

STYLE GUIDE

DIY EVENTS



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MISSION & VISION

MISSION & VISION

MISSION

The V Foundation is a charitable organization dedicated to saving lives and helping to find a cure for cancer. The Foundation seeks to make a difference by generating broad-based support for cancer research and by creating an urgent awareness among all Americans of the importance of the war against cancer. The Foundation performs these dual roles through advocacy, education, fundraising and philanthropy.

VISION

Our vision is to fund extraordinary cancer research to save more lives every day.



MESSAGING

MESSAGING

WHO WE ARE

The V Foundation is a 501(c)(3) charitable organization dedicated to achieving victory over cancer through research. Jim Valvano, a NCAA Championship-winning college basketball coach and sports announcer, and ESPN founded the organization shortly before Jim's death from cancer in 1993.

WHAT WE DO

The V Foundation accelerates breakthroughs in cancer research by funding bold, cutting-edge programs. We carefully seek and vet the best research being performed by the brightest scientists and provide support to increase the probability of success—and ultimately save lives. An endowment funded by generous donors covers administrative costs, allowing the Foundation to direct 100% of all direct cash donations to cancer research.

HOW WE DO IT

The V Foundation awards grants through a highly competitive process. An elite Scientific Advisory Committee, comprised of top researchers and physicians, vets proposals from the most promising researchers at the nation's leading medical facilities. We fund research across the country on all types of cancer, and we are committed to funding projects and people that will make the largest impact. But, we can't do it alone.

OUR IMPACT

Since our founding in 1993, the V Foundation has awarded over \$170 million in grants. In 2016 alone, we awarded more than \$23 million to research for all cancer types nationwide. The V Foundation is a major player in the successes of cancer research in the past two decades—successes that have given longer lives and improved outcomes for hundreds of thousands of people with cancer. Looking forward, we will triumph over the disease by investing in research that will make cancer a thing of the past.

COLOR

COLOR PALETTE

An organization’s colors shape its public identity. Audiences identify and relate specific colors to other organizations with which they are familiar. Certain colors also provoke emotional or subconscious responses in audiences. It is vital that the colors be thoroughly considered and consistent with the brand as a whole. This consistency introduces familiarity with the target audience, which creates trust and confidence. Pantone Matching System (PMS) colors should be used for printed projects whenever possible.

