

Oncura Health

Brand Guidelines

Welcome to Oncura Health

At Oncura Health, we deliver world-class cancer, blood disorder, and specialty care with compassion and humanity — right in the heart of our communities.

Our brand guidelines ensure we communicate who we are with clarity, consistency, and impact.

Our Mission

Oncura Health exists to deliver compassionate, innovative, and integrated care that empowers every patient we serve — across cancer, blood disorders, surgery, and beyond.

We bring the expertise, treatments, and clinical opportunities found at leading centers into the heart of the communities we serve.



Our Vision

To redefine community-based specialty care by putting humanity, healing, and equity at the center of every medical journey.



Elevator Pitch

For patients seeking compassionate, expert care close to home, Oncura Health delivers cutting-edge oncology, hematology, and specialty services with a whole-person approach that larger systems often overlook.

We offer the same access to clinical trials, treatments, and insights as world-class centers — with the personal care only a community-rooted practice can provide.

Our Core Values



How We Speak

Warm and Clear – Communicate with empathy.

Hopeful yet Grounded – Inspire without overstating.

Professional and Innovative – Build trust through expertise.

Empathetic – Always human-first.

Brand Message

Our Promise



Empowering
Lives.
Transforming
Futures.

We combine humanity and science to
deliver world-class care, close to home.

Positioning Oncura Health

Oncura Health offers the innovation and expertise of leading medical institutions with the compassion, accessibility, and community focus that only a local practice can provide.



01. | Logos

Our Design Principles

Oncura Health's visual identity balances professionalism with humanity.

Calm & Clean – Reflecting trust and clarity.

Contemporary & Approachable – Designed to feel modern, yet human.

Consistent & Flexible – Adaptable across digital, print, and clinical environments.

ONC
HEA

Primary – Vertical

Our primary logo represents Oncura Health's mission of blending innovation with humanity. It should be used in its full-color form whenever possible to ensure maximum brand recognition.



Primary – Horizontal

The Horizontal logo provides flexibility for smaller spaces or simplified layouts. Use when the Primary – Vertical lockup does not fit due to scale or format.



Alternative

Use the black & white or reversed versions only when color reproduction is not possible or when placing on dark backgrounds. Do not alter colors outside of these approved variations.



Alternative: Black



Alternative: White

Circle of Care – Icon

The Circle of Care icon reflects Oncura Health’s commitment to connected, patient-centered care. Its circular, interconnected design symbolizes collaboration between patients, families, and healthcare teams, reinforcing trust, support, and community.

The Circle of Care icon may be used on its own when the full wordmark is not practical — such as on social media avatars, favicons, or small-scale applications.

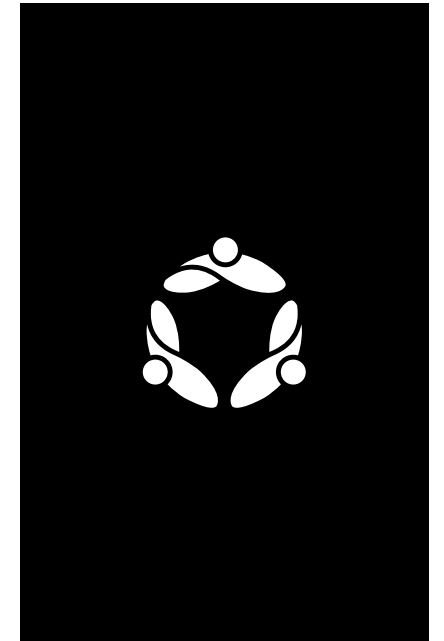
It should always appear in approved brand colors and never be altered, distorted, or paired with unapproved typography.



