

WORLD
PANCREATIC
CANCER DAYSM

LOGO
USAGE
GUIDE | **2022**

**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.

Stacked logo

WORLD
PANCREATIC
CANCER DAYSM

The horizontal logo was created for use in wider spaces

Horizontal logo

WORLD **PANCREATIC** CANCER DAYSM

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.

Stacked logo with date

WORLD
PANCREATIC
CANCER DAYSM
17 NOV | 2022

Horizontal logo with date

WORLD **PANCREATIC** CANCER DAYSM
17 NOV | 2022

Maintain a clear space around the entire logo.



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" Wide**



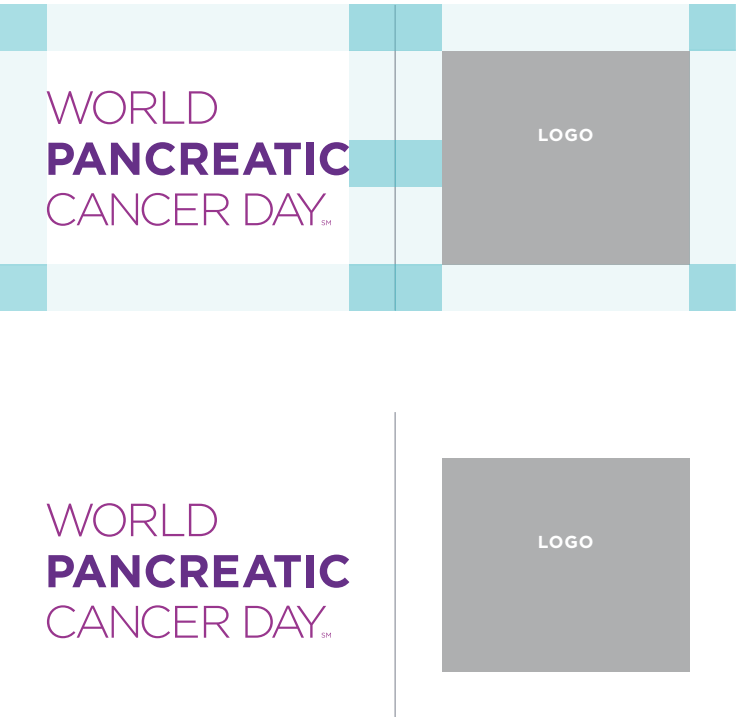
Minimum horizontal logo size: **2.5" Wide**

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

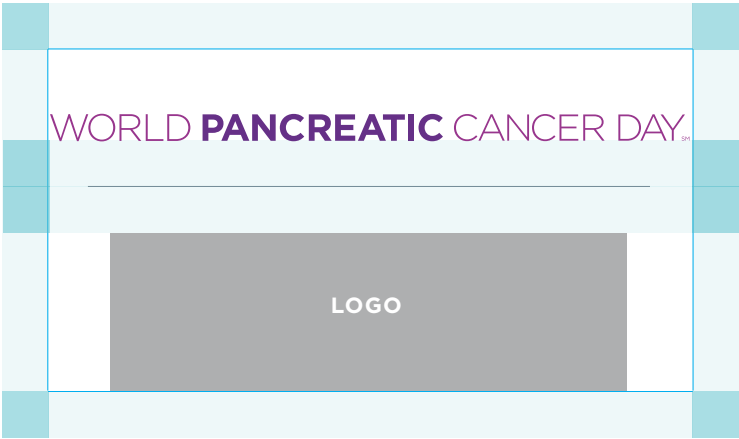


Horizontal co-brand lockup with preferred stacked logo



(continued from previous page)

