



# CANCER SUPPORT COMMUNITY

*A Global Network of Education and Hope*

Brand Guidelines

## **Mission Statement**

To ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community.

## Understand the Brand

The Cancer Support Community brand was created to ensure continuity in communicating what the organization stands for—caring support, education, personalization and innovation in the cancer support world. Through the consistent use of typography, color, photography and messaging, we can help strengthen our core messages, thereby clarifying and extending the reach of our communications.

### Table of Contents

CSC Logo	2
Logo Color Usage	2
Improper Logo Usage	3
Affiliate Logo Usage	3
Colors	4
Typography	5
Gilda’s Club	6
The Wellness Community	7
Stationery	8
Graphic Glossary	9

## CSC Logo

Consistent use of our logo will help build visibility and recognition, as well as set us apart from other organizations. The integrity of the logo must be respected at all times. Don't stretch, condense, manipulate or place the logo in a box. Any modification of the logo confuses its meaning and diminishes its impact. These files are available for download at: <http://twcstaff.thewellnesscommunity.org>.



## Clear Space

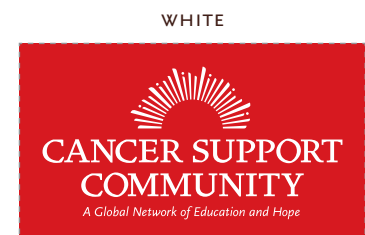
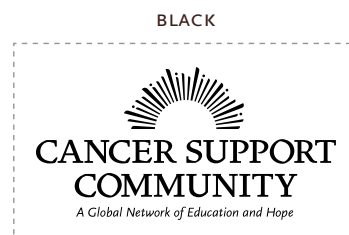
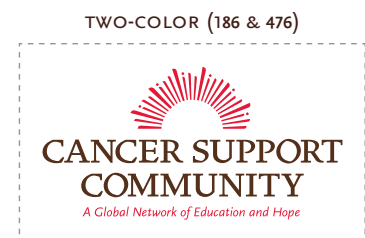
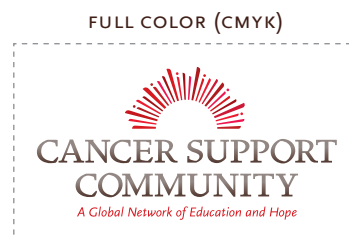
A minimum amount of clear space must surround the logo at all times. This space is equal to the height of the letter C in "cancer." In general, a larger amount of uninterrupted visual space is preferred.



## Logo Color Usage

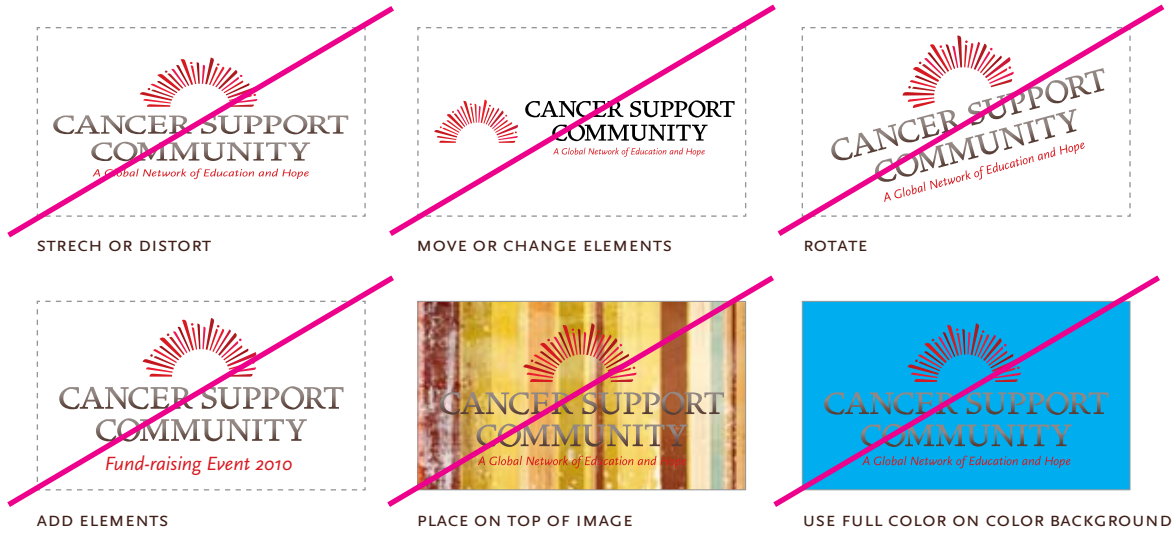
Use the logo in full color whenever possible. However, when color choices are limited use the appropriate logo version in black or white or two-color. Do not display the logo in an off-brand color. Use one of the four versions shown here.