Full Brand Color



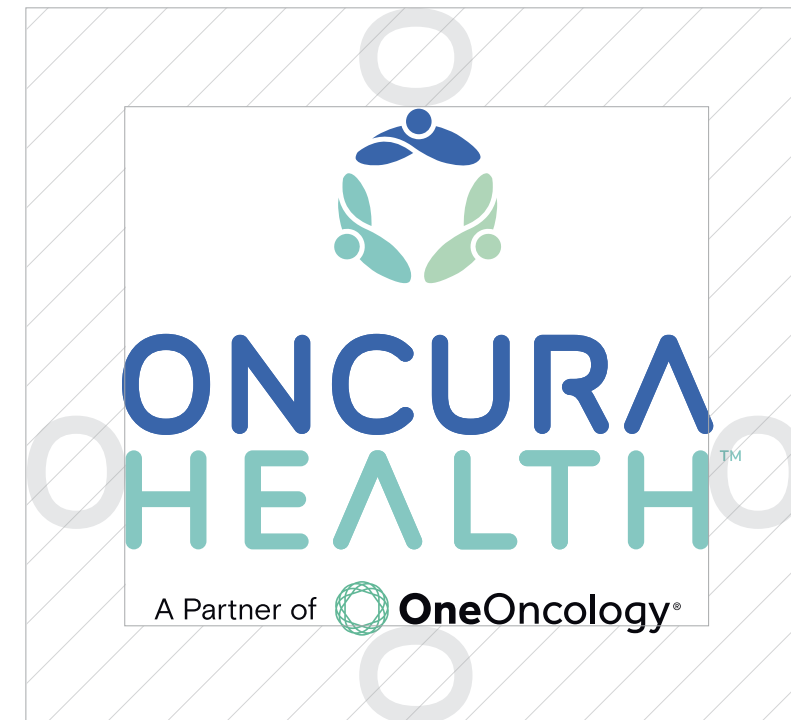
Alternative: Black



Alternative: White

Clear Space

To protect the integrity of our logo, keep a clear space around it equal to “O” from Oncura. This breathing room ensures maximum impact and legibility.



Minimum Spacing

Do's & Dont's

Do

- Do always use approved versions (full color, black & white, reversed).
- Do maintain clear space around the logo.
- Do use appropriate logo variations for different use and scalability.



Primary Logo



White Logo on Dark Background



Clear Spacing



Scalability - App Icon

Don't

- Do Not Distort
- Do Not Alter Colors
- Do Not Add Effects.
- Do Not place on top of busy backgrounds – patterns, multi-colors,



Stretched



Mixed Colors



Drop Shadow



Busy Background

02. Typography

Fonts

Our typography system pairs a serif and a sans serif typeface to create balance, clarity, and distinction in our brand communication. The serif font conveys trust, authority, and a sense of tradition—reinforcing Oncura Health’s credibility and expertise. The sans serif font introduces a modern, approachable tone that ensures accessibility and readability across all platforms.

When used together, these fonts establish hierarchy and guide the reader’s eye. Headlines and key messages should use the serif font to emphasize strength and reliability, while body copy and supporting text use the sans serif font for clarity and ease of reading. This pairing allows our brand voice to be both professional and compassionate, reflecting the dual commitment to medical excellence and patient-centered care.

Trust & Authority

DM Serifs

Regular / *Italic*

Readability & Approachability

DM Sans

Thin / ExtraLight / Light / Regular /
Medium / SemiBold / Bold / ExtraBold
/ Black / *Thin Italic / ExtraLight Italic /*
Light Italic / Italic / Medium Italic /
SemiBold Italic / Bold Italic /
ExtraBold Italic / Black Italic

Type

Guidelines

DM Serifs / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

SubHead

DM Sans / Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Body copy

DM Sans / Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

CTAs

DM Sans / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Captions & Secondary Text

DM Sans / Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Examples

Headline

**Compassion in Care.
Precision in Practice.**

SubHead

**Clear, approachable language that
connects with patients and providers.**

Body copy

Oncura Health's typography system balances trust and modernity. Headlines use DM Serif to convey expertise and reliability, while body text in DM Sans ensures clarity and readability across digital and print applications.

Captions & Secondary Text

Example: Figure 1 — Typography Hierarchy

03. | Colors

Healing Harmony

This palette reflects compassion, calm, and whole-person care, aligning with Oncura’s mission of bringing humanity into healing.

Oncology – Oncura Blue

Strength, trust, professionalism

Hematology & Other Services – Cura Teal

Balance, clarity, and clinical precision

Surgery – Renewal Mint

Freshness, restoration, and approachability

Oncura Blue

Cura Teal

Renewal Mint

Color Hierarchy

Primary | Ascent Colors

Oncura Blue

PANTONE 2172 C
RGB 63 / 101 / 165
HEX #3f65a5
CMYK 62 / 39 / 0 / 35

Cura Teal

PANTONE 304 C
RGB 140 / 200 / 194
HEX #8cc8c2
CMYK 30 / 0 / 3 / 22

Renewal Mint

PANTONE 4164 C
RGB 197 / 226 / 184
HEX #c5e2b8
CMYK 13 / 0 / 18 / 11

Secondary | Background Colors

White

RGB 255 / 255 / 255
HEX #FFFFFF
CMYK 0 / 0 / 0 / 0

Gray

PANTONE Cool Gray 1 C
RGB 241 / 242 / 242
HEX #f1f2f2
CMYK 0 / 0 / 0 / 5

Usage Guidelines

- Use colors consistently by department for wayfinding, collateral, and digital applications
- Ascent colors
- Avoid introducing unapproved shades
- Avoid using dark colors



04.

