

# Building an conic Brand.



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# THE STORY OF SUSAN G. KOMEN

*As told by Ambassador Nancy G. Brinker, Founding Chair of Susan G. Komen for the Cure®*

Growing up, Suzy and I were just about as close as two sisters can get. Even when separated by distance - Suzy in Peoria and me in Dallas - we spoke every day by phone in the late afternoon.

One Tuesday afternoon, Suzy called and told me that her doctor had found a lump in her breast that was not a cyst. He recommended a biopsy. A biopsy is the surgical removal and microscopic examination of tissue to see if cancer cells are present. When the results came back, they were sure. At the age of 33, Suzy had breast cancer.

No one in our family knew enough to inquire about seeking information from a major cancer center or from a group of physicians associated with one in Peoria.

Our trusted family doctor called in a surgeon to review Suzy's case. According to Suzy, this surgeon said he could cure her. Even the most respected cancer experts in the country (which he was certainly not) do not talk about recovery in terms of surviving cancer or remission. They refrain from using the word cure because cancer can recur.

But that, of course, is exactly what Suzy wanted to hear, and who could blame her? Like many women, and for that matter men, too, Suzy was of the frame of mind that the doctor was always right.

This surgeon suggested performing a subcutaneous mastectomy, a procedure in which the outside of the breast is left intact, but an incision is made and the breast tissue is removed. He would then do an implant 10 days later. Suzy would be left with a small scar but no more cancer. She felt it was her best option.

After Suzy's surgery and for the next five months or so, Suzy felt pretty good. She was convinced she was cured. When I suggested she secure a second opinion just to be sure, Suzy became very sensitive. After all, her doctor had told her she was fine.

But before six months had gone by, our worst nightmare became a reality. Suzy found another lump. This time it was under her arm. Despite everyone's optimism her cancer had spread.

Suzy went next to the Mayo Clinic, where they learned that her cancer had metastasized (spread) to her lung and under her arm. There was a tumor the size of a quarter in the upper part of her right lung and suspicious shadows elsewhere. Their recommendation was 30 days of radiation and then to "watch it."

Well, I, for one, was tired of "watching." I wanted to see some results.

Terror, rage, sadness and above all, a feeling of complete and utter helplessness invaded me. Why was this happening to Suzy? What had she ever done to deserve to be so sick and so frightened? Although no one said anything aloud, my family and I knew Suzy was now fighting for her life. And it all happened so quickly.

A major turning point in Suzy's struggle for survival came from a surprising source, Mrs. Betty Ford.

In 1978 while serving as First Lady, Mrs. Ford had finished a successful bout with breast cancer. The whole country was shocked and saddened with the news of her breast cancer and mastectomy. Her bravery touched a place inside of Suzy that none of the family could possibly understand. In Betty Ford, Suzy found new strength.

"Nan," Suzy said, "if Mrs. Ford can admit she has breast cancer and tell the whole world she intends to fight it, well then so can I."

The doctors at Mayo suggested Suzy have radiation therapy, which is a treatment using high-energy rays to damage (burn) cancer cells and stop them from growing. She did have the radiation but it was not successful in slowing her disease. The cancer was out of control, and there wasn't a thing anyone could do about it. But we had to try.

Suzy decided to seek treatment at the M.D. Anderson Cancer Center in Houston. When she arrived, she was a Stage IV cancer patient. This means that the disease had spread to other organs in her body and was still growing. It was a very critical situation. But, for the first time, Suzy was part of a team: Her new doctor and his associates made Suzy a partner in every decision. They were completely and totally honest with her and all of the family about her condition. Suzy was not only allowed to ask questions, she was encouraged to do so.

Suzy's doctors' approach to the disease was an aggressive one. Thus began the saga of intense chemotherapy. The problem with chemotherapy is that it doesn't know the difference between the good guys and the bad guys, so a lot of important healthy cells are killed in the process, including the cells of the stomach lining and hair roots.

It was especially difficult during this time because lumps kept appearing in my own breasts. I had my left breast biopsied three different times during Suzy's ordeal. All three of my tumors were benign (noncancerous). I hated to worry my mother, but the truth was, I was scared. Every time I felt the slightest little abnormality, my heart began to race. I had learned that women whose mothers or sisters have had breast cancer have as much as three times the usual risk of developing the disease.

