

Brand Guidelines



Triple Negative
Breast Cancer
Foundation

Contents

- 1.0 Introduction
- 2.0 Mark
- 3.0 Color
- 4.0 Typography
- 5.0 Grid
- 6.0 Quotation marks
- 7.0 Applications
- 8.0 Photography

1.0 Introduction

We created this brand book to help you better understand the TNBC brand and why we look and sound the way we do.

2.0 Logotype

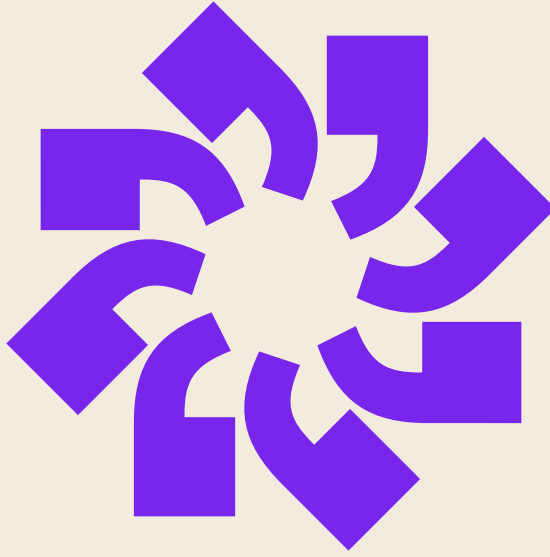
- 2.1 Logotype
- 2.2 Symbol
- 2.3 Clearspace
- 2.4 Scaling
- 2.5 Relation between symbol and logotype
- 2.6 Logotype don'ts
- 2.7 Avatars
- 2.8 Black & White versions
- 2.9 Dark purple background version

2.1 Logotype

This horizontal lock-up of our logotype should be the primary lock-up used in most communication. This should be the first choice when possible.



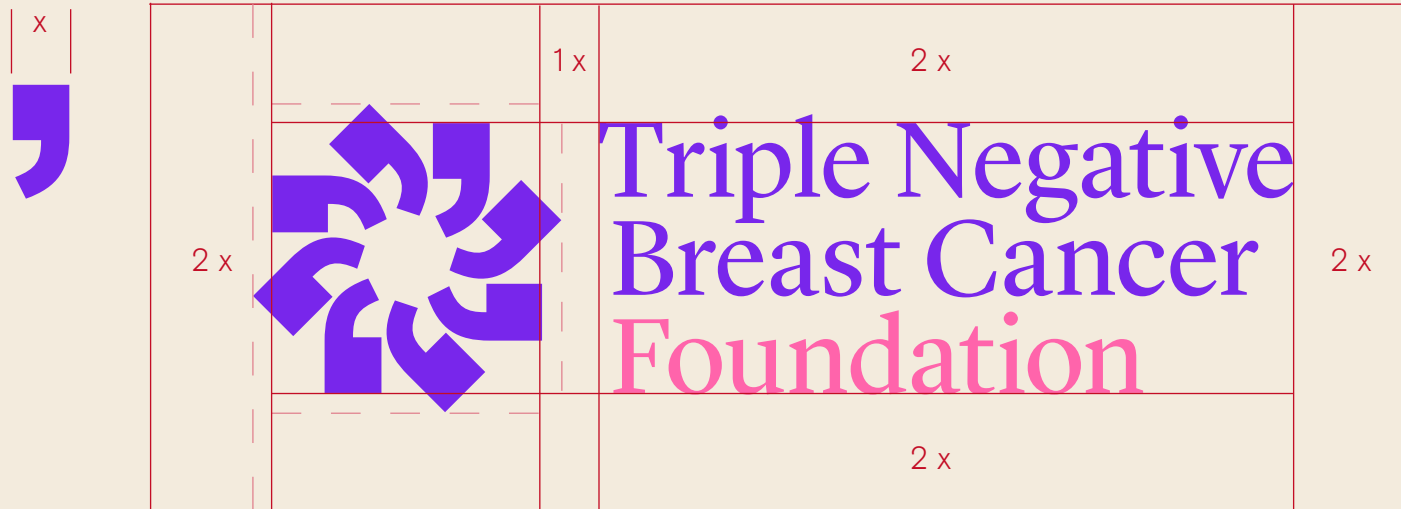
2.2 Symbol



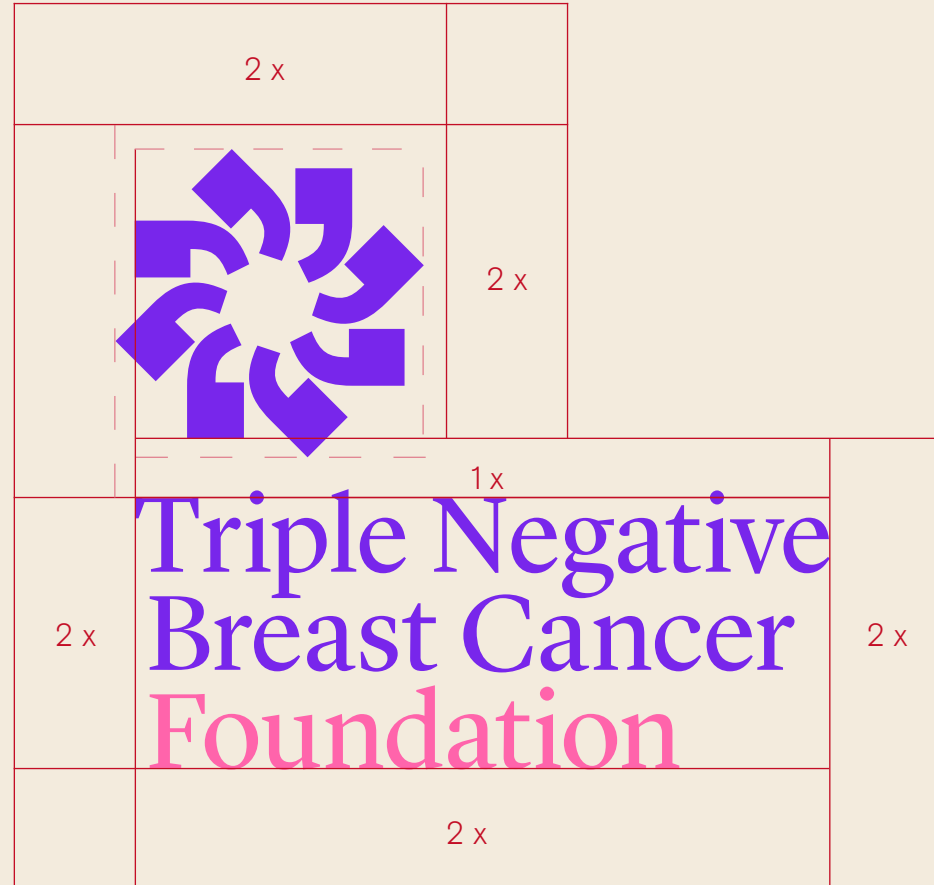
Our symbol can live alone for specific applications where the full lock-up might not work. Examples of this include avatars or specific product applications.

2.3 Clearspace

Having the right amount of space around our logotype helps it to look its best and creates a safe distance from other graphic elements. When our logotype is used alone, the clear space should be used with these proportions.



2.3 Clearspace



Having the right amount of space around our logotype helps it to look its best and keeps its safe space away from other graphic elements. When our logotype is used alone, the clear space should be this proportions.

2.4 Scaling

We've defined the minimum sizes of our logotype to make sure we always look our best. Please adhere to these guidelines when possible.

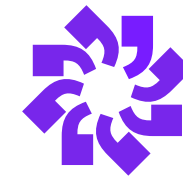
Less than 15mm



2.5 Relation between symbol and logotype

On our vertical lock-ups, when the logotype is placed at the top of the page, the symbol needs to be at below the type. When the logotype is placed at the bottom of the page, the symbol needs to be at above the type.

Triple Negative
Breast Cancer
Foundation



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Breast Cancer
Foundation

2.5 Relation between symbol and logotype

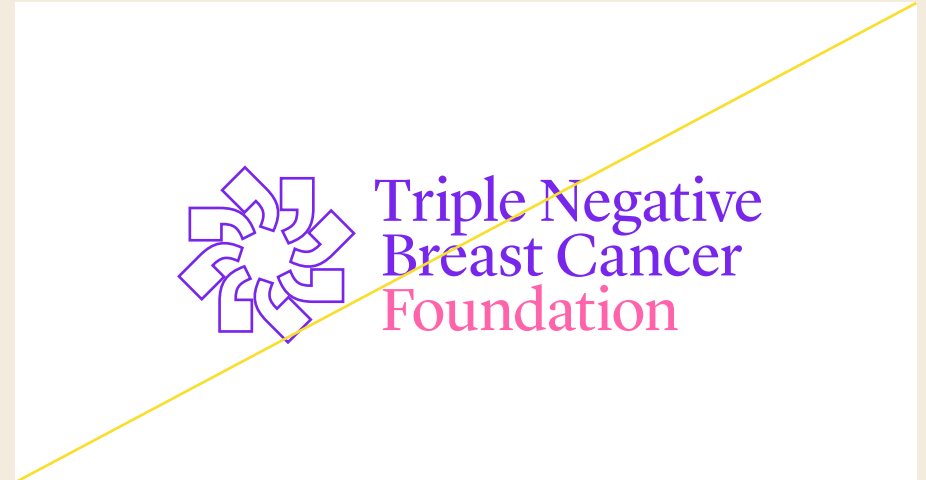
On our vertical lock-ups, when the logotype is placed at the top of the page, the symbol needs to be at below the type. When the logotype is placed at the bottom of the page, the symbol needs to be at above the type.



2.6 Logotype don'ts



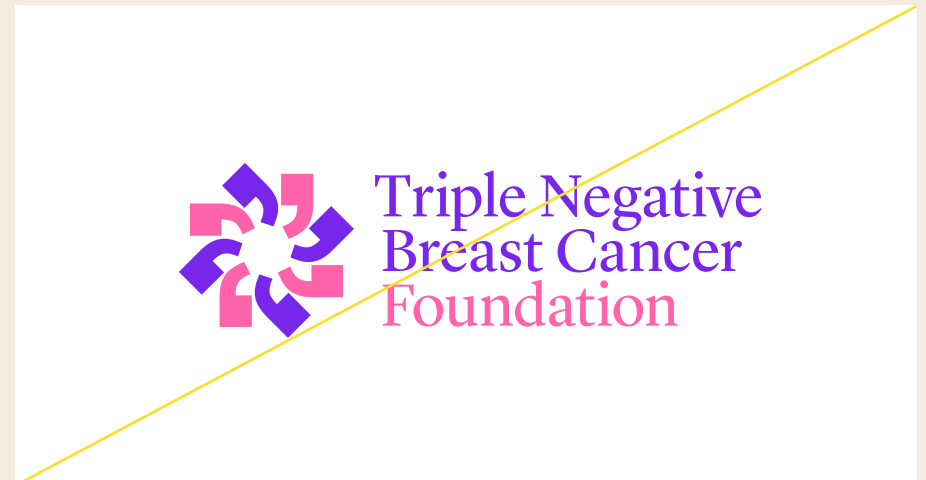
Don't change the typeface of our logo.



