

# UPLIFTING, BRIGHT, ENGAGED

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O'NEAL COMPREHENSIVE CANCER CENTER  
MOODBOARD

# UPLIFTING BRIGHT ENGAGED

We want to convey an uplifting feeling using photography that is bright and shows the subject matter engaged in what they are doing. By using complimentary colors we will ensure that orange calls to action stand out against the more subdued green, teal and gray.



## COLORS



MARINE GREEN

HEX: #055e63

Professional, restful



TEAL

HEX: #00A19C

Calming, renewal



LIGHT GRAY

HEX: #E6E7E8

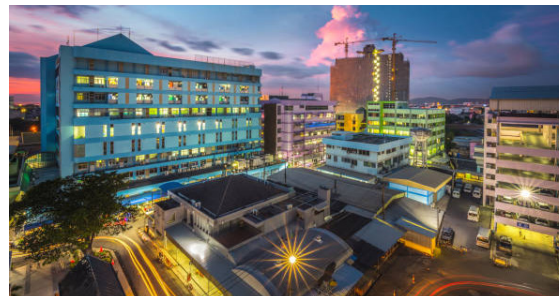
Formal, sophisticated



ACCENT COLORS

HEX: #F05323 #B3DFD8 #006242

USED MINIMALLY in CTAs and accent locations



HOPEFUL, INTIMATE,  
CALMING

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# HOPEFUL INTIMATE CALMING

We want to create a calming atmosphere for the user with hues of blue, teal and violet. Photography should use soft focus and consist of candid shots that make the viewer feel as though they sharing the room with the subjects not just watching them from afar.



## COLORS



NAVY BLUE  
HEX: #104B86  
Institutional, stability



TEAL  
HEX: #00A19C  
Calming, renewal



LIGHT GRAY  
HEX: #E6E7E8  
Formal, sophisticated



ACCENT COLORS  
HEX: #8A84D6 #049FDA  
USED MINIMALLY in CTAs and  
accent locations



AUTHENTIC, STABLE,  
CREDIBLE

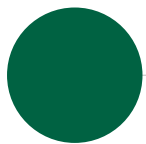
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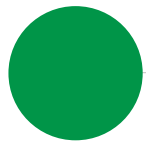
# AUTHENTIC STABLE CREDIBLE

We want to convey a feeling of authority that is synonymous with the University by employing their color palette. Various greens and blues lend a feeling of nature and growth, while orange plays a complimentary role and stands out for calls to action. Photography is bright and crisp and ladders up to what is currently being used in marketing materials.

## COLORS



HUNTER GREEN  
HEX: #006242  
Safety, stability



SPRING GREEN  
HEX: #00A19C  
Growth, renewal



LIGHT GRAY  
HEX: #76BC43  
Formal, sophisticated



ACCENT COLORS  
HEX: #F05323 #0049FD  
USED MINIMALLY in CTAs and  
accent locations

