



**Kiwanis Doernbecher  
Children's Cancer Program**  
*supporting Oregon Health & Science University*

# **KIWANIS DOERNBECHER CHILDREN'S CANCER PROGRAM**

## **Graphic Standards Guidelines**

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**KDCCP Communications Department**

**12/18/2010**

Guidelines for use of KDCCP logo, text, and imagery in the making of marketing and promotional materials

## **KIWANIS DOERNBECHER CHILDREN'S CANCER PROGRAM**

### **GRAPHIC STANDARDS GUIDELINES**

The Kiwanis Doernbecher Children's Cancer program (KDCCP) has worked hard to earn the reputation we enjoy in Oregon, Southern Washington and beyond. We have worked hard to create our brand, and it is essential that KDCCP is represented by a consistent brand image in order to preserve and reinforce this hard earned reputation.

Details are important. They help us to be instantly recognized and to remain accountable to our many supporters. In this guideline, you will find basic design rules for such applications as logo usage and identity materials, including tagline, marketing materials, and photo usage. Following the instructions in this guide is an easy way to get the details right when you are working with our brand.

Help us avoid the inconsistencies that can weaken our brand. In so doing, you become part of making our image stronger.

#### **Brand**

KDCCP is the only Kiwanis organization of its kind in the nation. We take our registration seriously and our brand, through which people recognize us, is strongly associated with our reputation.

The KDCCP logo is one of our primary strengths. Our brand represents the trust we have earned over the years within our community.

There is a growing concern that the logo has been presented with inconsistencies that could be harming to our brand. This guide has been created to help ensure consistent usage of our brand assets and of the logo in particular.

When it comes to presenting KDCCP's brand correctly and consistently, there are no silly questions. If you have questions, please contact KDCCP communications chair, David Edwards. 503-761-3558

#### **Logo and tagline**

*Please note: Once you have been granted access to the KDCCP logo, please ensure you obtain approval for usage before displaying it in any published material.*

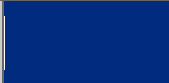
The size of the logo may be increased or decreased proportionately, but should not exceed an inch and a half (40 mm) in height on printed materials. The logo should not be stretched or revised, nor have its colors changed. The Dolly Doernbecher image, the text: Kiwanis Doernbecher Children's Cancer Program, and the tagline: supporting Oregon Health & Science University are all integral parts of the logo and should never be displayed separately.

Color consistency is just as important as logo consistency. There is strong equity in KDCCP's and the Doernbecher Foundation's color pallet and it is critical that it remains as intended in every application.

## Logo colors



Pantone Blue – 280  
RGB – 0/43/127

|                |     |   |    |     |   |
|----------------|-----|---|----|-----|---|
| Pantone<br>280 | RGB | 0 | 43 | 127 |  |
|----------------|-----|---|----|-----|---|

Pantone Green – 369  
RGB – 86/170/28

|                |     |    |     |    |   |
|----------------|-----|----|-----|----|---|
| Pantone<br>369 | RGB | 86 | 170 | 28 |  |
|----------------|-----|----|-----|----|---|

The KDCCP logo may also print in black and white. When printing single color on black and white use Pantone 300C, RGB 0/0/0 for black logo on white background. When printing on colored and dark backgrounds, the reverse version of the logo must be used. This should always be white, and never that of another color.

## Images

The way we express ourselves photographically underscores KDCCP's ideals and mission. When we follow standard key characteristics in our photos and graphics, the KDCCP identity and brand are further strengthened. Used correctly, images can bring color and vibrancy to your publication. When used poorly, however, they can reflect badly on KDCCP. Consequently, it is extremely important to take care in the creation, editing, and use of images in your publication. Many "authorized" photos are available from the KDCCP communications department, and you may find professional quality images from Google.com/Images at no cost. You may also find other inexpensive and professional quality images from retail sources such as [www.fotolia.com](http://www.fotolia.com). Here are some best practices to follow to get the most of your image graphics:

- **Use an image editor such as Photoshop to work on your images.**
- **Don't use CommonSpot's image handling functionality to resize images.**
- **Make your image meaningful by matching it to a page's text content.**
- **Make your image size proportional to the amount of text it represents.**
- **Use JPG files for photographs or art.**
- **Use GIF files for text-as-image, drawings, etc.**
- **It is important that images have a consistent look and feel.**

- **Choose full bleed images whenever possible. (No borders, no small photos)**
- **Whenever possible, images should be in full color with a child or other object as the primary focus.**
- **The image should be honest, real, editorial style photo with an interesting perspective and composition.**
- **Pictures should be used sparingly, but should enhance your message.**

### **Clip Art**

Clip art does not display the KDCCP professional image and should not be used. With respect to some fundraising projects, specific uses of clip art have become separate brands for those projects. All brochures fliers, web art, etc., should prominently show the KDCCP logo with professional quality images used to enhance the story text. (Refer to sources recommended in the **Images** section)

### **Typeface font usage**

Two primary typefaces generally should be used in all KDCCP marketing and promotional materials: Verdana for headings and Palatino for text (see examples here). Not all computers can reproduce these primary typefaces, so Times New Roman can be used as the alternative font.

### **Banners/Headers:**

Typeface: Verdana Bold  
Color: Recommended Pantone 280  
Maximum size: 98 point  
(size may vary if it suits the layout)



### **Subheads:**

Typeface: Verdana Regular or Verdana Bold  
Colors: Recommended Pantone 280 or Pantone 369  
Maximum size: 24 point  
(size may vary if it suits the layout)




### **General Text:**

Typeface: Palatino 10 point or 12 point  
Color: 100% black  
(size may vary if it suits the layout)

“Whenever we contribute to the cure of a child with cancer, Kiwanians are part of that.”

### **Less is more**

Don't overcrowd your flier or brochure with unnecessary text, photos or other devices. The more things you add, the less important everything else [the message] becomes. Please use colors from our pallet where appropriate. **Top Tip:** One colorful image can make your publication stand out. Limit your communications to the most important information. It will make a cleaner publication with a clearer message. Refer additional information to the KDCCP web site. [www.kdccp.org](http://www.kdccp.org) It is there for your use. For assistance with publications please contact the KDCCP communications department.