Don't apply outline effects to our logo.

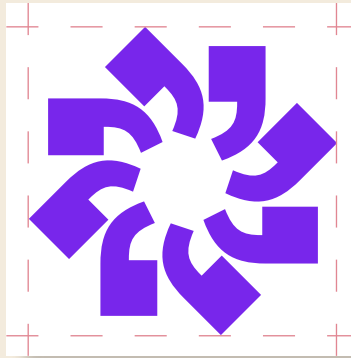


Don't rotate the icon or wordmark.

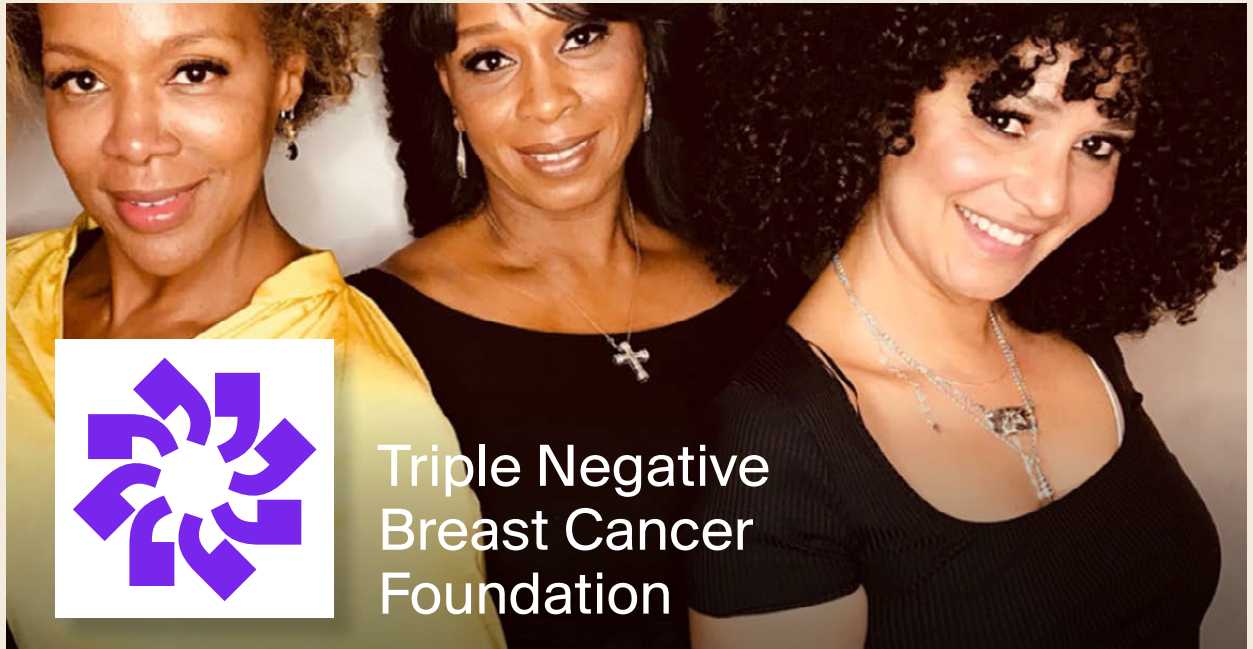
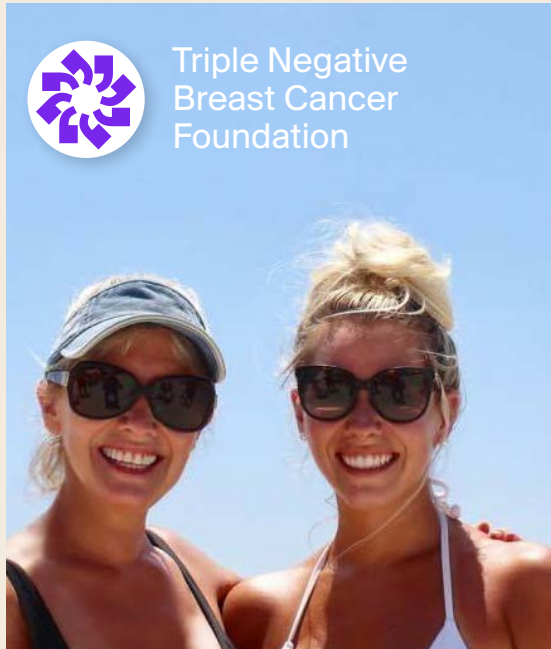


Don't change the colors of our logo beyond those outlined in this brand book.

2.7 Avatars



When short on space, use our icon to represent our brand. On social media platforms such as Instagram, Twitter, and Facebook, a square image is cropped to a circle. Please adhere to these guidelines to keep our icon balanced inside the circle and square format.



2.8 Black & White Mark versions

When representing the logotype in black and white, use formatting from these examples.



2.9 Dark purple background version

When using dark purple as the background color, represent the logotype as seen in this example.



3.0

Color

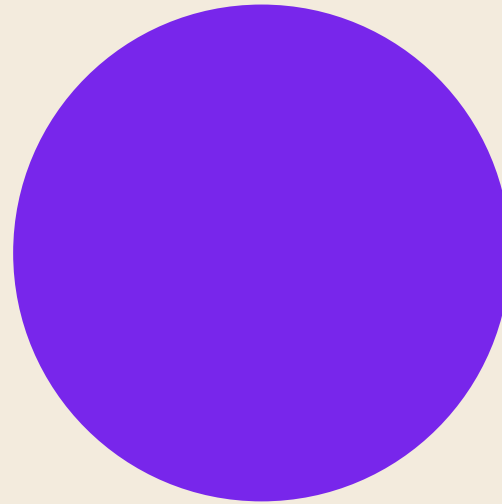
3.1 Primary

3.2 Secondary

3.3 Color don'ts

3.1 Primary

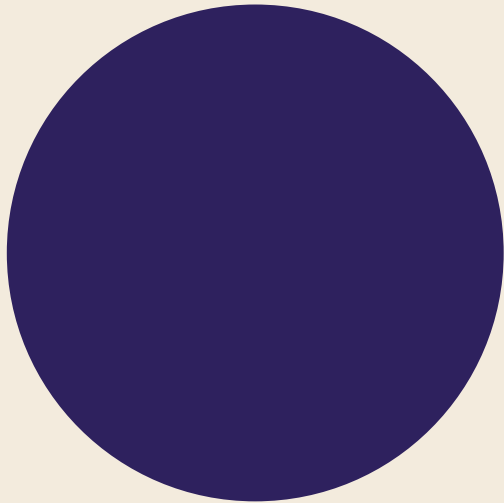
Color distinguishes our brand and helps us to create consistent experiences across marketing and product. We use color in meaningful ways in all expressions of our brand.



Pantone: 266C/U
(Solid Coated / Uncoated)
CMYK: 68/70/0/0
RGB: 120 23 235
Web: #7826EB

3.2 Secondary

Secondary Color



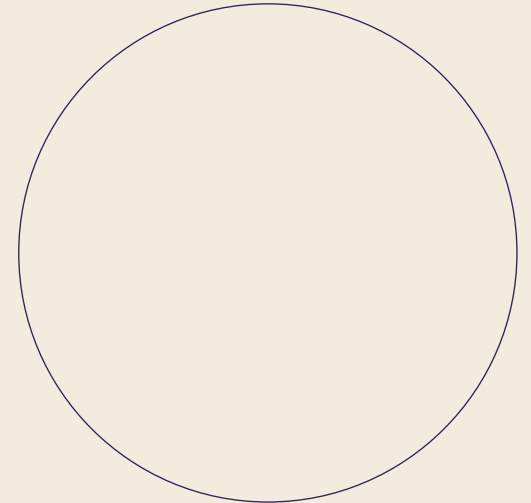
Pantone: 2685C/U
(Solid Coated/ Uncoated)
CMYK: 98/100/29/20
RGB: 46 33 94
Web: #2E215E

This color must be use only on the supporting strokes and on the word “Foundation” of the Logotype.



Pantone: 211C/U
(Solid Coated/ Uncoated)
CMYK: 0/72/0/0
RGB: 255 100 170
Web: #FF64AA

Background Color



Pantone: 9224 U/C (Pastels and Neons Coated / Uncoated)
CMYK: 6/7/15/0
RGB: 243 235 221
Web: #F3EBDD

