prevent cancer
FOUNDATION

Branding and Style Guidelines

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Brand Position & Messaging

Brand Positioning

Provides focus and direction in gaining the participation and support of key constituents.

Establishes how constituents perceive and value Prevent Cancer.

Differentiates Prevent Cancer from other organizations.

Brand Personality

Is

Total lifestyle	Approachable
Trusted	Upbeat
Engaging	Protective
Good science	Communal
Inspiring	

Is Not

Just medicine	Aggressive
Authoritative	Clinical
Telling	Reparative
Scientistic	Hierarchical
Daunting	

Participate in a community where you can join with others to protect those you love and yourself from cancer.

Prevent Cancer.

Messaging

We are the most effective organization in helping you and your loved ones avoid getting cancer.

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○ ○ Color/Black & White Logos

USE FOR ALL PRINT AND DIGITAL PROJECTS

FULL COLOR

Use the full color logo on white backgrounds in full color projects.

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FOUNDATION

BLACK

Use the black logo on black and white projects **ONLY** with white backgrounds.

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WHITE

ONLY use the white logo on colored or textured backgrounds in any project.

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–○– Horizontal &
○= Vertical Logo

HORIZONTAL

Use the horizontal logo for all projects or publications unless the available space is narrow and vertical.

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VERTICAL

Use the vertical logo **ONLY** if available space does not allow use of the horizontal logo.

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Logo & Tagline

LOGO W/O TAGLINE

The logo without tagline is the default logo except for specific circumstances.

LOGO W/ TAGLINE

Use logo with tagline when introducing the Foundation for the first time or specific projects. Use only when enough vertical space is given.

Tagline

TYPEFACE, CAPITALIZE & ITALICIZE

Capitalize the first letter in each word of the tagline. Always italicize the entire tagline.

COLOR

The tagline color is dictated by the color of the helix. If the helix is green, the tagline is the dark green. If the helix is black, the tagline is black. If the helix is white, the tagline is white.

USED IN COPY

When the tagline is used in copy, italicize and capitalize the first letter in each word with an exclamation point at the end.

Check with Marketing and Communications if you have specific questions.

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SUB-**Branding**

Sub-branding logos are created by the Marketing and Communications division to ensure consistency. Below are examples of sub-brand logos that have been created. This format can be used to create new sub-brands for the Foundation.

DIALOGUE FOR ACTION™ ON CANCER SCREENING prevent cancer FOUNDATION

ADVOCACY prevent cancer FOUNDATION

LUNG CANCER WORKSHOP prevent cancer FOUNDATION

CO-**Branding**

USE LOGO WITHOUT TAGLINE FOR ALL CO-BRANDING PROJECTS.

EQUAL

When co-branding, the Prevent Cancer Foundation logo and other logos should appear the same size. Place the logos a 1/4 inch apart in all directions from each logo.

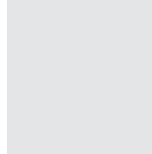prevent cancer FOUNDATION ATHENA®

.25 inch

50% LARGER

If Prevent Cancer Foundation is the primary logo with other logos, the Prevent Cancer Foundation logo needs to be 50% larger than the other logos. Place each logo 1/4 inch apart in all directions from each logo.

prevent cancer FOUNDATION ATHENA®

.25 inch

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DEFAULT COLORS

PANTONE 368 C #7AC142	PANTONE 367 C #B3D88C	PANTONE Cool Grey 11C #717073	PANTONE 427 C # BCBEC0
C: 57	C: 32	C: 0	C: 0
M: 0	M: 0	M: 2	M: 2
Y: 100	Y: 59	Y: 0	Y: 0
K: 0	K: 0	K: 68	K: 30
R: 122	R: 179	R: 113	R: 188
G: 193	G: 216	G: 112	G: 190
B: 66	B: 140	B: 115	B: 192

COLOR SETS

1

2

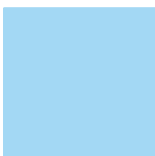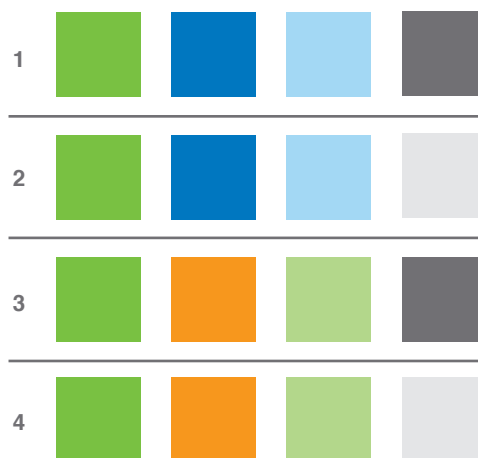### EXAMPLES OF USAGE

These are the default color sets for all projects.

