



**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
16 NOV 2023

Horizontal logo with date

WORLD **PANCREATIC** CANCER DAYSM
16 NOV 2023

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**



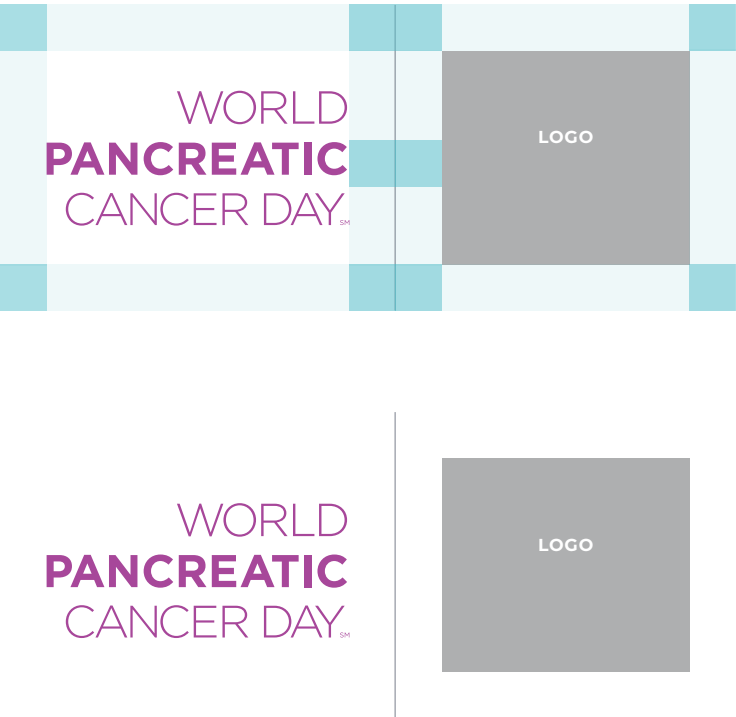
Minimum horizontal logo size: **2.5" Wide**

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

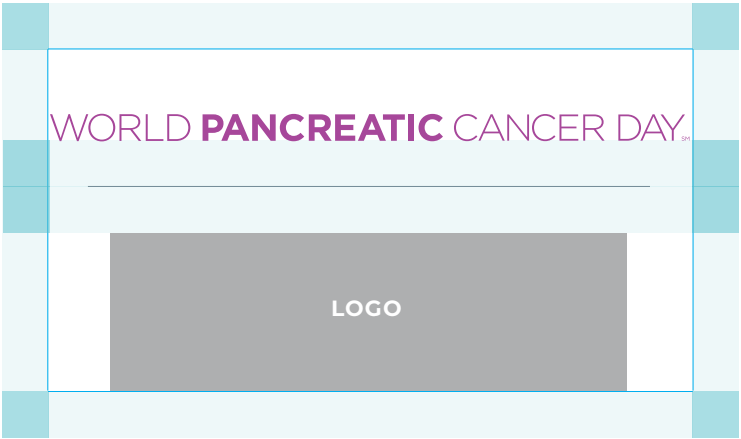


Horizontal co-brand lockup with preferred stacked logo



(continued from previous page)

Stacked co-brand lockup with horizontal logo



WORLD **PANCREATIC** CANCER DAYSM



Horizontal co-brand lockup with horizontal logo



WORLD **PANCREATIC** CANCER DAYSM



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 DAYSM



Never compress the logo vertically

WORLD
PANCREATIC
CANCER DAYSM



Never change the orientation of the logo

WORLD
PANCREATIC
CANCER DAYSM



Never add lighting effects to the logo

WORLD
PANCREATIC
CANCER DAYSM



Never change the logotype

2014 WORLD
PANCREATIC
CANCER DAY



Never crop the logo

WORLD
PANCREATIC
CANCER DAY

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
16 NOV 2023

Horizontal logotype with date

WORLD **PANCREATIC** CANCER DAYSM
16 NOV 2023

LOGOTYPE | REVERSED USAGE

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



2023 HELLO PANCREAS! LOGO

The 2023 **Hello Pancreas!** logo can be used against dark, light and white backgrounds.