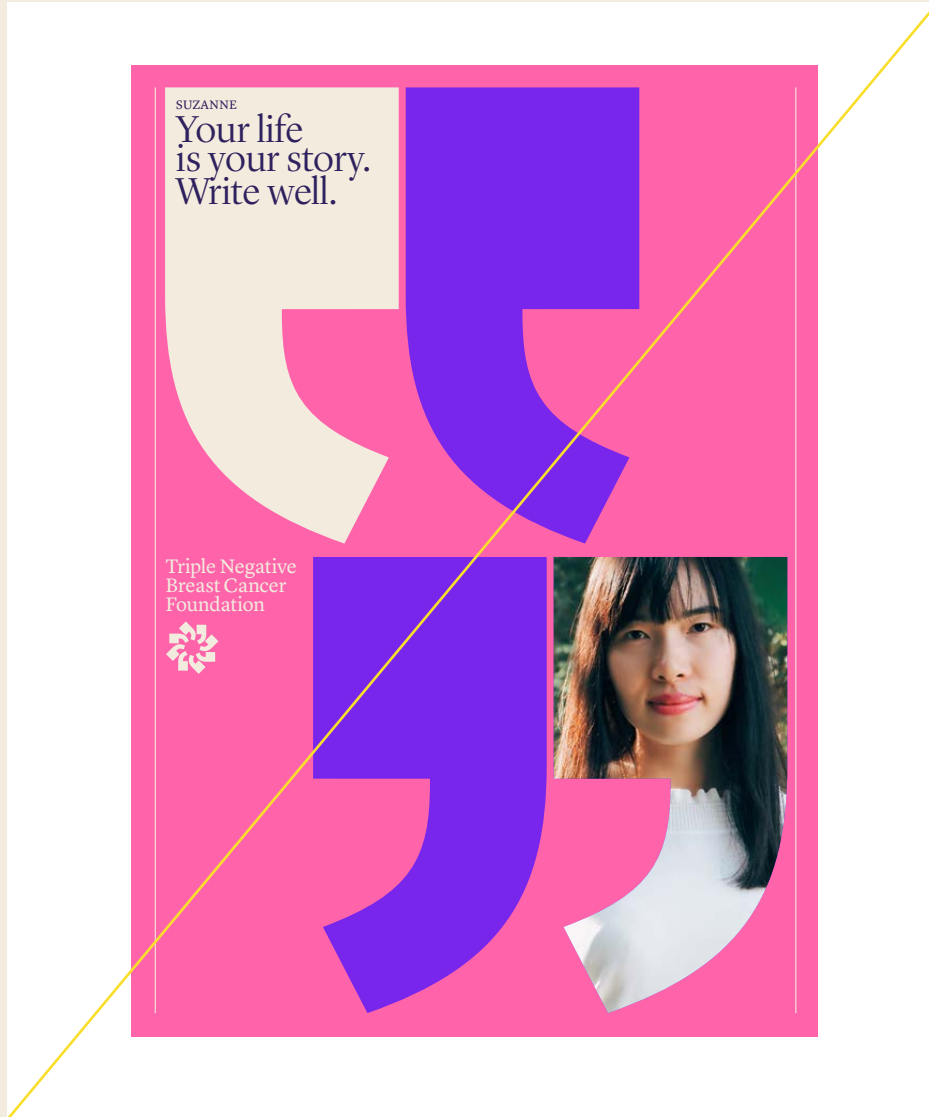
3.3 Color don'ts

- Never use quotes in pink
- Never use strokes in dark or light purple.



3.3 Color don'ts

Never use pink on the background



4.0 Typography

4.1 Lyon Display

4.2 Lyon Text

4.3 Basis Grotesque

4.4 Kerning

4.5 Leading

Lyon Display

Lyon brings a trusted, current and human feeling to our voice. Lyon Display must be use only for the Headlines and not for body text.

Lyon Display Light

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Lyon Display Italic

*Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789*

4.2 Lyon Text

Lyon brings a trusted, current and human feeling to our voice. Lyon Text must be use only for the body copy and not for headlines.

Lyon Text Regular

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Lyon Text Italic

*Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789*

4.3 Basis Grotesque

Basis Grotesque is an approachable, modern sans serif that works really well on small sizes. It complements Lyon and it should be only used for small-size texts.

Basis Grotesque Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Basis Grotesque Pro talic

*Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789*

4.4 Kerning

Sometimes letters don't sit together nicely by default. Kerning is the process of unifying the space between each letter. In print applications particularly, any display copy should be kerned to look right.

Lyon Display

Kern -20

Lyon Text

Kern -10

Basis Grotesque

Kern 0

4.5 Leading

As a general rule, text below 50pt will need leading between 100% and 125% of the type size.

50pt / 50pt

Your life
is your story.
write well.

As a general rule, text below 12pt will need leading between 130% and 140% of the type size.

12pt / 14pt

I had read that chemotherapy provides the best chance of a cure for triple-negative breast cancer, so no one had to convince me that I needed it.

As a general rule, text below 8pt will need leading between 130% and 140% of the type size.

8pt / 10pt

I had read that chemotherapy provides the best chance of a cure for triple-negative breast cancer, so no one had to convince me that I needed it..

5.0

Grid

5.1 Vertical

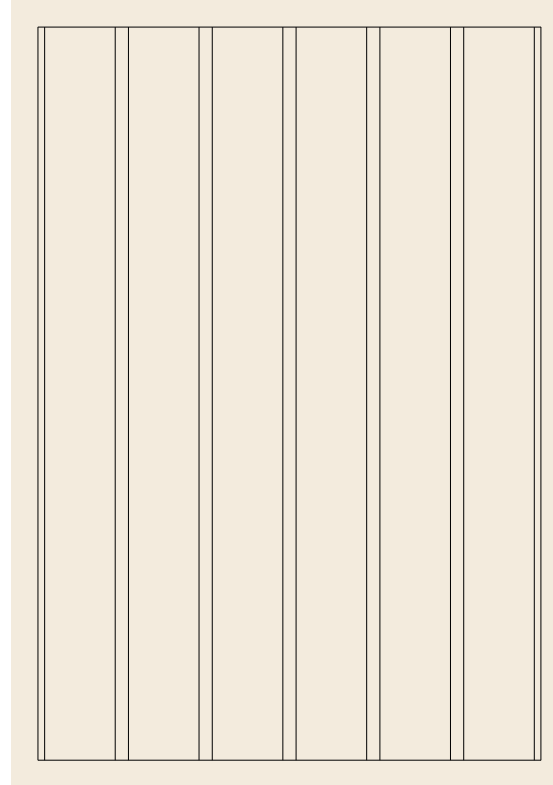
5.2 Super-Vertical

5.3 Square

5.4 Horizontal

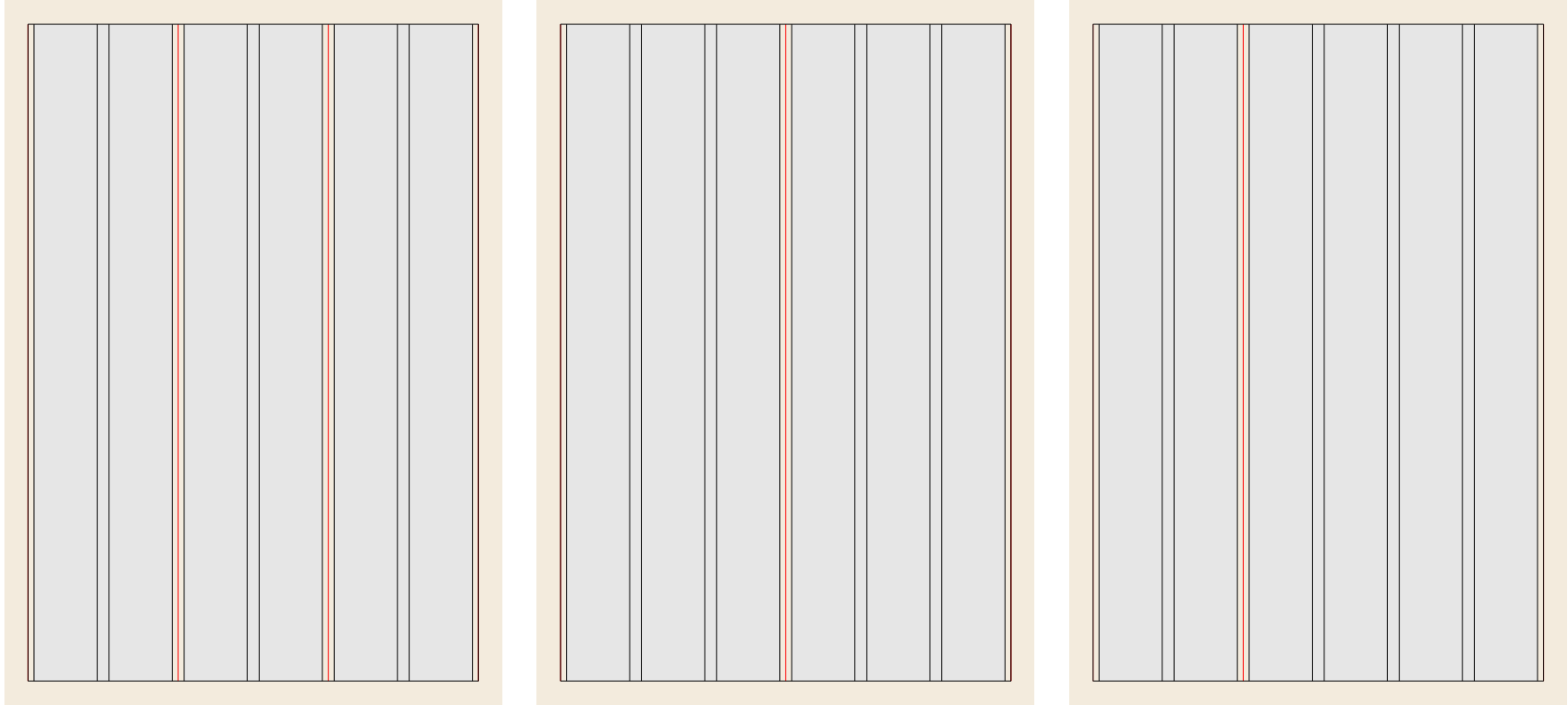
5.1 Vertical Grid

Here we can see how the 6 column grid can be use on a vertical format.



5.1 Vertical Grid

Here we can see how the 6 column grid can be use on a vertical format.



5.1

Vertical Grid

Here we can see how the 6 column grid can be use on a vertical format.

Your life is your story. write well.

Rescit, nectatibusam la ni aped mod que dolores dolore nime nimpportae conseed minvele struptiur sunt. Hari officipsum eatis sin nempdiat. Tus voloesit intur? Qui incturi si verum ipsus, offic torat. Obis dolorro to moluptatio tem ullit as net vullita temporio excepror sit, tem. Um facesequi dentium a quo et, ariori archilicae veni qui quam volute volorest, odi sit velluptasi omnimin tendis abore pera volores doluptatis et laborum quae non nemo blacid quodi quid etum reium ipsa vitatis resere volut hil eaquam adantiorat tempus ipsanicium nonnedi sim factusa volorest, voluptassum aut occus cum fugiaquam abo. Genem accusam disquunt labo. Ut que estonestiur re consent dis doloitio. Evera sam, que volores cienihillab idendam, utassitatur rerequissicoribus ullore sam fuga. Nequi dii, sit que lab ilaboris inis nus del maior alite voloptori conempe nonsequi bea dolo di dus. Rescit, nectatibusam la ni aped mod que dolores dolore nime nimpportae conseed minvele struptiur sunt. Hari officipsum eatis sin nempdiat. Tus voloesit intur? Qui incturi si verum ipsus, offic torat. Obis dolorro to moluptatio tem ullit as net vullita temporio excepror sit, tem. Um facesequi dentium a quo et, ariori archilicae veni qui quam volute volorest, odi sit velluptasi omnimin tendis abore pera volores doluptatis et laborum quae non nemo blacid quodi quid etum reium ipsa vitatis resere volut hil eaquam adantiorat tempus ipsanicium nonnedi sim factusa volorest, voluptassum aut occus cum fugiaquam abo. Genem accusam disquunt labo. Ut que estonestiur re consent dis doloitio. Evera sam, que volores cienihillab idendam, utassitatur rerequissicoribus ullore sam fuga. Nequi dii, sit que lab ilaboris inis nus del maior alite voloptori conempe nonsequi bea dolo di dus.