SUPPLEMENTARY COLORS

PANTONE 2935 C #0078C1	PANTONE 291 C #93C6E5	PANTONE 144 C #FFA431
C: 100	C: 33	C: 0
M: 46	M: 3	M: 48
Y: 0	Y: 0	Y: 100
K: 0	K: 0	K: 0
R: 0	R: 147	R: 225
G: 120	G: 198	G: 164
B: 193	B: 229	B: 49

COLOR SETS

1

2

3

4

EXAMPLES OF USAGE

These are the four color sets if additional color is needed for a project.

Check with Marketing and Communications for specific projects instructions.

Pp **P**p Typefaces for Print

Helvetica Neue

Helvetica Ultra Light	abcdefghijklmnopqrstuvwxyz
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Helvetica Regular	abcdefghijklmnopqrstuvwxyz
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Helvetica Medium	abcdefghijklmnopqrstuvwxyz
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Helvetica Bold	**abcdefghijklmnopqrstuvwxyz**
	ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use **Helvetica Neue** for headers, sub-headers and pull quotes on all projects. The default weight for Helvetica Neue is bold.

Check with Marketing and Communications for specific projects instructions.

Palatino

Palatino Regular	abcdefghijklmnopqrstuvwxyz
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Palatino Bold	**abcdefghijklmnopqrstuvwxyz**
	ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use **Palatino** for any copy within a project. The weight should relate to the hierachy of type within the project. The default weight for Palatino is regular.

Check with Marketing and Communications for specific projects instructions.

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P𝗉 P𝑝 Typefaces for Digital

Arial

Arial Regular	abcdefghijklmnopqrstuvwxyz
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Arial Bold	**abcdefghijklmnopqrstuvwxyz**
	ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use **Arial** only for headers, sub-headers and pull quotes in digital projects.
The default weight for Arial is bold.

Check with Marketing and Communications for specific projects instructions.

Times New Roman

Times Regular	abcdefghijklmnopqrstuvwxyz
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Times New Roman Bold	**abcdefghijklmnopqrstuvwxyz**
	ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use **Times New Roman** for any copy within a digital project. The weight should relate to
the hierachy of type within the project. The default weight for Times New Roman is regular.

Check with Marketing and Communications for specific projects instructions.

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Paper Selection

Branding Materials

LETTERHEAD: 24 lb. Strathmore, Ultimate White Wove

#10 ENVELOPE: 24 lb. Strathmore, Ultimate White Wove

BUSINESS CARDS: 100 lb. Cover Mohawk Options Recycled*
     *after shells are used: 88 lb. Cover, Strathmore, Ultimate White Wove

Collateral Materials

Check with Marketing and Communications for specific projects instructions.

