

Guideline for Use of Benefiting Young Survival Coalition Logo

Thank you for your support of Young Survival Coalition® (YSC) and our mission to support young women affected by breast cancer. We cannot fulfill our mission without the help of champions like you!

The Benefiting Young Survival Coalition logo is designed specifically for use by fundraisers. This logo should be used on all materials that you produce. The Young Survival Coalition organizational logo may only appear on materials developed, produced and approved by YSC. The benefiting logo should always be used for third party fundraising.

LOGOS

The Benefiting Young Survival Coalition logo can be printed in any of the following approved color treatments.

1. Preferred logo – three color or four color process: Pink = PROCESS MAGENTA; Green = PMS 382; Gray = PMS CL Gray 9. This is the preferred treatment and should be used whenever printing and reproduction permits.



2. When reproduction is limited to one color process, the one color process magenta logo should be used.



3. The third approved color treatment of the logo is reversed out of a solid color.



COLORS

The colors in the logo should not be changed or altered under any circumstances. To use these colors in fonts or other graphics you are creating: select font color > more colors > custom > enter the corresponding numbers for the R, G and B values (or CMYK if using programs like InDesign.)



C:0 M:100 Y:0 K:0
R:212 G:15 B:125



C:28 M:0 Y:100 K:0
R:196 G:214 B:0



C:29 M:23 Y:16 K:51
R:116 G:118 B:120

SIZE

The logo should never appear less than .75 inches in height with the proportional width. Reproducing the logo at sizes smaller than this can jeopardize readability. There is no maximum size.

CLEAR SPACE

The logo should always have plenty of 'breathing room' around it. Don't put another logo, mark, image, graphic or text inside the clear space. The clear space is officially defined as height of Y in YSC around the entire logo, which increases or decreases with scale of the logo.

TYPEFACE

The two approved typefaces for Young Survival Coalition are the Corundum and DINOT families. These typefaces should be used on fundraising materials. When these typefaces are not available, Arial and Times New Roman should be used.

LOGO DON'TS

- Don't re-typeset or alter the logo in any way
- Don't screen the logo so it appears lighter than its original treatment
- Don't place the logo on a patterned or textured background
- Don't alter the colors of the logo in any way
- Don't scale the logo disproportionately
- Don't put a border, or holding element such as a circle or square around the logo
- Don't change the shape, position or scale of the ribbon
- Don't change the fonts

CORRECT USAGE OF Young Survival Coalition®

Young Survival Coalition® is a registered trademark. The registered trademark symbol should appear on the first reference.