Triple Negative Breast Cancer Foundation

Your life is your story. write well.

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Triple Negative Breast Cancer Foundation

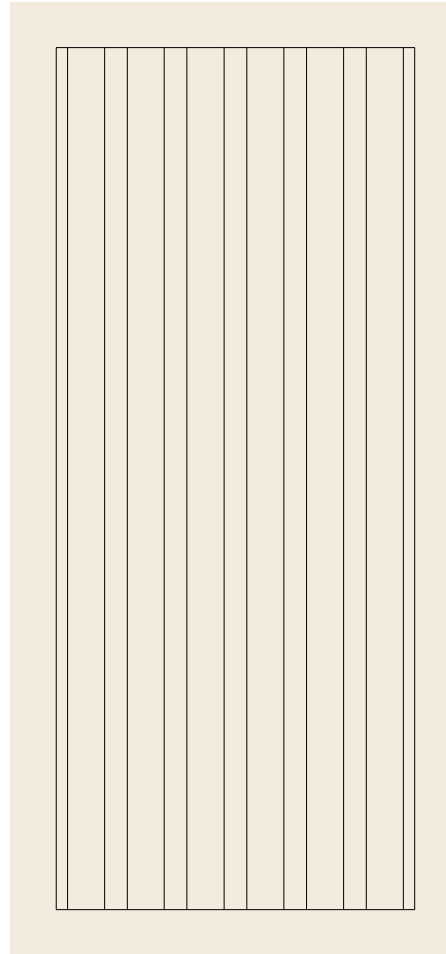
Your life is your story. write well.

Rescit, nectatibusam la ni aped mod que dolores dolore nime nimpportae conseed minvele struptiur sunt. Hari officipsum eatis sin nempdiat. Tus voloesit intur? Qui incturi si verum ipsus, offic torat. Obis dolorro to moluptatio tem ullit as net vullita temporio excepror sit, tem. Um facesequi dentium a quo et, ariori archilicae veni qui quam volute volorest, odi sit velluptasi omnimin tendis abore pera volores doluptatis et laborum quae non nemo blacid quodi quid etum reium ipsa vitatis resere volut hil eaquam adantiorat tempus ipsanicium nonnedi sim factusa volorest, voluptassum aut occus cum fugiaquam abo. Genem accusam disquunt labo. Ut que estonestiur re consent dis doloitio. Evera sam, que volores cienihillab idendam, utassitatur rerequissicoribus ullore sam fuga. Nequi dii, sit que lab ilaboris inis nus del maior alite voloptori conempe nonsequi bea dolo di dus. Rescit, nectatibusam la ni aped mod que dolores dolore nime nimpportae conseed minvele struptiur sunt. Hari officipsum eatis sin nempdiat. Tus voloesit intur? Qui incturi si verum ipsus, offic torat. Obis dolorro to moluptatio tem ullit as net vullita temporio excepror sit, tem. Um facesequi dentium a quo et, ariori archilicae veni qui quam volute volorest, odi sit velluptasi omnimin tendis abore pera volores doluptatis et laborum quae non nemo blacid quodi quid etum reium ipsa vitatis resere volut hil eaquam adantiorat tempus ipsanicium nonnedi sim factusa volorest, voluptassum aut occus cum fugiaquam abo. Genem accusam disquunt labo. Ut que estonestiur re consent dis doloitio. Evera sam, que volores cienihillab idendam, utassitatur rerequissicoribus ullore sam fuga. Nequi dii, sit que lab ilaboris inis nus del maior alite voloptori conempe nonsequi bea dolo di dus.

Triple Negative Breast Cancer Foundation

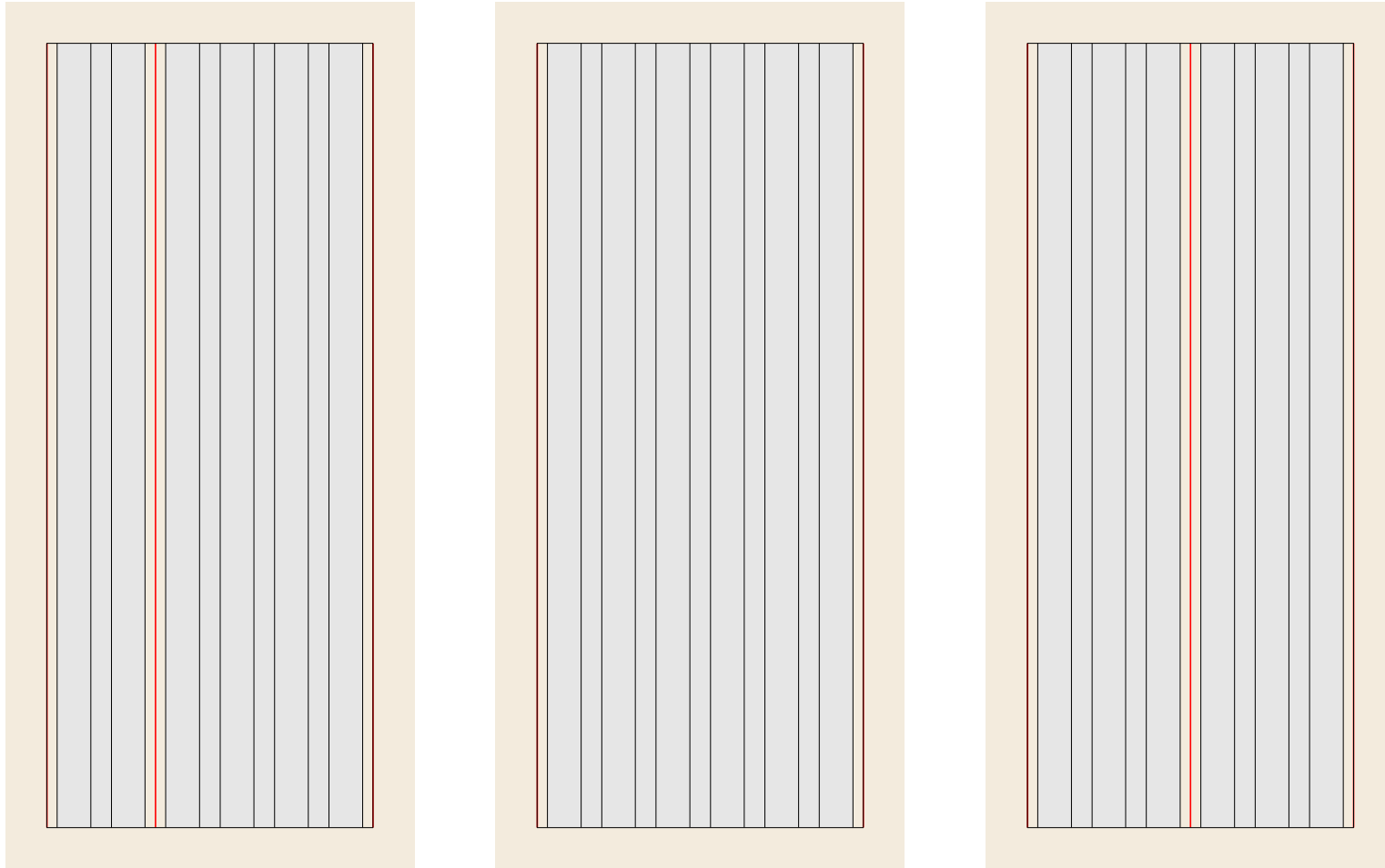
5.2 Super-Vertical Grid

Here we can see how the 6 column grid can be use on a super-vertical format.



