What Does Wage Hope Look Like?

**BENEFITING LOGO**

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.

**LOGO LOCKUPS**

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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 USAGE

Do not distort the logo.

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

Do not use the logo in any other color.

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

INCORRECT USAGE

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

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.
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.

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