

**CURE CHILDHOOD CANCER BRAND GUIDELINES**  
THIRD-PARTY PARTNER USE



## Logo Guidelines and Application

### Logo Construction, Clearspace and Computation

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark.



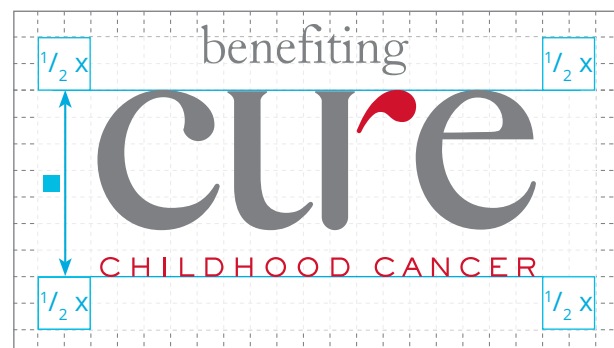
58 mm

### Clearspace

To work out the clearspace take the height of the logo and divide it in half.

### Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



### LOGO Application

on COLOR OR DARK Background

At all times, first choice logo use should be full-color (2-color) CURE logo. Ideal gray background with full color logo use is no darker than #e2e3e4 (shown below).

When full-color logo is not an option, on a dark or colored background (darker than CURE red or CURE gray), the solid white, 1-color CURE logo should be used. First choice use of background color should always be a CURE branded color, but no limitations to using other solid colors.



### Minimum Logo Sizes

#### Full Logo

Minimum Size: 20mm wide



## Logo Application Misuses

### LOGO APPLICATION Common Misuses of Logo



**X** Do not alter or change around colors.



**X** Do not place over busy photography.



**X** Do not add drop shadows or any other 3-D treatments.



**X** Do not reduce the opacity.



**X** Do not stretch or distort.



**X** Do not re-color with a non-branded color.



**X** Do not place on a rotation.



**X** Do not remove the words "benefiting" or "childhood cancer" from the logo.

### LOGO APPLICATION Common Misuses of Brand Colors



## Brand Color Palette

Color plays an important role in the CURE brand identity. The colors below are the brands palette of primary colors that have been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the CURE Childhood Cancer brand identity across all relevant media. Check with your printer when using the organization’s colors that they will be always be consistent.

### Primary Color system

#### Explanation:

CURE has two official colors: CURE Red and CURE Gray. In addition, CURE uses white for backgrounds of copy text and as a contrast color against the brand colors. These colors have become a recognizable identifier for the organization. The secondary color of Gold should only be used as an accent when needed, and never as a primary color.

#### Usage:

Use this color palette as the dominant color palette for all internal and external visual presentations of the organization.