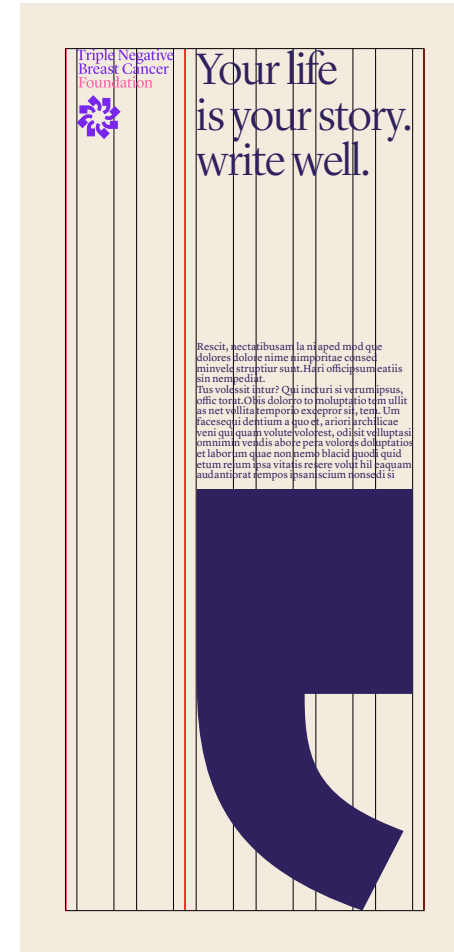
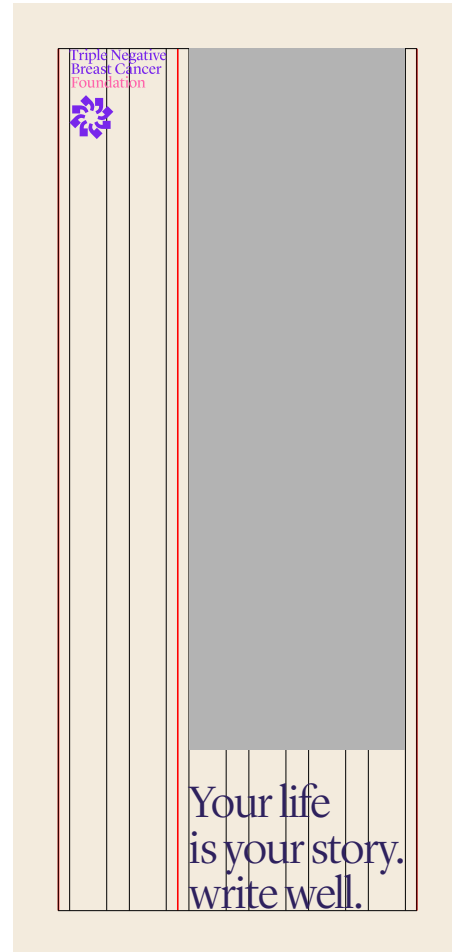
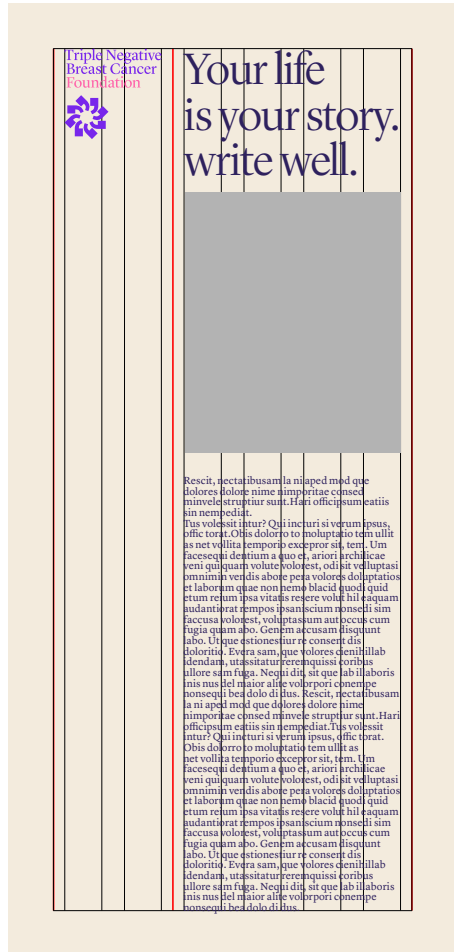
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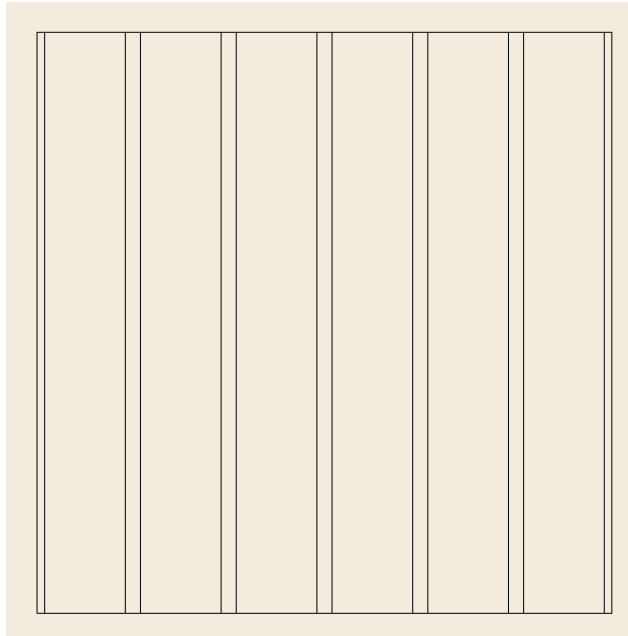
5.2 Super-Vertical Grid

Here we can see how the 6 column grid can be use on a super-vertical format.



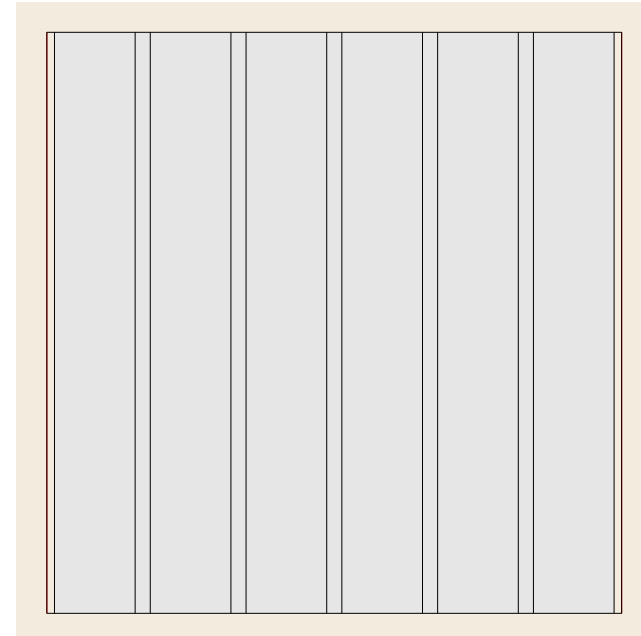
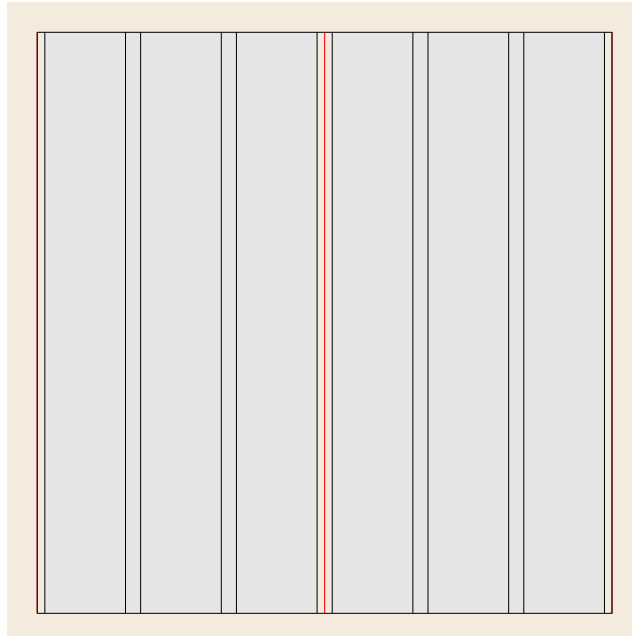
5.3 Square Grid

Here we can see how the 6 column grid can be use on a square format.



5.3 Square Grid

Here we can see how the 6 column grid can be use on a square format.



5.3 Square Grid

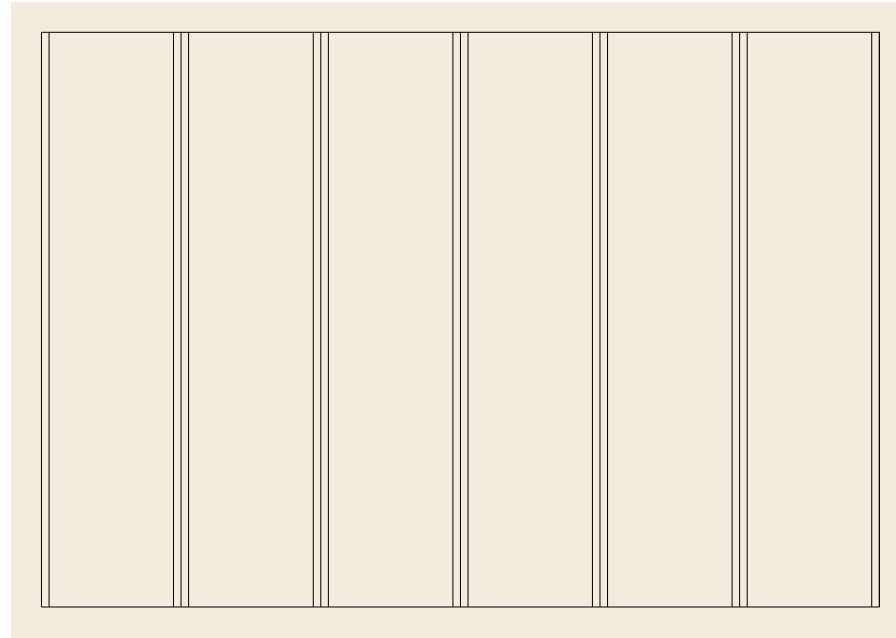
Here we can see how the 6 column grid can be use on a square format.



5.4

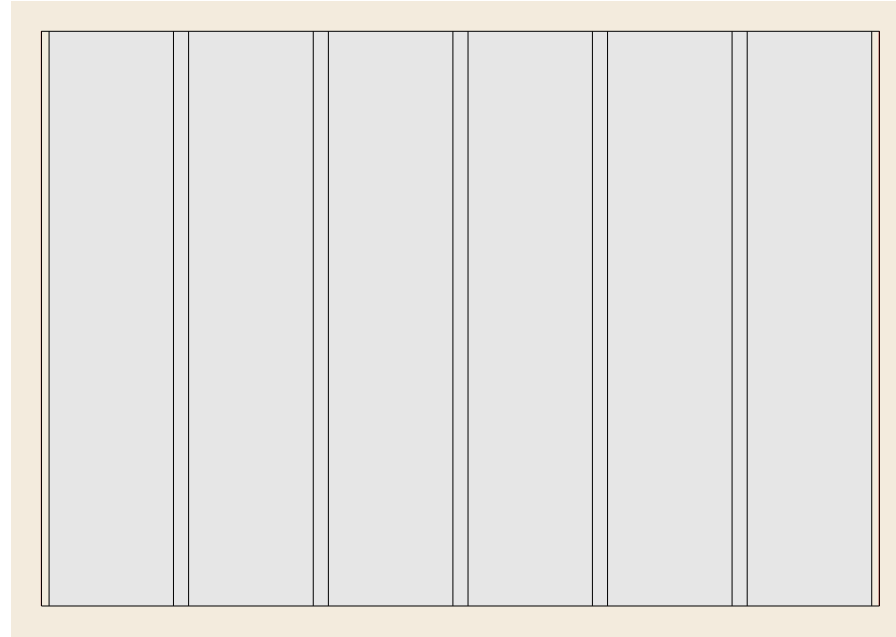
Horitzonal Grid

Here we can see how the 6 column grid can be use on a horitzonal format.



5.4 Horizontal Grid

Here we can see how the 6 column grid can be use on a horitzonal format.



