

Brand Guide



FamilyReach

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Who We Are

We're experts at what we do, not only because we know the ins and outs of financial assistance, but because we know what it's like to have a loved one with cancer. We take that learned wisdom and distill it into clear information for the people we serve.

Our Tone

We're compassionate, because we all know someone who's been through this before. We're accessible, because we're needed everywhere at any given time. We're dedicated, because we know every dollar counts.

We lead the charge in financial assistance for cancer patients. We make complex financial information digestible.

We serve any age, any diagnosis, anywhere.

We treat each patient like a human being.

We're not complacent; there are thousands more who need our help. We don't save lives, but we do change them for the better. We don't work alone; we have hundreds of essential partners.

The Family Reach logo is the most concise statement of the Family Reach brand and one of our most valuable assets. Because of its importance, the Family Reach logo must be placed consistently and prominently in every layout.

FAMILY REACH LOGO

The brand mark must always be reproduced from digital master artwork and must never be modified in any way.



2-COLOR



2-COLOR WITH TAGLINE



B/W



B/W WITH TAGLINE



K/O



K/O WITH TAGLINE



2-COLOR



B/W



K/O



2-COLOR WITH TAGLINE



B/W WITH TAGLINE

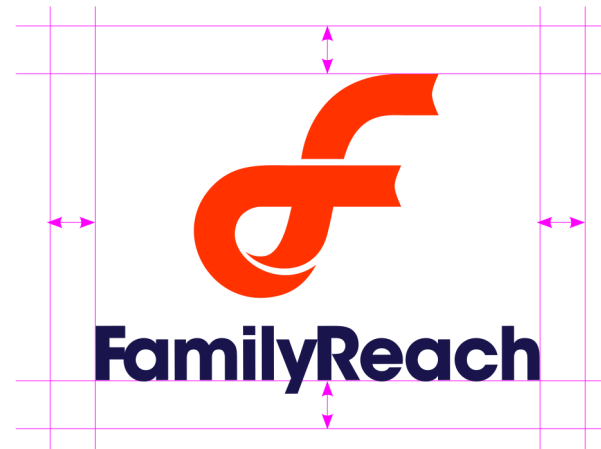
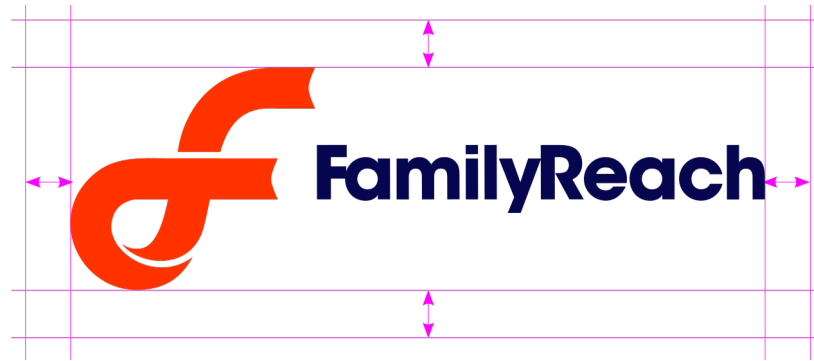


K/O WITH TAGLINE



Minimum Clearspace

The height of the logotype “F” determines the amount of minimum clearspace around the logo.



Logo Usage Do's (this also applies to the stacked logo)

The color logo must always appear on a light, uncluttered background to ensure clarity.



The BLACK logo should also be used against light uncluttered backgrounds, as a substitute for the color logo in situations where color is not available (certain newspapers, for example).

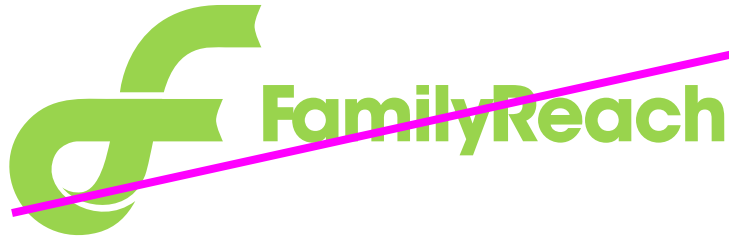


The REVERSE logo should be used against the Family Reach primary colors or black.