The one thing Suzy never found humor in was the aesthetic conditions of the waiting rooms. The walls were empty, the chairs uncomfortable, and sometimes a patient would have to sit there waiting six or more hours for a scheduled appointment. Suzy was horrified and so was Nancy. Suzy was more concerned with the treatment of the patients while my concern was the treatment of her disease. I was outraged that more hadn't been learned to help Suzy.

"Nan," Suzy said, "as soon as I get better, let's do something about this. You can find a way to speed up the research. I know you can. And I want to fix up this waiting room and make it pretty for the women who have to be here. This isn't right."



# THE STORY OF SUSAN G. KOMEN

*continued from previous page*

For about 15 months, the Houston doctors were successful in slowing down Suzy's breast cancer. But then, for reasons known only to God, the disease started to rage inside her once again. Fully aware of her condition, but never willing to give up or talk about it, Suzy began a perilous and painful downhill battle. There was more surgery and more chemotherapy.

None of us knew what to do anymore. Up until this point, we had always spoken enthusiastically about our future together. It was becoming more obvious with each new day that this was our future with Suzy.

After Suzy was released from M.D. Anderson, I tried to come home every other week for a visit. One particular Sunday afternoon on the way back to the airport, Suzy spoke to me again about doing something to help the sick women in the hospital. This really touched me because here Suzy was, hardly able to manage a whisper, and she was worrying about other people. I couldn't bear it.

When our father pulled up to the curb, I quickly kissed them both good-bye and jumped out of the car. I was just about inside when I heard a funny sound that sounded like my name. I stopped in my tracks and turned around. There was Suzy, standing up outside the car on wobbly knees, wig slightly askew.

With her arms outstretched, she said gently, "Good-bye, Nanny, I love you." I hugged her so hard I was afraid Suzy might crumble. And then I ran to catch my plane.



I never saw her sister alive again. After nine operations, three courses of chemotherapy and radiation, Suzy had lost her three-year war. By the time I flew back to her side it was too late. She was gone.

The months after Suzy's funeral were the saddest in my life. I wanted to stay near my parents because I knew they needed me, but I had a son and a home that had been without any attention for a long time. It was time to get on with it, to pick myself up and start living again. Some things are easier said than done, of course.

I spent a lot of time thinking about Suzy. There is no way to accurately describe the void her absence left in my life. I also spent a great deal of time questioning my faith and wondering why such a good person was taken from a family that needed her so desperately. I often wondered, as many people do when they've lost a loved one, what really happens to a soul when a person dies. Was Suzy watching me? Did she hear me when I called her name out loud? After much thought I came to the conclusion that I would never know until I died myself, but I sure didn't want to die in order to find out. Just in case, I wanted to do something to let Suzy know how

special she would always be in my heart. I was haunted by our last conversation and laid awake sometimes all night wondering what I could do to help other women with breast cancer.

Could one person really make a difference?

## HISTORY OF THE PINK RIBBON

- **1979:** A wife of a U.S. hostage in Iran tied yellow ribbons around trees in her front yard, signaling her desire for her husband to be released and come home.
- **1990:** AIDS activists looked at the yellow ribbons that had been resurrected for soldiers fighting the Gulf War and turned the ribbon red and sent it on to the national stage during the Tony Awards to show support for those affected by AIDS.
- **1982:** Susan G. Komen for the Cure® launched the global breast cancer movement and began using pink as its signature color.
- **Mid 1980s-early 1990s:** A pink ribbon was incorporated into the Susan G. Komen Race for the Cure® logo.
- **1990:** First breast cancer survivor program was launched at the Komen Global Race for the Cure® in Washington, D.C. As the survivor program expanded, the color pink was used to further promote breast cancer awareness and to recognize survivors who wore pink visors at Komen Race events.
- **1991:** Pink ribbons were distributed to all breast cancer survivors and participants of the Komen New York City Race for the Cure®.
- **1992:** Self Magazine Editor-in-Chief Alexandra Penney and cosmetics company Estée Lauder created a pink ribbon in support of the magazine's second Breast Cancer Awareness Month issue and distributed them in New York City stores.
- **2007:** 25 years after its inception, the Susan G. Komen Breast Cancer Foundation changed its name to Susan G. Komen for the Cure and designed a custom pink ribbon. Called the "Running Ribbon," it signifies the promise Komen Founder Nancy G. Brinker made to her dying sister, Susan G. Komen, to do all she could to end breast cancer.
- **2009:** The pink ribbon continues to symbolize breast cancer awareness. However, like Susan G. Komen for the Cure, the Komen Running Ribbon is unique and one-of-a-kind - a true leader in the breast cancer movement. It is used solely by Susan G. Komen for the Cure, its Affiliates, grantees and corporate partners.