5.4

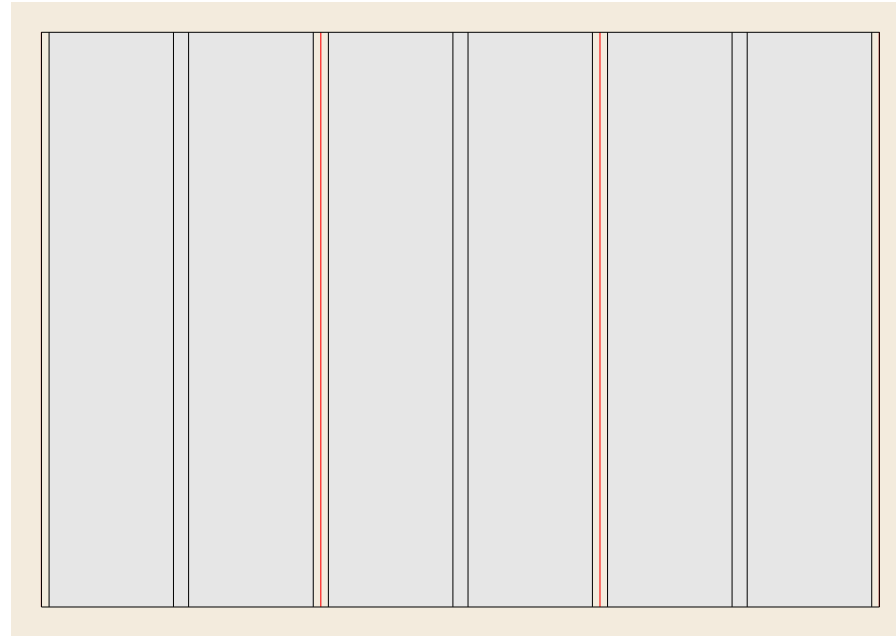
Horitzonal Grid

Here we can see how the 6 column grid can be use on a horitzonal format.



5.4 Horizontal Grid

Here we can see how the 6 column grid can be use on a horitzonal format.



5.4 Horizontal Grid

Here we can see how the 6 column grid can be use on a horitzonal format.



5.4 Horizontal Grid

Here we can see how the 6 column grid can be use on a horitzonal format.



5.4 Horitzonal Grid

Here we can see how the 6 column grid can be use on a horitzonal format.

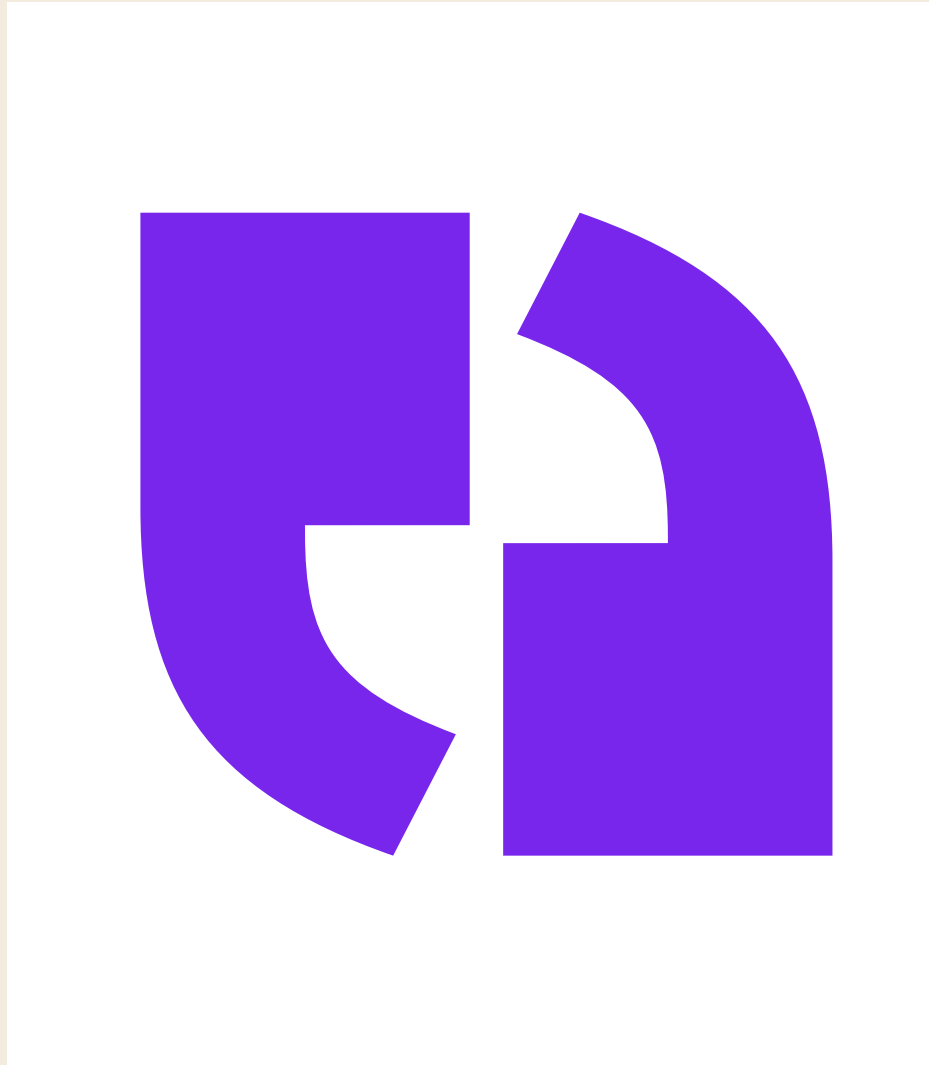


6.0 Quotation marks

6.1 How to use quotation marks

6.2 Quotation marks don'ts

6.1 How to use quotation marks

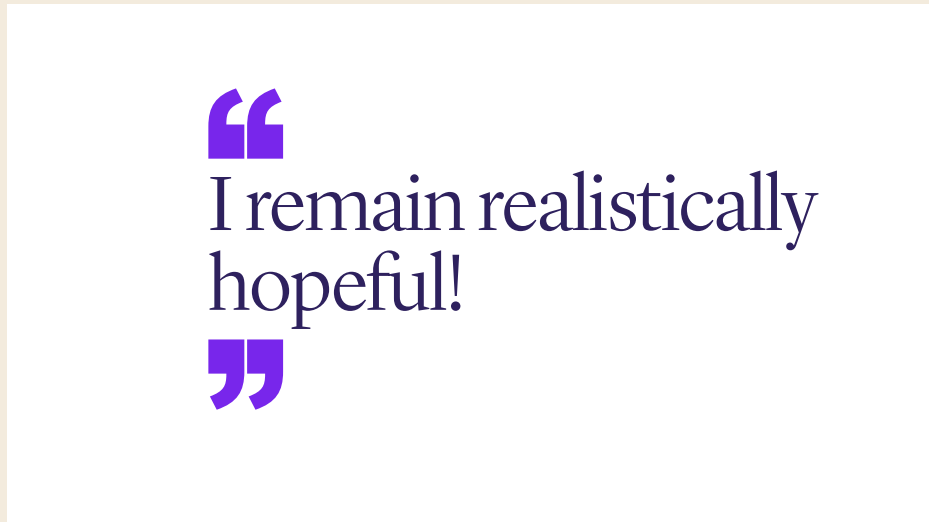
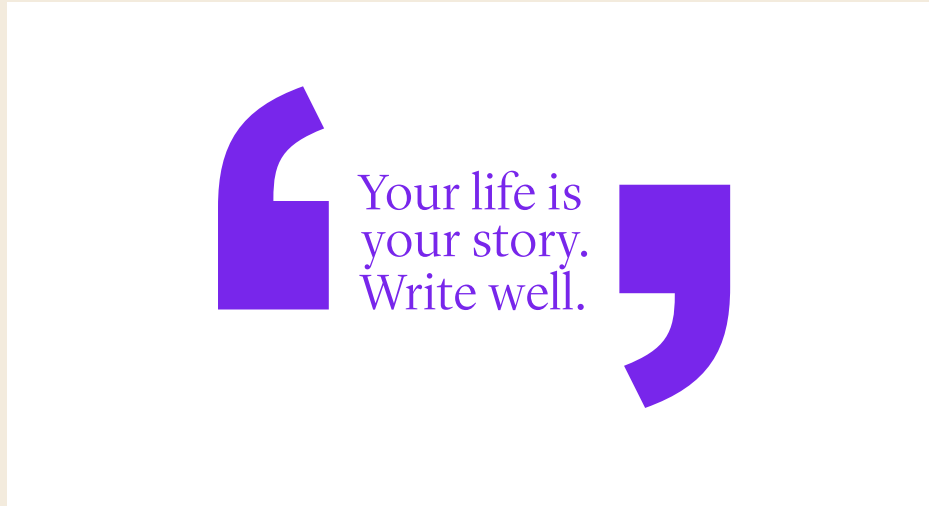


Graphically



As a title frame

6.1 How to use quotation marks



Emphasize Text



Quote inside

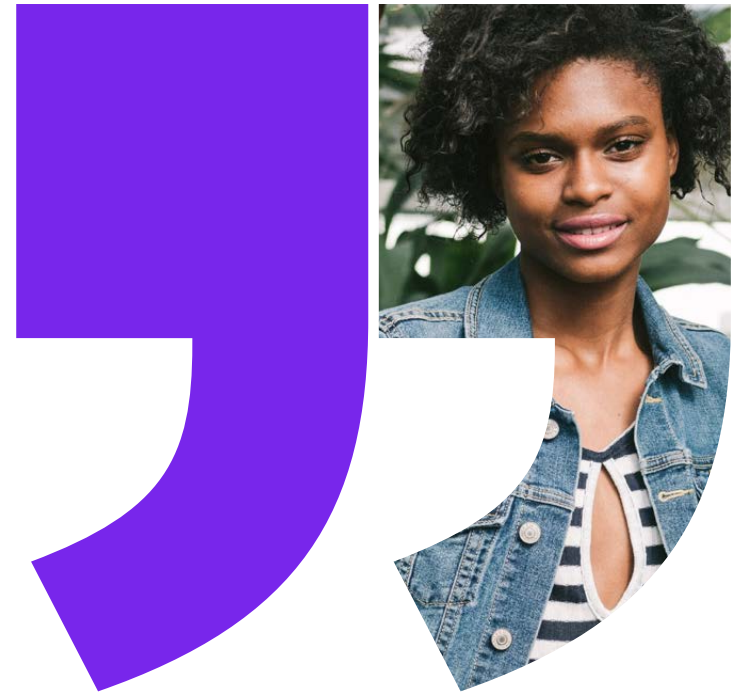
6.1 How to use quotation marks

SUZANNE

“I had read that chemotherapy provides the best chance of a cure for triple-negative breast cancer, so no one had to convince me that I needed it.”