DARK BLUE



PRINT/CMYK

PMS 2189 C
94/24/0/85

SCREEN/RGB

R14/G60/B80
#0e3c50

VICTORY BLUE



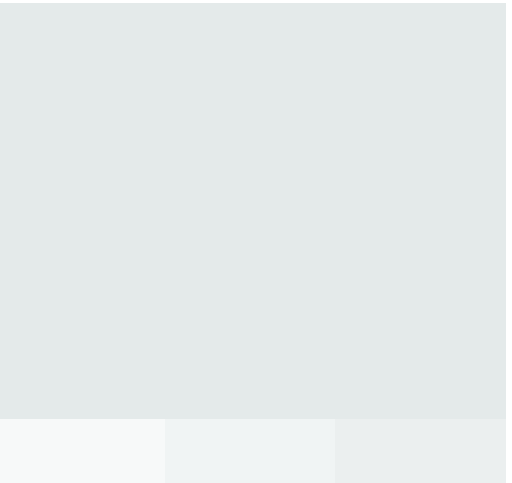
PRINT/CMYK

PMS 7459 C
72/9/9/13

SCREEN/RGB

R67/G148/B176
#4394b0

WARM GREY



PRINT/CMYK

PMS 7541 C
7/1/3/2

SCREEN/RGB

R228/G232/B231
#e4e8e7

PASSION RED



PRINT/CMYK

PMS 179 C
0/87/85/0

SCREEN/RGB

R238/G59/B51
#ee3b33

VICTORY GOLD



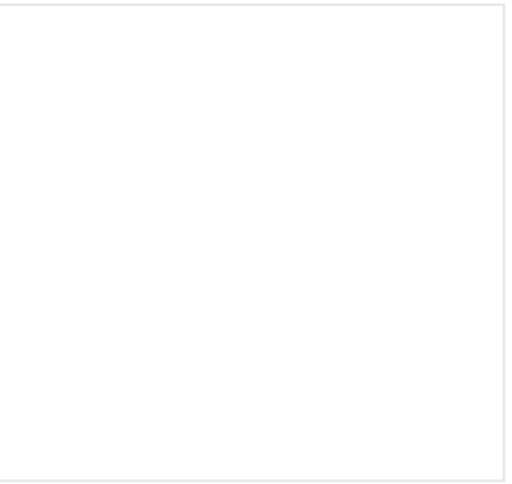
PRINT/CMYK

PMS 874 C
Metallic
17/36/52/38

SCREEN/RGB

R180/G137/B82
#b48952

WHITE



PRINT/CMYK

0/0/0/0

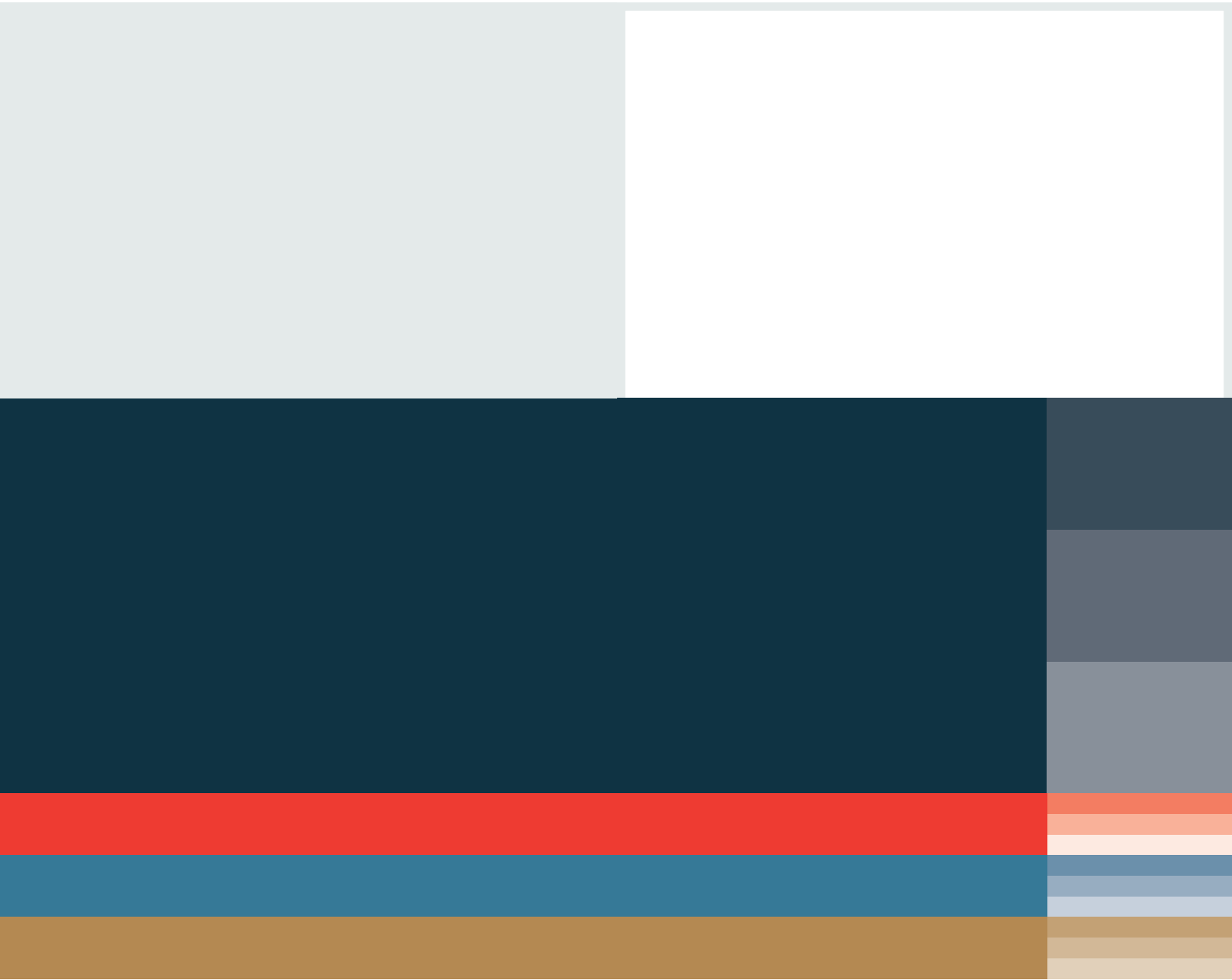
SCREEN/RGB

R255/G255/B255
#ffffff

COLOR USAGE

How you use colors is just as important as the colors themselves. Each color in the V Foundation color palette has a specific role to play in the visual identity. It is important to keep each of the colors in balance with one another, to ensure the intended harmony and power of each of the colors.

The chart on the right illustrates the general proportions that our colors should be used in. This will maintain consistency and ensure that the logo is complemented by its context.



TYPOGRAPHY

TYPE PALETTE

Typography plays a major role in shaping an organization’s brand. Typefaces offer their own unique personalities and can greatly change how materials are read or enjoyed by the audience. To help create a consistent identity for all printed and electronic materials generated for the V Foundation, standard typeface families have been chosen for exclusive use across all media (including marketing materials, corporate communications, signage and the corporate website). Over time, a more specific set of guidelines will be developed for the use of typefaces selected to represent the V Foundation. These rules will include guides for usage in headlines, subheadlines, body text and emphasized text.

TUNGSTEN BOLD
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
?!%\$@&*+{}[]~

Avenir LT Std Black
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789?!%\$@

Quincy CF
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789?!%\$@

TYPE USAGE

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Use of red underline:

"With great power, comes great responsibility."