Photography & Graphic Style

Visual Photography Style

Our photography captures Oncura Health with a natural, professional finish. Images are clean, authentic, and focused on clarity, emphasizing real moments and genuine interactions. Lighting and color are subtle and true-to-life, supporting a professional, trustworthy, and approachable brand presence across all touchpoints.

Tone & Mood

- Natural and authentic
- Professional and trustworthy
- Warm, approachable, and human-centered
- Clear, focused, and uncluttered
- Subtle, true-to-life lighting and color



Composition & Content

Composition Guidelines

- Focus on genuine moments and interactions
- Include ample white space or soft backgrounds to give a sense of calm
- Avoid harsh shadows or overly dramatic effects

Content

- Showcase real providers, and communities (if possible)
- Authentic moments of care and connection

By adhering to these visual cues, our photography communicates the compassion, clarity, and optimism that define Oncura Health.



05. Illustration & Iconography

Patterns

A repeating Circle of Care icon reinforces connection, collaboration, and human-centered care.

- Brick style repetition of the Circle of Care icon
- Outline or filled
- Overlay or Multiply
- Subtle, Low Opacity



Cropping

When there is generous white space available, the Circle of Care icon may be intentionally cropped. This approach creates a sense of openness and modernity, preventing the logo from feeling confined. The cropped view highlights the organic shapes within the icon, reinforcing Oncura Health's identity as human-centered, dynamic, and evolving. By allowing the forms to breathe in space, the brand feels approachable and adaptive while still maintaining recognition.

Do

- Crop the icon when there is ample white space.
- Use cropping to emphasize the organic shapes and add visual interest.
- Ensure the cropped portion still feels balanced and recognizable.

Don't

- Crop the icon in tight or cluttered layouts.
- Cut the shapes so much that the icon becomes unidentifiable.
- Place cropped icons over busy backgrounds that reduce clarity.

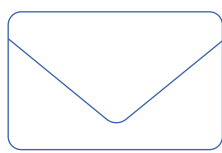


Iconography

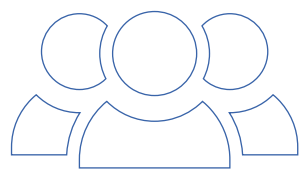
Our iconography uses clean, thin and light line art with subtle rounded edges to reflect modernity, precision, and innovation—reinforcing Oncura’s commitment to clarity and forward-thinking care.



