



Brand Guidelines

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This is an introduction to the Fight Colorectal Cancer (Fight CRC) brand. It documents our brand strategy, messaging, and visual identity. The information and guidelines set out in this document will help ensure consistency when communicating so our audiences know who we are and what we stand for.

The word “brand” is an umbrella term for everything the public thinks it knows about who we are as an organization.

This can be both factual and emotional. It is factual in knowing what our organization’s mission and purpose is. It is emotional in the way someone feels when coming in contact with tangible work that we produce — which can take the form of an event, action alert, patient education, internal document, or report.

Part of our job, when thinking about brand, is to help shape and influence some of these associations with Fight CRC, as well as improve the accessibility of our brand assets to ensure people are accurately representing us both internally and externally.

Each element of our brand represented in this book helps us to create consistency and association in someone’s mind about who we are and, as a result, build our brand equity.

DEFINITION **BRAND EQUITY:**

the public perception of Fight CRC. This can be built through any shared communication, whether it is our name, logo, visual identity, media placement or advertisement. It is what comes to the minds of audiences - an expectation of what our brand will deliver.

A key thing to keep in mind to accomplish brand equity is that consistency is not boring - it’s critical.

At the heart of our brand, it is inspiring and motivating to see an advocate in D.C., researchers in the lab, and team members across the country sharing the same information in solidarity of our mission. It sends a clear message that we are part of the same team - no one fights alone.

Imagine these scenarios:

— **Someone within our organization needs to create a quick presentation.**

What tools and design assets would they use?

— **A magazine is writing an article profiling Fight CRC.**

What will they say?

How would they describe us?

What imagery would be used to illustrate us?

— **A new staff member joins Fight CRC’s team.**

How will they describe our organization to their family and friends?

Do they feel inspired and feel like they can accurately represent our brand in their role?

— **A contract designer is tasked with creating a new ad for us.**

What materials would we provide them for inspiration and direction?

This guide is intended to provide practical guidance for our brand. It will be an ongoing and iterative piece that will be updated on a regular basis, so that we can learn over time what elements work well and which need updating to fit into the current landscape in which we work.



Brand Strategy

Why do we exist, what do we want the future to look like, and how do we want to get there? These are the questions we seek to answer through our mission, vision and values. Taken together they describe how we plan to work toward the better world we envision.

The mission clarifies our purpose for existing and the scope of our activities. The vision is our heart — an inspirational snapshot of the world we want to see. The values are the principles and ideals that bind us together and provide a foundation for us to get the job done.

The mission statement is likely to appear widely throughout our materials. This statement should be used verbatim in all contexts. Do not change, rewrite, or in any way alter the mission statement. If for any reason you feel the need to change it, please discuss this with the designated staff.

OUR MISSION

We fight to **cure colorectal cancer and serve as relentless champions of hope** for all affected by this disease through informed patient support, impactful policy change, and breakthrough research endeavors.

OUR VISION

A world where everyone affected by colorectal cancer has the power to connect, learn, and act for the collective good.

BRAND POSITIONING

Colorectal cancer is the second-leading cause of cancer death. By 2030 it's expected to become the first. Yet it's the cancer no one wants to talk about.

It's deadly. It's traumatic.
And it has met its match.

Fight CRC is a nonprofit organization that provides patients, caregivers, and families with a place to find support, learn, and take effective action to improve cancer care, research, and policy.

We relentlessly champion our patients, their families, and loved ones with every tool at our disposal, and every ounce of our compassion.

We've learned from hard, personal experience — effective advocacy doesn't whisper. It fights.

Together, we fight to win.

OUR VALUES

Our values and beliefs outline the philosophy that lies at the heart of our work. They articulate the key principles that guide major programs as well as day-to-day decision-making.

Values motivate staff and board members and serve as a public declaration of what is evident in and reflected by our activities.

**WE ARE
RELENTLESS
BUT FAIR.**

We push leaders to deliver real progress toward curing colorectal cancer, and support and champion those who act.

**WE SEEK TO BE
CATALYSTS FOR
A BETTER WORLD.**

We are relentless champions, advocates, and conveners who find new ways to better our world. As a colorectal cancer community, we acknowledge our shared values and act together.

WE ARE **BALANCED.**

We understand that it's not about us. We have an urgent mission and get shit done. We also think it's ok to have fun and celebrate.



