

**LOGO
USAGE
GUIDE**

2020

**Thank you for helping
make World Pancreatic
Cancer Day a powerful
symbol for the cause
we all believe in.**

These logo and branding elements have been created to strengthen visibility, create an emotional attachment and unite communities around the world fighting for a better future.

Please follow this guide as you develop materials on behalf of World Pancreatic Cancer Day and keep our visual presence consistent and strong.

The stacked logo is the preferred logo for all WPCD materials.

1.1 Stacked logo



The horizontal logo was created for use in wider spaces

1.2 Horizontal logo



Versions of the logo with the date were created for use on digital deliverables and places where it's important to highlight the date of the event, like web homepages and social graphics. You should avoid using the dated version of the logo on printed deliverables that are used year-over-year.

1.3 Stacked logo with date



1.4 Horizontal logo with date



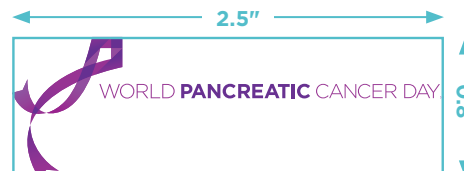
Maintain a clear space around the entire logo equal to the square portion of the kite.



It is important that the minimum logo sizes are observed to protect readability, and that the logo always has a comfortable amount of space around it.



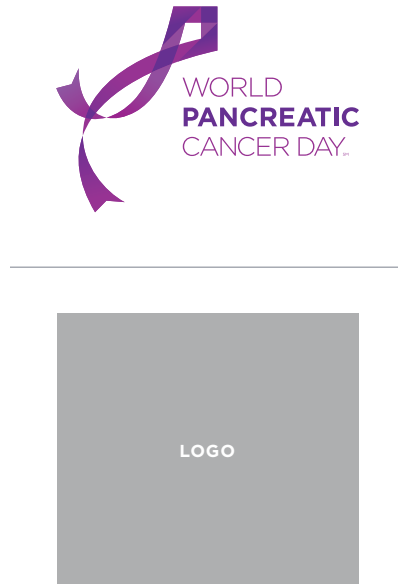
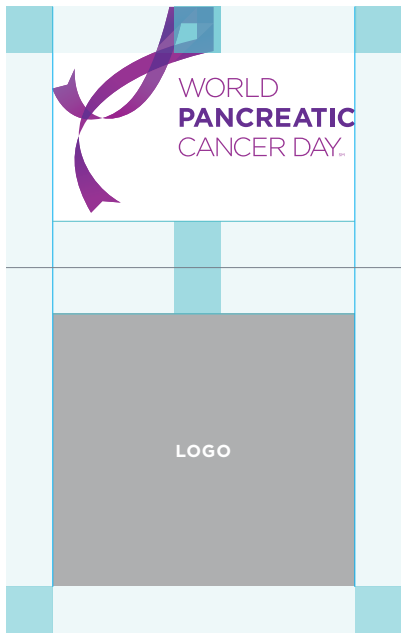
Minimum stacked logo size: **1" x .7"**



Minimum horizontal logo size: **2.5" x .8"**

At times it may be necessary to place the preferred logo next to another logo. The following are examples of how this should be handled:

Stacked co-brand lockup with preferred stacked logo

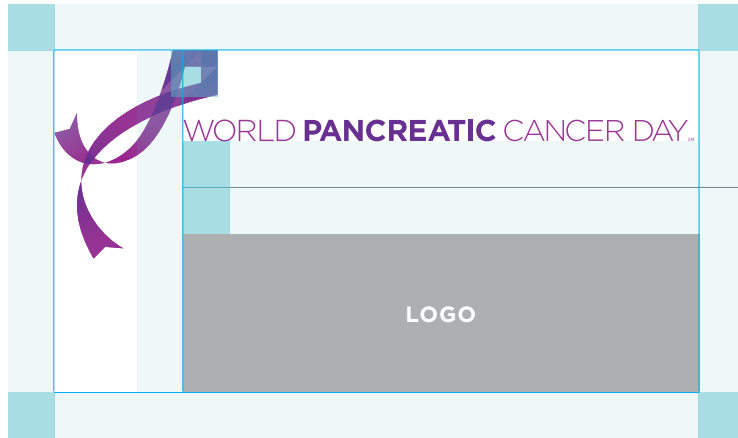


Horizontal co-brand lockup with preferred stacked logo



(continued from previous page)

Stacked co-brand lockup with horizontal logo



Horizontal co-brand lockup with horizontal logo



To remain a consistent brand icon, the WPCD logo must never be altered in any fashion. Some examples of what is not allowed:

X Never compress the logo horizontally



X Never compress the logo vertically



X Never change the orientation of the logo



X Never add lighting effects to the logo



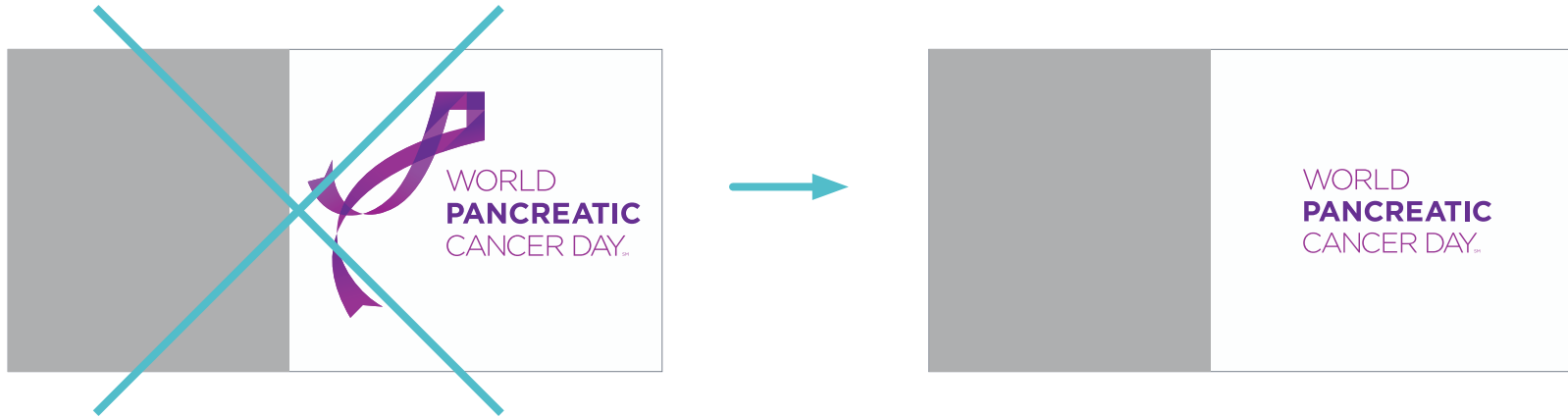
X Never change the logotype



X Never crop the logo



The preferred logo cannot be placed too close to other objects. Use the logotype instead in compact spaces:



2.1 Stacked logotype

WORLD
PANCREATIC
CANCER DAYSM

2.3 Stacked logotype with date

WORLD
PANCREATIC
CANCER DAYSM

NOV 19•2020

2.2 Horizontal logotype

WORLD **PANCREATIC** CANCER DAYSM

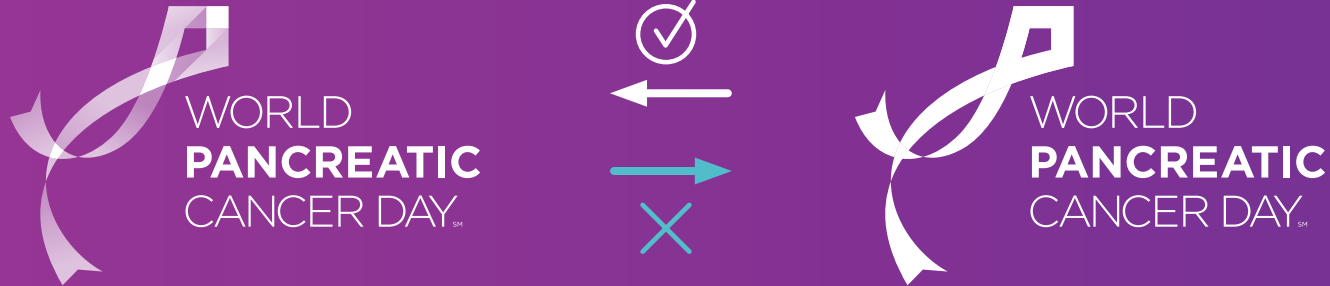
2.4 Horizontal logotype with date

WORLD **PANCREATIC** CANCER DAYSM

NOV 19•2020

The preferred logo may be reversed on a colored background. However, it's important to use the WPCD 'white gradient' Ribbon seen below.

2.5 Reversed, stacked logo



2.6 Reversed, stacked logotype

WORLD
PANCREATIC
CANCER DAYSM

2.7 Reversed, horizontal logotype

WORLD **PANCREATIC** CANCER DAYSM

2.8 Reversed, stacked logotype with date

WORLD
PANCREATIC
CANCER DAYSM

NOV 19 • 2020

2.9 Reversed, horizontal logotype with date

WORLD **PANCREATIC** CANCER DAYSM

NOV 19 • 2020

2020 IT'S ABOUT TIME LOGO

The 2020 **It's About Time** logo can be used against dark backgrounds using the gradient ribbon and white fill or with the branded purple fill if on a light background.