The same can be said for the underline element. This treatment can be used to convey emphasis within a headline, and a headline only. Always in Passion Red, it should only be used on a single word in the headline. Use it with a layer blend mode of *Hard Light* where applicable.

TUNGSTEN IS FOR HEADERS

AVENIR IS FOR SUBHEADS

Quincy is for body copy and long text passages. Nullam molestie sem sapien, et volutpat felis malesuada quis. Donec eget viverra tortor. Quisque hendrerit ex dolor, et auctor mauris congue id. Nulla auctor magna sit amet neque dignissim vulputate. Fusce hendrerit accumsan pharetra. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

TYPE FALLBACKS

Sometimes, due to technological limitations such as emails, outsourced presentations or out-dated computer software, you may find it necessary to resort to basic system fonts. In (and only in) these extreme cases, you should use the following typefaces as substitutes.

IMPACT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
?!%\$@&*+{}|~


Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!%\$@

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!%\$@

BRANDED EXTRAS





SUPPORTING & BENEFITING SOCIAL HEADERS



The V Foundation for Cancer Research
@thefoundation


Home



BENEFITING
FOUNDATION®
Victory Over Cancer



Like Message Save More

Donate



The V Foundation for Cancer Research
@thefoundation

Home



FOUNDATION®
PROUD SUPPORTER




Like Message Save More

Donate

Home Moments

Search Twitter

Have an account? Log in



BENEFITING
FOUNDATION®
Victory Over Cancer

TWEETS 6,150 FOLLOWING 826 FOLLOWERS 25.8K LIKES 2,136 LISTS 2

Follow




Tweets Tweets & replies Media

The V Foundation @TheVFoundation · Oct 24

Home Moments

Search Twitter

Have an account? Log in



FOUNDATION®
PROUD SUPPORTER

TWEETS 6,150 FOLLOWING 826 FOLLOWERS 25.8K LIKES 2,136 LISTS 2

Follow

Tweets Tweets & replies Media

The V Foundation @TheVFoundation · Oct 24

SUB-BRANDS

SUPPORTING THE V FOUNDATION



BENEFITING THE V FOUNDATION



It's very easy to overlook minor details when using various brand components, yet these types of errors can damage our brand and create roadblocks in reaching our objectives. If you have any questions regarding the V Foundation identity that are not addressed within this document, please contact:

Communications Team

communications@jimmyv.org

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