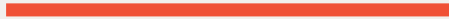




# LIVING BEYOND BREAST CANCER®



BRAND DIRECTION  
& GUIDELINES

mission

# Living Beyond Breast Cancer...



- ✧ Is a purpose-driven brand. And its purpose is experienced and delivered most notably through its programming, content and events.
- ✧ Is a genuine actor in the big business of breast cancer with strong financial incentives and a profoundly vulnerable audience. So our content is evidence-based, our tone is real and our connections authentic.
- ✧ Engages in the lived experience of breast cancer. While much of the competition is focused on research, cures and science, Living Beyond Breast Cancer is uniquely invested in the context of the lives in which breast cancer is a critical dimension. The blend of practical, clinically sound, evidence-based information and supportive psycho-social insight from Living Beyond Breast Cancer is distinct.
- ✧ Offers resources that can restore agency to people whose lives are upended and whose sense of self has been fundamentally altered.



# Vision


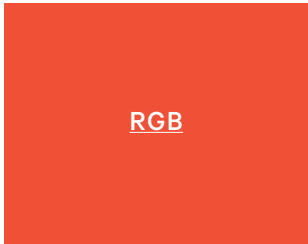

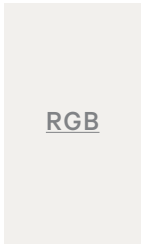


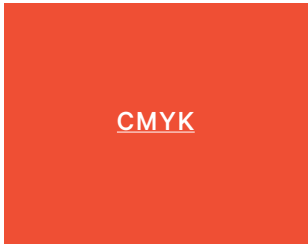



A world where no one impacted by breast cancer feels uninformed or alone.



# Mission

To connect people with trusted breast cancer information and a community of support.

color

PRIMARY		SECONDARY	TERTIARY	FONT USE
 <p>RGB</p>	 <p>RGB</p>	 <p>RGB</p>	 <p>RGB</p>	 <p>RGB</p>
 <p>CMYK</p>	 <p>CMYK</p>	 <p>CMYK</p>	 <p>CMYK</p>	 <p>CMYK</p>
<b>SAGE</b> C44 M25 Y34 K1 R151 G165 B160 HEX 96A9A7 PMS 5507U	<b>SPICE</b> C0 M84 Y86 K0 R240 G81 B54 HEX F05136 PMS 2028U	<b>PETAL</b> C10 M14 Y11 K1 R224 G211 B208 HEX E0D3CD PMS 5245U	<b>IVORY</b> C4 M3 Y5 K0 R242 G241 B237 HEX F2F1ED	<b>CHARCOAL</b> C0 M0 Y0 K90 R65 G64 B66 HEX 404041

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



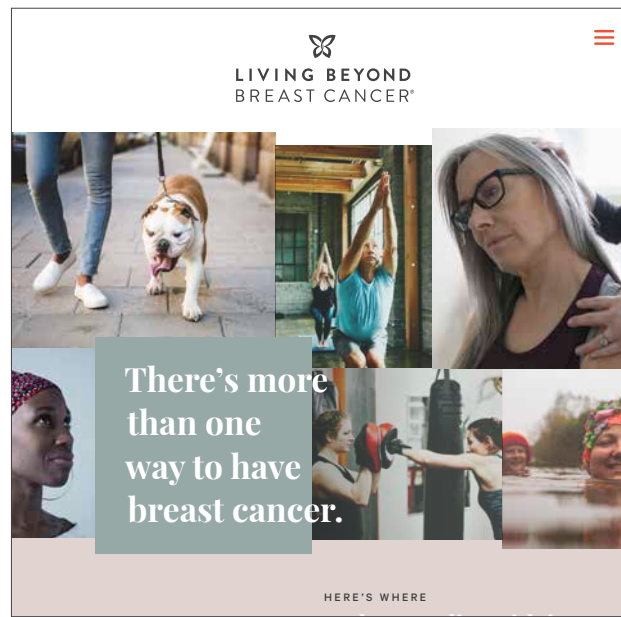
Use the logo in charcoal on all printed and digital materials. It can also be used on top of a light color background or image.



