

WORLD
PANCREATIC
CANCER DAYSM

LOGO
USAGE
GUIDE
2021

**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.

1.1 Stacked logo

WORLD
PANCREATIC
CANCER DAY_{SM}

The horizontal logo was created for use in wider spaces

1.2 Horizontal logo

WORLD **PANCREATIC** CANCER DAY_{SM}

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.

1.3 Stacked logo with date

WORLD
PANCREATIC
CANCER DAY_{SM}

NOV18.2021

1.4 Horizontal logo with date

WORLD **PANCREATIC** CANCER DAY_{SM}

NOV18.2021

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**



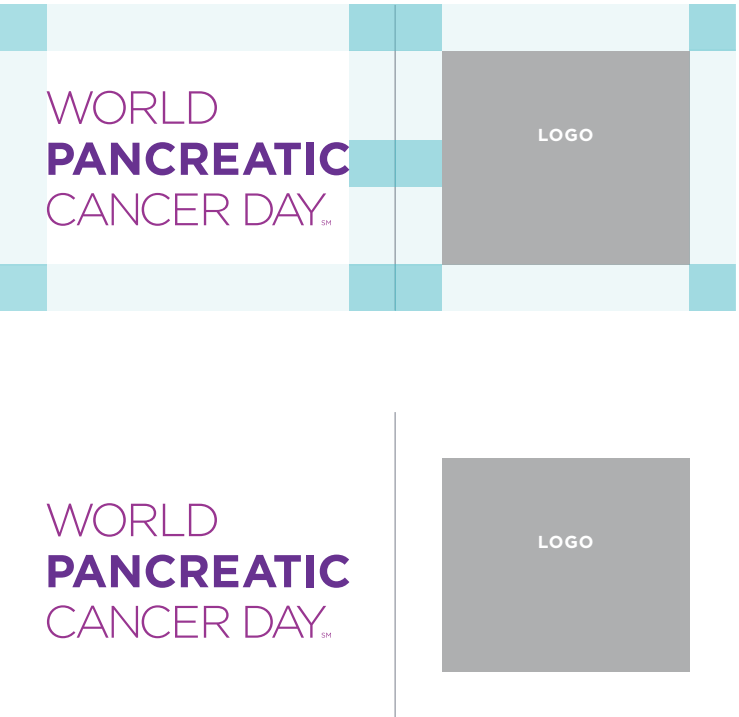
Minimum horizontal logo size: **2.5" Wide**

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

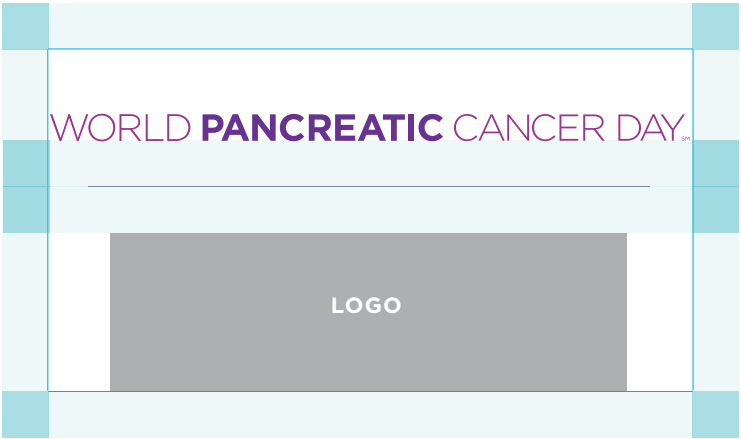


Horizontal co-brand lockup with preferred stacked logo



(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



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

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 Never compress the logo vertically

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CANCER DAYSM



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CANCER DAYSM

 Never add lighting effects to the logo

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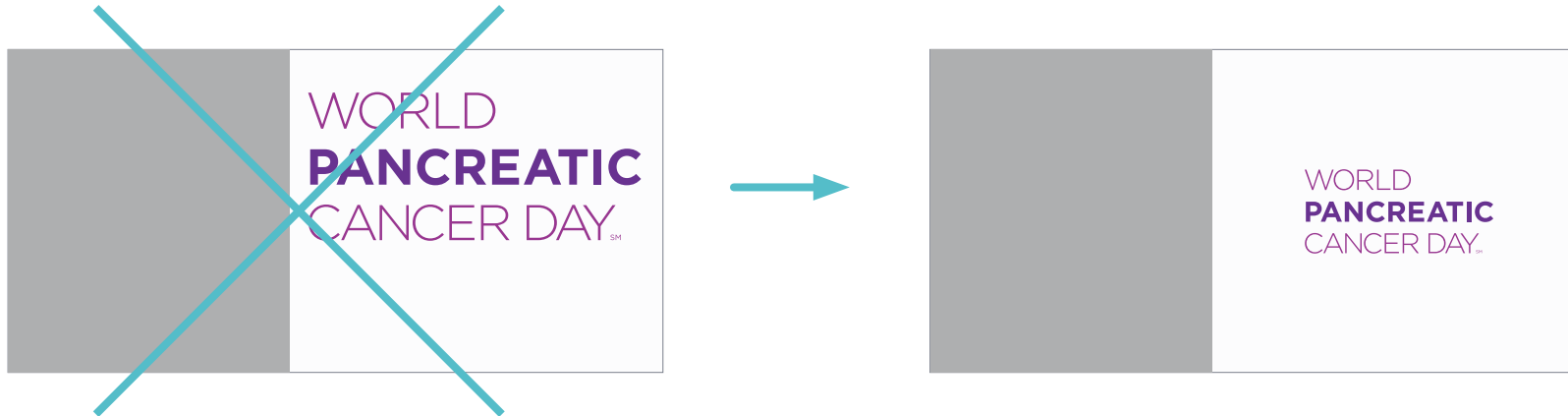
 Never change the logotype