# BRAND PHILOSOPHY & RATIONALE

## RE-LAUNCHING OUR BRAND

In 2007 we kicked off our 25th year as founders of the global breast cancer movement by successfully re-launching the Susan G. Komen for the Cure® brand with a new name, new marks and logos (including our very own pink ribbon), and a renewed spirit of hope and determination in our mission to end breast cancer forever.

The brand re-launch was more than just a new name and new logos though. It signified a new day for the entire organization as the new brand was truly integrated into all that we do – from Komen Race for the Cure t-shirts to new key messages to the checks that go out in the mail to signs in our parking lot to how we talk about and portray ourselves in our work, on our Web sites, through events and merchandise, in ads and in educational materials.



The new brand was the culmination of three years of extensive research and planning and has resulted in a tremendous rebirth of the organization. In essence, our brand is who we are. It is our most valuable asset and represents the heart and soul of our organization. It unifies and simplifies, emboldens and strengthens, giving momentum and clarity to our cause.

Our brand system is one of the most powerful tools in our continuing effort to end breast cancer forever. It consolidates our many expressions into one clear, unmistakable voice that speaks to the world, ensuring our message is heard and shared.

## WHY THE CHANGE?

The fact is, we weren't an iconic brand like a Nike or a Target. Our brand elements were fragmented and disjointed and there was much confusion about who we were and what exactly we did. Were we a Race? A foundation? An Affiliate?

So the goal was to connect our fragmented brand components into one compelling iconic language. We started on our journey by exploring naming conventions. That exploration brought us to our new name: Susan G. Komen for the Cure®.

- **Susan G. Komen** – Our inspiration and legacy.
- **For the Cure** - Leaves no question about why we are here. "For the Cure" is also our highest valued CRM asset and is an investment that supports more than 100 trademarks.

What we left behind: *Foundation*. As seen in our research, we already get the benefits of being associated with a foundation. But foundation can also be seen as old, conservative and limiting. We're much bigger than that so we opted to leave foundation out of our new name. We also did not include the words breast cancer in our name. We determined through research the quickest way to convey breast cancer was with a pink ribbon.



## OUR RUNNING RIBBON

When considering the pink ribbon icon that would accompany our new name, we wanted something that would project an iconic design quality, and would be simple to understand, appreciate and use. With so many pink ribbons flooding the marketplace, it was imperative for us to differentiate ourselves and "Komen-ize" our pink ribbon in a proprietary way as our symbol for the cause.

And that's exactly what we did. We call it the Running Ribbon. For some, it's simply a pink ribbon. For others, it's a human figure moving forward. Whichever the case, it speaks to both our heritage and our future. It shows energy, inclusiveness, progressiveness and humanity, and reminds us of the individual spirit, that promise made so many years ago and how one person can truly make a difference.

Another way we differentiated our pink ribbon is through color. The fact that our ribbon is two-toned sets it apart from all the rest.



# BRAND PHILOSOPHY & RATIONALE



## TURNING OUR RIBBON INTO *THE* ICON IN THE BREAST CANCER MOVEMENT

The more people who know Komen for the Cure and our ribbon, the greater our ability to attract volunteers, partners and donors. And the more people we engage, the more services and research we can fund that will ultimately help move us closer to our vision of a world without breast cancer.

In order to beat breast cancer, we must elevate our brand to the next level by engaging consumers through our pink ribbon. As such, we rolled out the second phase of our new brand with an emotional brand engagement campaign that has been met with great success. To date, PSA placements have increased significantly and the new creative is generating high consumer recall.

