Y0/K26
  - R1/G58/B129
  - HEX# 013A81

- Cyan
  - Pantone Cyan C
  - C100/M0/Y0/K0
  - R0/G174/B239
  - HEX# 00AEEF

- Lime
  - Pantone 368 C
  - C57/M2/Y100/K0
  - R118/G188/B33
  - HEX# 76BC21

*The logo may not be used as an all dark blue, cyan, or lime green.

LOGO TYPOGRAPHY
PCORI uses Meta OT Normal typeface in lower case for logo type element and all caps for its name.

<table>
<thead>
<tr>
<th>Logo Type Element</th>
<th>Organizational Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>pcori</td>
<td>PATIENT-CENTERED OUTCOMES RESEARCH INSTITUTE</td>
</tr>
</tbody>
</table>
Logo Color Versions

The three-color version of our logo is preferred and should be used whenever possible. When the three-color version cannot be used, a black version of our logo is available. A white (knocked-out) version is also available when the logo appears over a dark-colored background.

- Three-Color Version Preferred
- White (knocked-out) Version
- Black Version
Size and Clear Area

MINIMUM LOGO SIZE

To ensure readability and visual integrity of the logo in print, do not reduce the left-name version to less than 2 inches in width. The version without the name must never be less than 1.25 inches in width.

For screen applications, do not reduce the left-name version to less than 144 pixels in width. The version without the name must never be less than 90 pixels in width.

Note: There are no maximum size limits; however, all design elements of logo must appear intact and unaltered per usage terms.

PCORI Logo and Visual Identity Guidelines | For External Use Only
CLEAR AREA

To maintain a clean design and ensure prominence of the PCORI logo, a clear area must be maintained around the entire logo. To determine the distance, use a 1/4 inch (0.25") or 18 pixels square and extend that distance past the perimeter of the logo in all directions. This clear area should also be used to determine the distance from the edge of the paper on printed documents. There are no maximum size limits; however, all design elements of the logo must appear intact and unaltered per usage terms.
Background Selection

When including PCORI logo in a printed document, the background behind the logo is important to consider. The contrast and texture of the background will greatly affect the readability of the logo.

- White background preferred
- Light-colored background
- Dark-colored background
- Lightly textured background

- Light colored background
- Dark-colored background
- Heavily textured background
Unacceptable Usage of Logo

Examples of unacceptable usage of PCORI (R) logo:

- Never substitute colors
- Never use alternate fonts
- Never tilt logo
- Never distort the shape of logo
- Never rearrange logo elements
- Never add other elements to logo
- Never outline logo
- Never distort logo's proportion

**Important Note**—Other unacceptable alterations to the PCORI logo include:

- Applying special effects
- Scanning the logo from printed documents
- Copying the logo from PCORI's website
- Filling the logo with a pattern or photo element
- Using the logo as a watermark
- Inlining the logo as part of text
PCORI Color Palette

PRIMARY COLORS
- C100/M80/Y0/K26
  - R1/G58/B129
  - HEX# 013A81
- C100/M0/Y0/K0
  - R0/G174/B239
  - HEX# 00AEF
- C59/M2/Y100/K0
  - R118/G188/B33
  - HEX# 76BC21

SECONDARY COLORS
- C83/M41/Y26/K2
  - R38/G125/B158
  - HEX# 267D9E
- C93/M64/Y48/K37
  - R19/G66/B83
  - HEX# 134253
- C55/M98/Y26/K9
  - R127/G42/B110
  - HEX# 7F2A6E
- C4/M82/Y96/K0
  - R230/G85/B44
  - HEX# E6552C

ACCENT COLORS (To Be Used Sparingly)
- C75/M27/Y16/K0
  - R51/G150/B187
  - HEX# 3396BB
- C31/M7/Y9/K0
  - R175/G210/B223
  - HEX# AFD2DF
- C16/M0/Y37/K0
  - R215/G255/B184
  - HEX# D7FFB8
- C38/M0/Y76/K0
  - R164/G222/B105
  - HEX# A4DE69
- C77/M24/Y100/K10
  - R65/G135/B11
  - HEX# 418708
- C78/M41/Y100/K40
  - R41/G85/B7
  - HEX# 295507
- C7/M91/Y55/K0
  - R222/G61/B91
  - HEX# DE3D58
- C3/M16/Y83/K0
  - R248/G208/B72
  - HEX# F8D048
- C68/M61/Y50/K47
  - R64/G64/B64
  - HEX# 404040
- C100/M93/Y30/K30
  - R0/G30/B97
  - HEX# 001E61
# PCORI Typography

<table>
<thead>
<tr>
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<th>Open Sans Condensed Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Sans Light Italic</td>
<td>Open Sans Condensed Light Italic</td>
</tr>
<tr>
<td>Open Sans Regular</td>
<td>Open Sans Condensed Bold</td>
</tr>
<tr>
<td>Open Sans Italic</td>
<td>Open Sans Condensed Bold</td>
</tr>
<tr>
<td>Open Sans SemiBold</td>
<td>Open Sans Condensed Bold</td>
</tr>
<tr>
<td>Open Sans SemiBold Italic</td>
<td>Open Sans Condensed Bold</td>
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<td>Open Sans Bold</td>
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<td>Open Sans Bold Italic</td>
<td>Open Sans Condensed Bold</td>
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<tr>
<td>Open Sans Extrabold</td>
<td>Open Sans Condensed Bold</td>
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<tr>
<td>Open Sans Extrabold Italic</td>
<td>Open Sans Condensed Bold</td>
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</tbody>
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**History:**

As of October 7, 2019