Hello Pancreas! Logo - Color 01



Hello Pancreas! Logo - Paper - Color 01



Hello Pancreas! Logo - Color 02



Hello Pancreas! Logo - Color 03



Background Color HEX = #a54c9a

Background Color HEX = #683090

2023 Characters and Objects

2023 uses a lively cast of characters to communicate the message. They can be used in the negative space of a layout or used as a background for messaging or risk and symptoms icons.

Hand-Phone



Man-01



Man-02a



Man-02b



Man-03



Woman-01a



Woman-01b

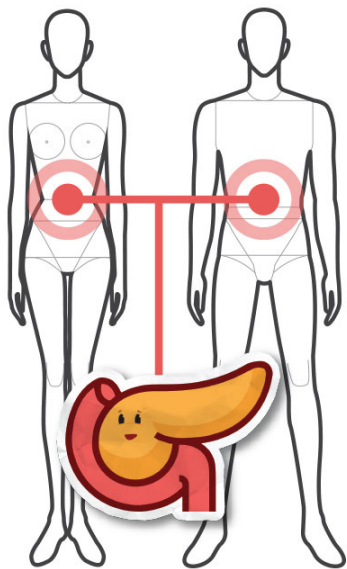


Woman-Hand-Point

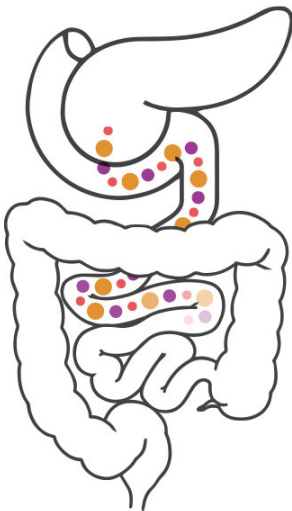


Continued...

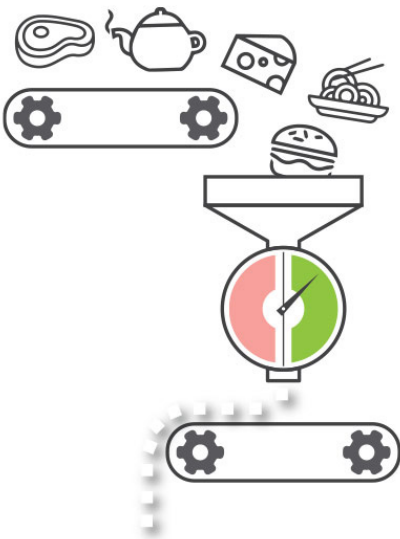
Crisp Edge



Crisp Edge



Crisp Edge



2023 Characters and Objects

Continued... The folling elements can be combined in layers and animated to produce the effects as seen on the WPCC website and videos.

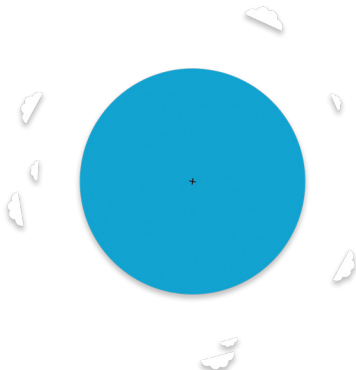
World-Paper-Assembled



World-Paper-Buildings



World-Paper-Clouds



World-Paper



Gradient



2023 SYMPTOMS & RISKS ICONS

The 2023 symptoms icons can be used over dark or light backgrounds.

Symptoms



**CHANGES
IN STOOL**



**LOSS OF
APPETITE**



**STOMACH
PAIN**



**NEW-ONSET
DIABETES**



INDIGESTION



JAUNDICE
Yellowing of eyes/skin
or itchy skin



**MID-BACK
PAIN**



**UNEXPLAINED
WEIGHTLOSS**

Risks



**HEAVY
ALCOHOL USE**



PANCREATITIS



SMOKING



AGE



OBESITY



**A FAMILY HISTORY
OF PANCREATIC
CANCER**



DIABETES

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 Yellow



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





Thank you.