## IMAGINE AND THE I-WORDS

The primary focus of this new component in our brand is the use of our Running Ribbon at the start of select words that begin with I. The first I-word appeared in a print ad that featured “Imagine” paired with the words “Life without Breast Cancer,” and has since become a registered trademark.

Using the Imagine ad as a launching point, we now incorporate the ribbon into other I-words as we further integrate this campaign into our work. But not just any I-word will do. The I-words must have meaning and relate to our mission and our work. Words like Imagine, Invest, Innovate and Ignite are good places to start. When paired with the right messaging, the I-word campaign:

- Educates consumers about Komen’s vision of a world without breast cancer
- Shows the progress we’re making toward achieving that goal
- Creates an emotional brand engagement between consumers and Komen
- Sets our ribbon apart from other pink ribbons by positioning the Running Ribbon as the ribbon that will lead us to a world free of breast cancer
- Encourages consumers to look for the Komen ribbon when shopping (a huge benefit to our partners)

Much like the initial brand launch in 2007, the I-word campaign is being carried out through multiple platforms, including but not limited to merchandise, direct mail, donor materials, online communications, Races and other events, print ads and PSAs, in-store shopping cart ads, in-mall window clings and airport signage.

The new campaign is definitely working! More than 90 percent of Komen’s constituents say they recognize the Running Ribbon icon and more importantly, 95 percent believe that with the help of Komen, someday there will be a cure for breast cancer. In addition, more than 90 percent say they believe the money they donate to Komen will be put to good use and 80 percent are willing to pay a little more for products or services that feature our Running Ribbon. We also had a 10 percent increase in share of voice in 2008, raising our total to 53 percent and making us the leader in breast cancer coverage compared to the American Cancer Society (ACS), Breast Cancer Research Foundation (BCRF), Avon and Breast Cancer Action (BCA).

Please be sure to review the following pages so you are up to date on the latest branding guidelines. There have been a few updates since 2007! And thank you for your continued efforts as together we strive to elevate Susan G. Komen for the Cure to iconic brand status.



# MASTERBRAND HIERARCHY

Please note: All Susan G. Komen for the Cure® registered names and logos cannot be used by third parties without a written licensing agreement.

## SIGNATURE MARKS



## AFFILIATE LOGOS



## PROGRAMS AND EVENTS WE OWN



I AM THE CURE.



## EXAMPLE OF AFFILIATE PROGRAMS AND EVENTS



LAUGH for the Cure®

## EXAMPLE OF ANCILLARY RACE PROGRAMS



PINK HONOR ROLL

# SUSAN G. KOMEN FOR THE CURE®

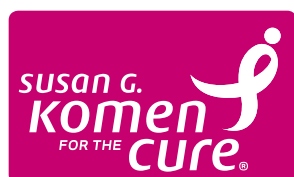
## SIGNATURE LOGOS



**3-COLOR KOMEN LOGO**  
PMS 232, PMS 227, BLACK



**KOMEN LOGO REVERSED**  
PMS 232, PMS 227, WHITE



**ALL WHITE KOMEN LOGO**

Please note: This logo may only be used on an all PINK background.



**HALOED KOMEN LOGO**  
PMS 232, PMS 227, BLACK  
OUTTER GLOW OF WHITE



**ALL PINK KOMEN LOGO**

2-COLOR: PMS 232, PMS 227 (SHOWN)  
1-COLOR 100% PMS 227, 50% PMS 227



**1 COLOR KOMEN LOGO**  
100% BLACK, 75% BLACK



**2-COLOR KOMEN LOGO**  
BLACK, PMS 232, 30% BLACK  
OVERPRINTING PMS 232

Please note: This logo CANNOT be used for full-color printing, as it will result in an incorrect, gray-colored ribbon.

## OUR NAME: Susan G. Komen for the Cure®

- There's no "The" before Susan G. Komen for the Cure.
- Use initial caps on all words except "for the."
- Include ® on first reference only.
- We refer to ourselves as an organization, NOT a foundation.

