Brand Promise & Our Mission

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.
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.
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

<table>
<thead>
<tr>
<th>Pantone Colors for Print</th>
<th>CMYK Percentages for Print</th>
<th>RGB Values for Web or Screen</th>
<th>Hex Values for Web or Screen</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pantone 198C</strong></td>
<td>C6 M90 Y47 K0</td>
<td>R224 G66 B100</td>
<td>#e04264</td>
</tr>
<tr>
<td><strong>Pantone 7699C</strong></td>
<td>C80 M56 Y42 K19</td>
<td>R61 G93 B111</td>
<td>#3d5d6f</td>
</tr>
<tr>
<td><strong>Pantone Black 6C</strong></td>
<td>C0 M0 Y0 K100</td>
<td>R35 G31 B32</td>
<td>#231f20</td>
</tr>
<tr>
<td><strong>Accent Color Pantone 7455C</strong></td>
<td>C80 M63 Y3 K0</td>
<td>R69 G102 B171</td>
<td>#231f20</td>
</tr>
<tr>
<td><strong>Accent Color Pantone 2226C</strong></td>
<td>C59 M0 Y12 K0</td>
<td>R60 G203 B218</td>
<td>#3ccbd6a</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.
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 black logo can be used when it is not possible to use the 1-color red logo.

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

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

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

### Logo Fidelity

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

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

### Logo Proportion

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

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

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

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.