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

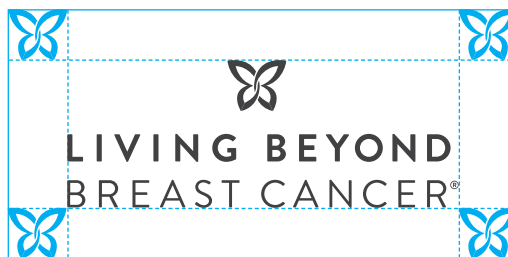
USAGE EXAMPLES

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

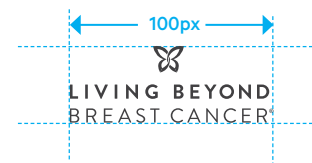
---



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.

SECONDARY USAGE



The logo can be used in sage and spice on secondary usages.

Knockout



The logo can be rendered in white on an image or the above brand colors.

SECONDARY USAGE EXAMPLES

Step & Repeat



Swag



# don'ts



Multiple colors



White type on ivory



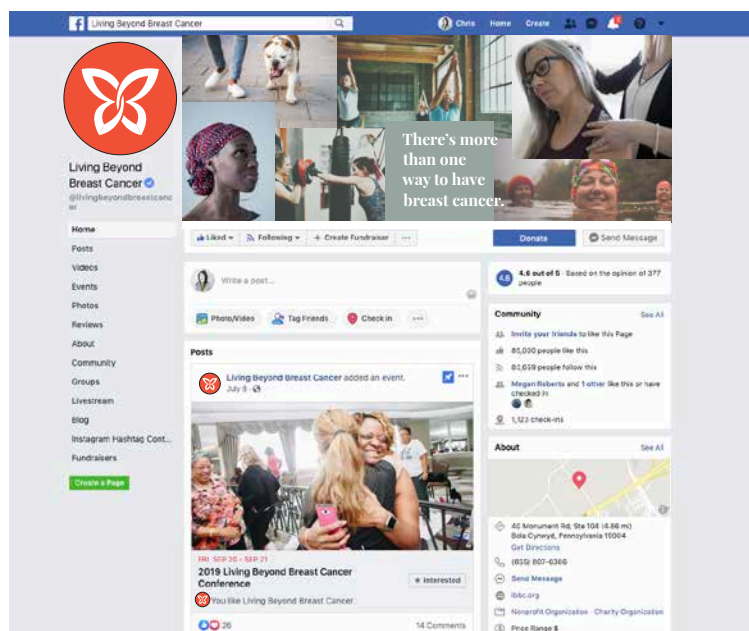
Sans butterfly

SOCIAL ICON

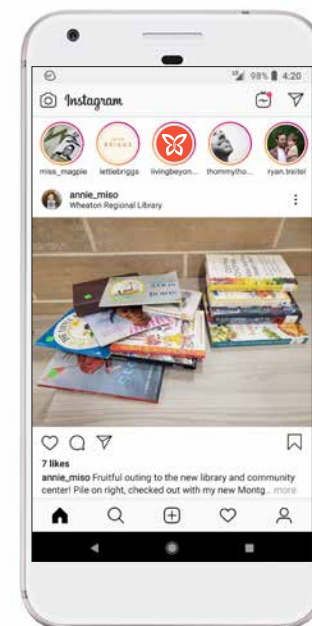
The butterfly icon makes for an especially compelling social avatar when rendered in knockout form atop the primary accent color, spice.



Facebook



Instagram



COLLATERAL USAGE

---

Interlocking wings carry a powerful message of connection within our community. To that end, we embrace our butterfly's many forms across various pieces of collateral: from knockout application to full-color silhouette.



COLLATERAL USAGE EXAMPLES

---

Yoga Mat



Swag



language

# Living Beyond Breast Cancer

Use **Living Beyond Breast Cancer** on first reference and as spell out as frequently as possible to increase name recognition of the organization. However, after first reference, **LBBC** is acceptable.