The integrity of the logo must be respected at all times. Don't stretch, condense, manipulate or place the logo in a box. Any modification of the logo confuses its meaning and diminishes its impact. These files are available for download at: <http://twcstaff.thewellnesscommunity.org>.



## Improper Logo Usage

Become familiar with the correct use of our logo. The integrity of the logo must be respected at all times. Don't stretch, condense or manipulate it in any way.



## Affiliate Logo Usage

Affiliate logos should adhere to the overarching Cancer Support Community brand and follow these examples when using city names and third-party or donor names. These files are available for download at: <http://twcstaff.thewellnesscommunity.org>.



## Colors

We have adopted the following color palette to present a uniform look for our brand and to give a clear identity to the organization. The primary colors should be used liberally on all materials. The secondary colors should be applied in support of the primary colors and used in a more limited manner. Be aware that colors appear dramatically different when used in different media and printed on different materials. Make sure the correct colors are selected for print (CMYK) and digital (RGB and Hex) use.

### PRIMARY



PANTONE 186

C 0, M 100, Y 100, K 10  
R 215, G 25, B 32  
Hex D71920



PANTONE 476

C 32, M 67, Y 63, K 78  
R 86, G 48, B 27  
Hex 56301B



WARM GRAY 1

C 0, M 2, Y 6, K 7  
R 237, G 231, B 221  
Hex EDE7DD

### SECONDARY



C 0, M 100, Y 90, K 0  
R 237, G 27, B 47  
Hex ED1B2F



C 0, M 100, Y 100, K 20  
R 196, G 22, B 28  
Hex C4161C



C 15, M 100, Y 100, K 20  
R 174, G 27, B 31  
Hex AE1B1F



C 15, M 100, Y 100, K 10  
R 190, G 31, B 36  
Hex BE1F24



C 5, M 100, Y 80, K 10  
R 206, G 25, B 54  
Hex CE1936



C 5, M 100, Y 100, K 35  
R 160, G 16, B 20  
Hex A01014



C 0, M 100, Y 60, K 0  
R 237, G 22, B 81  
Hex ED1651



C 0, M 70, Y 20, K 0  
R 243, G 134, B 167  
Hex F27292



C 0, M 15, Y 15, K 50  
R 147, G 130, B 123  
Hex 93827B



C 0, M 30, Y 30, K 80  
R 0, G 0, B 0  
Hex 000000

### GRADIENTS



C	5	C	0
M	100	M	100
Y	100	Y	90
K	35	K	0



C	32	C	0
M	67	M	15
Y	63	Y	15
K	78	K	50



C	0	C	0
M	4	M	1
Y	12	Y	3
K	14	K	4

## Primary Typography

Use these primary typefaces on the covers of publications, on posters, and in advertisements. Legibility is the highest priority when using typefaces. The second priority is consistency of use—in order to create a cohesive brand. Headings are often set in sans serif and body text is usually set in serif type.

SANS SERIF

### Scala Sans

(Regular, *Italic*, **Bold**, ***Bold Italic***, CAPS)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 10

SERIF

### Scala

(Regular, *Italic*, **Bold**, ***Bold Italic***, CAPS)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 10

## Office Typography

Use these office typefaces in Word, Excel, Powerpoint and office communications. These common typefaces can be found on almost all office computers. Headings are often set in sans serif and body text is usually set in serif type.

SANS SERIF

### Trebuchet

(Regular, *Italic*, **Bold**, ***Bold Italic***)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 10

SERIF

### Book Antiqua

(Regular, *Italic*, **Bold**, ***Bold Italic***)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 10