



Angel Foundation

Internal Branding Guidelines

March 2016

Color, Font and Logo Usage

All printed or electronic communications created for the marketing and promotion of Angel Foundation should be cohesively branded using these guidelines for color, font and logo usage. Any Angel Foundation communication sent to groups of larger than 50 should be reviewed by the marketing and communications director.

Color

When materials are produced in color, three specific branded colors plus black are to be used in Angel Foundation communications:



This is the Angel Foundation logo color, and besides the logo, can be used in headlines, graphic elements and limited display headlines.

CMYK
100/85/20/5

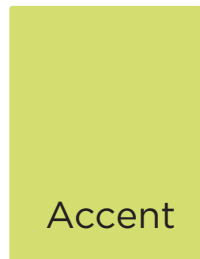
Pantone/PMS
C: 7687 U: 280

RGB
29/67/130

Hexadecimal
1D4382

Print

Web



Print

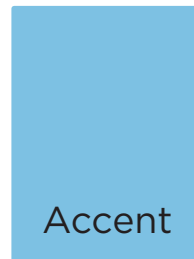
CMYK
20/2/70/0

Web

Hexadecimal
D3DC72

Pantone/PMS
C & U: 584

RGB
211/220/114



Print

CMYK
47/9/4/0

Web

Hexadecimal
80C1E2

Pantone/PMS
C & U: 2905

RGB
128/193/226

To match colors in Microsoft Word: Click the down arrow on the font color button or paint bucket; choose more colors; click on the Custom tab and enter the RGB values above.

Font

Three fonts have been selected for the Angel Foundation type family. These are to be used in printed and electronic communication and wherever else possible. When these fonts are not available, match as closely as possible. Black should be the choice for body copy.

Main Headlines
Tungsten Bold

Subhead
Tungsten Medium

Body Font
Gotham Book

Color, Font and Logo Usage

Logo

All communications created and sent out on behalf of Angel Foundation to any of our constituents should have the Angel Foundation logo. The logo when possible should be in the branded dark blue. When not possible, then in black on white, or the reverse. No other colors are to be used.



There are two versions of the logo; one with and one without our tagline, “Help when cancer strikes.” When possible, effort should be made to use the logo large enough to include a legible tagline. When it is not possible to run the logo large enough for the tagline to be visible, the tagline should be dropped.

In order to maintain a strong brand identity, the Angel Foundation logo must have a minimum amount of clear space surrounding its perimeter.

No characteristics of the Angel Foundation logo should be altered including, but not limited to: outlining the logo itself or boxing the perimeter, distorting the logo, changing the typography, rotating the logo or adding a drop shadow.

Messaging

Mission

Through an innovative and integrated approach of financial assistance, education and support, Angel Foundation helps adults with cancer and their families so that they may live life well with stability, strength and resilience.

Vision

Angel Foundation is recognized as the premier resource in Minnesota for educational, psychosocial and financial support for adults with cancer and their families.

Values

Compassion
Integrity
Family-focused
Passion to Succeed

Name

Angel Foundation is not preceded by “The”

Tagline

Help when cancer strikes

Boilerplates

Short Description

Twin Cities-based Angel Foundation provides emergency financial assistance, education and support to local adults with cancer and their families. Since 2001 the nonprofit organization has distributed more than \$6 million in emergency financial assistance and has provided more than 25,000 services to individuals through its programs.

Long Description

Twin Cities-based Angel Foundation provides emergency financial assistance, education and support to local adults with cancer and their families. Since 2001, Angel Foundation has provided more than \$6 million in emergency financial assistance and has provided more than 25,000 services to individuals through its programs.

When cancer strikes, Angel Foundation offers two programs:

The Emergency Financial Assistance program provides funds to adults in active treatment for cancer, living in or treated in the Twin Cities for non-medical basic needs such as food, utilities, housing and transportation.

The Facing Cancer Together program provides free education and support programs to families with children where a parent or caregiver has cancer.

For more information, visit www.mnangel.org.

Angel Style

Address

Angel Foundation
1155 Centre Pointe Drive, Suite 7
Mendota Heights, MN 55120

Phone

(612) 627-9000 ext. xxx

Titles

When writing someone's professional title, only capitalize when it precedes the name of the person, i.e. President Andrew Rosen. Or Andrew Rosen, President of Angel Foundation.

Email Signatures

Name

Title

Angel Foundation

emailaddress@mnangel.org

Phone: (612) 627-9000 ext. XXX

Fax: (612) 338-3018

www.mnangel.org

1155 Centre Pointe Drive, Suite 7
Mendota Heights, MN 55120

Angel Foundation logo
Optional social media icons

Numbers

Spell out numbers one through nine (ie: seven times, not 7 times)

Write numbers 10 and above (10, 50, 6,000, not fifty or six thousand)

Always spell out a number when it is the first item in a sentence unless it is a year (Seven hundred people, Two hundred dollars, 2010 was a year of success, not "700 people came to the event this year," or "two thousand and ten was a year of success")

Dates

Spell out months when used alone. Abbreviate those indicated when used with date:

Jan., Feb., March, April, May, June, July, Aug., Sep., Oct., Nov., Dec.

Write dates: Jan. 2 or Jan. 2, 2015 (never write Jan. 2nd, Jan 5th).

Times

For on-the-hour times: 6 p.m. (not 6:00 pm, 6 pm or 6 PM)

For times not on the hour: 7:30 a.m. (not 7:30 am or 7:30 A.M.)

Statistics

60 percent (not 60%)

Sequences

Second, tenth (not 2nd or 10th)

Monetary

\$50, \$1,000 (not \$50.00 or 1,000 dollars)

Commas

No serial commas, i.e. no comma before “and” in a series.

Glossary of Terminology

Common Words

website, not Web site or Website

nonprofit, not non-profit or not-for-profit

General Terminology About Cancer

Do not use:

Fight, battle or army of angels (implies that patient did not fight hard enough to survive)

Aid, those in need, those less fortunate

Earn your wings

Use more positive terms:

Maintain dignity

Reduce stress

Gain sense of control

Alleviate fear, worry

Bridge the gap between despair and hope

Be the wings

General Angel Foundation Terminology

Always refer to Angel Foundation as an organization, not a foundation.

Always use Minnesota Oncology not MN Oncology

Margie, rather than Margery Sborov

Glossary of Terminology

Emergency Financial Assistance Terminology

For all audiences, except program participants, use “assistance” rather than “grant”

Facing Cancer Together Terminology

Do not use:

FaCT	Cope/Coping
Therapy	Educational Support

Use:

Facing Cancer Together	Education and Support
Parental Cancer	Parenting children
Strengthening families/strength based program	
Meet and manage the challenges that accompany a cancer diagnosis	

Other Terms to Know

Disease vs. Illness | We use disease instead of illness when talking about cancer. Disease is an alteration of the mental and/or physical structure of the human body or mind. Illness refers to the human response to disease, i.e. signs and symptoms, seeking medical care.

Remission | A decrease in or disappearance of signs and symptoms of cancer. In partial remission, some, but not all, signs and symptoms of cancer have disappeared. In complete remission, all signs and symptoms of cancer have disappeared, although cancer still may be in the body.

Recurrence | Cancer that has recurred, come back, usually after a period of time during which the cancer could not be detected. The cancer may come back to the same place as the original, primary, tumor or to another place in the body. Also called recurrent cancer.

Stages 1-3 | Higher numbers indicate more extensive disease, greater tumor size, etc.

Stage 4 | Cancer has spread to another organ.