## REFERRING TO THE ORGANIZATION

### Susan G. Komen for the Cure

First Reference: Susan G. Komen for the Cure®

Second Reference: Komen for the Cure

Third Reference: Komen or organization

### Affiliates

First Reference: Location/name Affiliate of Susan G. Komen for the Cure®

Second Reference: Komen (location/name) Affiliate

Third Reference: Affiliate

Please note: when referring to an Affiliate (other than your own), do not personify it by using the words "he," "she" or "they." Use "it."

## OUR SIGNATURE LOGO

- The logo should NEVER be pulled apart, manipulated or reconfigured.
- It should be at least a half an inch (.5) tall when printed.
- It should appear in three colors (black, PMS 232, PMS 227) whenever possible.
- A white border should not be added around the logo.
- A version with a halo is preferred if a standard option will not work.
- An all white logo can be used ONLY when placed on a pink background (not limited to our pinks).
- The ® should always be included.
- A small area of isolation (.25 inches) MUST surround our running ribbon and logo. This area should be free of text, slogans and illustrations.

## REFERRING TO OUR FOUNDER

- First Reference: Ambassador Nancy G. Brinker, founder of Susan G. Komen for the Cure® OR Susan G. Komen for the Cure® Founder and CEO Ambassador Nancy G. Brinker
- Second Reference: Ambassador Brinker
- Subsequent References: she



## OUR RUNNING RIBBON

- If the Running Ribbon icon is used apart from the logo, our signature logo or a national program logo (Ex: Passionately Pink for the Cure) MUST appear in close proximity.
- Whenever possible, a ® should be used unless space does not allow.
- The following trademark line should always be used in connection with the stand-alone pink ribbon (mice type is fine):  
The Running Ribbon is a registered trademark of Susan G. Komen for the Cure®.
- Our pink ribbon is unique because it is two-toned. As such, it should always appear as two separate pinks (PMS 232, PMS 227). However, a reversed ribbon in all white can be used ONLY when placed on a pink background (not limited to our pinks).
- It should be at least a half an inch (.5) tall when printed.
- The ribbon icon should NEVER be pulled apart, manipulated or reconfigured.
- The ribbon icon may NOT be used as a part of another image or built into a pre-existing design or logo.
- The dot that rests atop the icon should also never be removed.
- The icon should not be used for bulleted lists or other repetitive instances.
- A small area of isolation MUST surround our Running Ribbon. This area must remain free of any text, slogans or illustrations that might interfere with the readability of our Running Ribbon.
- A white border should never be added around the Running Ribbon. A version with a halo is preferred if a standard option will not work.

# ADDITIONAL BRANDING TOOLS

## KOMEN WRITING STYLE

Based on 2010 AP Style Guidelines

**Affiliate:** capitalize when referring to Komen Affiliates

**breast cancer:** lowercase

**co-survivor:** lowercase when used in reference to a person, separate from the Komen program; hyphen between co and survivor

**email:** one word, lowercase

**e-Newsletter:** one word, hyphenated, capital "N"

**fundraising:** one word, no hyphen

**health care:** two words

**Internet:** capitalized

**Komen department names:** lowercase  
Ex: The marketing department hosted a meeting.

**komen.org:** lowercase "k," unless starting a sentence. Use [komen.org](http://komen.org) except in places where [www.komen.org](http://www.komen.org) makes more sense in context, or for special audiences.

**nonprofit:** one word

**online:** one word, lowercase

**personal titles:** capitalized only directly before a name, otherwise they are lowercase  
Ex: President Jane Smith OR Jane Smith, president

**Race:** capitalize when referring to a Komen Race for the Cure

**Running Ribbon:** capitalized

**survivor:** lowercase

**website:** one word

**1-877 GO KOMEN:** hyphen between "1" and "877" and space after "877" and "GO."  
Add (1-877-465-6636) in parentheses when space allows.

Statement: United in the fight against breast cancer. Best Science. Boldest Community. Biggest Impact.

