

PanCAN LOGO USAGE GUIDELINES

BRAND LOGO

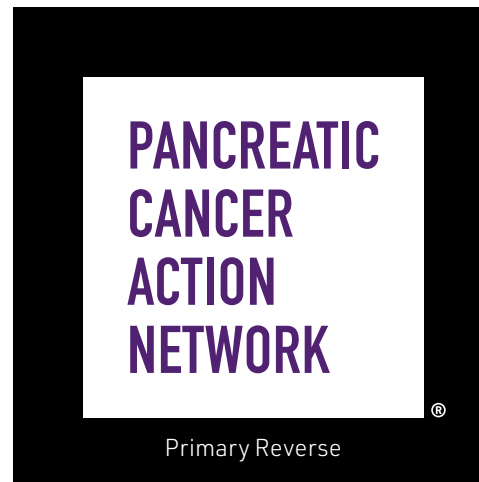
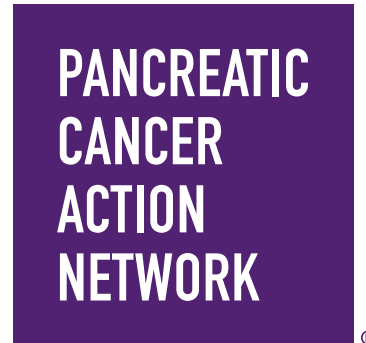
LOGO VERSIONS

The primary PanCAN logo, featuring the purple square that houses the typeface, is the preferred version and should be used whenever possible. The full-color version is recommended for all applications, but if color is not an option, the reversed logo or a black and white version is acceptable.

The logo should be placed on backgrounds from the primary color palette to ensure visual consistency and brand alignment.

Secondary logo variations are only to be used in situations where the primary logo is not feasible.

PRIMARY LOGO



SECONDARY LOGO

**PANCREATIC CANCER
ACTION NETWORK®**

2-Line

PANCREATIC CANCER ACTION NETWORK®

1-Line



LOGO USAGE

LOGO REQUIREMENTS

The logo should always be surrounded by clear space on all sides to separate it from other visual elements. This helps maintain its prominence and visibility. The minimum clear space is equal to the height of the stacked words "Pancreatic Cancer" in the logo.

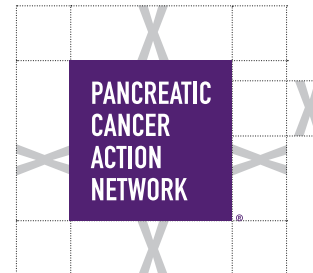
For convenience, the logo is available in specific configurations that adjust the size of the service mark for different needs. Most applications should use the standard version. For very small uses between 0.5" and 0.75" in width or height, use the small version. For larger uses exceeding 3.75" in width or height, use the large version.

To ensure legibility, the logo should never appear smaller than 0.5" square in print.

LOGO FILES AND USAGE

There are two color modes for logo files: RGB and CMYK. RGB is for screen-based applications, while CMYK is for print. For digital uses such as websites, social media and other on-screen content, use image files such as PNG in RGB. For print materials, use vector files such as EPS in CMYK for accurate color reproduction and scalability without loss of quality.

CLEAR SPACE



LOGO SIZES



Small: 0.5" – 1"



Standard: 1" – 3.75"



Large: 3.75"+

INCORRECT USAGE

INCORRECT LOGO USAGE

These are some examples of incorrect logo usage that should always be avoided.



⊘ Do not distort the logo.



⊘ Do not use the logo in any other color.

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NETWORK

⊘ Do not separate type from the accompanying square shape background graphic. Use the secondary logo, if necessary.



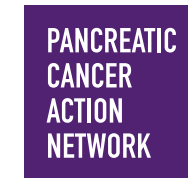
⊘ Do not use the solid logo on a black or other dark colored background.



⊘ Do not rotate or skew the logo.



⊘ Do not use a different typeface.



⊘ Do not apply a drop shadow or other effect to the logo.



⊘ Do not use the logo on any color background other than those from the primary color palette.

LOGO LOCKUPS

LOGO LOCKUP USAGE

Certain text lockups have been updated for use with the PanCAN logo to represent specific organizational programs, services or initiatives.

The updated lockups feature text aligned beneath the PanCAN logo in multiple lines for a cohesive and professional appearance.



PanCAN PURPLESTRIDE LOGO

LOGO VERSIONS

PanCAN PurpleStride offers various logo versions for different applications.

Whenever possible, the primary logos should be used. However, secondary logos are available for cases where height restrictions limit the use of the primary version.

Logo variations with English tagline, as well as options featuring Spanish tagline for Spanish-speaking audiences, are available.