Stacked co-brand lockup with horizontal logo



WORLD **PANCREATIC** CANCER DAY



Horizontal co-brand lockup with horizontal logo




WORLD **PANCREATIC** CANCER DAY



LOGO | INCORRECT USAGE


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

 Never compress the logo horizontally

WORLD
PANCREATIC
CANCER DAY_{SM}

 Never compress the logo vertically

WORLD
PANCREATIC
CANCER DAY_{SM}

 Never change the orientation of the logo

WORLD
PANCREATIC
CANCER DAY_{SM}

 Never add lighting effects to the logo

WORLD
PANCREATIC
CANCER DAY_{SM}

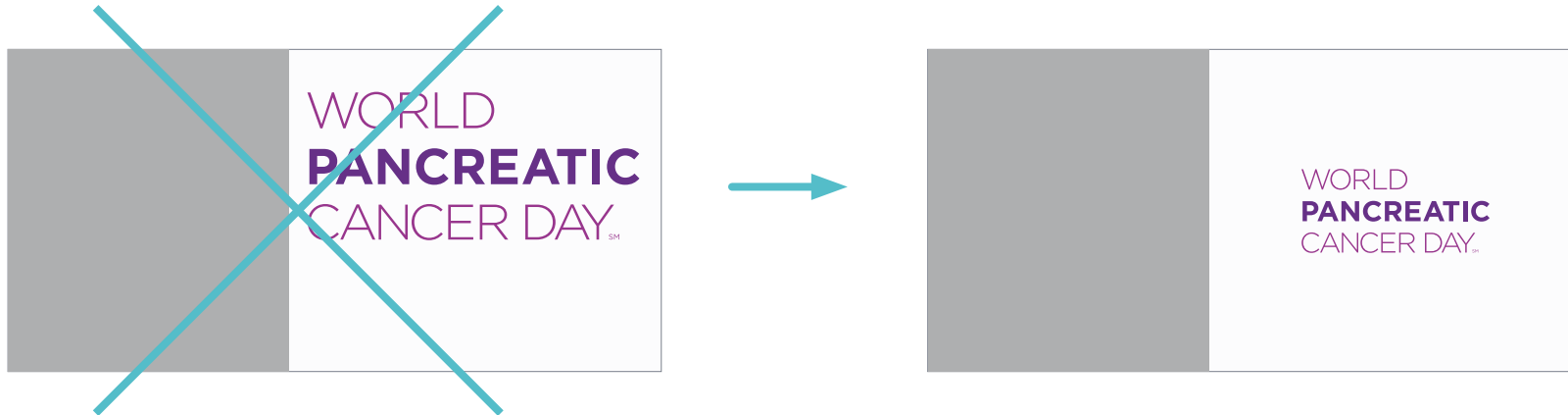
 Never change the logotype

2014 WORLD
PANCREATIC
CANCER DAY

 Never crop the logo

WORLD
PANCREATIC
CANCER DAY_{SM}

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



Stacked logotype

WORLD
PANCREATIC
CANCER DAYSM

Horizontal logotype

WORLD **PANCREATIC** CANCER DAYSM

Stacked logotype with date

WORLD
PANCREATIC
CANCER DAYSM
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Horizontal logotype with date

WORLD **PANCREATIC** CANCER DAYSM
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The preferred logo may be reversed on a colored background.

Reversed, stacked logo



Reversed, stacked logotype



Reversed, horizontal logotype



Reversed, stacked logotype with date



Reversed, horizontal logotype with date

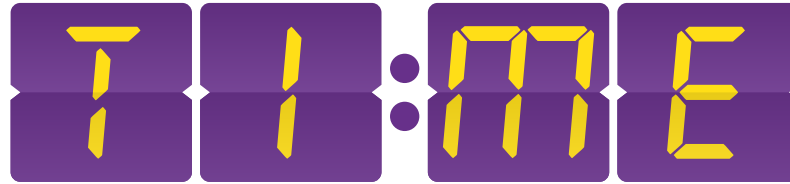


2022 IT'S ABOUT TIME LOGO

It's About Time Logo - Color

The 2022 **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.

it's about



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It's About Time Logo - Color

it's about



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2022

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Background Color HEX = #9961c7

It's About Time Logo - White

it's about



17 NOV
2022

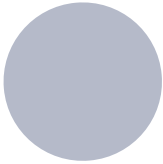
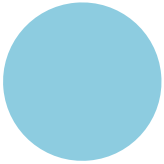
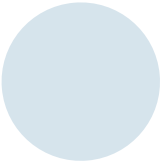
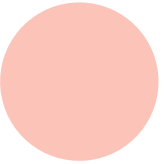
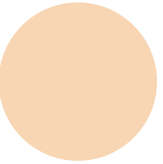
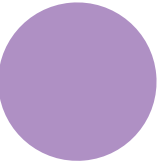
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Background Color HEX = #683090







2022 Watch Circles

Watch circles have been designed to work with the 2022 theme. They can be used in the negative space of a layout or used as a background for messaging or risk and symptoms icons.