#### Primary Color

CURE RED

#### Color Codes

CMYK : C:0% M:92% Y:77% K:22%

Pantone : 186C

RGB : R200 G016 B0476

Web : #c8102e

#### Color Tones



#### Secondary Color

CURE MEDIUM GRAY

#### Color Codes

CMYK : C3% M0% Y1% K55%

Pantone : 424C

RGB : R112 G115 B114

Web : #707372

#### Color Tones



#### Tertiary Color 1

WHITE

#### Color Codes

CMYK: C0% M0% Y0% K0%

Pantone: 000C

RGB: R100 G100 B100

Web: #ffffff



#### Tertiary Color 2

GOLD

#### Color Codes

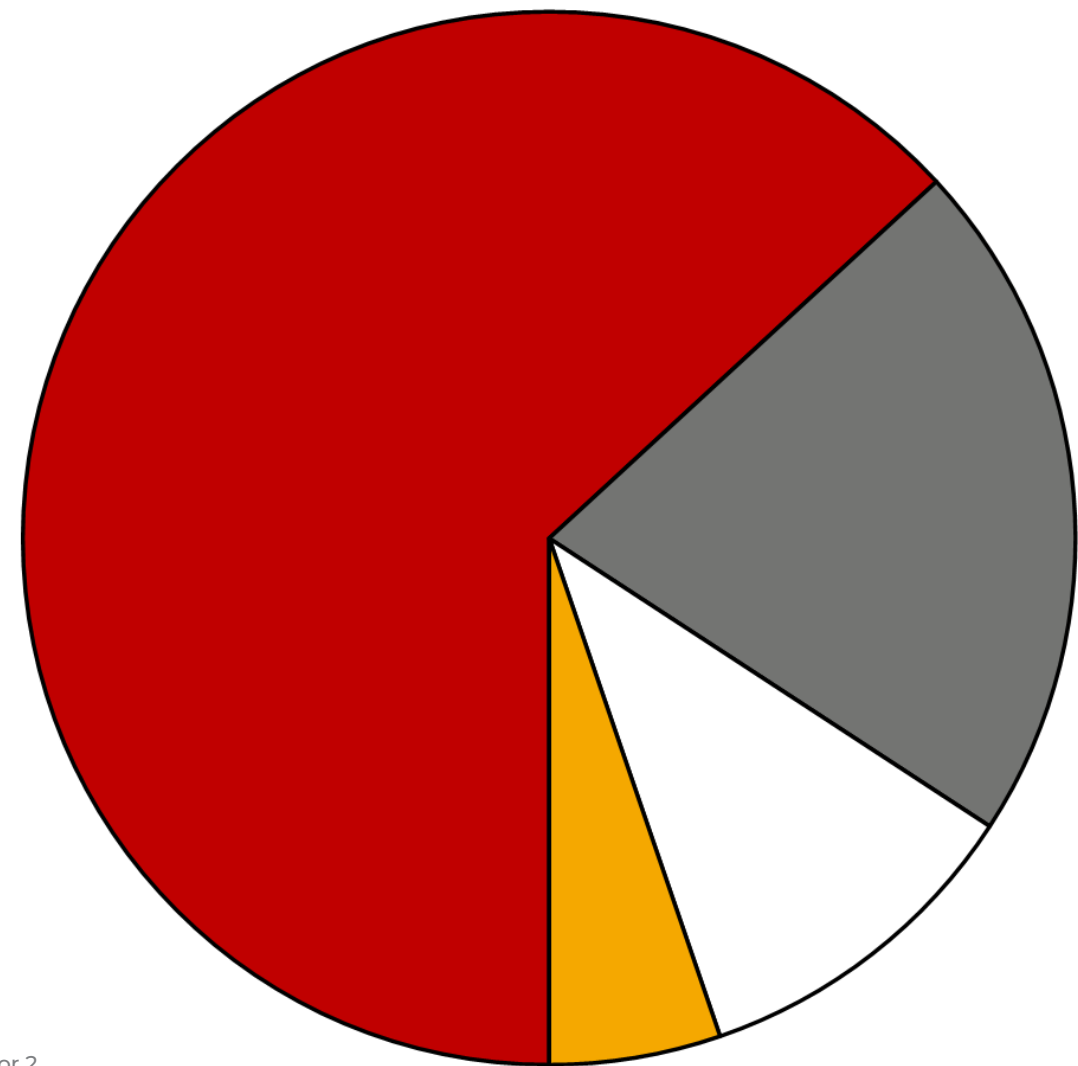
CMYK: C0% M31% Y100% K4%

Pantone: 1375

RGB: R096 G066 B000

Web: #f5a800

### COLOR PROPORTIONS





## Brand Identity

### WHO WE ARE

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#### MISSION

Dedicated to conquering childhood cancer through funding targeted research while supporting patients and their families.

#### VISION

CURE believes that childhood cancer can be cured in our lifetime.

#### VALUES

With a passion for children and families, love, sincerity and honesty are at our core. It is expressed in everything we do.

### OUR AUDIENCE

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#### DONORS

CURE Donors are the life blood of our mission and vision. Their gifts enable us to pursue our goals of funding targeted research and supporting patients and their families.

#### VOLUNTEERS

CURE Volunteers are the heart and soul of our organization, giving of themselves with selfless dedication and an unmatched commitment to help CURE families.

#### PATIENTS/FAMILIES

Each and every child diagnosed with cancer and his or her family are a part of the CURE family. They are the recipients of our love, the focus of our passion, and benefactors of donations.

### BRAND PERSONALITY

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LOVING NURTURING STRONG (FEMININE) HONEST REFINED HUMBLE TENACIOUS

If CURE were a person, these are the words that would be used to describe them. They would be an individual that loves and is loved by many. Seen as a friend by all that meet them, they can seemingly take a lot upon their shoulders, giving personal attention to all. Although always giving, and well-connected to people and resources, they are always approachable and down-to-earth; never afraid to roll-up their sleeves and be hands-on.