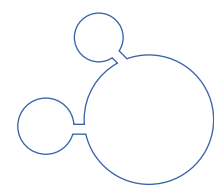
Mobile



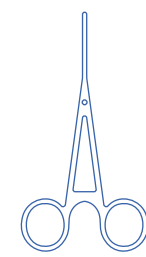
Email



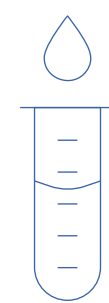
Community



Oncology



Surgery



Hematology

Icon Set



Mobile



Email



Website



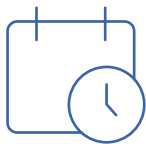
Contact Us



Address / Location



Phone



Request Appt



Pay My Bill



Testimonials



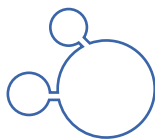
Patient Portal



Community



Find A Dr



Oncology



Surgery



Hematology



Clinical Trial



Gastroenterologist



Gynecology

06. Applications & Collateral

Bringing Oncura to Life

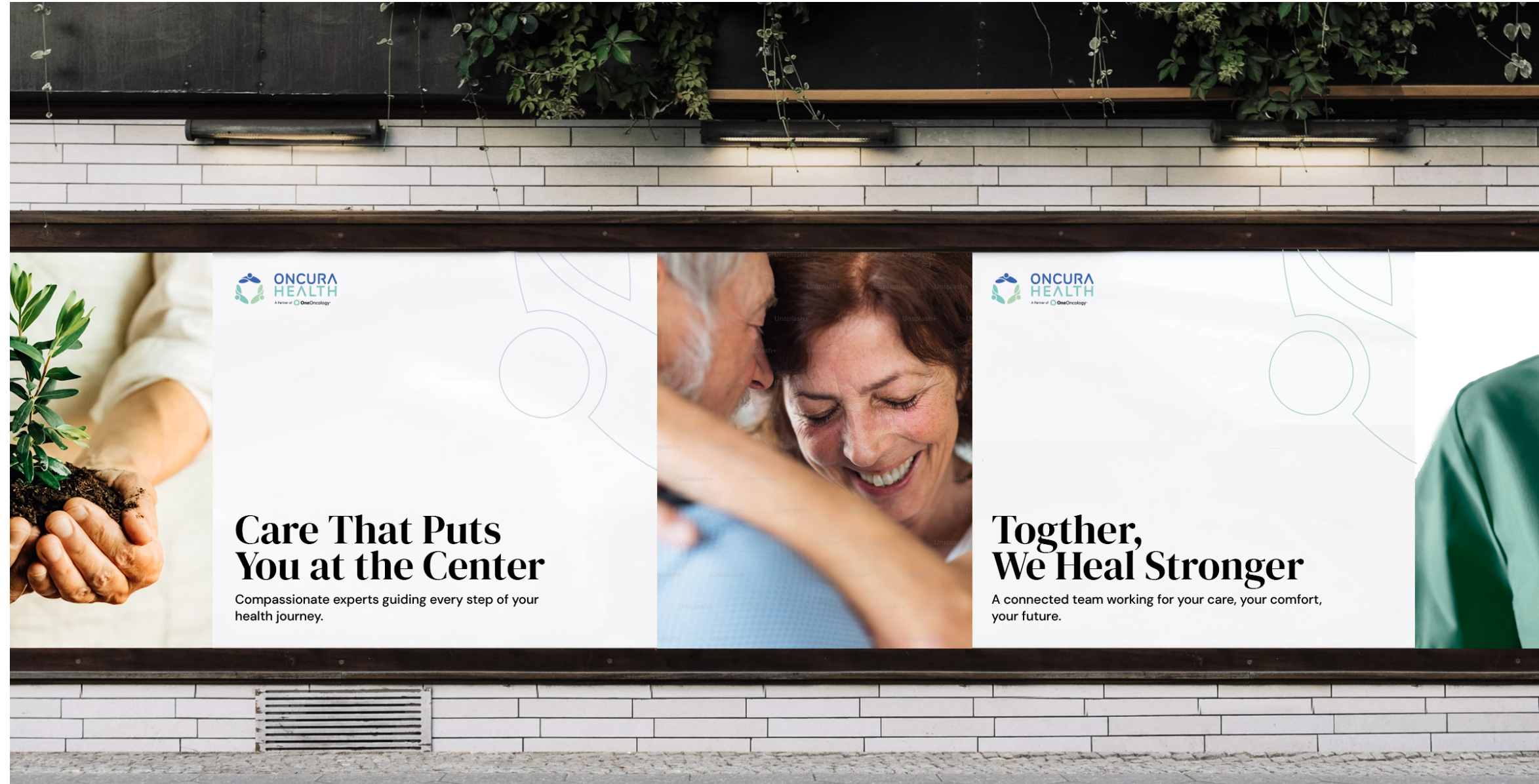
Our brand comes to life through thoughtful applications across every touchpoint — from print and digital materials to signage, presentations, and social media. Each piece should reflect the warmth, clarity, and optimism of Oncura Health, ensuring a consistent and human-centered experience. By carrying our colors, typography, imagery, and patterns into every detail, we create a unified presence that feels both professional and compassionate.

- Internal brand sessions for alignment.
- Patient-facing updates: materials, website, signage.
- Community outreach: media, partnerships, ribbon cuttings.
- Ongoing storytelling: social campaigns, patient and staff voices.
- Business cards, brochures, signage, and digital platforms.
- Patient education sheets and provider materials.
- Social and community-facing campaigns.