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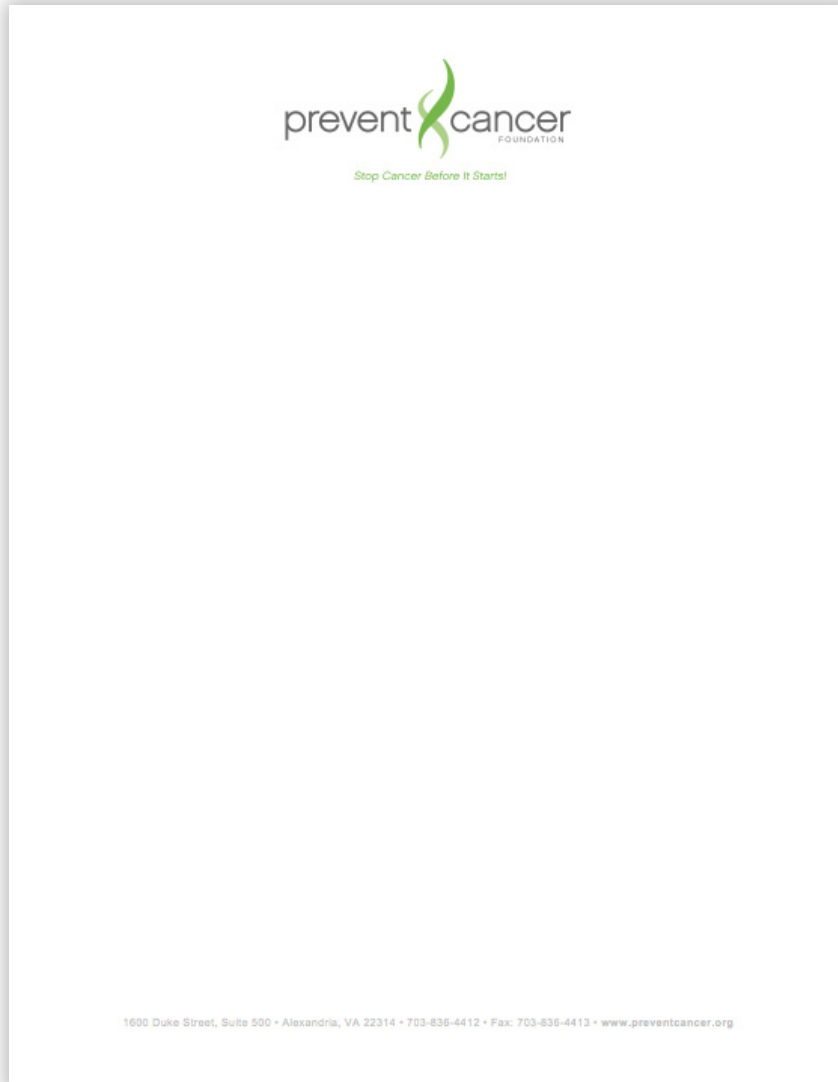E-BLAST
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Letterhead (DIGITAL)

The Foundation's stationery contains the logo at the top and the Foundation information at the footer of the page. Use 12 pt. Palatino for the typeface for the body of the letter. There is a set text box for any letter to be formatted inside. The pages following the first page will only contain the footer.

Location: Branding folder on server

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Event Checklist

Prevent Cancer Foundation internal and external events, both large and small, are an important part of extending our mission, our work and reinforcing our brand. Since each event and venue is different, it is your responsibility, in consultation with your Division Manager, to ensure that Prevent Cancer is well represented. The check list below gives you initial guidance on what should be included (wherever possible) for each Prevent Cancer Foundation event.

Prevent Cancer Foundation Branding and Style Guidelines:
Pre-Event Planning Checklist

Event Table:
- **Prevent Cancer Green Tablecloths:** These may be checked out from either Marketing and Communications or Development. Each Division has two tablecloths. It is the responsibility of the Division using the table coverings that they are ironed and appear presentable during an event.
- **Educational Materials:** Choose appropriate materials and appropriate quantities of materials for different events-do not waste.
  Examples:
  - Foundation one-pager
  - Print newsletters
  - Annual reports
  - Guides to Preventable Cancers
  - Colorectal cancer brochures
  - Wallet card with tips for reducing risk.
- **Promotional Items:** Again, choose appropriate items and quantities for different events. Be sure to distribute judiciously.
- **Tabletop displays and signage:** Use 8.5"x11" plastic sheet holders to feature quick and easy-to-read information. These can be found in the Events room.
- **Containers:** Remember bowls and other containers to hold and display promotional items. (Located in the Events room)
- **Other Signage:** Make good use of different types of signage to attract attention to the table.
  Examples:
  - Heavy white plastic sandwich board signs
  - Vinyl Prevent Cancer banners
  - Plastic tear-off Prevent Cancer banners
- **Activities:** Have a few activities planned for visitors to ensure they are engaged and educated.

Event Staff and Volunteers:
- **Dress:** Be sure that staff and volunteers are appropriately dressed for the event to identify themselves as Foundation representatives. If there is the opportunity, dress in branded apparel such as Foundation polo shirts, t-shirts, tanks, green scarves, etc.
- **Information:** Make sure that staff and volunteers are thoroughly briefed on Foundation information and are provided with relevant talking points.

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Event Checklist

Other:

- If applicable, have a strategy for collecting donations before going to an event.
- Have a staff/volunteer contact list on-hand for easy communication.
- If you are attending an all-day or multi-day event, make sure that food, water and other facilities are available for staff and volunteers.
- Make sure to obtain event photography! See shot lists for more guidance on specifics on pages 14 and 15.
- Whenever possible, collect names and email addresses to add to our e-newsletter list.

Post-Event:

- The tablecloths need to be folded neatly and returned post-event to either Marcomm or Development.
- Extra materials, promotional items, signage and other items need to be returned to where they were taken from.
- Event photography needs to be uploaded to the server, and also sent to Marcomm.
- See Development for collected donations and captured data/contact information.