3.1 It's About Time Logo - Color



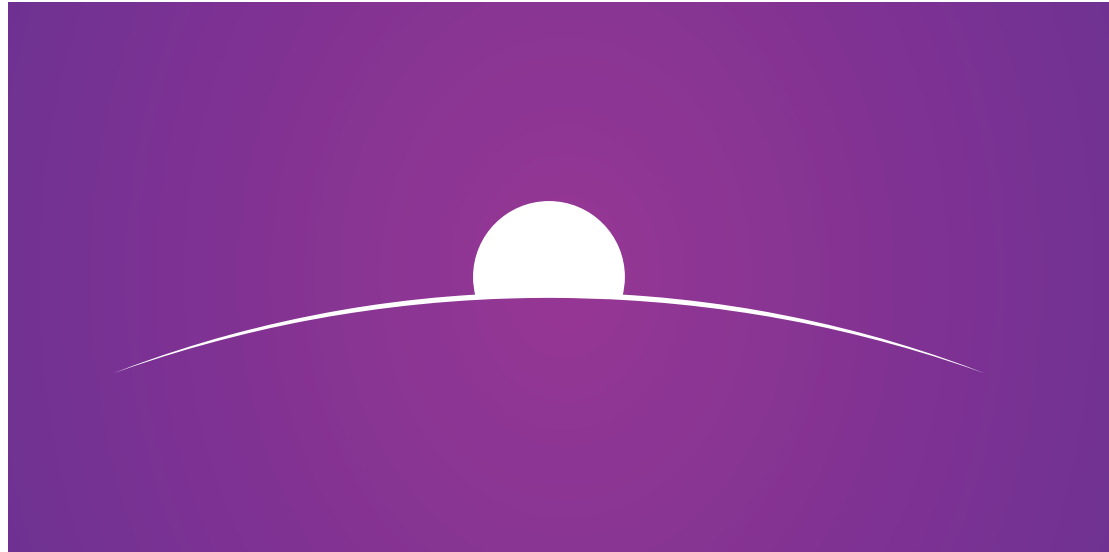
3.2 It's About Time Logo - White



2020 Sunrise/Horizon Art

3.1 Sunrise Element

The 2020 Sunrise element is design to be used on a radiant background using the brand colors.



3.2 Horizon Element

The 2020 Horizon element is design to be used over white/light backgrounds or on a solid fill background using the branded purple.



2020 SYMPTOMS ICONS

4.1 Symptoms Icons w/ Circle

The 2020 symptoms icons can be used against dark backgrounds via the radiant circle or on their own with a white fill OR a branded purple fill if on a light background.



4.2 Symptoms Icons



At times it may be necessary to create brand materials that complement the logo. Use these typefaces and custom numbers:

5.1 Numbers

Univers 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

5.2 Numbers

Univers 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

5.2 Numbers

Univers 75 Black

1234567890

Use these colors and textures to create brand materials that complement the logo:

WPCD Solid Purple



C: **74** M: **98** Y: **1** K: **0**
R: **104** G: **50** B: **144**
PMS **2597C** / **2617U**

WPCD Violet



C: **46** M: **94** Y: **0** K: **0**
R: **152** G: **55** B: **148**
PMS **254**

WPCD Gray



C: **0** M: **0** Y: **0** K: **36**
R: **174** G: **175** B: **176**
36% BLACK

6.1 WPCD Gradient



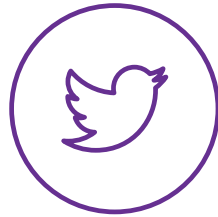
**Gradient composed of WPCD
Solid Purple and WPCD Violet**

Use these icons in brand materials referring to WPCD social media channels.

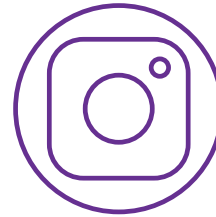
7.1 Facebook Icon



7.2 Twitter Icon



7.3 Instagram Icon



7.4 YouTube Icon



7.5 Facebook solid



7.6 Twitter solid



7.7 Instagram solid



7.8 YouTube solid



FINDING ASSETS

Use the numbers beside each asset in this guide as a quick reference to the correct files in the asset package:

1.1 Stacked logo



- ▼ 1.0_Logo
 - ▼ 1.1
 - WPCD_Logo_Stacked_RGB.eps
 - WPCD_Logo_Stacked_RGB.jpg
 - WPCD_Logo_Stacked_RGB.png
 - ▶ 1.2
 - ▶ 1.3
 - ▶ 1.4
- ▶ 2.0_Logotype
- ▶ 3.0_Typography
- ▶ 4.0_Colors_and_Textures
- ▶ 5.0_Social_Icons



Thank you.