# Words we avoid

# Preferred phrases

## Battle Language

Arm, armed

Battle

Beat

Conquer

Cure

Defeat

Fight

Kill

Succumb

Survivor

Warrior

Patient

## Women or people diagnosed with breast cancer

(as opposed to patient)

## Woman or person impacted by a breast cancer

**diagnosis**

(as opposed to patient)

## Breast cancer thriver

(as opposed to survivor)

## (The) breast cancer

(as opposed to her or your)



# social media

# Social media handles



livingbeyondbreastcancer



LivingBeyondBC



livingbeyondbc



Living Beyond Breast Cancer



LivingBeyondBC

## When time allows, LBBC would like to review:

- Any post about breast cancer
- Any posts about Living Beyond Breast Cancer or its' services that don't use messaging provided by LBBC
  - LBBC asks for 2 business days to review posts

Please send posts to Courtney Baldelli, Social media manager at [cbaldelli@lbbc.org](mailto:cbaldelli@lbbc.org)

# Popular breast cancer hashtags

## Breast cancer

#breastcancer

#breastcancerawarenessmonth

#BCAM (Breast Cancer Awareness Month)

#BCSM (Breast Cancer Social Media)

## Living Beyond Breast Cancer specific

#LivebeyondBC

#Thrive365

#4forStageIV

## Subtype

#Triplenegativebreastcancer

#TNBC

#HER2

## Metastatic Breast Cancer

#MetsMonday

#metastaticbc

#MBC

#MetsBC

#dontignorestageiv

fonts

# Print Font: Pistilli

---

**AaBbCc**  
**0123**

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ-**  
**NOPQRSTUVWXYZ**  
**XYZ0123456789**  
**\$%&!?....\***

Keyword Usage

**Living**

Drop Cap Usage

**A B C**

USAGE EXAMPLE (IN DARK TEXT)



When used for web, Pistilli should appear as **art only** and not as live text.

**ADDITIONAL USAGE**

**1-2 word social post**

# Print Font: Playfair Display Bold

---

AaBbCc

0123

—

abcdefghijklmnop

qrstuvwxyz

ABCDEFGHIJKLM-

NOPQRSTUVWXYZ

XYZ0123456789

\$%&()!?.,:;\*

Headline Usage

This is the  
typographic  
style of  
Living Beyond  
Breast Cancer.

USAGE EXAMPLE (IN DARK TEXT)



ADDITIONAL USAGE

Instagram quotes

# Print Font: Calibre

---

AaBbCc  
0123

—  
abcdefghijklmnop  
qrstuvwxyz  
ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
XYZ0123456789  
\$%&Q!?,;:\*

1-2 Word Headline Usage

LOREM IPSUM

Body Copy Usage

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis. Ut justo. Suspendisse potenti.

Calibre & Crimson Text can both used as body copy based on the layout to create a balance of serif and sans serif fonts on the page.

## USAGE EXAMPLE (IN DARK TEXT)



# Print Font: **Crimson Text**

---

AaBbCc

0123

—

abcdefghijklmnop

qrstuvwxyz

ABCDEFGHIJKLM-

NOPQRSTUVWXYZ

XYZ0123456789

\$%&()!?.,:;\*

## Body Copy Usage

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis. Ut justo. Suspendisse potenti.

Calibre & Crimson Text can both used as body copy based on the layout to create a balance of serif and sans serif fonts on the page.

## USAGE EXAMPLE (IN DARK TEXT)





# Web Font: Georgia

---

AaBbCc

0123

—

abcdefghijklmnop

qrstuvwxyz

ABCDEFGHIJKLM-

NOPQRSTUVWXYZ

XYZ0123456789

\$%&()!?.,:;\*

## Headline Usage

This is the  
typographic  
style of  
Living Beyond  
Breast Cancer.

## Body Copy Usage

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales.

Georgia & Arial can both used as body copy based on the layout to create a balance of serif and sans serif fonts on the page.

## USAGE EXAMPLE (IN DARK TEXT)



# Web Font: **Arial**

---

AaBbCc  
0123

—  
abcdefghijklmnop  
qrstuvwxyz  
ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
XYZ0123456789  
\$%&(!?.,:;\*

Secondary Headline Usage

LOREM IPSUM

Body Copy Usage

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis. Ut justo. Suspendisse potenti.

Georgia & Arial can both used as body copy based on the layout to create a balance of serif and sans serif fonts on the page.

USAGE EXAMPLE (IN DARK TEXT)

