



DR. SUSAN LOVE FOUNDATION
——— for breast cancer research ———

Style Guide & Brand Guidelines



We believe that finding the cause of breast cancer lies at the intersection of research, development + love. We must look in unexplored places and rally our supporters around the globe. By supporting the work of innovative researchers, encouraging diverse science, empowering an army of advocates, and facilitating studies for everyone affected by the disease, with love, we know it's only a matter of time before we win this fight for our lives.

OUR MISSION STATEMENT

Dr. Susan Love Foundation for Breast Cancer Research challenges the status quo to end breast cancer and improve the lives of people impacted by it now through education and advocacy. In 2020, the Foundation was recognized by both Charity Navigator and *Medical News Today* as the #1 breast cancer research organization in the U.S. These honors measure both stewardship of resources and subsequent impact. Through our signature program, Love Research Army, we are thoughtfully engaging over 900,000 supporters by providing them with ongoing, real-time access to an array of breast cancer studies aimed at finding cause and ultimately ending breast cancer. The Foundation drives collaborative, cutting-edge research with nontraditional partners, brings to light the collateral damage of treatment and seeks ways to diminish it, and interprets science to empower patients. Fast, flexible, and project-based, the Foundation actively engages the public in scientific research to ensure that it produces accurate and meaningful results.

ABOUT THE LOVE RESEARCH ARMY

The Love Research Army is committed to encouraging and facilitating breast cancer research in all people, regardless of age, race, gender, sexual identity, with or without a breast cancer diagnosis. We combat the disparities that exist in research by challenging the scientific community to launch studies that are as inclusive and diverse as the people that breast cancer affects. We consistently and intentionally recruit members who are willing and excited to participate in breast cancer research. We are committed to thoughtfully engaging over 380,000 members by providing them with ongoing, real-time access to an array of studies.

Full Color Logo



DR. SUSAN LOVE FOUNDATION
——— for breast cancer research ———



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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.



DR. SUSAN LOVE FOUNDATION
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This is the horizontal version of the logo.

Love RA Full Color Logo



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Our full color logo is comprised of 2 colors.



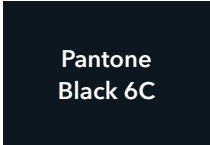




This is the lockup version of the logo.
It is used to show the affiliation with the Foundation.

Brand Colors & Conversions



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Pantone Colors for Print	CMYK Percentages for Print	RGB Values for Web or Screen	Hex Values for Web or Screen
 Pantone 198C	C6 M90 Y47 K0	R224 G66 B100	#e04264
 Pantone 7699C	C80 M56 Y42 K19	R61 G93 B111	#3d5d6f
 Pantone Black 6C	C0 M0 Y0 K100	R35 G31 B32	#231f20
 Accent Color Pantone 7455C	C80 M63 Y3 K0	R69 G102 B171	#231f20
 Accent Color Pantone 2226C	C59 M0 Y12 K0	R60 G203 B218	#3ccbda

White Space



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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



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1.75"

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



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2.25"

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>

1-Color Logo



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A 1-color brand red logo is preferred when it is not possible to use the full color logo.



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



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

All-White Logo Usage



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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



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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.