



BRAND BOOK 2022

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The NBCF Brand

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Mission

Helping Women Now. Providing help and inspiring hope to those affected by breast cancer through early detection, education, and support services.

Vision

No one will navigate breast cancer alone.

Position

To those touched by breast cancer, NBCF is the navigator that provides real-time help at any point in their journey.

Personality

An informed, compassionate “go-to” for resources, information, and support.

Affiliation

Hope-filled people committed to positive impact.

Audience

- Those touched by breast cancer
- Women ages 20 and over
- Women diagnosed with breast cancer
- Family members
- Corporate partners and donors

Grammar Style

8 Our Name & Punctuation

Our Name

If the NBCF logo is not present, always write out the full name “National Breast Cancer Foundation, Inc.®” with the registered trademark symbol at first mention in text. “National Breast Cancer Foundation” may be used thereafter. The initials “NBCF” may be used only after it has been spelled out and designated, e.g. “National Breast Cancer Foundation (NBCF).”

Do not use the article “the” preceding “National Breast Cancer Foundation” or “NBCF,” as these are proper nouns. In cases where “National Breast Cancer Foundation” or “NBCF” is used as a modifier to a common noun such as “logo”, “app”, or “representative,” “the” may be used to denote the logo, app, or representative belongs to NBCF.

Our web address should be written out as nbcf.org. Using “www” is optional.

Punctuation

For consistency, the serial/Oxford comma is used in a series of three or more terms. For example, a list of three countries is punctuated as “Portugal, Spain, and France”. The comma is placed immediately before the coordinating conjunction (usually “and”, “or”, or “nor”).

Other grammar styles apply, such as limiting broken/dashed words to a minimum and avoiding leaving a single word on a line (orphaned word).

Logo

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The NBCF Leaf Story

At the age of 34 NBCF's co-founder and CEO, Janelle Hail, was diagnosed with breast cancer. While recovering from a mastectomy, even simple everyday tasks served as a welcome distraction from fear and hopelessness. One evening as she was in her kitchen washing dishes after dinner, she gazed out the window at a small tree and noticed one last red leaf clinging to it as the fall winds blew. She was mesmerized with its beauty and radiance as the red leaf seemed to dance in the breeze. She thought, I want to be like that leaf, brilliant and full of life with every remaining day of my life.

In 1991, Janelle and her husband, Neal, founded National Breast Cancer Foundation so that women could have options while making life-changing decisions about their health. The red leaf became the inspiration behind the NBCF logo, depicting life, growth, and hope for a future.



NATIONAL
BREAST CANCER
FOUNDATION, INC.®



Official Logo

The NBCF Logo is made up of the NBCF Branch and our name, National Breast Cancer Foundation, Inc.®, in all caps. The logo is primarily set horizontally, but in rare occasions, when the dimensions of the medium restrict the use of the official logo, the alternative stacked and two-line layouts are acceptable.

The official logo color is NBCF Red (Pantone 194). The logo can also be white, pink (see Primary Colors), or black if using two-color, black and white printing. The logo branch and the name text must always be the same color.



Minimum Clear Space



PRINT - 1 inch wide
SCREEN - 100 pixels wide

Minimum Logo Widths

Size & Space

The NBCF Logo should maintain a minimum width size of one inch or 100 pixels and enough clear space for legibility. A simple rule for spacing is to always keep half the height of the branch icon around the logo.

⊘ Don't Condense



⊘ Don't Stretch



⊘ Don't Mix Colors



Incorrect Use

The NBCF official logo may not be altered in configuration or appearance. Any variation from the original configuration will weaken the visual impact and effectiveness of our brand. Incorrect use of color will reduce the visual recognition and impact of the logo.

- DON'T reposition, condense, stretch, or alter the logo
- DON'T separate the logo's text from the branch icon
- DON'T mix or use unauthorized colors



The Pink Ribbon

The pink ribbon has become the universal symbol of breast cancer, illustrating the cause, raising awareness, and bringing together women in solidarity. Through a simple ribbon we are able to show our support for those touched by breast cancer and our hope for a brighter future. When supporting or referring to NBCF, please only use the NBCF pink ribbon seen here.



CMYK 0,32,4,0
RGB 255,190,207
HEX #FFBECF
PANTONE 182



CMYK 0,64,24,0
RGB 245,134,149
HEX #F58695
PANTONE 701



CMYK 0,77,25,0
RGB 255,97,133
HEX #FF6185
PANTONE 7423

The Pink Ribbon Dos & Don'ts

The ribbon must always be pink since using any other color could represent a number of other causes and charities. The shade of pink used should be one that offers the most contrast against the background. The pink ribbon should be accompanied by, but not necessarily next to, the NBCF logo and should not appear by itself or appear in any way that can be interpreted as replacing the logo. Always include the trademark symbol when using the NBCF pink ribbon.