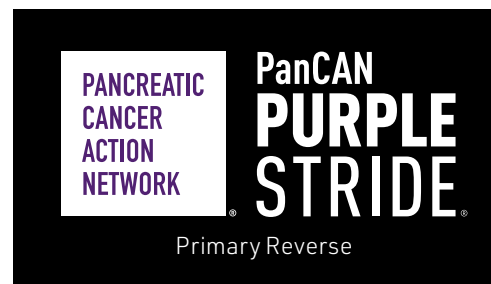
PRIMARY LOGO



TAKING STEPS TOGETHER TO END PANCREATIC CANCER
English Tagline



DANDO PASOS JUNTOS PARA ACABAR CON EL CÁNCER DE PÁNCREAS
Spanish Tagline



Primary Reverse

SECONDARY LOGO



English Tagline



Spanish Tagline



Secondary Reverse

BENEFITING/SUPPORTING PanCAN

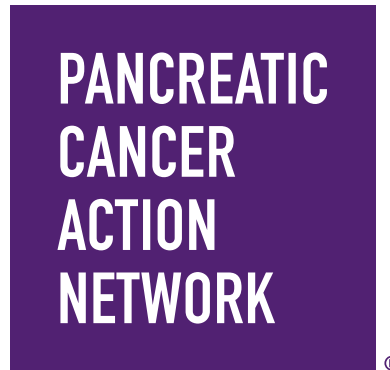
PanCAN partners with many organizations and individuals who raise funds and/or awareness on our behalf. These guidelines detail use of the logo for those specific purposes.

LOGO LOCKUPS

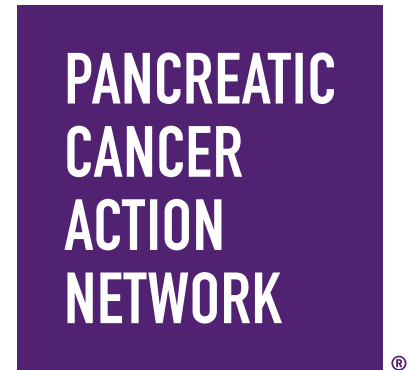
The Benefiting logo should be used when there is a fundraising element, where proceeds or donations will be given to PanCAN.

The Supporting logo should be used for awareness or non-fundraising events.

Benefiting the



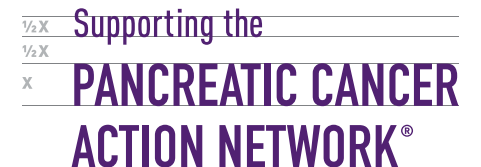
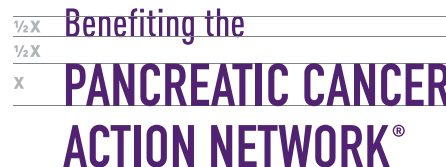
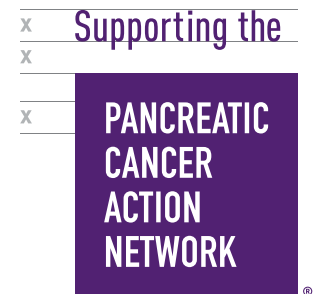
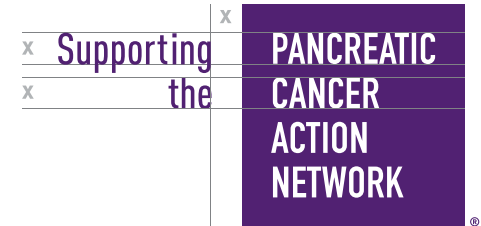
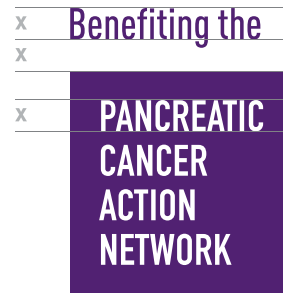
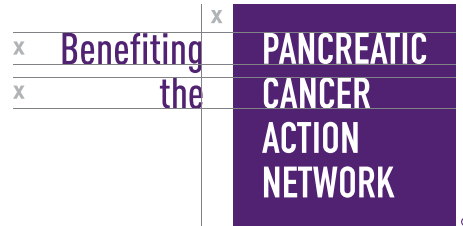
Supporting the



BENEFITING/SUPPORTING PanCAN

There are four logo options to choose from based on space and printing requirements. Whenever possible, use the square logo options on the left. The words “Benefiting the/Supporting the” should match the font size in the logo and either be stacked on the left and justified right or placed on one line above the logo and justified left.

In applications that prohibit use of the square logo, the words “Benefiting the/Supporting the” should be one-half the font size of Pancreatic Cancer Action Network from baseline to x-height and placed on one line above our name, justified left.