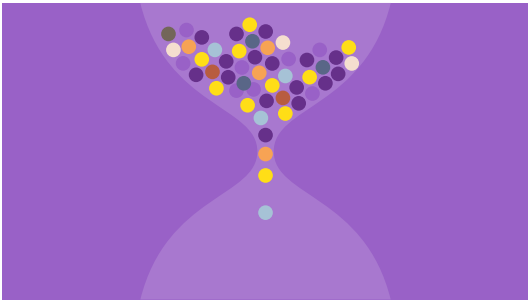
Crisp Edge

					
HEX = #b5bbca	HEX = #97cee0	HEX = #d7e4ed	HEX = #fdc6ba	HEX = #f9d6b5	HEX = #af8ec5

Crisp Edge-Dark Background

					
HEX = #7e63ac	HEX = #5676c1	HEX = #9e8dce	HEX = #c56e9a	HEX = #c08096	HEX = #7638a6

Usage Examples



2022 People

People have been designed to work with the 2022 theme. They all are checking their watch device to support the idea of 'time'.

People



Running Man



Supporting Cast



Hero

Usage Example

it's about
TIME
to know the
symptoms

NEW ONSET CHAGETES

MID-BACK PAIN

JAUNDICE
Yellowing of the skin and eyes

LOSS OF APPETITE

STOMACH PAIN

UNEXPLAINED WEIGHT LOSS

CHANGES IN STOOL

INDIGESTION

Important:
These symptoms may have more common causes. If you have persistent, watch your doctor right away. If you experience any of the other symptoms for several weeks, don't wait, visit your doctor.

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worldpancreaticcanceraction.org

Dark Background



Running Man



Supporting Cast

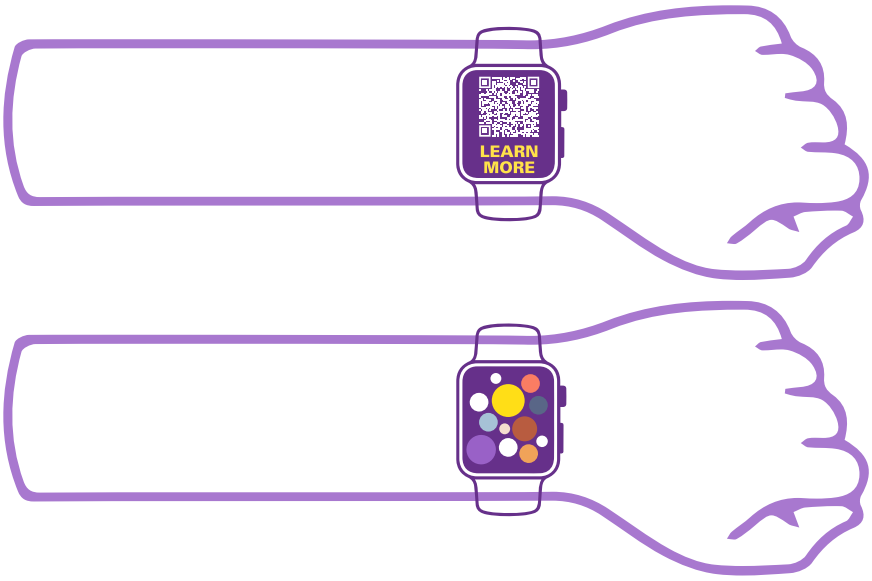


Hero

2022 Arm & Watch

Thw Arm and Watch are secondary elements that can be used either as a decorative element or as a QR code holder.

