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.

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).

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.

FULL COLOR
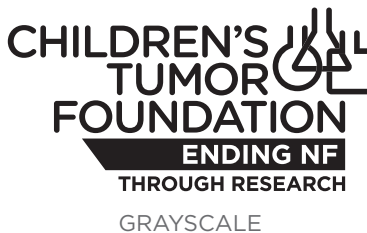
GRAYSCALE

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
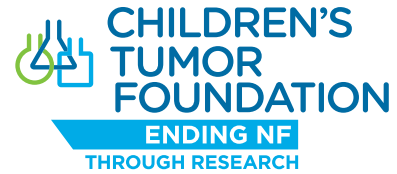RGB 132/189/0
HTML #84Bd00

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.
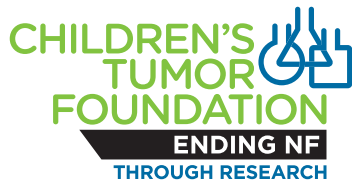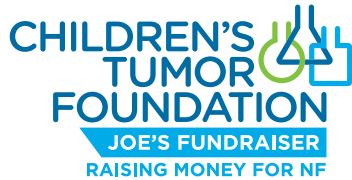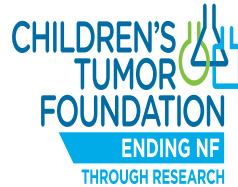
DON'T CHANGE THE COLORS
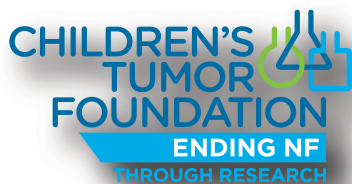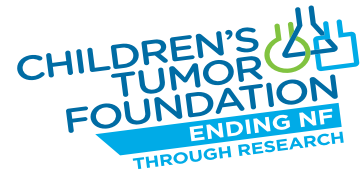OF THE LOGO

DON'T CHANGE THE FONTS
OF THE LOGO

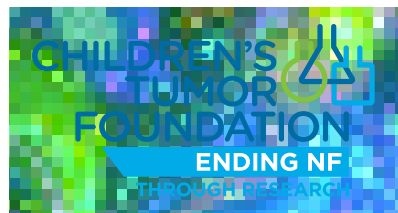DON'T REARRANGE, RESIZE,
OR REMOVE PARTS OF THE
LOGO

DON'T CREATE CUSTOMIZED
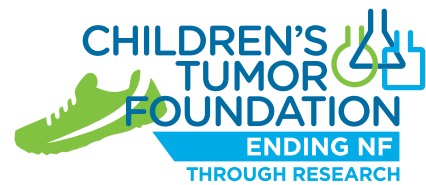OR PERSONALIZED VERSIONS
OF THE LOGO

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.

CTF PROGRAM AND CAMPAIGN LOGOS

A number of Children's Tumor Foundation Programs and Campaigns use an additional logo used in conjunction with the CTF logo. Program logos include Shine A Light NF Walk, NF Endurance, and Cupids Undie Run. Campaign logos include End NF, I Know A Fighter, and Born A Fighter logos. These logos should follow the same branding guidelines outlined in this document. Program logos and any separate branding guidelines for CTF programs are available to download at **ctf.org/logos**.

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 **media@ctf.org** or the staff representative managing your event. You can also find all approved logo files and our full Branding Guide on **www.ctf.org/logos**.