

PANCREATIC  
CANCER  
ACTION  
NETWORK

®

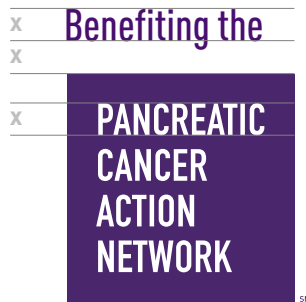
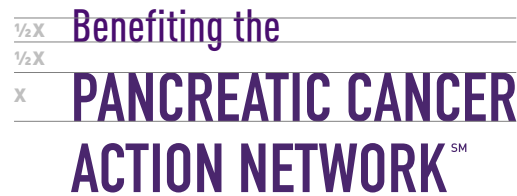
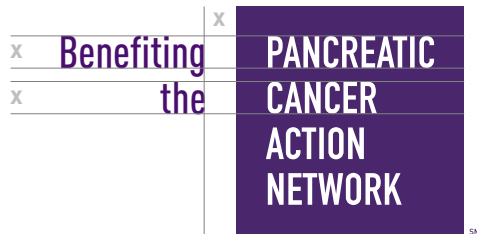
PANCREATIC CANCER ACTION NETWORK

**BENEFITING LOGO**

**GUIDELINES**

MARCH 2021

# BENEFITING THE PANCREATIC CANCER ACTION NETWORK



## LOGO LOCKUPS

We have created alternative “benefiting” logos to be used in conjunction with fundraising events, indicating that proceeds or donations will be given to the Pancreatic Cancer Action Network. As such, they are intended to be utilized only for official partnerships.

There are four logo options to choose from based on space and printing requirements. Whenever possible, use the square logo options on the left. The words “Benefiting the” should match the font size in the logo and either be stacked on the left and justified right or placed on one line above the logo and justified left.

In applications that prohibit use of the square logo, the words “Benefiting the” should be one-half the font size of Pancreatic Cancer Action Network from baseline to x-height and placed on one line above our name, justified left.

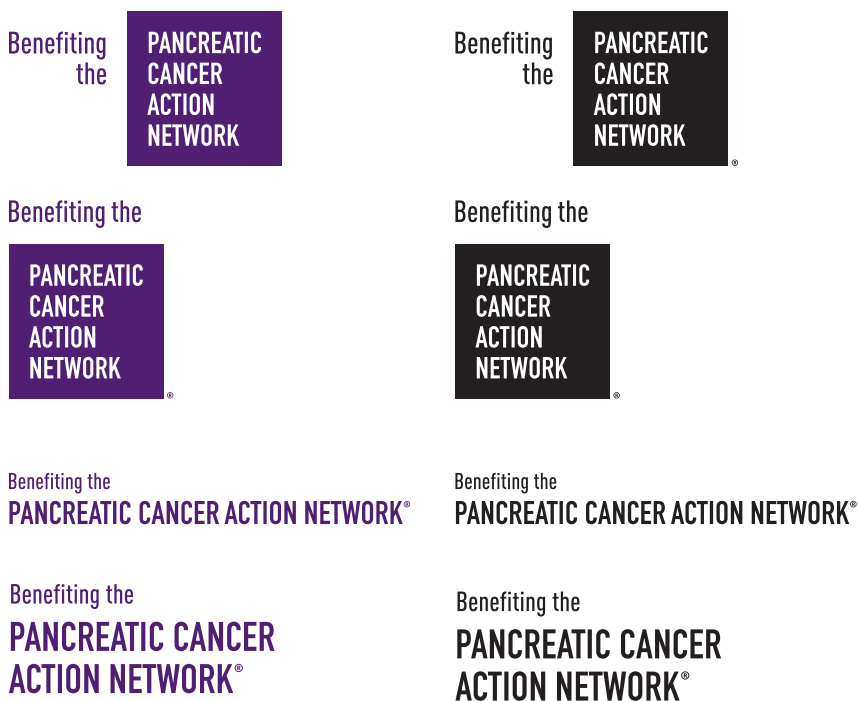
# BENEFITING THE PANCREATIC CANCER ACTION NETWORK