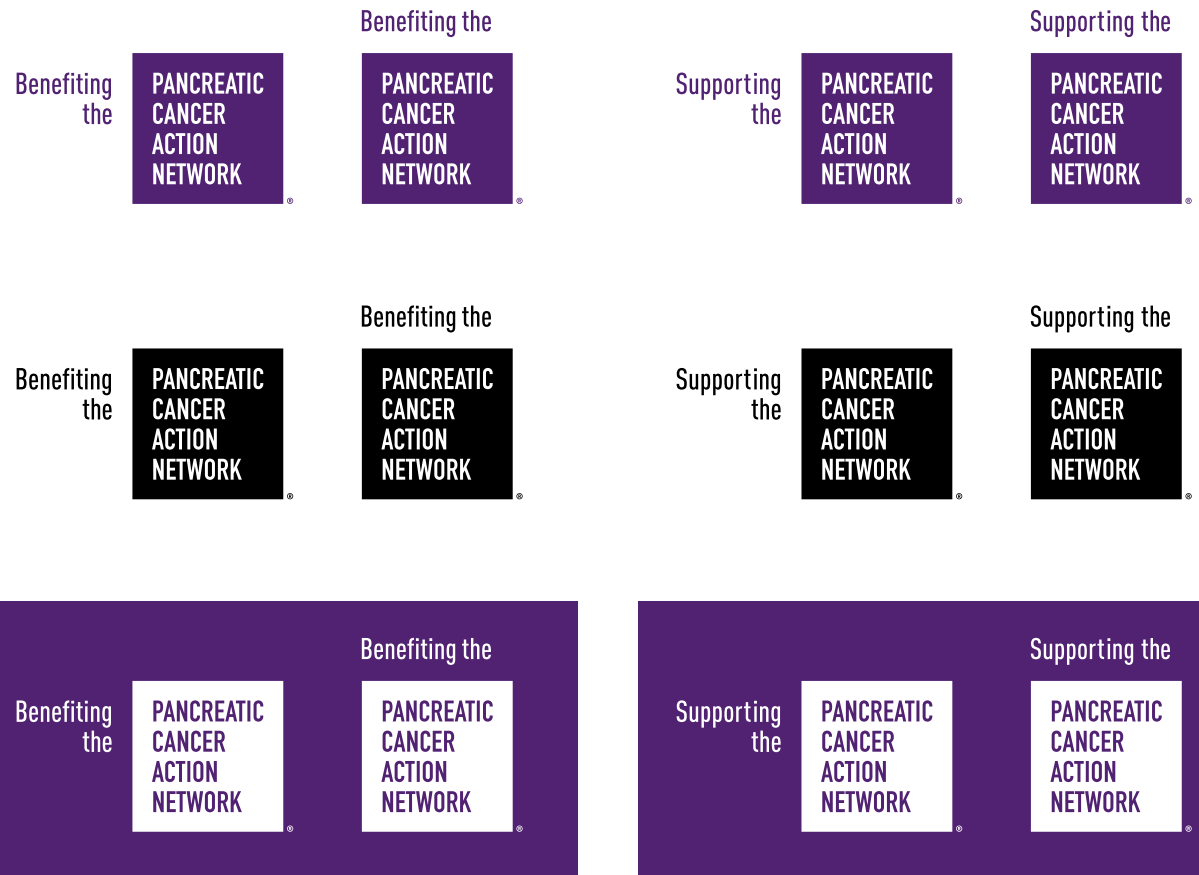


BENEFITING/SUPPORTING PanCAN

COLOR VERSIONS

When possible, use a color version of the Pancreatic Cancer Action Network logo. If color is not an option, you can use a black & white version.

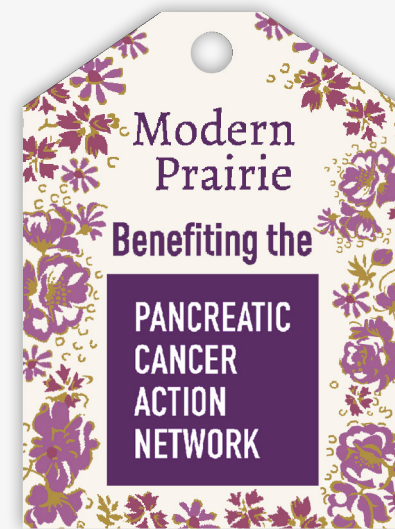
Acceptable backgrounds include colors from the primary palette.



BENEFITING PanCAN LOGO LOCKUP EXAMPLE

Benefiting logo lockup between PanCAN and a company, organization, or group visually represents the partnership, demonstrating commitment to the cause while reinforcing credibility and a shared mission.

PanCAN should review and approve the lockup and its usage before launch to ensure brand alignment.



BRAND COLORS

COLOR USAGE

Our goal is to help build recognition of the Pancreatic Cancer Action Network by associating it with our primary purple, which should always be the first and overall impression of our brand.

By thoughtfully incorporating the supporting colors from our palette, we balance the vibrancy of the purple, creating designs that are both dynamic and professional.

Tertiary color should be used sparingly, only when needed to diversify the palette and achieve visual interest without diminishing the impact of the primary purple.

BRAND COLOR



SECONDARY COLOR



NEUTRALS

BLACK C0, M0, Y0, K100 R0, G0, B0 HEX #000000	BLACK C C0, M0, Y0, K90 R25, G25, B25 HEX #191919	WHITE C0, M0, Y0, K0 R255, G255, B255 HEX #FFFFFF	PMS COOL GRAY 1C (25% TINT) C0, M0, Y0, K3 R246, G246, B246 HEX #F6F6F6
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TERTIARY COLOR



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