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Photography

AVOID STOCK PHOTOGRAPHY

Stock photos are ineffective and too generic to convey the essence of our brand.

COLLECT PHOTOGRAPHY

Images and multimedia are **IMPORTANT** to collect from all events/programs. Refer to following pages for specific shot lists.

USE OWN PHOTOGRAPHY

EXAMPLE:

REAL

STOCK

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Photography (SHOT LIST)

This is a non exhaustive list of photography. Use this as a starting point.
- **Make sure to have a mix of candid and posed photos, taken both vertically and horizontally.**
- **More is always better! Don't worry about duplicates.**

SHOT LIST-PREVENT CANCER FOUNDATION EXTERNAL EVENT

(When representing the Foundation at an external conference/event)

- Table/Booth/Kiosk itself
- SIGNAGE - Prevent Cancer signage, sponsor signage, etc.
- Volunteer working at table/booth/kiosk
- Posed volunteer group shots in front of logo signage, wearing logo t-shirt/polo
- Volunteer interacting with event attendees
- Close ups of educational materials, brochures, flyers, etc.
- Close ups of promotional items (if any)
- People visiting table/booth/kiosk
- People looking at educational materials, brochures, etc.
- Posed attendee photos

SHOT LIST-PREVENT CANCER FOUNDATION BENEFICIARY EVENT

- Any table/booth/kiosk set up
- SIGNAGE - Prevent Cancer signage, sponsor signage, etc.
- Volunteer working at event, table/booth/kiosk
- Posed volunteer group shots in front of logo signage, wearing logo t-shirts (if applicable)
- Event volunteer interacting with event attendees
- Close ups of educational materials, brochures, flyers, etc.
- Close ups of prizes
- People at or participating in event
- People visiting table/booth/kiosk
- Posed attendee photos

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Photography (SHOT LIST CONTINUED)

SHOT LIST-COMMUNITY GRANTEES

(You can send this shot list to community grantees to use as a reference for requested photos)

• Photos of Community Grantee organization staff

• Volunteer in front of organization logo/signage, wearing logoed apparel

• Photos of program participants/patients/those helped by program

• Photos of educational materials or items distributed: sunhats, sunscreen, workbooks, etc.

• Photos of program going on: i.e.—

- People receiving free health screenings

- People attending an event

- People at the organization's table/booth at a health fair/event

- Students during an educational program

- Instructors teaching a class

- Students with completion certificates

- Group photo of program participants

COMMUNITY GRANTEE SPONSORED EVENTS *(Perfect opportunity for photos!)*

• Table/Booth/Kiosk itself

• SIGNAGE - Organization signage, Prevent Cancer signage, sponsor signage, etc.

• Volunteer working at table/booth/kiosk

• Posed staff group shots in front of logo signage, wearing logo t-shirts

• Volunteer interacting with event attendees

• Close ups of educational materials, brochures, flyers, etc.

• Close ups of promotional items (if any)

• People visiting table/booth/kiosk

• People looking at educational materials, brochures, etc.

• Posed attendee photos

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Photography

Consent Form is required when photograph is taken of a person under the age of 18 for legal purposes.

Location: Shared/Public/PHOTOS/Photo&Film Consent Form

PHOTO/FILM RELEASE

I, _____, consent to the recording, use and reuse of my voice, actions, likeness, name, appearance and biographical data, in any and all media now known or hereafter devised, worldwide, in perpetuity, in connection with the event and the promotion, publicity, marketing or advertisement of _____:

I do hereby authorize the Prevent Cancer Foundation its successors and all those acting under its permission and authority to take pictures of me and use them and publish the pictures for: art, advertising, website, signage and posters, trade, or any other lawful purpose whatsoever, in which I may appear in whole or part, or composite, or distorted in form or character, alone or in conjunction with my own or a fictitious name, or reproductions thereof in color or otherwise, made in or through any medium.

I waive my rights to inspect and approve the finished product, the advertising and any copy or context for which it may be applied, be it via media outlets, including, but not limited to, television, radio, magazines, newspapers and internet.

Nothing in this release, nor any acts of the parties hereto, or any third parties, shall be deemed or construed by the parties hereto as creating any partnership or joint venture.

I certify that the foregoing statements and information below are correct.

