



The Major Challenge To Bump Out Cancer

Identity Package

The V Foundation for Cancer Research October 2018 Designer: Cheyne Potter

Identity Standards



Mark

Color



Purple
Print: C82 M10 Yo Ko
RGB: 95 37 159
PMS: 267 C

The main color is a reddish purple. The logo and type are treated with the same shade. Do not incorporate a darker tone.

Typography

Archer Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567 (!@#\$%&.,?;:)

This is the type face of the logo mark. Chosen for the curved serifs of the lowercase letter forms.

Archer Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567 (!@#\$%&.,?;:)

Recommended supporting type face for copy and print collateral is the face Book from the same family of Archer.

Standard Layout



The Major Challenge To Bump Out Cancer

The standard typographic lock up presents the most amount of information on the brand. Most notable is the “To Bump Out Cancer”, referencing the V Foundation’s significant contribution to the cause. The text is center aligned and justified, sitting to the right of the mark.



Blocked Layout

Major



Challenge

This lockup offers a vertical arrangement for use when the horizontal version would not be fitting. Major was enlarged to better align with challenge. The type is then aligned with the left and right most edge of the mark. Do not move major from the top to the bottom when using this treatment.

Major



Challenge

Circular Layout



Another alternative to the standard layout is the circular one. This would work well on patches, stickers, or other promotional material the group might produce. The rules help to unify the design and highlight the round nature of the layout.



Diagonal Layout

Major



Challenge

The diagonal layout is acceptable when the intended media is large. This typographic treatment integrates the mark's diagonal lines offering a logo-mark with energy and movement.

Major



Challenge