WE ARE **RISK-TAKERS**

We own our decisions and learn from our mistakes. We try new ways of doing things and are proud to share what we've learned from our successes and failures.

We don't have a traditional strapline. We have a statement of intent and inspiration. It's our strapline-ish.

STRAPLINE-ISH

Relentless champions of hope in the fight against colorectal cancer.

When space doesn't allow, or the entire statement isn't needed for context, the condensed version may be used.

CONDENSED

Relentless champions of hope.



RELENTLESS
 ★ ★ ★
CHAMPIONS
 ★ ★ ★
OF HOPE

TONE OF VOICE

When we write—for a long-time member, donor, policy maker or even a potential new employee through a job posting—we are engaging in a critical brand exercise: **Putting into words our brand promise and inspiring audiences through clear and understandable language.**

RELENTLESS

Fight CRC isn't just fighting colorectal cancer. We're fighting the stigma, confusion, and fear surrounding it. We work to support and inform patients while driving policy change and breakthrough research. Together with our community of patients, families, and caregivers, Fight CRC works relentlessly to bring attention to colorectal cancer and all the issues surrounding it. We know from hard experience — the disease can be deadly, but silence definitely is.

HOPEFUL

Behind every clinical diagnosis is a human, confronting the unthinkable. We work to ensure that no one has to fight this disease alone. We're building and growing a patient community that's well-informed, fearless and devoted to improving outcomes for all. We are constantly inspired by our community's resilience, strength and heart.

We won't cure colorectal cancer overnight. But we can make an impact every day. And that's a reason for hope.

IMPACTFUL

Colorectal cancer is the second leading cause of cancer death. So wasted energy and money are luxuries our patients don't have. Our patient community is fighting for their lives. That's why we put so much emphasis on impact. We're building a community of catalysts — people with the power to drive promising research, fight stigma, and bring the issues we face into focus. Colorectal cancer can't be wished away. But it can be fought—with science, wisdom, and support.

VOICE CHARACTERISTICS

Everyone within the organization has a critical role to play in delivering Fight CRC's mission. In addition, teams across programs have different goals, audiences, and deliverables.

Therefore, it is understood and expected that the way in which something is written will take on different formats. For example, the way Fight CRC communicates through a policy paper, internal document, or social post will be very different.

Tonally, however, it is important that our work sounds as though it is coming from the same organization. The characteristics listed here are intended to be lenses through which to filter the work you are doing and not intended to tell you exactly what to write.

Bold

We speak with conviction and passion to inspire hope and action.

Innovative

We think outside the box and are creative in our endeavors. We're willing to try things others overlook.

Authentic

We exist to better lives and find a cure. We tell the stories of people's lives behind the facts and figures.

Factivist

We make sure everything we say is based on data and facts, avoiding hyper or overpromise.

Actionable

We know our champions can change things for the better — we give them the tools they need to do so.

Inclusive

We are stronger together, and we make sure that all our diverse voices are heard.

Simple

We do not use jargon and we say more by saying less.

WRITING FRAMEWORK

The framework below is a simplified approach to the way we structure our written work. The goal in referencing this framework is to ensure our audiences are equally informed and engaged, providing them with a narrative that can help empower them to create positive change.

Not everything will be able to take on all four of these components all of the time. For example, a social post may briefly explain an opportunity in the social copy, visually show the proposed action, and then the piece may link to a blog post that helps to tell the larger story and challenge. This exercise is about knowing who your audience is so that you can appropriately think through which of these aspects need to be front and center.

ONE

KNOW YOUR AUDIENCE

We can not always assume that audiences understand the context around an issue. It is imperative that we understand what audiences read, think, listen, and watch so that we are making the best educated assumption of how to impart our story and message.

TWO

TELL THE STORY + CHALLENGE

Knowing your audience informs how to tell the story and explain the challenge. Whenever possible, allow for a human-centered narrative to take center stage. Present the challenge by embedding data and analysis into the story so that audiences have a clear and informed picture.

THREE

EXPLAIN THE OPPORTUNITY

When a story and challenge is understood, it is important to leave audiences feeling that there is a clear opportunity for change. Clearly explain what the opportunity is and what steps are needed to make it happen.

FOUR

EMPOWER + CREATE ACTION

With every communication, we should have a clear call to action. This action can take the shape of learning more, sharing information, or signing a petition. It is important to remember that the action can be small, but it provides a way for audiences to help us push our product and impact our mission.