_____
Name

_____   _____
Signature   Date

_____
Address

_____
City, State and Zip Code

_____   _____
Daytime Phone   Foundation Representative

Last Printed: 2/27/20132:30:41 PM

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Email Signature

FOLLOW THE TEMPLATE BELOW.

All type should be in Helvetica regular and the lines **"Prevent Cancer Foundation"** and ***"Stop Cancer Before It Starts!"*** should be in **bold**. Only *"Stop Cancer Before it Starts"* should be *italicized*. "www.preventcancer.org" should be linked to the Foundation's homepage (http://preventcancer.org/) turning the link blue and underlined. Make all of the text 12 point font. Fill in your name, position and ext. # in the correct spots. You may add your cell phone number below your office number if you wish and label it "Cell." At the bottom of the signature, please add the most current Philanthropedia medal image.

First & Last Name
Position
Prevent Cancer Foundation
1600 Duke Street, Suite 500
Alexandria, VA 22314
703.836.4412, ext. XXX
www.preventcancer.org

Stop Cancer Before It Starts!

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Email Wrappers

HEADER

All headers are customized and stored in the stationery section in Convio. The header contains the logo or sub-logo with the green swoosh across the top. A orange blog button and blue donate button are set at the top and linked to the appropriate webpages.

GENERAL WRAPPER

IN THE NEWS WRAPPER

E-NEWSLETTER WRAPPER

5K WRAPPER

DIALOGUE FOR ACTION WRAPPER

FOOTER

The footer is the same for all e-blasts in Convio. The Foundation's information is underneath with a subscribe and unsubscribe button contained in a blue bar.

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Please note that this is a living document that will be updated regularly.

The Prevent Cancer Foundation follows AP Style except in the specific cases noted in these style guidelines. Each division has assigned an employee's email address to one of the 10 licenses that the Foundation holds for the AP Stylebook online. If you are unsure of how to access the AP Stylebook online contact Marketing and Communications immediately. Visit http://www.apstylebook.com

Foundation Specific Style

- **Prevent Cancer Foundation name:**

  First mention: "Prevent Cancer Foundation"

  Second reference: "Prevent Cancer" is appropriate

  NEVER to be used externally: "PCF"

- **Headlines**

  In keeping with AP Style, only the first word and proper nouns are capitalized when using headlines.

- **Lists:**

  First letter of each line should be capitalized

  Use a period at the end of a line item if it is a complete sentence.

  Do not use a period at the end of a line item if it is not a complete sentence.

- **Naming a series of items in a sentence:**

  Do not use a comma before the conjunction and the last item.

  Example: "The Prevent Cancer Foundation funds cancer prevention and early detection research, education, advocacy and community outreach programs nationwide."

- **Avoid using acronyms, jargon or medical terminology**

  If absolutely necessary, spell out full name of the acronym on first reference with abbreviation in parentheses. Subsequent references can then use the abbreviation.

  Example: "This year the Prevent Cancer Foundation has partnered with the American Society of Clinical Oncology (ASCO) to fund a partner research grant. ASCO helps provide valuable funds to further this essential research."

- **When writing copy, include only one space between sentences.**

- **When first introducing the Prevent Cancer Super Colon™, use the trademark symbol.**

Style Guide (CONTINUED)

Basics

When composing copy for the Prevent Cancer Foundation, ask yourself
the following questions:

- **Does your copy incorporate aspects of the Foundation's brand personality?**

  (See page 2)

- **Is it readable for your intended audience?**

- **Are your headlines and copy keyword rich?**

  (if you are unsure, check Google's keyword tool at: https://adwords.google.com/o/keywordtool)

- **Did you include pictures, links and other multimedia?**

- **Is your email subject line relevant, informative, concise and clear?**

- **Has your division head reviewed and approved final copy?**

  (ALL COPY MUST BE REVIEWED AND APPROVED BY DIVISION HEADS — NO EXCEPTIONS)

  Any printed material to be shared with an external audiences must be approved by senior management.

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Publications

This is a non-exhaustive list of Foundation print and digital assets and publications.

PRINT:

- Biannual print newsletter
- Annual Report
- Guide to Preventable Cancers
- Foundation promotional and fundraising brochures
- Educational collateral materials
- MarComm Vendor sheet
- MarComm Foundation overview
- Event signage
- Advertising
- Event programs
- Internal reports
- Direct mail
- Invitations

DIGITAL:

- Blog posts: 250-500 words, include photos and links
- Website copy
- Microsite copy
- Social media: Facebook, Twitter, Youtube, Pinterest, LinkedIn, Instagram
- Email communications-Convio e-blasts
- Invitations and Save the Dates
- Preventable cancer fact sheets

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🔍 Glossary

TERMS

BACKGROUND The image or color that is located behind all objects.

