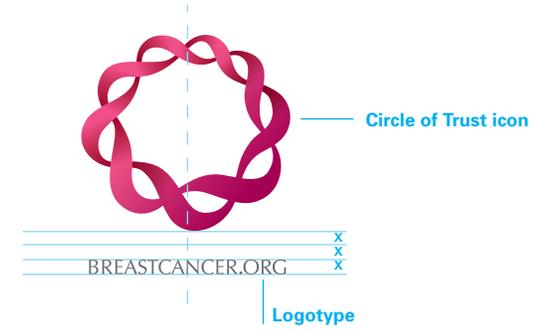


# LOGO

## Primary logo



## Limited use logos



The proportion and arrangement of components within the breastcancer.org logo have been developed for consistent application across all breastcancer.org communications.

**Note:**  
Do not retypeset, rearrange, or alter the logos in any way. To maintain consistency, use only approved digital art files.

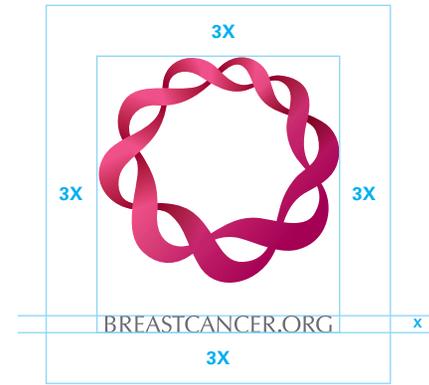
Three logo lockup configurations are available. The primary logo is the preferred lockup and is to be used on all breastcancer.org branded materials.

The limited use logos are intended for rare situations where the primary logo will not work, such as very narrow horizontal or vertical formats.



Smallest acceptable size for the primary logo

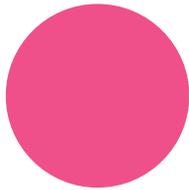
# CLEAR SPACE



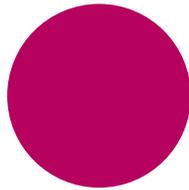
Always surround the breastcancer.org logo by the amount of free space specified above.

**Note:**  
Clear space specifications are provided to help maintain integrity and presence when logos are placed in proximity to competing visual elements. Positioning text, graphic elements, or other logos within the recommended clear space is not acceptable.

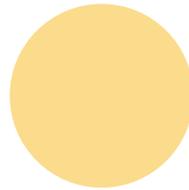
# COLOR PALETTE



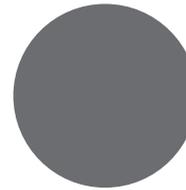
BCO Pink



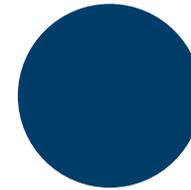
BCO Fuschia



BCO Soft Yellow



BCO Dark Gray



BCO Blue

Primary colors	Spot Uncoated	Spot Coated	CMYK	RGB	HTML
 BCO Pink	PANTONE® 205 U	PANTONE® 205 C	C:0 M:83 Y:17 K:0	R:218 G:72 B:126	DA487E
 BCO Fuschia	PANTONE® 220 U	PANTONE® 220 C	C:5 M:100 Y:22 K:23	R:163 G:0 B:80	A30050
Secondary colors					
 BCO Soft Yellow	PANTONE® 7403 U	PANTONE® 7403 C	C:0 M:11 Y:51 K:0	R:232 G:206 B:121	E8CE79
 BCO Dark Gray	PANTONE® Cool gray 9U	PANTONE® Cool gray 9C	C:0 M:0 Y:0 K:70	R:116 G:118 B:120	747678
 BCO Blue	PANTONE® 2955 U	PANTONE® 2955 C	C:100 M:55 Y:10 K:48	R:0 G:60 B:105	003C69

The breastcancer.org color palette comprises two primary colors and three secondary colors.

# ACCEPTABLE COLOR USE



Full color logo  
**Note:** this is the preferred logo



Grayscale logo  
**Note:** for use ONLY when full color reproduction is unavailable



One color black logo  
**Note:** for use ONLY when full color reproduction is unavailable



One color gray logo  
**Note:** for use ONLY when full color reproduction is unavailable



Full color reverse logo on BCO blue background  
**Note:** logotype knocks out to white



Full color logo on BCO soft yellow background



Black and white reverse on black background



One color reverse logo on BCO dark gray background  
**Note:** one color reverse is preferred for this background color



One color reverse logo on BCO blue background



One color gray logo on BCO soft yellow background



One color reverse logo on black background



One color reverse logo on BCO fuschia background  
**Note:** one color reverse is preferred for this background color

Full color is the preferred color treatment for the breastcancer.org logo.

The breastcancer.org logo can also be reproduced in grayscale, one color black, one color gray, and one color reverse (white). Only use these treatments when full color reproduction is not available.

# LOGO MISUSE

**Don't rotate the logo**



**Don't crowd logo in a tight frame**



**Don't place logo on a background too similar in color or value**



**Don't color the logo with any other colors**



**Don't add a drop shadow to the logo**



**Don't screen back the logo**



**Don't dimensionalize the logo**



**Don't retypeset the logo**



**Don't distort the logo**



**Don't change the proportions of the logo elements**



**Don't add a containing shape to the logo**



Ensure consistent reproduction of the breastcancer.org logo. Some examples of common misuse are shown above. Although these do not represent every instance of misuse, they illustrate some common situations to avoid.