Supporting the text



Frame for images

6.1 How to use quotation marks



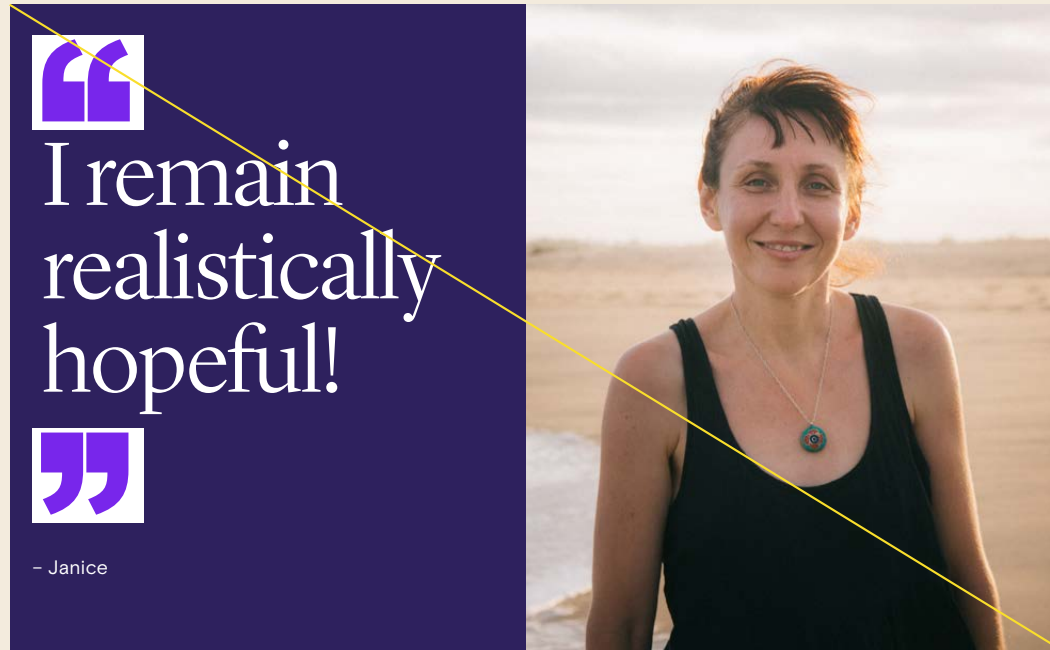
Application



Application

6.2 Quotation marks don'ts

Never use a frame for the quotes.



6.2 Quotation marks don'ts

When possible, use big type and big image for a greater impact. Follow the leading recommendations for typography (pag. 26).

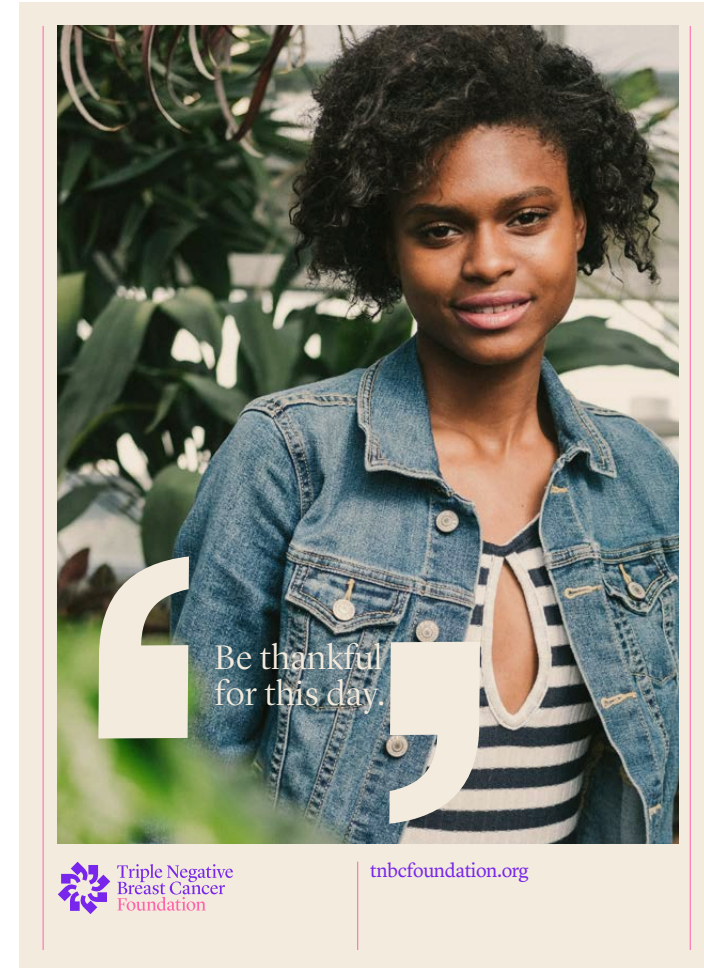
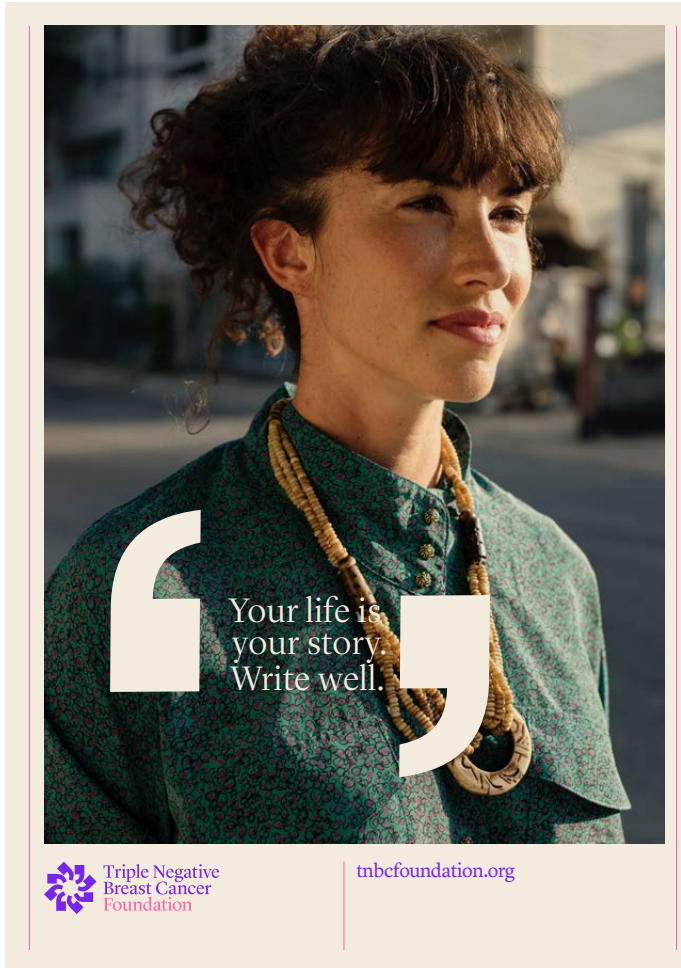


7.0

Applications

7.0 Applications

Poster



7.0 Applications

Poster



7.0 Applications

Poster

Triple Negative Breast Cancer Foundation

Brand Guidelines

54

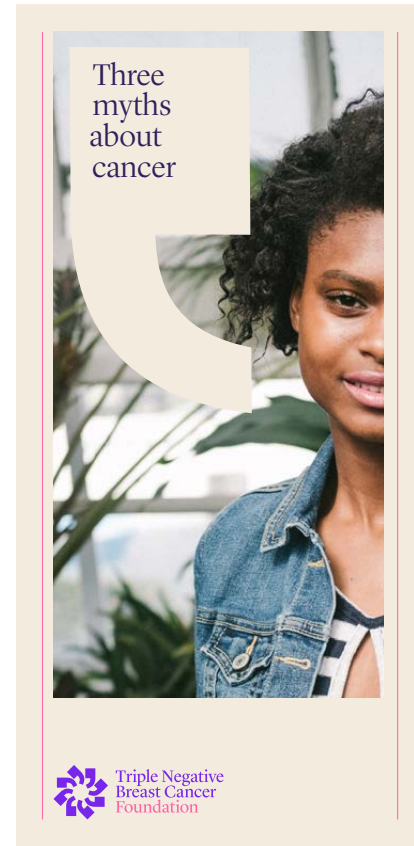
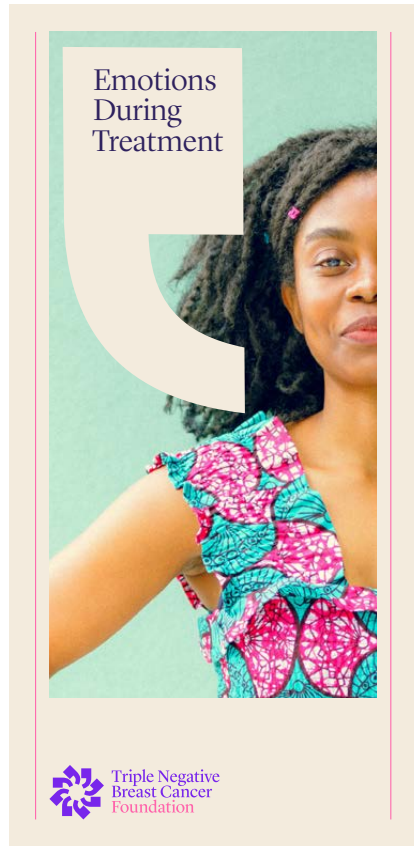


7.0 Applications

Brochures

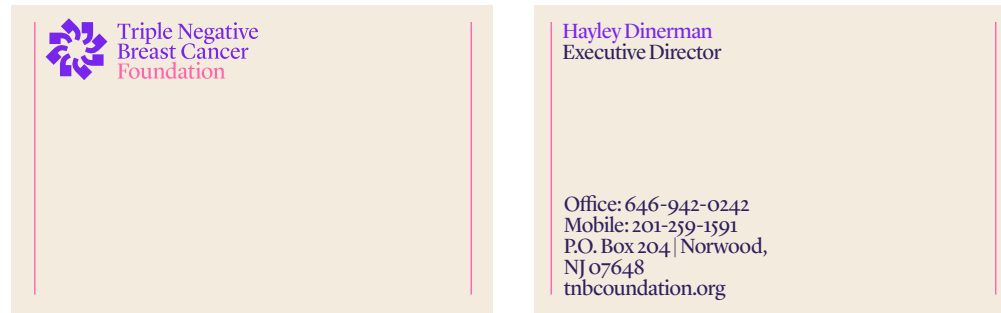
Triple Negative Breast Cancer Foundation

