



Logomark and Content Display Policy

This guideline is designed to help you use our brand and assets, including our logo, content and trademarks. If you'd like to make any use of our marks that is not covered by this document, you must contact us at teencanceramerica.com and include a visual mockup of intended use.

USING THE TEEN CANCER AMERICA BRAND AND LOGOMARKS

Teen Cancer America's marks include, but are not limited to, the Teen Cancer America name, logo and any word, phrase, image, or other designation that identifies the source or origin of any of Teen Cancer America's products.

Do not modify or alter the marks or use them in a confusing way, including suggesting sponsorship or endorsement by Teen Cancer America, or in a way that confuses Teen Cancer America with another brand.

FULL COLOR LOGO

Whenever possible, the Teen Cancer America should be used in full color.

CMYK COLORS

DARK BLUE: C - 100%, M - 55%, Y - 0%, K - 55%

LIGHT BLUE: C - 62%, M - 22%, Y - 0%, K - 3%

RED: C - 0%, M - 100%, Y - 99%, K - 4%

PMS COLORS

DARK BLUE: PMS 540

LIGHT BLUE: PMS 542

RED: PMS 1797

RGB COLORS

DARK BLUE: R - 0, G - 55, B - 103

LIGHT BLUE: R - 86, G - 160, B - 211

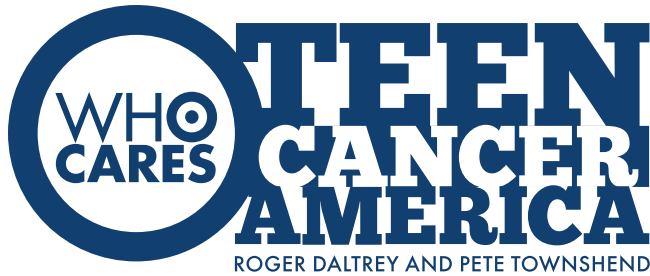
RED: R - 227, G - 27, B - 35





ONE COLOR LOGO – NO SCREENS

At times, the logo will need to be used in a one solid color option. Whenever possible the PMS 540 DARK BLUE should be used. When not possible solid BLACK may be substituted.



ONE COLOR LOGO – WITH SCREENS

At times, the logo will need to be used in a one color option with screens. Whenever possible the PMS 540 DARK BLUE should be used with the screened area at 30% color. When color is not possible BLACK may be substituted with the screened area at 30%.





PRINT APPLICATIONS AND SIZING

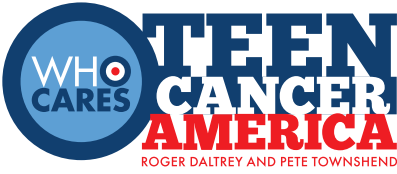
It is preferred that for all print applications the logo may not be used smaller than 1-inch wide. If the logo ever appears smaller than the sizes specified above the the words “Roger Daltrey and Pete Townshend” should not be included for legibility and clarity. The logo must be proportionately scaled at all times, so the circle is always a perfect circle.

MINIMUM
PREFERRED WIDTH
1-INCH



SMALLER THAN
1-INCH WIDTH





DIGITAL APPLICATIONS AND SIZING

It is preferred that for all digital applications the logo may not be used smaller than 2-inches wide. If the logo ever appears smaller than the sizes specified above the the words “Roger Daltrey and Pete Townshend” should not be included for legibility and clarity. The logo must be proportionately scaled at all times, so the circle is always a perfect circle.

MINIMUM
PREFERRED WIDTH
2-INCHES



SMALLER THAN
2-INCH WIDTH

