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.

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).

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.

**Full Color**
- 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

**Black**
- 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

**Reversed**
- 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
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.

**LOGO MISUSE**

- 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

**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.

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