Brand Guidelines



7.0 Applications

Business card



7.0 Applications

Tote Bag

Triple Negative Breast Cancer Foundation

Brand Guidelines



7.0 Applications

Photocall

Triple Negative Breast Cancer Foundation

Brand Guidelines



7.0 Applications

T-shirt



7.0 Applications

Pin



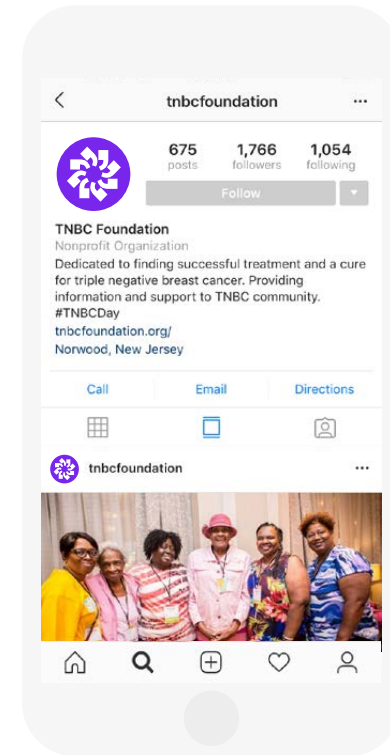
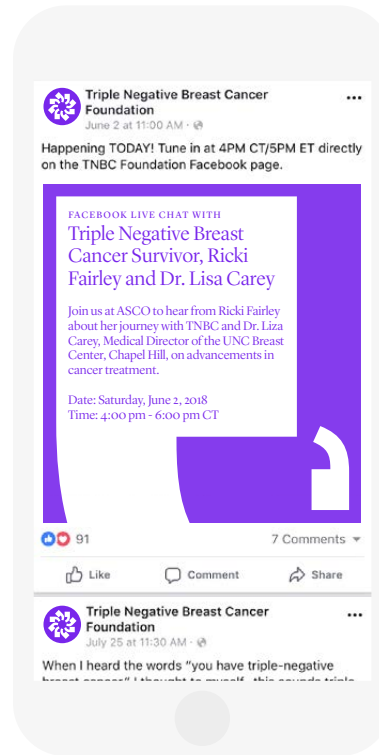
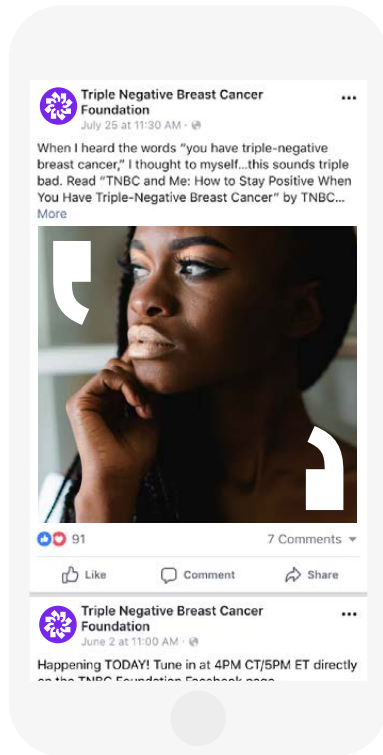
7.0 Applications

Sticker



7.0 Applications

Social Media



8.0 Photography

8.1 Do's photography

8.2 Stock photography

8.3 Don'ts

8.0 Photography

8.1 Do's photography

TNBC Foundation is an extremely human organization. Our photography should be focus on people. In addition, our photography should communicate a Diversity of emotions.



8.0 Photography

8.1 Do's photography

Our photography should feel Personal.



8.0 Photography

8.1 Do's photography

Our photography should feel Natural and Positive.



8.0 Photography

8.1 Do's photography

Our photography should portrait Diversity while also staying true to the percentages of TNBC within populations.



Although TNBC disproportionately affects black women, it should be noted that overall there are more white women with the disease and a smaller percentage of Asian women. We would also need to include some older women along with the younger women.



8.0 Photography

8.1 Do's photography

Our photography should capture the Energy and Movement of our Community.



8.0 Photography

8.1 Do's photography

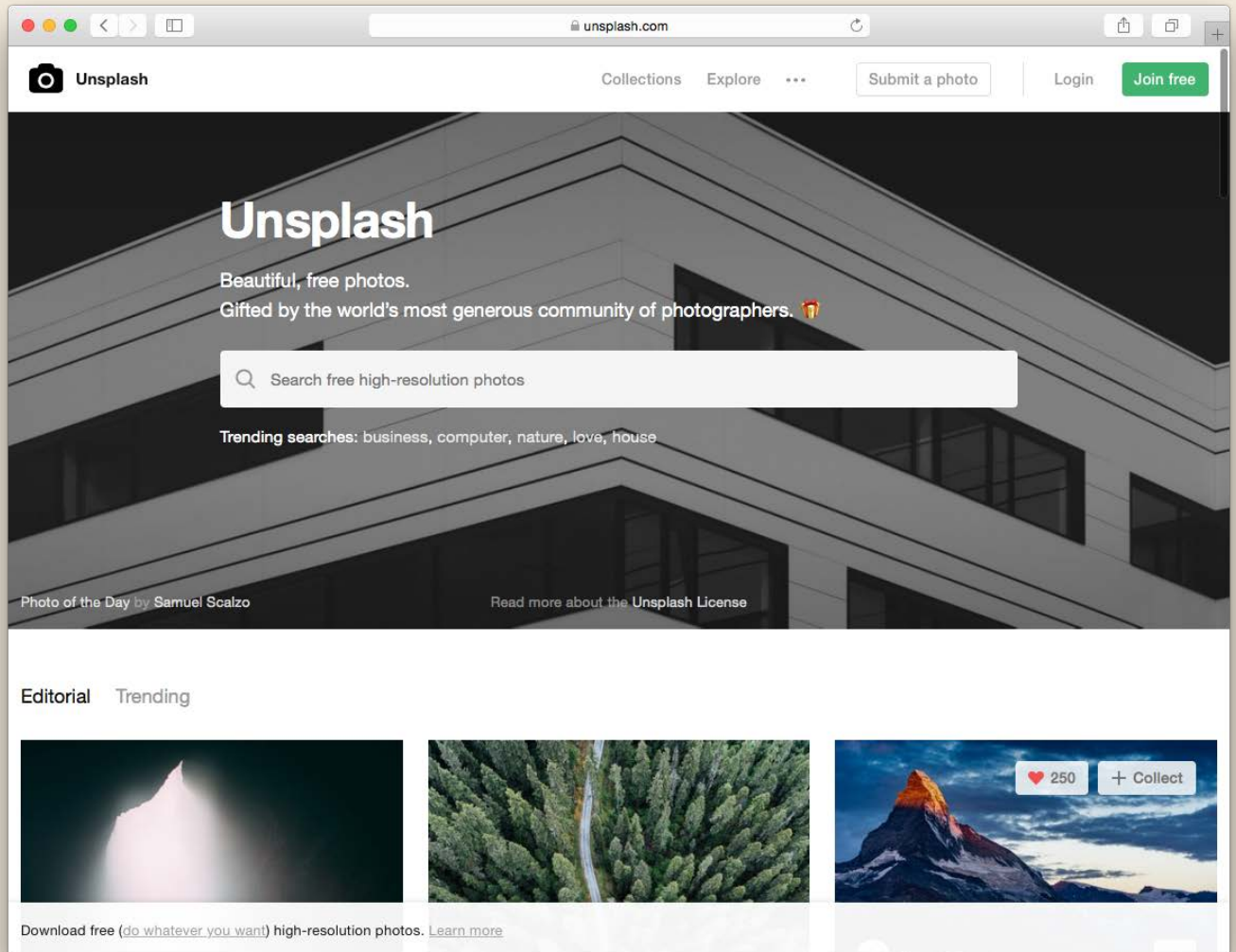
Our photography should capture the Energy and Movement of our Community.



8.0 Photography

8.2 Stock photography

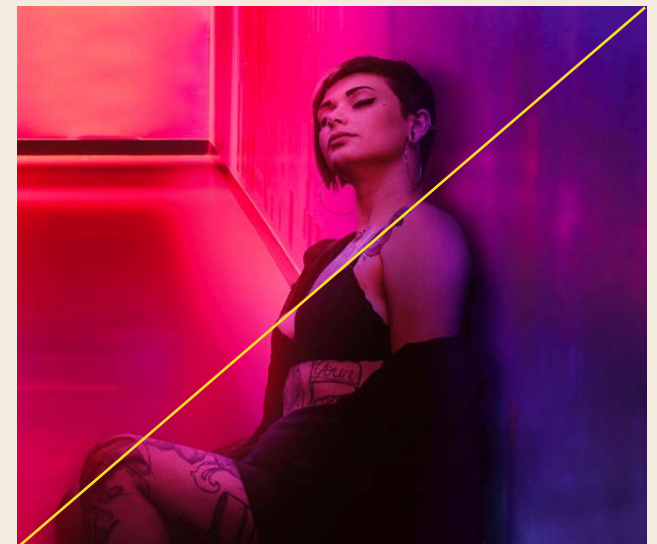
Recommendation of stock photography: <https://unsplash.com/>
Over 550,000 free (do-whatever-you-want) high-resolution photos brought to you by the world's most generous community of photographers.



8.0 Photography

8.3 Don'ts photography

Our photography shouldn't feel Artificial.



8.0 Photography

8.3 Don'ts photography

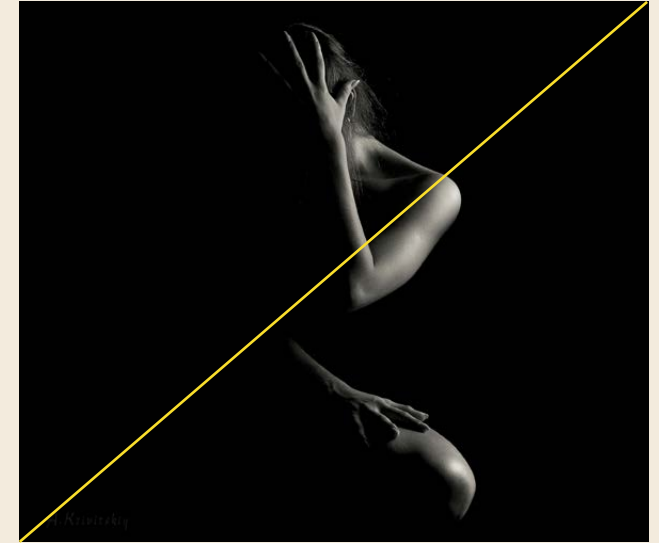
Our photography shouldn't be Negative or Depressing.



8.0 Photography

8.3 Don'ts photography

Our photography shouldn't be Dark or Dramatic.





Triple Negative
Breast Cancer
Foundation

October 2018

Prepared by AREA 17