BENEFICIARY EVENT an external fundraising event or initiative organized by a person, organization or company to benefit the Prevent Cancer Foundation without the direct involvement of the Foundation.

BLEED Excess color or image off the border of the project for the printer to cut off.

BORDER The area along the outside.

BRANDING The process of discovering and then communicating the desired brand image.

BRAND POSITION The market space a brand occupies in the mind of consumers.

BRAND PERSONALITY The brand's image expressed in terms of human characteristics which personify the brand message.

COLOR PALETTE Set of approved colors to be used throughout the brand identity.

CO-BRANDING Partnerships where two or more brands (often owned by different companies) are used to promote each other as a common offering.

COLOR SET A set of colors that complement each other and are used together on one project.

COLLATERAL MATERIAL Covers a wide range of material including brochures, pamphlets, point of purchase (POP) displays that are designed for a specific purpose and include the Foundation's branding.

DEFAULT Remains in effect unless changed for a specific reason.

DIGITAL Electronic material used for web-based platforms.

EMAIL SIGNATURE An e-mail signature is a block of text that is appended to the end of an e-mail message you send. Generally, a signature is used to provide the recipient with your name, e-mail address and business contact information.

EXTERNAL EVENT An event that is not sponsored by the Foundation but that the Foundation may participate in, such as a trade show, conference, employee giving day or health fair.

HEADER The space that is at the top of the page for an image.

JUSTIFIED CENTER/LEFT/RIGHT Text is aligned center, left or right.

LEADING The space between each line.

LOGO A graphic mark or emblem used by an organization.

PRINT Material that contains copy and images that are printed.

PUBLICATION Published printed material.

PULL QUOTE A quotation or excerpt from an article that is typically placed in a larger or distinctive typeface, serving to entice readers into an article or to highlight a key topic.

SUB-BRANDING A branch of the main brand that is specific to a event or group.

SHOT LIST Examples and situations that are best for photography to be taken at an event.

SUPPLEMENTARY An extension to the default.

SIGNAGE Visual graphics created to display information to a particular audience.

SPONSORED EVENT An event that is undertaken by the Prevent Cancer Foundation or is being held by the Foundation in partnership with another organization or corporate entity.

STROKE A colored line that contains an area of space.

STATIONERY A template containing the organization logo and information for a letter or proposal.

STOCK PHOTO Professional photographs of common places, landmarks, nature, events or people that are bought and sold on a royalty-free basis and can be used and reused for commercial design purposes.

TAGLINE The repeated phrase associated with an organization.

TEXT WRAP When you form text around an image.

TRACKING Spacing between each letter.

TYPOGRAPHY Type style(s) specified for any/all brand communications to enhance the brand message.

TYPEFACE The design of the type. (e.g., Helvetica, Palatino)

VOLUNTEER A person who performs or offers to perform a service voluntarily.

WEIGHT (TYPE) The thickness of the type. (e.g. Bold)

WRAPPER Wrappers provide the overall structure or frame of a web page containing static information.

WRAPPER HEADER Static information contained at the top of the page.

WRAPPER FOOTER Static information contained at the bottom of the page.

COLOR

PANTONE A professional color set

CMYK Cyan/Magenta/Yellow/Black(K) combinations (for print)

RGB Red/Green/Blue combinations (for digital)

FULL COLOR Use of CMYK color combinations and photography.

TWO COLOR Use of spot Pantone colors.

FOUR COLOR Use of CMYK color combinations.

MEASUREMENTS

INCH (in) Size of print project

CENTIMETER (cm) Size of print project

PIXEL (px) Photography/Digital

POINT (pt) Type size

FILE TYPE

DOC/DOCX (.doc/.docx) Word document file

PPT/PPTX (.ppt/.pptx) Powerpoint file

XLS/XLSX (.xls/.xlsx) Excel file

JPEG/PNG (.jpeg/.jpg/.png) Print/Web Photo file

TIF (.tif) Print/Web Photo file

PSD (.psd) Photoshop file *(Design)*

AI (.ai) - Illustrator file *(Design)*

EPS (.eps) Encapsulated PostScript/Illustrator file *(Design)*

INDD (.indd) Indesign file *(Design)*

PDF (.pdf) Portable Document file *(Design)*

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