

## **MBC Alliance BRAND GUIDELINES**

### **Our Vision**

The Metastatic Breast Cancer Alliance envisions a world where all people living with Metastatic Breast Cancer (MBC) receive quality, individualized treatments to live long lives with a good quality of life, and where MBC is no longer a terminal illness.

### **Our Mission**

The mission of the Metastatic Breast Cancer Alliance is to extend life, to enhance quality of life, and to end suffering and death from MBC by:

- Advancing MBC research
- Improving access to quality treatments and care
- Empowering people through increased education and information about the disease, and access to available resources.

### **Who we are**

Together we are stronger than the disease. The Metastatic Breast Cancer Alliance (“the Alliance”) launched on October 13, 2013, with 16 members. Over the past nine years, the Alliance has grown to over 70 members and gone from strength to strength, ending 2022 with a newly-designed strategic plan to fulfill our vision and mission.

### **CONTENTS**

The Alliance Logo	p. 2
Logo Versions: Print	p. 3
Logo Versions: Screen / Web	p. 4
Alternate Logo Versions	p. 4-5
Logo Scaling	p. 6
Logo Clear Space	p. 6
Logo Dos and Don'ts	p. 7-8
Logo Use in Combination with Alliance Member Logos	p. 9
Brand Colors	p. 10

## The ALLIANCE LOGO

The Alliance logo is the primary symbol that represents our Alliance of more than 40 members. It is used to reinforce our brand whenever possible. It should never be altered or recreated, unless specified with in this guide.

This guide details the visual elements that support the Alliance logo. By following this guide, you help to ensure the consistency and quality of our brand across all channels and touchpoints.

This guide provides explicit rules on how to use, and how not to use, various elements and offers a baseline for making and evaluation creative decisions.

### Logo with tagline

Metastatic Breast Cancer  
**MBCalliance** >  
*together we are stronger than the disease*

### Logo without tagline (best used on web and smaller applications)

Metastatic Breast Cancer  
**MBCalliance** >

## LOGO VERSIONS: PRINT

### COLOR VARIATIONS FOR PRINT

We have 3 logo versions. Please use the proper logo for the right application and reproduction method.

In print, use the 2 color PMS logo whenever possible. This version ensures the reproduction is closest to our brand standards.

In cases where CMYK reproduction is available, please use the CMYK version of the logo.

In the instance where color is not available, please use the Grayscale version of the logo.

These logos are provided as scalable vector artwork (EPS). The EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing quality.

### 2 Color PMS Logo



### CMYK Logo



### Grayscale Logo



## LOGO VERSIONS: SCREEN / WEB

### PREFERRED COLORS FOR WEB

In screen and web reproduction, please use the RGB version of the logo.

This logo is provided as scalable vector artwork (EPS). The EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing quality.

### RGB Logo



MBCA Gray – **RGB: R 132 G 130 B 131 / HEX: #848283**

MBCA Yellow – **RGB: R 252 G 184 B 19 / HEX: #FCB813**

## ALTERNATE LOGO VERSIONS

### COLOR VARIATIONS

In instances where the logo needs to be reproduced in darker backgrounds or materials, use the white text version of the logo. However, this option is to be used as a last resort scenario and is not recommended.

When color printing is not an option, the pure black logo can be used. It is designed to be legible when print methods are limited to binary methods of production (embossing, casting, silk-screening, etc.)

### White Variant



White text logo acceptable in backgrounds over 50% black.

**Black Variant**

Metastatic Breast Cancer  
**MBCalliance**➤

**MBCA Monogram**

In some instances, such as in small items, a slightly modified version of the logo is needed. For more information on minimum sizes, see page 6.

**MBCa**➤

## LOGO SCALING

### Logo Sizes

The EPS of the logo may be scaled up to any size. However, please do not reproduce the logo below a minimum of .5" in height or 66 pixels for web.

If the logo needs to be smaller than .5" or 66 pixels, an alternate version (MBCA Monogram) is provided on the previous page.

### Maximum Size

There is no maximum size for the logo. The logo may be scaled to any size when using the EPS version.

### Minimum Size

Please refrain from using the logo at a height below .5" in height or 66 pixels for web. An alternate version of the logo, without the descriptor, is provided for use at sizes under .5" or 66 pixels.

## LOGO CLEAR SPACE

Always surround the MBC Alliance logo with the indicated clear space to ensure visibility and legibility and prevent other elements interfering with the logo. Do not position any text, graphic elements, or other visual elements within the clear space.

The minimum clear space around the logo should be no smaller than the size of the 'M' in the logo.

The minimum clear space also delineates the minimum room between the logo and the edge or border of a printed piece.



## LOGO DOs and DON'Ts

### Logo Dos

The MBC Alliance logo should be used to brand a piece of communication in a noticeable and clear manner.

A measure of clear space around the logo and reproduction on a white or light background will highlight the logo in clean, simple, modern design

### Logo Don'ts

The examples on this page demonstrate incorrect uses of the MBC Alliance's logo. To maintain the integrity of the logo, please do not alter the logo in any way. Do not place the logo in boxes or holding shapes within layouts. Use only the approved color variants of the logo, don't recolor the logo.



## LOGO USE ON BACKGROUNDS

Our logo reads best on white or clean, light-colored backgrounds. Do not use the logo on complicated or dark colored backgrounds. In extreme instances where the logo needs to be reproduced on full color material or backgrounds, use the alternate versions of the logo provided on page 5.

### Do:

**Logo is best on a white background**



**Logo may be printed in white on areas of the logo colors only**



**For light textured or photo backgrounds, use the black logo**



### Don't:

**Do not print the logo on colors other than MBCA Yellow or Gray**



**Logo may not be printed on top of dark colors, patterns, or images**



**Do not print the two color logo on top of busy patterns or textures**





## LOGO USE IN COMBINATION WITH ALLIANCE MEMBER LOGOS

Organizations which are members of the Alliance can publicly acknowledge their membership using the MBC Alliance logo as per these guidelines in conjunction with their organizations' logo.

Logos may be joined horizontally or vertically using a gray divider line. The monogram logo is suggested for logo lockups, but the full logo may be used as well when space is available.

### Text credit should be written as follows:

[Name of Organization] is a proud member of the Metastatic Breast Cancer Alliance.



## BRAND COLORS

The MBC Alliance logo colors are PMS Cool Gray 10 and PMS 1235. Listed to the right are the equivalents across different color standards.

### MBCA Gray

CMYK: **C** 50 **M** 40 **Y** 40 **K** 5

RGB: **R** 132 **G** 130 **B** 131

HEX: # 848283



### MBCA Yellow

CMYK: **C** 0 **M** 30 **Y** 100 **K** 0

RGB: **R** 252 **G** 184 **B** 19

HEX: # FCB813

