

BRAND GUIDE



OUR VOICE

LOCAL.

COLLABORATIVE.

INNOVATIVE.

DYNAMIC.

Community Cancer Fund works collaboratively with existing regional cancer organizations to identify and fund gaps in services provided to cancer patients. We are committed to investing donated funds in local programs that benefit cancer patients, their families, and the Inland Northwest organizations that serve them.

THE LOGO



Logo clear space



LOGO USAGE

1. Two color logo

1



2. Black when color option not available

2



3. White when on a dark background when a color option is not possible

3



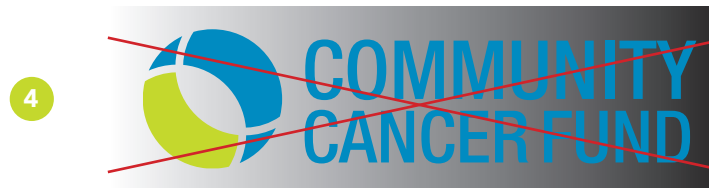
4. Use the circle mark to reiterate the brand when adding the full written logo would be overly wordy and or redundant

4



LOGO MISUSAGE

1. Do not skew or stretch the logo
2. Do not tilt the logo
3. Do not adjust the logo's colors
4. Do not add gradients, bevels, embossing or borders to the logo
5. Background colors that obscure the logo or make the logo hard to read



COLORS

CCF BLUE

PANTONE: PMS 640 U
HEX: #3287BD
RGB: (50,135,189)
CMYK:(100,10,3,16)

CCF GREEN

PANTONE: PMS 382 C
HEX: #C4D82E
RGB: (196,216,46)
CMYK:(25,2,98,0)

CCF BLUE ALT

PANTONE: PMS 7705 C
HEX: #1D6D94
RGB: (29,109,148)
CMYK:(80,26,0,42)

CCF ORANGE

PANTONE: PMS 137 C
HEX: #FAA54F
RGB: (250,165,79)
CMYK:(0,24,68,2)

CCF GRAY

PANTONE: PMS 5463 C
HEX: #1B2B30
RGB: (27,43,48)
CMYK:(44,10,0,81)