

Design Rationale



Children's Cancer Foundation

CCF seeks to provide hope and support to children with cancer and their families through our various services. The logo consists of a spiral-like 'C' rendered in brush stroke against a yellow square base. A drop shadow lends a sense of dimension.

The spiral 'C' denotes CCF's continuous dedication to childhood cancer. The colour yellow represents hope and vitality. The shadow in the background signifies the uplifting nature of CCF's mission. The three red lines beneath "Children's Cancer Foundation" underline CCF's mission to enhance the emotional, social and medical well-being of these children and their families.

The CCF brand is a symbol of hope. It represents CCF's unfailing commitment to the emotional, social and medical well-being of cancer-stricken children and their families.

Master artworks: The CCF brand

Ranged and stacked

To allow for greater flexibility, the CCF brand identity is available in two versions: ranged and stacked.

Using the correct version

When using CCF brand identity make sure to use the correct master. There are separate master artworks for both the ranged and stacked versions. They have been specially drawn, their

relationship to the yellow box is fixed. Do not alter in any way.

Obtaining the master artwork

To obtain all versions of the CCF brand identity, please contact CCF Communications team.

Preferred version

The ranged version is always preferred. In exceptional situations (space or design constraints), the stacked version is allowed. (Please refer to CCF Communications team for clarification).

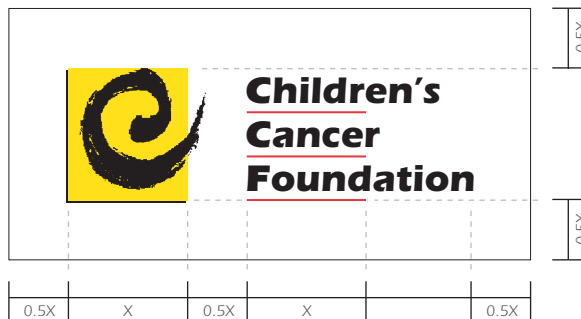
Minimum clear space rule

The CCF brand identity has a minimum clear space area defined around it so that it is not obscured by text, graphics or other company brands. The designs shown here are all shown with a minimum clear space around them (keyline box for the positive versions and a black box around the negative versions). The clear space rule is defined as half the width of the yellow box (X). Please note that the black keyline does not print.

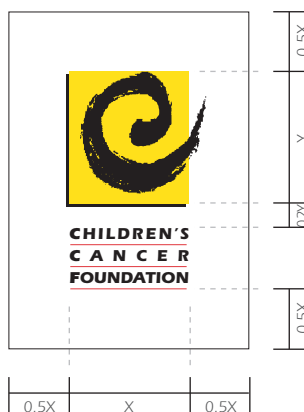
Drop shadow rule

The black drop shadow is offset to the left and bottom of the yellow box by 0.05X.

RANGED VERSION – PREFERRED



STACKED VERSION – SELECTED SITUATIONS ONLY



Minimum size marks

The smallest size of the CCF brand identity may be reproduced as it is when the width of the yellow box (X) = 8mm (or 28 pixels on screen).

The CCF brand

Colour versions

Colour rationale

The three colours in the CCF brand are:

Yellow (Pantone® 109C)
Red (Pantone® 186C)
Black (Pantone® Black C)

The versions range from spot colour (one-colour Pantone® inks), CMYK (4-colour process inks), RGB (on-screen), HTML (Web-safe) to single colour in both positive and

negative formats.

Reproduction can only be in black or a single colour version.

Preferred version

Whenever full colour printing is used, the full-colour version is always preferred.

Colour specifications

We have provided these colours as SPOT, CMYK, RGB and HTML separations.

The values for CMYK are the same for both coated and uncoated paper stocks, although different types of paper stocks will affect the reproduction values. We advise you to liaise with your printer so that the closest possible match for the CCF colours is achieved.

FULL-COLOUR VERSION – PREFERRED



FULL-COLOUR – ON PALE BACKGROUND



FULL-COLOUR – ON DARKER BACKGROUND



ONE-COLOUR BLACK VERSION
– YELLOW BOX IS REPRESENTED AS WHITE BOX WITH BLACK KEYLINE



ONE-COLOUR BLACK BACKGROUND – YELLOW BOX IS REPRESENTED AS WHITE BOX WITHOUT DROP SHADOW, AND "C" WITH WHITE KEYLINE



The CCF brand

Corporate typefaces (fonts)

The ITC ERAS typeface is the preferred typeface for all communications, especially in high quality printed collaterals.

Where ITC ERAS is not available, such as on the PC, Verdana may be used in its place. Applications may include corporate literature, stationery body text, reports, Powerpoint presentations, email notes and on web pages.

ITC ERAS is a modern typeface. The design incorporates highly readable shapes, a slight tilt, and a large x-height, resulting in a unique and legible sans serif typeface. ITC Eras is not a precise, geometric face. It appears spontaneous, like a serif-less written script, and is ideal for communicating stories as well as information in a clear and friendly manner.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC ERAS comes in six weights:

Light Book Medium **Demi Bold Ultra**

The **Verdana** TrueType fonts family was originally created to address the challenges of on-screen display. Known for its high legibility especially at small sizes, Verdana possesses generous width and spacing. It may be used in both electronic and printed media.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana is available in four weights:

Plain **Bold** *Italic* **BoldItalic**