



CANCER SUPPORT COMMUNITY • FOUNDED 1994

LOGO USAGE & BRANDING GUIDE

Logo Design by Zubko Media
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www.shareing-careing.org

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STANDARD LOGO

*The first logo you reach for
in any design situation.*



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RIBBON & TYPOGRAPHY USAGE

*The logo may also be displayed with just the ribbon.
Under no circumstances should the logo typography
appear without the ribbon or be abbreviated in any way.*



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2.5 inches / 240 pixels

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TAGLINE USAGE

When possible, the logo should be reproduced large enough for the tagline to be legible (top left). The logo should appear without the tagline if reproduced smaller than 2.5 inches (240 pixels) wide or if the design application otherwise requires it (bottom left). Under no circumstances should the tagline be moved (top right) or reproduced in another font (middle right) or used alone (bottom right).



Minimum width - 2.5 inches / 240 pixels



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VERTICAL VARIATIONS

The logo to use when format requires a more vertical display. The logo should appear without the tagline in widths less than 2.5 inches / 240 pixels. These logos may also be displayed in all-white or all-black.



SQUARE VARIATIONS

The logos to use when format requires a square variation, such as social media profiles. These logos may also be displayed in all-white or all-black if necessary.



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COLOR VARIATIONS

When possible, the logo should be displayed in all three colors (top left). The entire logo may also be displayed in all-black (middle left) or all-white (bottom left) if the background is too dark (bottom right). Under no circumstances should individual colors be altered (top right and middle right).



ANNIVERSARY VARIATION

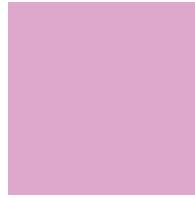
This version may be used in calendar year 2019 to commemorate the 25 year anniversary. The logo may appear in all-black or all-white if necessary.

PROCESS COLOR

*Used for 4-color
printing.*



C=19 M=77 Y=0 K=0



C=10 M=39 Y=0 K=0



C=0 M=0 Y=0 K=10

SPOT COLOR

*Used for high-end
print applications.*



PANTONE 674C



PANTONE 674C
50% tint



PANTONE Black

WEB SAFE COLOR

*Used for screen
display such as
websites and
social media.*



#C35099
(R=195 G=80 B=153)



#E1A7CC
(R=225 G=167 B=204)



#000000
(R=0 G=0 B=0)

BRAND COLORS

*Use these colors to reproduce
your logo depending on the
medium you are working in.*

*The quick brown fox
jumps over the lazy dog.*

HELVETICA - LIGHT OBLIQUE

*This is your primary font and
should be the first font you reach
for in any design situation.*

***The quick brown fox
jumps over the lazy dog.***

LOBSTER

*This is your secondary font and
should be used for headlines,
subheadlines and other situations
that require emphasis.*

BRAND FONTS

*Use these fonts to maintain a unified
look across all your communication
pieces. Fonts can be displayed
in brand colors to further unify.*



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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut porta leo urna, id accumsan velit varius quis. Aenean lacinia ornare tortor vel suscipit. Vestibulum



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LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT. UT PORTA LEO URNA, ID
ACCUMSAN VELIT VARIUS QUIS. AENEAN
LACINIA ORNARE TORTOR VEL SUSCIPIT.

WHITE SPACE

The logo should have at least 10% of the width's white space around it at all times (top). No part of the surrounding design should be designed in such a way as to seem a part of the logo (bottom).