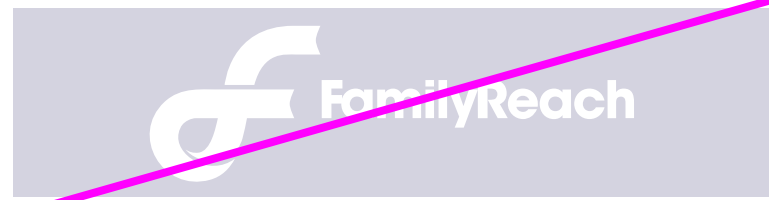
*Note: In instances where the Family Reach brand colors are not available, the reverse logo can be placed over another color - but ONLY as a last resort.



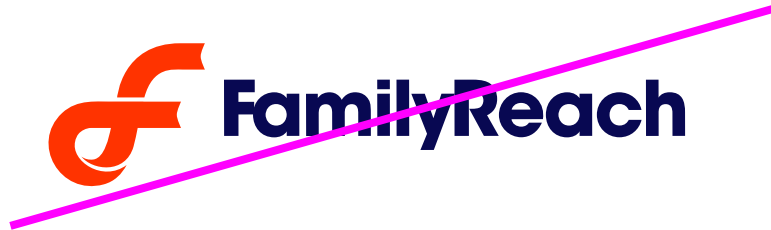
Logo Usage Don'ts (this also applies to the stacked logo)



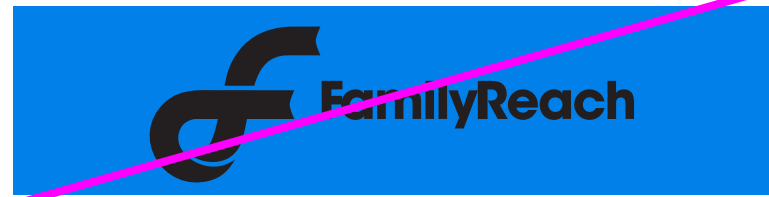
DO NOT change the color of the lock-up.



DO NOT reverse logo in white onto any light colored background.



DO NOT alter the size of the icon in the lock-up



DO NOT place black logo over a colored background.



DO NOT place logo over a busy background

Typographic standards help reinforce recognition for our brand. All forms of communication, including our website, should utilize the Family Reach brand typographic standards.

Primary Font

The primary font is ITC Avant Garde Gothic Pro. The design of the font is both approachable and bold. This font should be used as headline and call-out text in all communication materials. It is designed to complement the Family Reach logo for a fully integrated and cohesive look.

ITC Avant Garde Gothic Pro (Adobe Font)

A d

Extra light
Book
Medium
Demi
Bold

Extra light Oblique
Book Oblique
Medium Oblique
Demi Oblique
Bold Oblique

Secondary Font

The secondary typeface is Open Sans. This font family offers a variety of weights. The font should be used for body copy in advertisements, graphics and other marketing materials.

Open Sans (Google Font)

Aa

Light
Regular
Semibold
Bold
Extrabold

Light Italic
Regular Italic
Semibold Italic
Bold Italic
Extrabold Italic

Tertiary Font

The tertiary typeface is Poppins. This font should be used as a replacement in instances when ITC Avant Garde Pro isn't available.

Poppins (Google Font)

A d

Light
Regular
Semibold
Bold
Extrabold

Light Italic
Regular Italic
Semibold Italic
Bold Italic
Extrabold Italic

When it is applied consistently throughout our visual communications, color helps make an instant connection with our clients.

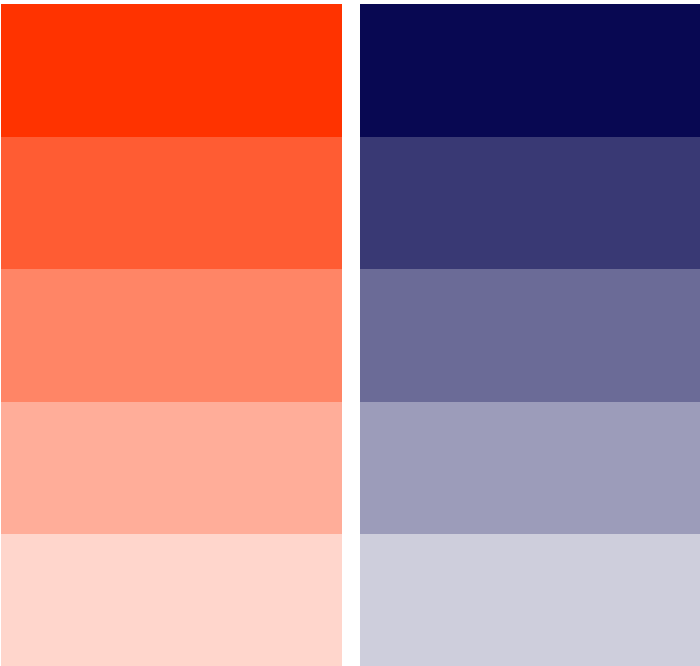
Brand Color

These should be reproduced using (or matched to) one of the appropriate formulas or references given here. The secondary colors should be used as accent colors for graphics in advertisements, and other marketing materials. Blue should always be used as the anchor color with the white and orange used appropriately as accent colors. Yellow and green should be used sparingly.