2014 WORLD
PANCREATIC
CANCER DAY

 Never crop the logo

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PANCREATIC
CANCER DAYSM

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



2.1 Stacked logotype

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2.2 Horizontal logotype

WORLD **PANCREATIC** CANCER DAYSM

2.3 Stacked logotype with date

WORLD
PANCREATIC
CANCER DAYSM
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2.4 Horizontal logotype with date

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

2.5 Reversed, stacked logo

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2.6 Reversed, stacked logotype

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CANCER DAY_{SM}

2.7 Reversed, horizontal logotype

WORLD **PANCREATIC** CANCER DAY_{SM}

2.8 Reversed, stacked logotype with date

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2.9 Reversed, horizontal logotype with date

WORLD **PANCREATIC** CANCER DAY_{SM}

NOV18.2021

2021 IT'S ABOUT TIME LOGO

The 2021 **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.

3.1 It's About Time Logo - Color



3.2 It's About Time Logo - White



2021 Talk Bubble Art

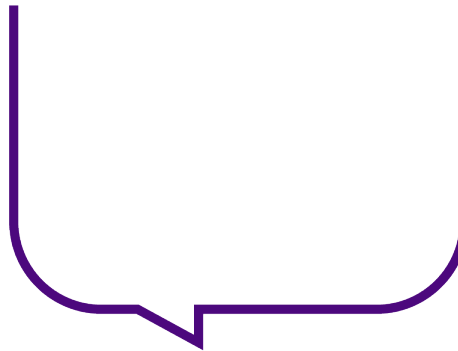
There are two versions of the 2021 Talk Bubble element. Both are designed to be used on a gradient background.

3.1 Sunrise Element



3.2 Horizon Element

Both versions of the Talk Bubble can be used over white/light backgrounds or on a solid fill background using the branded purple.



3.2 Horizon Element

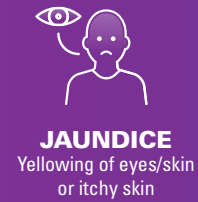
There is also a Talk Separator line element. This can be used to separate two blocks of text.



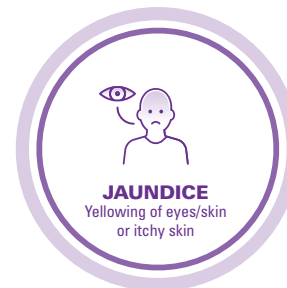
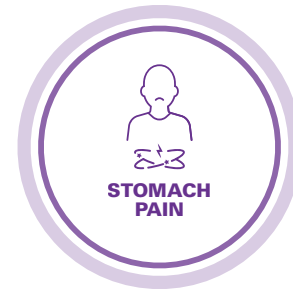
2021 SYMPTOMS ICONS

4.1 Symptoms Icons w/ Circle

The 2021 symptoms icons can be used against dark backgrounds via the radiant circle or on their own with a white fill OR a branded purple fill if on a light background.



4.2 Symptoms Icons



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

5.1 Numbers

Univers 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

5.2 Numbers

Univers 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

5.2 Numbers

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



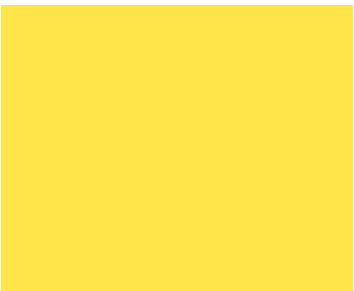
C: 0 M: 0 Y: 0 K: 36
R: 174 G: 175 B: 176
36% BLACK

WPCD Violet



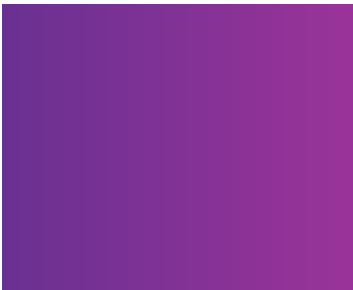
C: 33 M: 52 Y: 2 K: 0
R: 173 G: 133 B: 184
PMS 521

WPCD Gray



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

6.1 WPCD Gradient



Gradient composed of WPCD Solid Purple and WPCD Violet



Dot Gradient - Purple



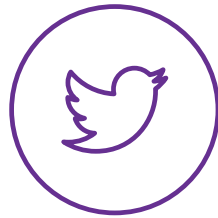
Dot Gradient - Yellow

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

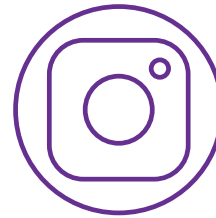
7.1 Facebook Icon



7.2 Twitter Icon



7.3 Instagram Icon



7.4 YouTube Icon



7.5 Facebook solid



7.6 Twitter solid



7.7 Instagram solid



7.8 YouTube solid





it's
about
time

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Thank you.