## KOMEN ADVISORY COUNCILS

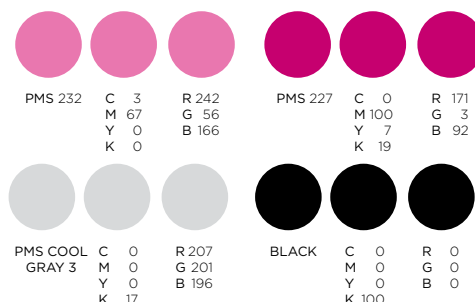
- African American National Advisory Council
- National Hispanic & Latina Advisory Council
- Asian American & Pacific Islander National Advisory Council
- American Indian & Alaska Native National Advisory Council
- Young Women's National Advisory Council
- Lesbian, Gay, Bisexual and Transgendered National Advisory Council

## KOMEN GRANTS PROGRAM

First reference: Susan G. Komen for the Cure® Grants Program  
Subsequent references: Komen Grants Program

Optional motivational tag line: Energizing science to find the cures.

## PRIMARY COLOR PALETTE



## APPROVED FONTS

### GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

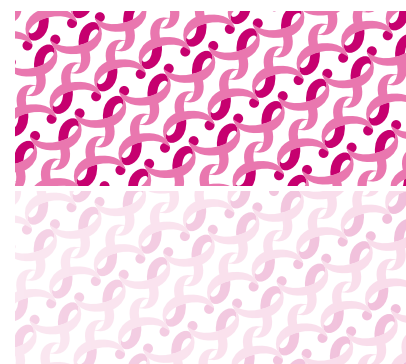
### TIMES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### KOMEN BYRON

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## PATTERNS



For information about other Komen programs such as Komen On the Go, Marathon for the Cure and Circle of Promise, please turn to page 10.

## OUR VOICE

If the Komen voice were a person, she would be a dear friend with a determined voice filled with compassion, gratitude and hope. As such, we write or speak as if addressing a friend. Be confident, compelling and honest. The goal is to inspire, not to preach. Say something people want to hear and you will not be ignored.

Please see our key messages document for more specific ways to talk about Komen, our work and our mission. You can find this information on the Intranet and Brand Central.

(to be updated based on the new Brand Essence platform)

## BOILERPLATES - 2 VERSIONS

### About Susan G. Komen for the Cure® (Shorter: 93 words)

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with nearly \$1.9 billion invested to date. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-877 GO KOMEN.

### About Susan G. Komen for the Cure® (Longer: 142 words)

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested nearly \$1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-877 GO KOMEN.



# I-WORD MARKETING PLATFORM



**IMAGINE HEADLINE**  
PMS 232, PMS 227, BLACK  
MINIMUM SIZE OF .75" TALL

## IMAGINE LIFE WITHOUT BREAST CANCER®

- The initial idea for I-words came from a series of print ads that were created to further strengthen our ribbon as **THE** ribbon in the fight against breast cancer.
- "Imagine" was the very first I-word used in the campaign and was transformed into a graphic with the Komen Running Ribbon and the words "Life without Breast Cancer."
- Together, these words epitomize Komen's vision of a world without breast cancer.

The phrase is now a registered trademark, so:

- Include ® after the words "Imagine Life without Breast Cancer" when it is both written in text and used in the graphic.
- Because **Imagine Life without Breast Cancer®** is a registered trademark, it cannot be used by third parties without a licensing agreement.

## I-WORDS

- What started with one ad expanded into a fully integrated marketing campaign that includes a variety of applications and I-words that showcase our ribbon and highlight our hope, dedication and commitment to the cause.
- Just like in **Imagine Life without Breast Cancer®**, the "I" is replaced with our Running Ribbon.
- When choosing I-words, it's important to be selective. Not just any I-word will do. An I-word should have meaning and relate to our mission and our work. Inspire, Innovate and Invest are good examples. Visit Brand Central for a list of approved I-words and corresponding graphic applications.
- I-words on their own are not enough. They should always be paired with words or phrases that create a moving message or call to action.
- Refrain from using the Running Ribbon as the pronoun "I."
- Whenever an I-word is used with our Running Ribbon, the following trademark line must always be included (mice type is fine): The Running Ribbon is a registered trademark of Susan G. Komen for the Cure®.
- An I-word graphic application should use an approved font.
- Our signature logo or a national program logo (Ex: Passionately Pink for the Cure) MUST appear in close proximity to an I-word.