Primary Colors

PMS 2028
R 255 G 51 B 0
C 0 M 85 Y 100 K 0
HEX FF3300

PMS 281
R 8 G 8 B 82
C 100 M 47 Y 22 K 82
HEX 080852

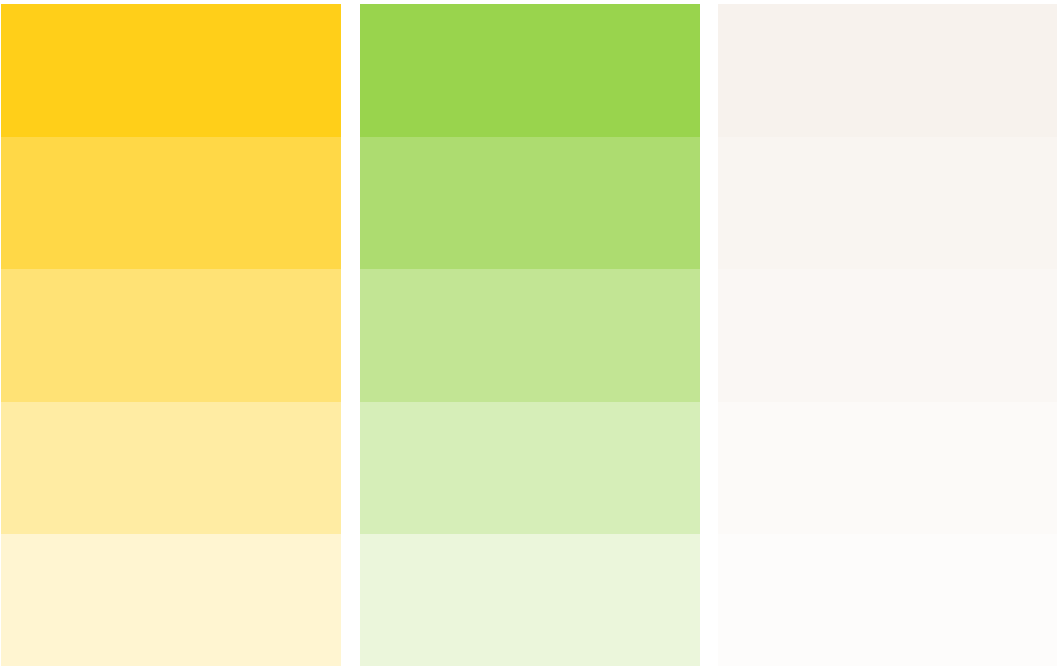


Secondary Colors

PMS 109
R 255 G 207 B 25
C 0 M 9 Y100 K 0
HEX FFCF19

PMS 3570
R 153 G 212 B 77
C 30 M 0 Y 90 K
HEX 99D44D

PMS 7500
R 248 G 243 B 236
C 3 M 5 Y 26 K 2
HEX FF7F2ED



**Photography is the
one of the most important
visual elements to
communicate authenticity
of the Family Reach brand.**

PHOTOGRAPHY

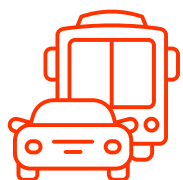
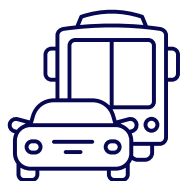
The photography should feel positive and reassuring, capturing real moments of our client. The photography should not look posed or staged. Limit stock usage. The aim of the photography style is for it to feel natural with hints of warm tones. When using a professional photographer, natural light should be used whenever possible.



Iconography

Use icons as accent elements alongside copy to break up text and help readers visualize content. They may be used in any brand color.