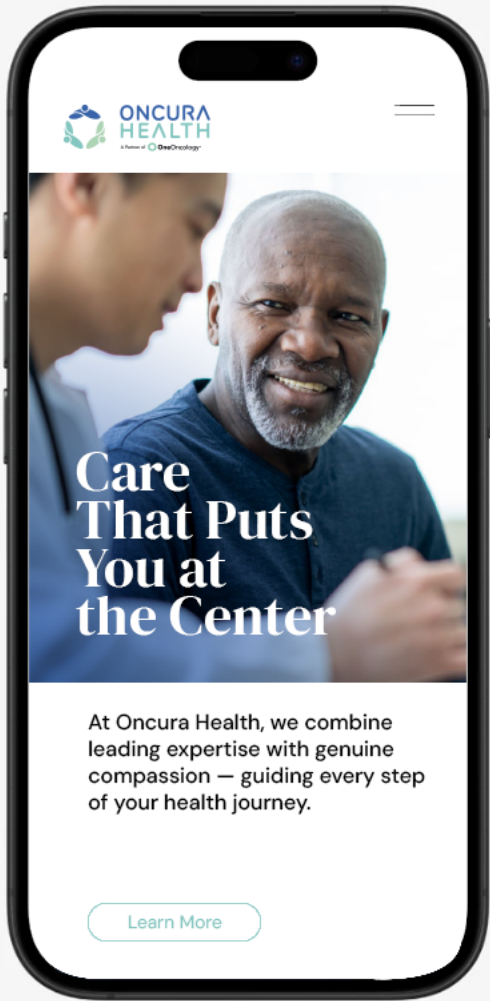
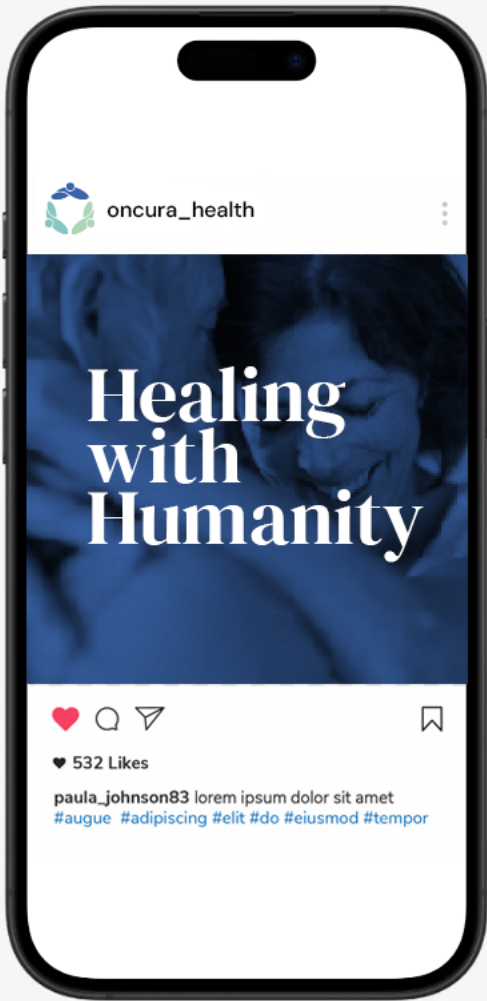
Brand in Action

Print | OOH



Brand in Action

Digital | Social



Brand in Action

Corporate Branding | ID Badges



Common Questions

Why did we change the name from LACN to Oncura Health?

The name LACN (Los Angeles Cancer Network) was too geographically limiting and focused only on cancer. Oncura Health reflects our broader commitment to cancer, blood disorders, surgery, and whole-person care—while positioning us for growth across communities.

What does “Oncura” mean?

“Oncura” blends oncology with the Latin word cura, meaning care, concern, and thoughtfulness. It symbolizes our mission to deliver expert care with humanity and compassion.

How should I explain the new name to patients or referring doctors?

Focus on what hasn’t changed—our doctors, our quality of care, and our accessibility. Then highlight what’s new: a name that reflects our broader services and commitment to innovation + humanity.

How will this rebrand affect our reputation in the medical community?

Positively. A unified, forward-looking brand supports recruitment, partnerships, expansion, and patient trust. It signals growth and commitment while retaining the relationships we’ve built.

What’s the correct way to use the logo?

Always use approved versions of the logo (full color, black & white, reversed). Do not stretch, alter colors, add effects, or crowd the logo with other elements.

Which colors should I use for different departments?

Oncology – Deep Blue (trust, strength)

Hematology – Aqua Teal (clarity, precision)

Surgery – Light Mint (freshness, approachability)

Consistent use of color reinforces brand recognition.

What is our brand voice?

Compassionate, professional, and clear. We speak with warmth and humanity, while being honest and grounded.

Who should I contact if I’m unsure about brand usage?

Reach out to the Oncura Health marketing/brand team for approval before creating or distributing materials.

What happens if the name or logo isn’t well received?

We are proactive in our rollout and storytelling. If concerns arise, listen, reassure patients that care remains the same, and share the meaning behind the name.

How will patients recognize us during the transition?

All materials will clearly link the legacy LACN identity with Oncura Health during rollout, ensuring patients know they’re still receiving care from the same trusted doctors.



ONCURA
HEALTH™

A Partner of  OneOncology®