## LOGO VERSIONS

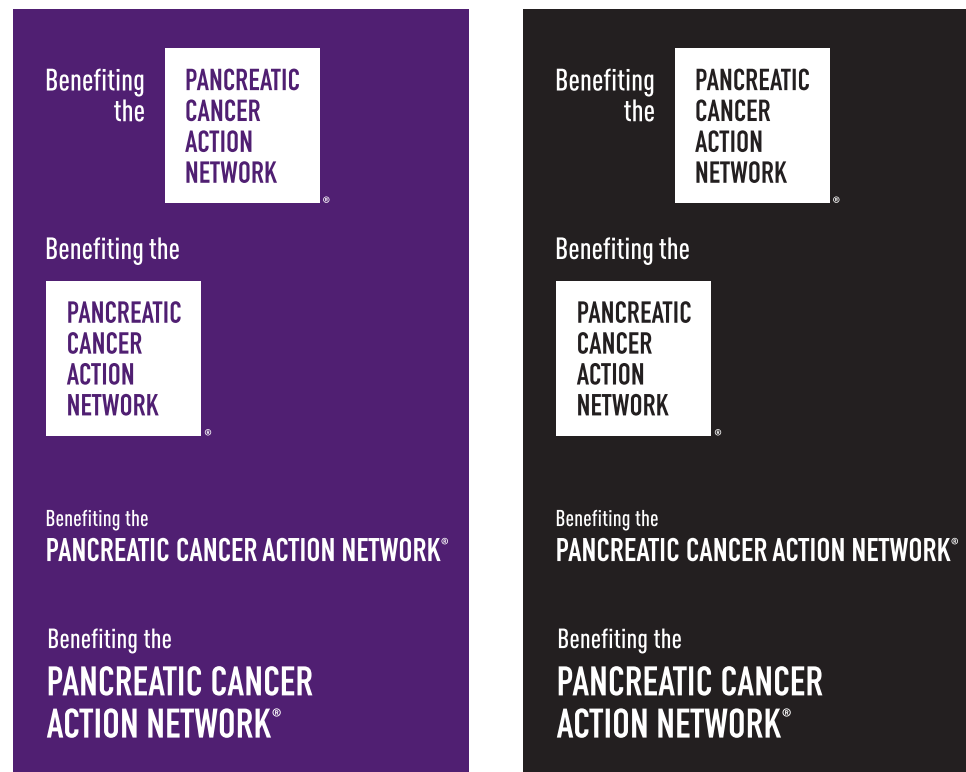
When possible, use a color version of the Pancreatic Cancer Action Network logo. If color is not an option, you can use a black & white version.

Acceptable backgrounds include colors from the primary palette.

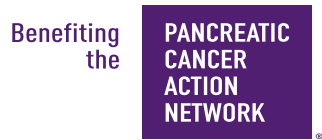
## LOGO VERSIONS



## BACKGROUNDS



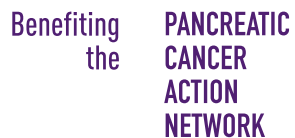
# LOGO USAGE



⊘ Do not distort the logo.



⊘ Do not use the logo in any other color.



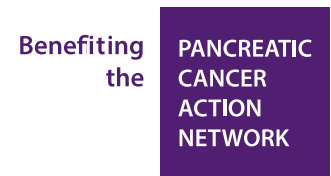
⊘ Do not separate type from the accompanying square shape background graphic. Use the secondary logo, if necessary.



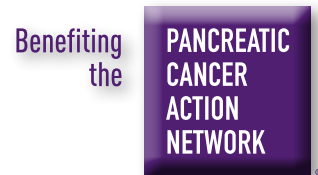
⊘ Do not use the solid logo on a black or other dark colored background.



⊘ Do not rotate or skew the logo.



⊘ Do not use a different typeface.



⊘ Do not apply a drop shadow or other effect to the logo.



⊘ Do not use the logo on any color background other than those from the primary color palette.

## INCORRECT USAGE

These are some examples of incorrect logo usage that should always be avoided.

# BRAND COLORS

## PRIMARY COLORS



PMS 2617 C  
C78, M100, Y8, K20  
R73, G14, B111  
490E6F



WHITE  
C0, M0, Y0, K0  
R255, G255, B255  
FFFFFF



BLACK  
C0, M0, Y0, K100  
R0, G0, B0  
000000



BLACK C  
C0, M0, Y0, K90  
R25, G25, B25  
#191919

## SECONDARY COLORS



PMS 2617 C  
C78, M100, Y8, K20  
R73, G14, B111  
490E6F



PMS COOL GRAY 1C  
(25% TINT)  
C0, M0, Y0, K3  
R246, G246, B246  
F6F6F6

## COLOR USAGE

Whenever possible, we want to build recognition of the Pancreatic Cancer Action Network by using our primary color of purple. It should always be the first and overall impression of our brand.

All of the colors besides the primary purple, therefore, should not over power in the arts produced. Only the primary purple, white and light gray can be used as background colors.

*PANTONE® and PANTONE MATCHING SYSTEM® (PMS) are registered trademarks of Pantone, Inc. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. For accurate standards, refer to current PANTONE® publications.*