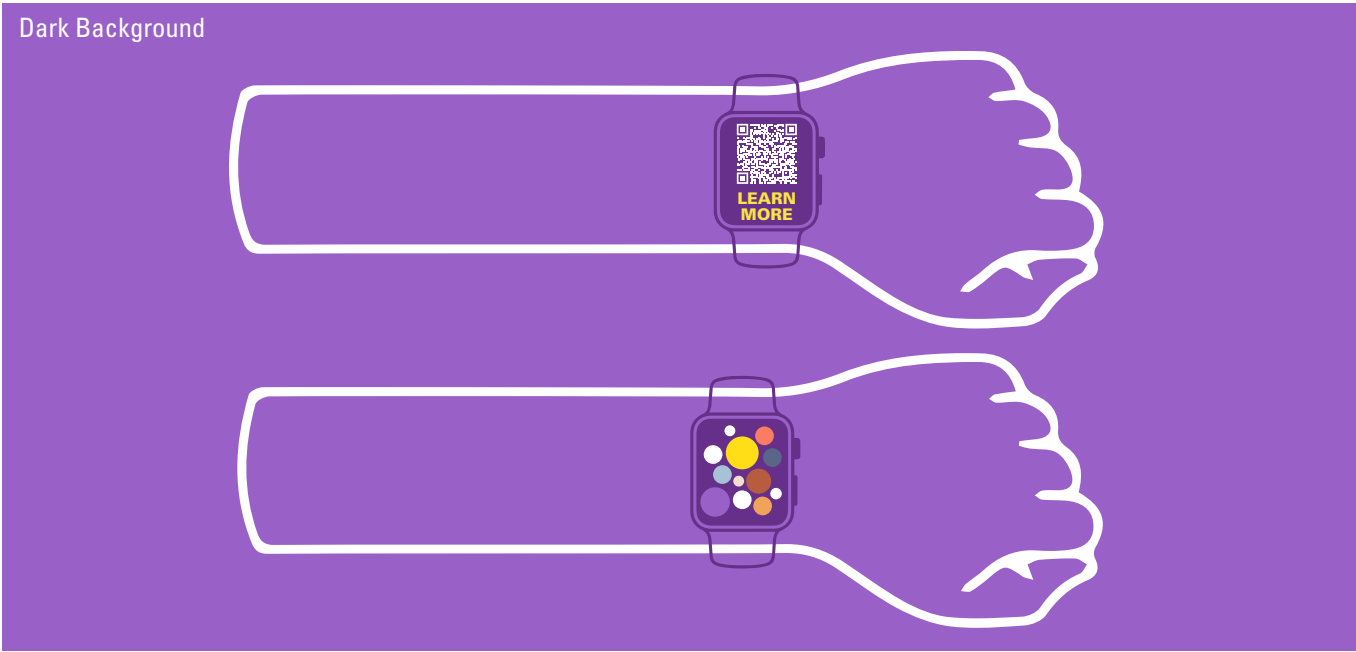
Arm & Watch



Usage Examples



Dark Background



2022 SYMPTOMS & RISKS ICONS

The 2022 symptoms icons can be used over a colored circle OR with the clock background.

Symptoms

Icons over colored balls



Icons with clock



Risks

Icons over colored balls



Icons with clock



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

Univers 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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 / PMS 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

WPCD Violet



C: 49 M: 70 Y: 0 K: 0
R: 153 G: 97 B: 199
PMS 7441

WPCD Violet



C: 33 M: 52 Y: 2 K: 0
R: 173 G: 133 B: 184
PMS 521

WPCD Gray



C: 4 M: 5 Y: 84 K: 0
R:250 G: 227 B: 69
PMS 106

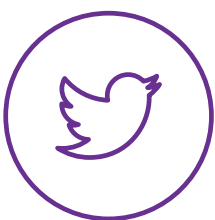
SOCIAL ICONS | USAGE

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

Facebook Icon



Twitter Icon



Instagram Icon



YouTube Icon



Facebook solid



Twitter solid



Instagram solid



YouTube solid



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Thank you.