SFA

SARCOMA
FOUNDATION
of AMERICA

SARCOMA FOUNDATION OF AMERICA BRAND GUIDELINES

COLOR: Why is it important to only use the SFA brand colors? The color palette has been carefully chosen to convey the qualities of the organization and to give it a distinct identity. Any change negates this powerful effect and undercuts our desire for consistent messaging.

CORE COLORS: The core system is built around SFA owning the color yellow/gold in the cancer space. This continues our use of PMS 116 as our signature yellow. It is now supported by a very strong deep blue PMS 289.

ACCENT COLORS: Because the core colors are bold and strong and offer a high contrast, the complimentary colors bring in mid-tones to the system. This addition of Cyan and Cool Gray 7 allows for a wider breadth and a modern vibrancy. The clear blue of the cyan also brings a positive and forward vibrancy. IMPORTANT: These colors are meant t o enhance the system, but should never be used to replace the core colors and should never be used in the logo itself.

LOGO: The logo should always be shown in the 4-color process (CMYK) mode or by using the 2 PMS colors. If only one color is available, it can be shown in PMS 289, or all black or all white, but both colors should be used at *all times* if possible.

PMS 116

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PMS 289

FORMULA GUIDE

	PMS 116	PMS 289	Cyan	Cool Gray 7	
	C 0 M 19 Y 100 K 0	C 81 M 45 Y 0 K 75	C 100 M 0 Y 0 K 0	C 3 M 1 Y 0 K 39	**process color**
	R 255 G 206 B 0	R 12 G 35 B 64	R 0 G 174 B 239	R 151 G 153 B 155	**web color**
	FFCE00	0C2340	00AEEF	97999B	**hex code**

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LOGO USAGE: The logo is designed to work most effectively as a two-color version and should be used in that fashion whenever possible. The "ribbon" S and the word "SARCOMA" should always be in PMS 116 if at all possible.

ACCEPTABLE USAGE: The logo should be presented in a clean manner. When on white, it should be 116 + 289. When on dark colors, it should be 116 + white. In both instances the "ribbon" S and the word "SARCOMA" are in 116. On the rare instance that it can only be one color, it should be used in PMS 289, or solid black or solid white.

NEVER use the logo this way: The logo should never have a drop shadow on it, or a glow, or beveled look or have any "filter" applied to it. It should also not be presented on competing colors or in colors outside of those designated here in the brand guide. It should never be outlined or stretched or be used in a different lock up than those provided.

COLOR NOTE: Avoid using red (danger/alarm) in materials and steer away from colors "owned" by other cancer orgs (i.e. pink).

SPACE AROUND LOGO: The "S" in "SARCOMA" should be used as a spacing guide - always having double the height of the letter between the logo and anything else.

NOTE: The logo is very visually "sturdy" and can be used in virtually any size, though it should not be used smaller than 1.25" in width. **ALL FILES DELIVERED TO OUTSIDE VENDORS** should be vector-based .eps or .pdf files.

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APPLICATION OF LOGO AND COLORS: Below are real examples of how the logo should be applied within the branding system. When on a white background, it should be the 116 "S" and "SARCOMA" with 289 text version; when on a dark background (preferably blue) it should be the 116 "S" and "SARCOMA" and white text. **ONLY** when on a 116 background should you use a white "S" and "SARCOMA" and 289 text.

SOCIAL MEDIA AVATAR: For all avatars a custom circular version built from the alternate globe version should be used.

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ALTERNATE LOGO VERSIONS: Anticipating specific needs, the branding system has alternate logo solutions available. However, the **MAIN LOGO** should always be used whenever possible and alternate uses should be approved beforehand. These versions **SHOULD NOT** be sent to outside vendors and partners.

GLOBE VERSION: Referencing the old SFA logo, as well as our global reach and establishment as SFA rather than having an emphasis on "America", this logo should be used in appropriate applications.

STACK VERSION: This version should only be used as a last resort when the horizontal version simply will not fit in the available space. There are two options, depending on the specific need.