## COLORS & IMAGERY

- The I-word marketing platform utilizes colors from our primary color palette: black and our two pinks (PMS 232 and PMS 227).
- The ribbon and corresponding letters in the I-word should always be in our two pinks.
- Additional colors can be incorporated, depending upon audience or usage. A Circle of Promise ad and holiday cards are two examples of how additional colors have been used.
- Large, close-up, single images that are engaging, capture the meaning of Komen and instantly tell a story are preferred.
- Duotone or black and white photography is preferred. However, color images are acceptable depending upon audience or usage.

# KOMEN RACE FOR THE CURE®



**RACE LOGO**  
PMS 232, PMS 227, BLACK  
MINIMUM SIZE OF .5" TALL




Presented by 



**RACE LOGO VERTICAL SPONSOR LOCK-UP**  
PMS 232, PMS 227, BLACK  
MINIMUM SIZE OF 2" TALL



Presented by 

NATIONAL SERIES SPONSORS



**RACE LOGO HORIZONTAL SPONSOR LOCK-UP**  
PMS 232, PMS 227, BLACK  
MINIMUM SIZE OF 1" TALL



Presented by 

NATIONAL SERIES SPONSORS



**RACE LOGO STACKED SPONSOR LOCK-UP**  
PMS 232, PMS 227, BLACK  
MINIMUM SIZE OF 1" TALL

## SUSAN G. KOMEN RACE FOR THE CURE®

- Initial caps on all words except "for the"
- Include ® on first reference only

## REFERRING TO THE RACE

### Race event

First Reference: Susan G. Komen Race for the Cure® OR Susan G. Komen Race for the Cure® Series

Second Reference: Komen Race for the Cure OR Komen Race for the Cure Series

Third Reference: Race or Race Series

### Affiliate Race event

First Reference: Susan G. Komen (location/name) Race for the Cure®

Second Reference: Komen (location/name) Race for the Cure

Third Reference: Race or event

**Exception:** In sentences or paragraphs in which you have already used the full name of our organization, you can use "Komen Race for the Cure" the first time you mention the Race. Ex: Susan G. Komen for the Cure® has invested more than \$1.3 billion dollars to fulfill our promise, thanks in part to events like the Komen Race for the Cure®.

## OUR RACE LOGO: Sponsor Lock-Ups

- The logo should NEVER be pulled apart, manipulated or reconfigured.
- It should appear in three colors (black, PMS 232, PMS 227) whenever possible.
- A white border should NEVER be added around the logo.
- The ® should always be included.
- A small area of isolation (.25 inches) MUST surround the entire Race logo. This area should be free of text, slogans and illustrations.
- Minimum sizes: Vertical - 2 inches tall, Horizontal - 1 inch tall

## RACE MATERIALS AND ADVERTISING

The Race logo with the National Series Presenting Sponsor and National Series Sponsor logos must appear in all Race materials and advertising paid for by Affiliates, but not in PSAs.

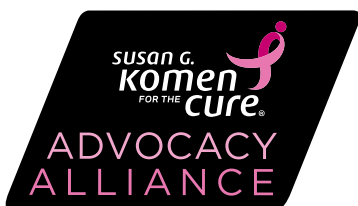
# KOMEN ADVOCACY ALLIANCE



**ADVOCACY ALLIANCE LOGO**  
PMS 232, PMS 227, BLACK, WHITE  
MINIMUM SIZE OF .7" TALL



**ADVOCACY ALLIANCE BLACK LOGO**  
BLACK, WHITE, PERCENTAGES OF BLACK  
MINIMUM SIZE OF .7" TALL



**ADVOCACY ALLIANCE LOGO VERTICAL**  
PMS 232, PMS 227, BLACK, WHITE  
MINIMUM SIZE OF 1" TALL



**ADVOCACY ALLIANCE LOGO WITH BAND**  
PMS 232, PMS 227, BLACK, WHITE  
GRADIENT 50 PERCENT  
MINIMUM SIZE OF .7" TALL

## SUSAN G. KOMEN FOR THE CURE® ADVOCACY ALLIANCE

- Initial caps on all words except "for the"
- Include ® on first reference only after Susan G. Komen for the Cure NOT Advocacy Alliance

