LYMPHOMA COALITION

2020

Brand Style Guide

As a worldwide organisation, our brand is one of our most valuable assets.
To maintain it's integrity, we must ensure proper usage and this document is your guide.

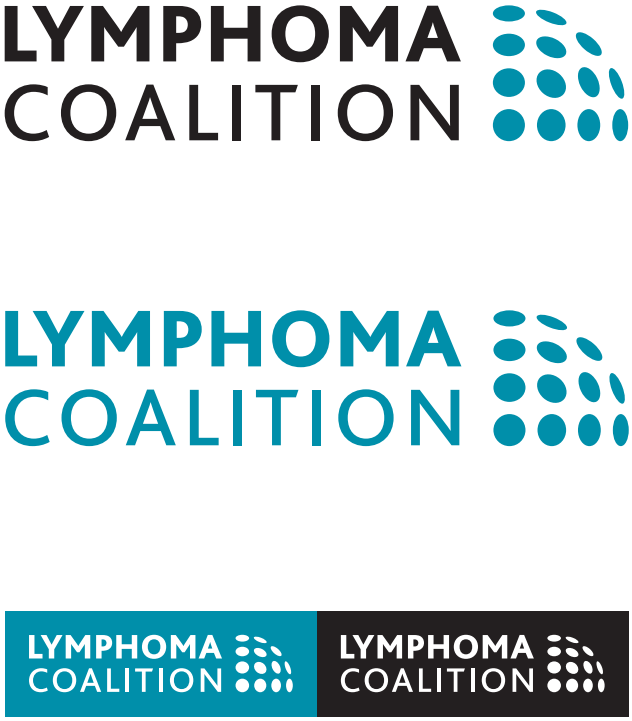
Logo

The Lymphoma Coalition logo is a meaningful symbol that identifies the organisation wherever it is used.

The logo is comprised of two distinct but inseparable components:

- Wordmark (Lymphoma Coalition)
- Symbol (Stylised globe)

Although full-colour is preferred, when used on dark backgrounds or if colour options are limited, single colour versions are available.

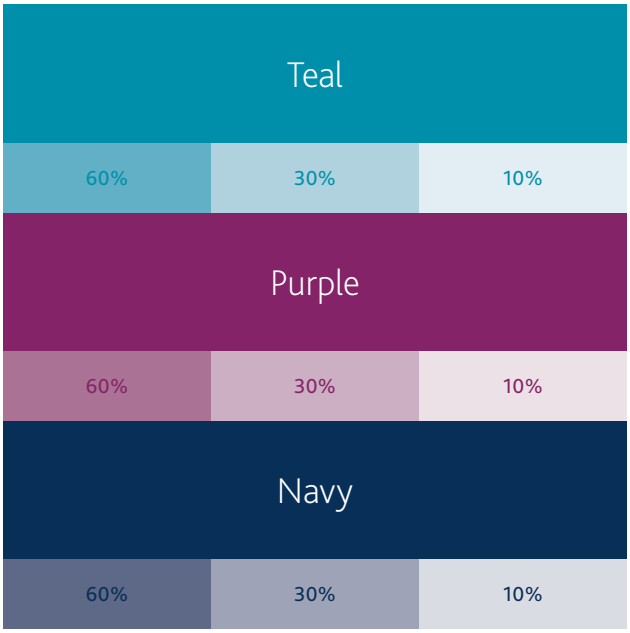


Colour Palette

The Lymphoma Coalition colour palette is comprised of colours that give the brand a supportive, trustworthy and regulated appearance. They are used first and foremost and create a consistent colour style across all materials.

Colour Values:

	Print		Digital	
	Pantone C	CMYK	RGB	HEX
Teal	3135	100-23-30-0	0-138-171	008AAB
Purple	249	52-100-30-10	131-39-107	83276B
Navy	295	100-80-30-39	23-43-84	172B54



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Clear Space

Please pay extra attention to the space around the logo to maximise visual effectiveness. Nothing should intrude the specified clear space.

Misuse

The full integrity of the logo must be upheld at all time:

- Do not separate or regroup the elements of the logo
- Do not change the typeface
- Do not change the colour, opacity or tint
- Do not apply drop shadows or other effects
- Do not rotate, skew or warp
- Do not set within a constricting shape
- Do not set on a background which compromises contrast
- Do not set in a size too small which compromises visibility.

Files

File types:

- **Print:** EPS and PDF files are the highest quality and can be used for many purposes
- **Digital:** JPG and PNG files are limited to web-only purposes and cannot be enlarged over the original size

When supplying the logo to an external partner or supplier, please provide the correct file type along with this guide to ensure proper usage.

All external usage of the logo must be approved.

Fonts

Primary: Bliss Pro

The Bliss Pro family is the brand's primary font. Modern, sophisticated and legible, it is intended for all general text applications.

Bliss Pro Heavy, *Bliss Pro Heavy Italic*

Bliss Pro Extra Bold, *Bliss Pro Extra Bold Italic*

Bliss Pro Bold, *Bliss Pro Bold Italic*

Bliss Pro Medium, *Bliss Pro Medium Italic*

Bliss Pro Regular, *Bliss Pro Regular Italic*

Bliss Pro Light, *Bliss Pro Light Italic*

Bliss Pro Extra Light, *Bliss Pro Extra Light Italic*

Writing Style

- All copy should be written with British English ('our', 's' instead of 'z')
- Subtypes will be presented by the full name followed by the acronym in brackets for the first use. i.e. Hodgkin lymphoma (HL)
- Patients should be referred to as "Patients with lymphoma" rather than "lymphoma patients"
- Publication names should be italicised
- Paragraphs should be justified with no hyphenation
- Lymphoma should not be capitalised within a paragraph
- Subtype names should not be capitalised within a paragraph (with the exception of proper names i.e. Hodgkin, Burkitt)
- All numbers under ten should be written out in full (10+ should be listed numerically).