Transportation



Medical Bills



Utilities



Housing

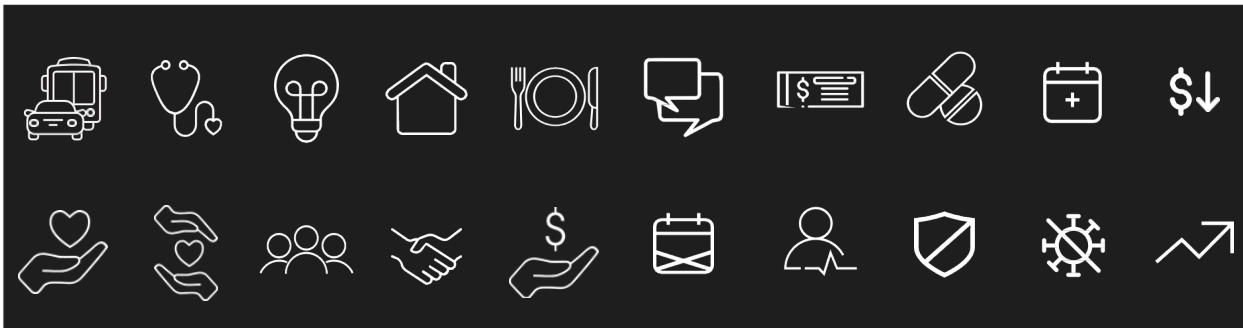
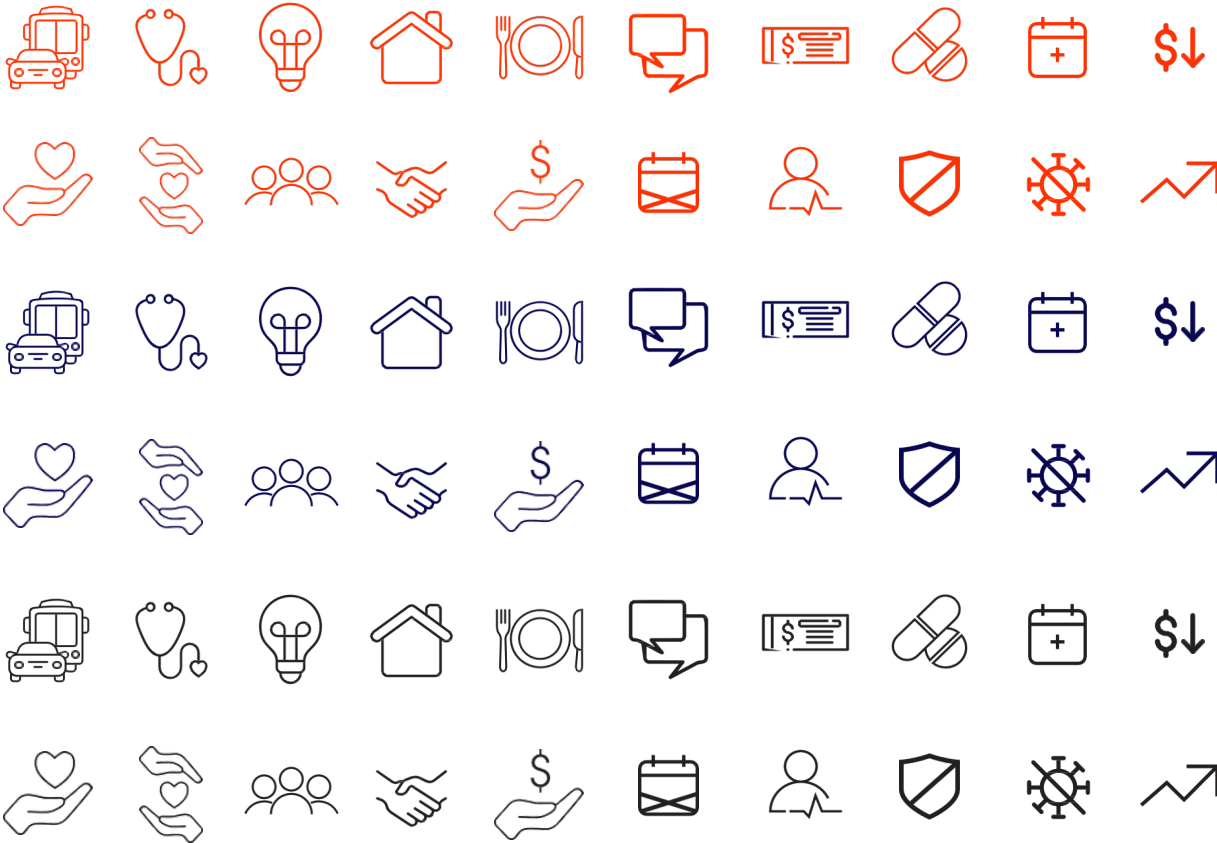


Food



Iconography

Use icons as accent elements alongside copy to break up text and help readers visualize content. They may be used in any brand color.



**Please contact the
Communications team
with any questions:**

comms@familyreach.org