Primary Logo

The consistent use of this mark is key to achieving audience impact and success in our marketing goals. The logo must appear 100% full color not allowing for any transparency or opacity.

The logo may be placed on brand colors and imagery, however, please use best judgement when choosing light or dark for best readability.

TWO-COLOR LOGO

Our primary logo utilizes a two-color version. When the two-color logo is used it must always be red and blue with the word "Fight" being red, except for the star used in the i!/ hybrid which should be blue.

PADDING

Each logo requires an amount of padding around it to maintain aesthetic quality and consistency. The padding is measured by comparison to the size of the ★ in each logo.

Primary Logo: 3
Banner Logotype: 4
Nickname Logotype: 3
Brandmark: 1

ONE-COLOR LOGO

In any other instances other than those outlined in the two-color logo section, a one-color logo must be used. There are several color combinations that are appropriate when using the one-color logo.



FULL COLOR

F!GHT
COLORECTAL CANCER

LIGHT

F!GHTTM
COLORECTAL CANCER

DARK

F!GHTTM
COLORECTAL CANCER

Secondary Logos

BANNER

There are times when our name will need to be shown on a singular line. The Banner Logotype should be used in these instances. The same primary logo color rules apply to the Banner Logotype.

BRAND MARK

Our Brand Mark perfectly combines the aspects of our name into one identifiable mark. The mark takes the form of an exclamation mark as a visual symbol of the word "fight." In the mark, the point has been replaced by a star. A blue star is the symbol of Colorectal Cancer. The same Primary Logo color rules apply to Brand Mark.

NICKNAME

Fight Colorectal Cancer is often shortened to "Fight CRC." A logotype has been created to reflect that usage. The same primary logo color rules apply to the Nickname Logotype.

BANNER

F!GHT COLORECTAL CANCER

NICKNAME

F!GHT CRC

BRAND MARK



LOGO MISUSE

Misuse Examples

1. Do not invert the colors in a 2-color application
2. Do not stretch or distort the logo
3. Do not use the logo as outlines
4. Do not replace the star with any other shape
5. Do not use a gradient or texture fill in the logo



COLORECTAL CANCER UNIVERSAL STAR

The star in the Fight Colorectal Cancer logo is a nod to the colorectal cancer universal star. When necessary the universal star should always be used as an additional and separate element with the Fight CRC logo, never as a part of the Fight CRC logo.



Colors

PRIMARY

Blue is Fight CRC's primary color. Our palette also includes a range of light and dark secondary colors.

Start each piece with blue — and then include one or two secondary colors from the Fight CRC palette to add variety.

COLOR USAGE

When designing communications always consider the overall balance of color.

Action orange and yellow are our 'shout' colors, attracting attention and providing stand-out. While navy blue and charcoal act as our grounding colors; providing contrast to

emphasize our 'shout' colors while also ensuring our identity isn't too bright and colorful when addressing serious or sensitive topics.

Considerations to audiences and topics will help guide how colorful, or not, each of our communications are.