## REFERRING TO THE C4

First reference: Susan G. Komen for the Cure® Advocacy Alliance

Subsequent references: Komen Advocacy Alliance or Advocacy Alliance

## KOMEN ADVOCACY ALLIANCE LOGO

- The logo should NEVER be pulled apart, manipulated or reconfigured.
- The words "Advocacy Alliance" should never appear without the Signature Logo.
- It should appear in three colors (black, PMS 232, PMS 227) whenever possible.
- A white border should NEVER be added around the logo.
- The ® should always be included.
- A small area of isolation (.25 inches) MUST surround the logo. This area should be free of text, slogans, and illustrations.
- The black parallelogram may be removed if used on an all-black background.
- A vertical Advocacy Alliance logo can be used for small space applications like giveaways and websites.

## BOILERPLATE

### About Susan G. Komen for the Cure® Advocacy Alliance

The Susan G. Komen for the Cure Advocacy Alliance is the nonpartisan voice for over 2.5 million breast cancer survivors and the people who love them. Our mission is to translate the Susan G. Komen for the Cure promise to end breast cancer forever into action at all levels of government to discover and deliver the cures.

# ADDITIONAL PROGRAMS

Please Note: Due to space limitations, logos are not actual size. The signature logo must be .5 inch high and all words must be readable.



## SUSAN G. KOMEN ART FOR THE CURE®

- Include ® on first reference only
- Initial caps on all words except "for the"

First Reference: Susan G. Komen Art for the Cure®  
Subsequent References: Art for the Cure

The Art for the Cure logo should always remain locked up with our signature logo.



## THE BREAST CANCER 3-DAY®

- Include a dash between 3 and Day
- Initial caps on all words except "for the"
- Include the ® on first reference

Preferred reference: the Breast Cancer 3-Day® (use this reference as much as possible)  
Subsequent references: the 3-Day or the event

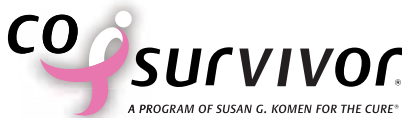


## SUSAN G. KOMEN FOR THE CURE® CIRCLE OF PROMISE

- Include the ® on first reference only after Susan G. Komen for the Cure, NOT Circle of Promise
- Initial caps on all words except "for the"

First reference: Susan G. Komen for the Cure® Circle of Promise  
Subsequent references: Circle of Promise

The Circle of Promise image should always be locked up with our signature or Affiliate logo.



## SUSAN G. KOMEN FOR THE CURE® CO-SURVIVOR PROGRAM

- Include a hyphen between co and survivor
- Initial caps on all words except "for the"
- Include the ® on first reference only after Susan G. Komen for the Cure, NOT Co-Survivor

First reference: Susan G. Komen for the Cure® Co-Survivor Program  
Subsequent references: Komen Co-Survivor Program OR Co-Survivor Program

Please note: The word co-survivor does not need to be capitalized when it refers to a person, but does when it refers to the program.



## SUSAN G. KOMEN FOR THE CURE® GLOBAL PROMISE FUND

- Initial caps on all words except "for the"
- Include ® on first reference only after Susan G. Komen for the Cure, NOT Global Promise Fund

First Reference: Susan G. Komen for the Cure® Global Promise Fund  
Subsequent References: Komen Global Promise Fund or Global Promise Fund



## I AM THE CURE®

- Always in all caps
- Include the ® on first reference

First references: I AM THE CURE.®  
Subsequent references: I AM THE CURE.



## SUSAN G. KOMEN MARATHON FOR THE CURE®

- Include the ® on first reference only
- Initial caps on all words except "for the"

First Reference: Susan G. Komen Marathon for the Cure®  
Subsequent References: Marathon for the Cure

The black oval may be removed if used on an all-black background.



## SUSAN G. KOMEN ON THE GO

- Initial caps on all words except "the"

First reference: Susan G. Komen On the Go  
Second reference: Komen On the Go  
Subsequent references: the event

The Komen On the Go logo should always have our signature logo in close proximity.



## PASSIONATELY PINK FOR THE CURE®

- Include the ® on first reference only
- Initial caps on all words except "for the"

First Reference: Passionately Pink for the Cure®  
Subsequent References: Passionately Pink

The black parallelogram may be removed if used on an all-black background.