



LIVING BEYOND BREAST CANCER®



BRAND DIRECTION
& GUIDELINES

Logo



LIVING BEYOND BREAST CANCER®

An evolution rather than a revolution, our newly balanced logo is at once bold and airy, resulting in clean, modern appeal. The mark features interwoven butterfly wings as a symbol of connectivity, along with tracked-out sans serif type, which convey both reliability and space.

PRIMARY USAGE



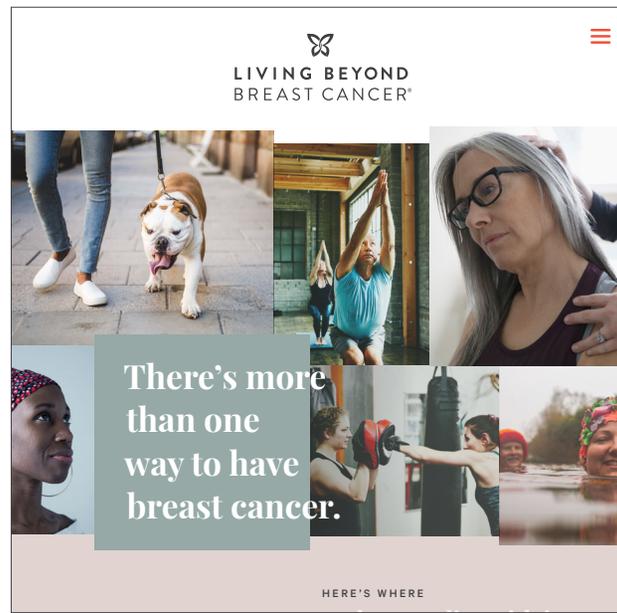
Use the logo in charcoal on all printed and digital materials. It can also be used on top of a light color background or image.



When placing the logo on top of a dark image or a color, the knockout logo should be used for maximum readability.

USAGE EXAMPLES

Landing Page



CLEAR SPACE, PRINT & DIGITAL



The preferred amount of clear space around the logo is equal to the height of the butterfly.

MINIMUM LOGO SIZE, PRINT



The minimum size of the logo in print executions is 1" wide.

MINIMUM LOGO SIZE, DIGITAL



The minimum size of the logo in digital executions is 100px wide.



LIVING BEYOND | **Brandon Grotisque Bold**
BREAST CANCER® | Brandon Grotisque Regular

These fonts should **ONLY** be used in the logo and not on any other materials.