BLUE

PAN 293 C
C 100 M 87 Y 0 K 0
R 0 G 61 B 165
003DA5

NAVY BLUE

PAN 281 C
C 100 M 92 Y 32 K 29
R 0 G 36 B 94
00245E

ACTION ORANGE

PAN 1665 C
C 0 M 82 Y 100 K 0
R 220 G 68 B 5
DC4405

LIGHT BLUE

PAN 297 C
C 54 M 16 Y 0 K 9
R 107 G 196 B 232
6BC4E8

PALE BLUE

PAN 656 C
C 0 M 2 Y 0 K 10
R 229 G 225 B 230
F5F5FF

LAVENDER

PAN 2099 C
C 17 M 22 Y 0 K 19
R 171 G 161 B 206
AEA0CE

PURPLE

PAN 513
C 53 M 99 Y 0 K 0
R 147 G 50 B 142
93328E

YELLOW

PAN 7548 C
C 0 M 25 Y 100 K 10
R 255 G 191 B 0
FFBF00

PALE YELLOW

PAN 7401 C
C 0 M 8 Y 33 K 4
R 245 G 225 B 164
F5E1A4

GREEN

PAN 7487 C
C 39 M 0 Y 48 K 16
R 132 G 215 B 111
84D76F

PALE GREEN

PAN 344 C
C 37 M 0 Y 40 K 0
R 163 G 213 B 174
A3D5AE

CREAM

PAN 663 C
C 0 M 1 Y 4 K 5
R 241 G 238 B 231
F1EEE7

WHITE

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
FFFFFF

CHARCOAL

PAN 426 C
C 0 M 0 Y 0 K 83
R 43 G 43 B 43
2B2B2B

BLACK

PAN 1665 C
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
000000

Color Tints

TINT USAGE

Using tints effectively can significantly enhance the visual appeal and coherence of our brand's design. They allow for greater flexibility and creativity while maintaining a cohesive look that aligns with our brand identity.

By incorporating tints, we can create a dynamic and engaging visual experience that highlights key elements, improves readability, and ensures our communications are both visually appealing and on-brand.

- 1. Visual Hierarchy:** Tints help in establishing a clear visual hierarchy. Darker tints can emphasize important elements like headers and call-to-action buttons, while lighter tints can be used for backgrounds or secondary information, guiding the viewer's eye through the content seamlessly.
- 2. Consistency:** Using tints of the primary colors maintains consistency across different design elements and media. It ensures that all materials, whether digital or print, feel part of a unified brand system.
- 3. Flexibility:** Tints offer a broader spectrum of colors while staying within the brand guidelines. This flexibility allows for more creative freedom in design, enabling us to adapt to various contexts and audiences without straying from our core identity.
- 4. Depth and Dimension:** Tints add depth and dimension to designs. By using a range of tints, we can create layered, multi-dimensional visuals that are more engaging and easier to navigate.
- 5. Accessibility:** Different tints can improve accessibility by providing sufficient contrast and making information more readable. This is particularly important for ensuring our materials are inclusive and accessible to all audiences.

BLUE PAN293C C100 M87 Y0 K0 R0 G61 B165 #003DA5	BLUE 90% C58 M37 Y0 K32 R26 G80 B174 #1A50AE	BLUE 80% C60 M38 Y0 K25 R51 G119 B192 #3364B7	BLUE 70% C100 M87 Y0 K0 R77 G61 B165 #4D77C0	BLUE 60% C49 M31 Y0 K21 R102 G139 B201 #668BC9	BLUE 50% C39 M25 Y0 K18 R128 G158 B210 #809ED2	BLUE 40% C30 M19 Y0 K14 R153 G177 B219 #99B1DB	BLUE 30% C21 M14 Y0 K11 R179 G197 B228 #B3C5E4	BLUE 20% C14 M9 Y0 K7 R204 G216 B237 #CCD8ED	BLUE 10% C7 M4 Y0 K4 R230 G236 B246 #E6ECF6
ORANGE PAN1665C C0 M82 Y100 K0 R220 G68 B5 #DC4405	ORANGE 90% C100 M87 Y0 K0 R0 G61 B165 #E0571E	ORANGE 80% C100 M87 Y0 K0 R0 G61 B165 #E36937	ORANGE 70% C100 M87 Y0 K0 R0 G61 B165 #E77C50	ORANGE 60% C100 M87 Y0 K0 R0 G61 B165 #EA8F69	ORANGE 50% C100 M87 Y0 K0 R0 G61 B165 #EEA282	ORANGE 40% C100 M87 Y0 K0 R0 G61 B165 #F1B49B	ORANGE 30% C100 M87 Y0 K0 R0 G61 B165 #F5C7B4	ORANGE 20% C100 M87 Y0 K0 R0 G61 B165 #F8DACD	ORANGE 10% C100 M87 Y0 K0 R0 G61 B165 #FCECE6
LIGHT BLUE PAN297C C54 M16 Y0 K9 R107 G196 B232 #6BC4E8	LIGHT BLUE 90% C100 M87 Y0 K0 R0 G61 B165 #7ACAEA	LIGHT BLUE 80% C100 M87 Y0 K0 R0 G61 B165 #89D0ED	LIGHT BLUE 70% C100 M87 Y0 K0 R0 G61 B165 #97D6EF	LIGHT BLUE 60% C100 M87 Y0 K0 R0 G61 B165 #A6DCF1	LIGHT BLUE 50% C100 M87 Y0 K0 R0 G61 B165 #B5E2F4	LIGHT BLUE 40% C100 M87 Y0 K0 R0 G61 B165 #C4E7F6	LIGHT BLUE 30% C100 M87 Y0 K0 R0 G61 B165 #D3EDF8	LIGHT BLUE 20% C100 M87 Y0 K0 R0 G61 B165 #E1F3FA	LIGHT BLUE 10% C100 M87 Y0 K0 R0 G61 B165 #F0F9FD

Typography

As the tangible tool that imparts our messaging, it's crucial that Fight CRC's typefaces are easy to read, humanist, and can withstand the test of time.


