

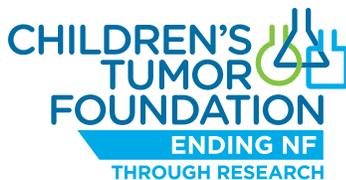
# CHILDREN'S TUMOR FOUNDATION BRANDING GUIDE

## Quick Tips for Appropriate Logo Usage

Spreading the word about the Children's Tumor Foundation brings us one step closer to finding a cure for NF. And consistency when using our logos is vital - it helps people remember the Foundation, our mission, and understand that messages they see are all coming from the same organization (whether it's a shirt at an NF Walk in Alabama or a brochure promoting an NF Endurance race in Portland or a flyer publicizing your car wash fundraiser).

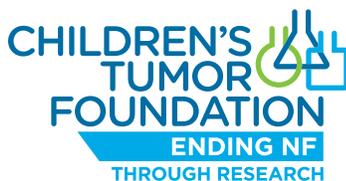
## OUR LOGO

Our logo consists of our name (Children's Tumor Foundation), our tagline (Ending NF Through Research), and a grouping of geometrically-shaped laboratory flasks (shown below). In order to establish a strong Children's Tumor Foundation core brand, our programs (e.g. NF Endurance, NF Walk, Racing4Research) follow a visually consistent treatment with the program name in the banner.

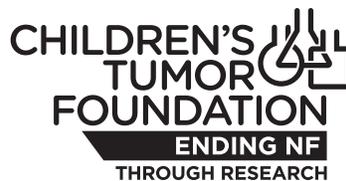


## APPROVED VARIATIONS

Whenever possible, the full-color logo should be used since it best represents our brand. A grayscale version is provided for use in black-and-white applications, such as faxes or newspaper ads. This version should not be used on any materials printed in color. A white (or "reversed") logo is also available for use on materials where the logo appears against a dark colored background. The same treatments can be applied to program logos as well (e.g. NF Endurance, NF Walk, Racing4Research).



FULL COLOR



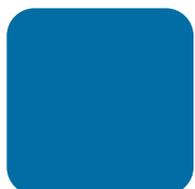
BLACK



REVERSED

## COLOR PALETTE

Color is an integral element of our brand identity, and it is important that it be reproduced consistently. Because printing processes and onscreen displays encode color differently, each color in the palette is shown with several equivalent breakdowns. For projects that will be printed on uncoated (matte) papers or materials, please use UNCOATED values. For projects being printed on coated (glossy) papers or materials, please use the COATED values. For digital or onscreen applications, use ONSCREEN values. If you are unsure which color model to use for a project, please contact a CTF staff member.



**Coated Paper**  
Pantone 3015 C  
CMYK 100/35/3/21

**Uncoated Paper**  
Pantone 3015 U  
CMYK 100/15/4/24

**Onscreen**  
RGB 0/98/155  
HTML #00629B



**Coated Paper**  
Pantone 299 C  
CMYK 86/8/0/0

**Uncoated Paper**  
Pantone 2995 U  
CMYK 89/0/1/0

**Onscreen**  
RGB 0/163/224  
HTML #00a3e0



**Coated Paper**  
Pantone 376 C  
CMYK 54/0/100/0

**Uncoated Paper**  
Pantone 382 U  
CMYK 33/0/85/0

**Onscreen**  
RGB 132/189/0  
HTML #84bd00

# LOGO MISUSE

Promoting your event or fundraiser is exciting, but beware of the temptation to “get creative” with the logo (Remember: brand consistency is key). The examples below illustrate **what not to do** when using the CTF logo.



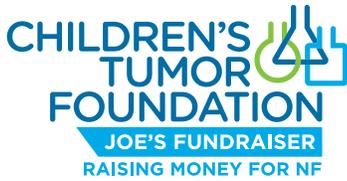
DON'T CHANGE THE COLORS OF THE LOGO



DON'T CHANGE THE FONTS OF THE LOGO



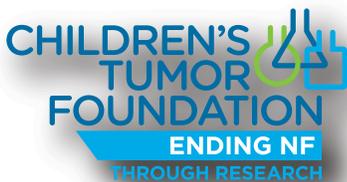
DON'T REARRANGE, RESIZE, OR REMOVE PARTS OF THE LOGO



DON'T CREATE CUSTOMIZED OR PERSONALIZED VERSIONS OF THE LOGO



DON'T STRETCH OR SKEW THE LOGO  
(HINT: WHEN RESIZING AN IMAGE, HOLD DOWN THE SHIFT KEY WHEN DRAGGING THE CORNER OF THE IMAGE TO MAINTAIN PROPORTIONS)



DON'T ADD EFFECTS TO THE LOGO



DON'T PLACE LOGO ON BUSY BACKGROUNDS

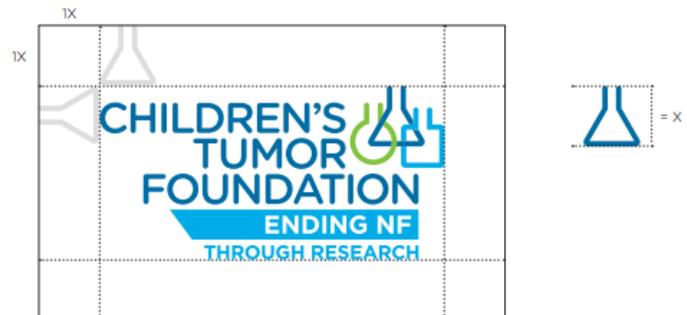


DON'T ADD ELEMENTS TO THE LOGO (SEE SPACING BELOW)

# SIZE AND SPACING

Let our logo shine! For optimal legibility and impact, the logo should always be set apart from other design elements. Do not add additional text to the logo tagline, as our mission should stand on its own. The minimum amount of space between our logo and other elements should be equal to the height of a “beaker”.

The logo should also appear large enough to be easily read. Our recommended minimum sizes are 1.75” (width) in print and 200 px (width) on screen.



# WHEN IN DOUBT: ASK!

Your Children’s Tumor Foundation staff partners are here to help. If you are unsure whether you are using a CTF logo correctly, or just want a second pair of eyes, do not hesitate to contact us. Simply reach out to a member of the Communications Team (below) or the staff representative managing your event. You can also find all approved logo files on [www.ctf.org/resources](http://www.ctf.org/resources).

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