Brand Promise & Our Mission

We believe that finding the cause of breast cancer lies at the intersection of research + love. By supporting the work of innovative researchers to look for answers in unexplored places and rallying individuals all around the world to donate, with love, their time and treasure to the cause, we know it’s only a matter of time before we win this fight for our lives.

OUR MISSION STATEMENT
Dr. Susan Love Research Foundation challenges the status quo to achieve a future without breast cancer and improve the lives of people impacted by it now through education and advocacy. We drive collaborative, cutting-edge research with nontraditional partners, bring to light the collateral damage of treatment and seek ways to diminish it, and interpret science to empower patients. We drive progress by being fast, flexible, and project-based. We actively engage the public in our scientific research to ensure that it produces accurate and meaningful results.
Our full color logo is comprised of 3 colors. It is always shown with “Dr. Susan Love Foundation” in black, “for breast cancer research” in red and the mark in red with the letters “LOVE” in grey-blue.

This is the stacked version of the logo.

This is the horizontal version of the logo.
<table>
<thead>
<tr>
<th>Pantone Colors for Print</th>
<th>CMYK Percentages for Print</th>
<th>RGB Values for Web or Screen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 198C</td>
<td>C6 M90 Y47 K0</td>
<td>R224 G66 B100</td>
</tr>
<tr>
<td>Pantone 7699C</td>
<td>C80 M56 Y42 K19</td>
<td>R61 G93 B111</td>
</tr>
<tr>
<td>Pantone Black 6C</td>
<td>C0 M0 Y0 K100</td>
<td>R35 G31 B32</td>
</tr>
<tr>
<td>Accent Color Pantone 7455C</td>
<td>C80 M63 Y3 K0</td>
<td>R69 G102 B171</td>
</tr>
</tbody>
</table>
To maintain the brand’s integrity, do not crowd the logo with other visual elements. Maintain the designated amount of white space around the entire logo. Use the height of the “O” as a guide.
Logo Scale

The stacked logo should not be used smaller than 1.5 inches wide.

The horizontal logo should not be used smaller than 2.25 inches wide.
Avenir Next Font Family

Avenir Next Ultra Light
Avenir Next Ultra Light Italic
Avenir Next Regular*
Avenir Next Italic
Avenir Next Medium*
Avenir Next Medium Italic
Avenir Next Demi Bold
Avenir Next Demi Bold Italic
Avenir Next Bold
Avenir Next Bold Italic
Avenir Next Heavy
Avenir Next Heavy Italic

Avenir Next is the brand sans serif font and is available for print projects. Specific styles (marked with an *) are better for body text than others.

The heavier weight styles (Bold and Heavy) are ideal for subheads or headlines. Avenir Next Heavy should be used sparingly for special cases as a headline, or for emphasis when the surrounding type is already bold.

Avenir Next for desktop can be found here: https://www.myfonts.com/fonts/linotype/avenir-next-pro/

If Avenir Next is not available, Nunito Sans can be used for desktop or web projects, and is a free similar font that can be obtained here:

Google Fonts: https://fonts.google.com/specimen/Nunito+Sans
A 1-color brand red logo is preferred when it is not possible to use the full color logo.

A 1-color black logo can be used when it is not possible to use the 1-color red logo.

Do not use any other brand or non-brand colors or any other color configurations.
All-White Logo Usage

The All-White logo should only be used if its background is greater than 40% opacity.

The logo should only be used on an image if it is absolutely necessary and clearly visible.
Logo Integrity

3-Color Logo (incorrect usage)

Do not use any other brand or non-brand colors or any other color configurations.

Logo Fidelity

Logo Proportion

Logos should not be redrawn, modified or displayed in low resolution. Always reproduce from high-quality, original artwork.

The logo is designed according to a specific height and width ratio. Even slight distortions will impact the consistency of the presentation. Always display the logo in its exact, original proportions, regardless of logo size, placement or use.

Effects, Opacity & Angle

The logo should not have a drop shadow or other effect (beveling, embossing, etc.) applied. It should always be shown at 100% opacity and it should never be presented at an angle.