PRIMARY TYPEFACE

SIGNO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

LIGHT | *LIGHT ITALIC* | REGULAR | MEDIUM | *MEDIUM ITALIC* | BOLD | *BOLD ITALIC*

 Language support for English and Spanish. For Chinese, use font Noto Sans CJK SC.


BODY TYPEFACE

OPEN SANS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

LIGHT | *LIGHT ITALIC* | REGULAR | *ITALIC* | SEMIBOLD | *SEMIBOLD ITALIC* | BOLD | *BOLD ITALIC* | EXTRABOLD | *EXTRABOLD ITALIC*

 Language support for English and Spanish. For Chinese, use font Noto Sans CJK SC.


CALLOUT TYPEFACE

ROBOTO CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

THIN | *THIN ITALIC* | EXTRA LIGHT | *EXTRA LIGHT ITALIC* | LIGHT | *LIGHT ITALIC* | REGULAR | *ITALIC* | MEDIUM | *MEDIUM ITALIC* | SEMIBOLD | *SEMIBOLD ITALIC* | BOLD | *BOLD ITALIC* | EXTRABOLD | *EXTRABOLD ITALIC* | BLACK | *BLACK ITALIC*

 Language support for English and Spanish. For Chinese, use font Noto Sans CJK SC.

DEFAULT TYPEFACE

When access to the Signo and Open Sans type families are not available, use Arial.

ARIAL

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

REGULAR | *ITALIC* | BOLD | *BOLD ITALIC*

Website Type Scale

Font: Signo
Font Size: 48

Heading One

Font: Signo
Font Size: 36

Heading Two

Font: Roboto Condensed
Font Size: 30, ALL CAPS

HEADING THREE

Font: Roboto Condensed
Font Size: 30

Heading Four

Font: Roboto Condensed Black Italic
Font Size: 30, ALL CAPS
underlined, 3% rotation

HEADING FIVE

Font: Open Sans Regular
Font Size: 20

Body LG

Font: Open Sans Regular
Font Size: 16

Body

Font: Open Sans Regular
Font Size: 14

Body SM

Font: Open Sans Light
Font Size: 12

Body XS

Photography

LEADING WITH PHOTOGRAPHY

Ever since we started, we've been documenting the lives of people affected by colorectal cancer. This has given us a deep library of images, which is now a cornerstone of our identity.

It's precisely because our photography is real that it is powerful; immediate and challenging. Whether it's an early-age onset colorectal cancer survivor, or a cancer researcher fighting for more funding, our photography should tell a powerful story all on its own.

The Fight CRC photo archive is deep; we have some powerful, emotive images available to use.



PHOTOGRAPHY STYLE

What should our photography be showing? Real people, the raw truth and the positive impact that happens when we come together as relentless champions of hope.



Natural lighting and color

Use shadows and light to create strong visual contrast and depth in images.



Focus and balance

Every photograph should have a focal point. Even in busy moments it is important to strike a balance to ensure a point of focus.



Honesty

We need to capture the emotional moments of the disease honestly.



Activity

Capture people and moments as they unfold – tell the story that happens as it happens.



Impact

It's vital to show how we and our partners being in the fight benefits people affected by colorectal cancer.



Energy

Capturing and harnessing the energy and personalities of the champions of we work with will help us empower our movement.

Video

VIDEO STYLE

Our visual identity applies to videos, too.



Colors

Use shadows and light to create strong visual contrast and depth in images.



Images

Every photograph should have a focal point. Even in busy moments it is important to strike a balance to ensure a point of focus.



Typography

We need to capture the emotional moments of the disease honestly.



Voice and Tone

Capture people and moments as they unfold – tell the story that happens as it happens.



Video Thumbnails

It's vital to show how we and our partners being in the fight benefits people affected by colorectal cancer.

GET IN TOUCH

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