A woman with dark hair in a bun is holding a cluster of pink balloons of various shades. The background shows a city skyline with tall buildings under a clear sky. The balloons are the central focus, with some in sharp focus and others blurred.

Colors

- 17 Primary Colors
- 18 Secondary Colors



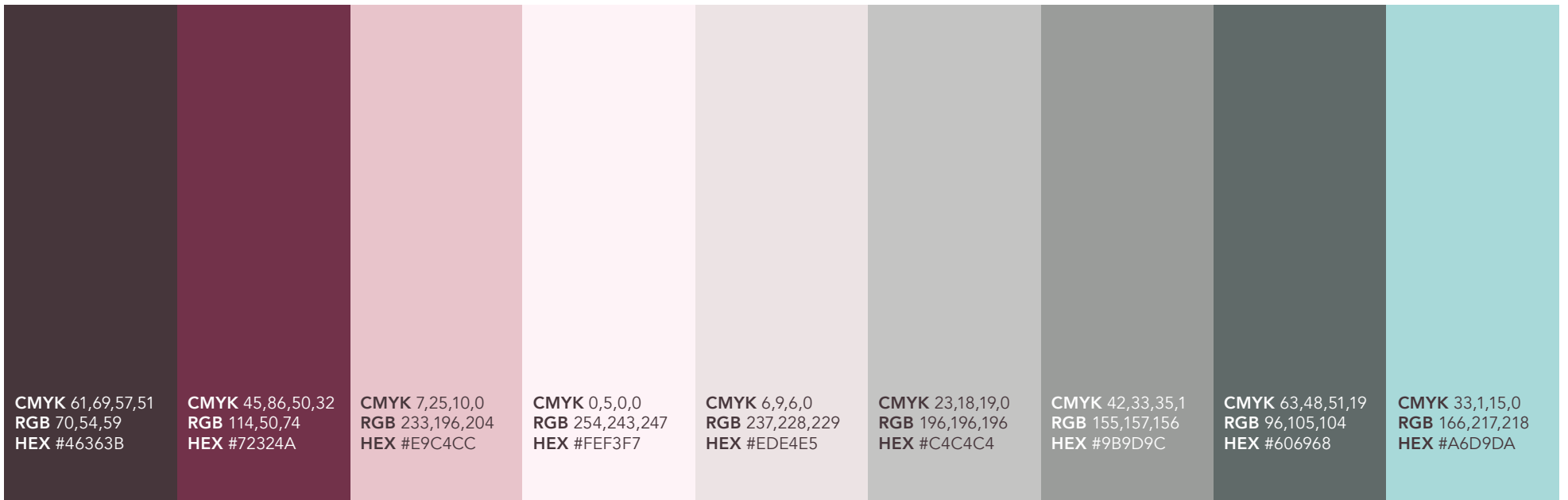
CMYK 13,92,53,1
RGB 210,57,92
HEX #D2395C
PANTONE 7425

CMYK 0,77,25,0
RGB 255,97,133
HEX #FF6185
PANTONE 7423

CMYK 0,31,4,0
RGB 255,190,207
HEX #FFBECF
PANTONE 182

Primary Colors

Pink is internationally recognized as the color for breast cancer awareness. Our primary colors are these shades of pink.



Secondary & Accent Colors

Our secondary colors can be used as accent colors or background colors.

Typography

20 Brand Fonts

thank you.

To accomplish
the most
you also
plan - and

SANS-SERIF

AVENIR

Avenir Light
Avenir Light Oblique
Avenir Book
Avenir Book Oblique
Avenir Roman
Avenir Oblique
Avenir Medium
Avenir Medium Oblique
Avenir Heavy
Avenir Heavy Oblique
Avenir Black
Avenir Black Oblique

SERIF

BASKERVILLE

Baskerville Regular
Baskerville Italic
Baskerville SemiBold
Baskerville SemiBold Italic
Baskerville Bold
Baskerville Bold Italic

Brand Fonts

We use a combination of sans-serif and serif fonts. The sans-serif font we use is Avenir and the serif font we use is Baskerville. When Avenir is not available we use Calibri. When Baskerville is not available, we use Georgia.

In general, titles and headlines in documents are sans-serif. Sub-heads, bullet points, and text can be in either serif or sans-serif fonts. Italics and bold font weights should only be used for titles or emphasizing a word or phrase, and should not be used for body text.



nbcf.org