



Coalition Priorité Cancer

au Québec

BRAND & STYLE GUIDE



Brand Elements

03 Logo

04 Spacing & Sizing

Style Elements

06 French Wordmark Usage

07 English Wordmark Usage

08 Logo Usage

Colours & Print

10 Colour Palette

11 Gradient Colour palette

12 2 tone colours

13 Typography

Other

14 Further Information



BRAND ELEMENTS



Coalition
Priorité Cancer
au Québec



LOGO MARK



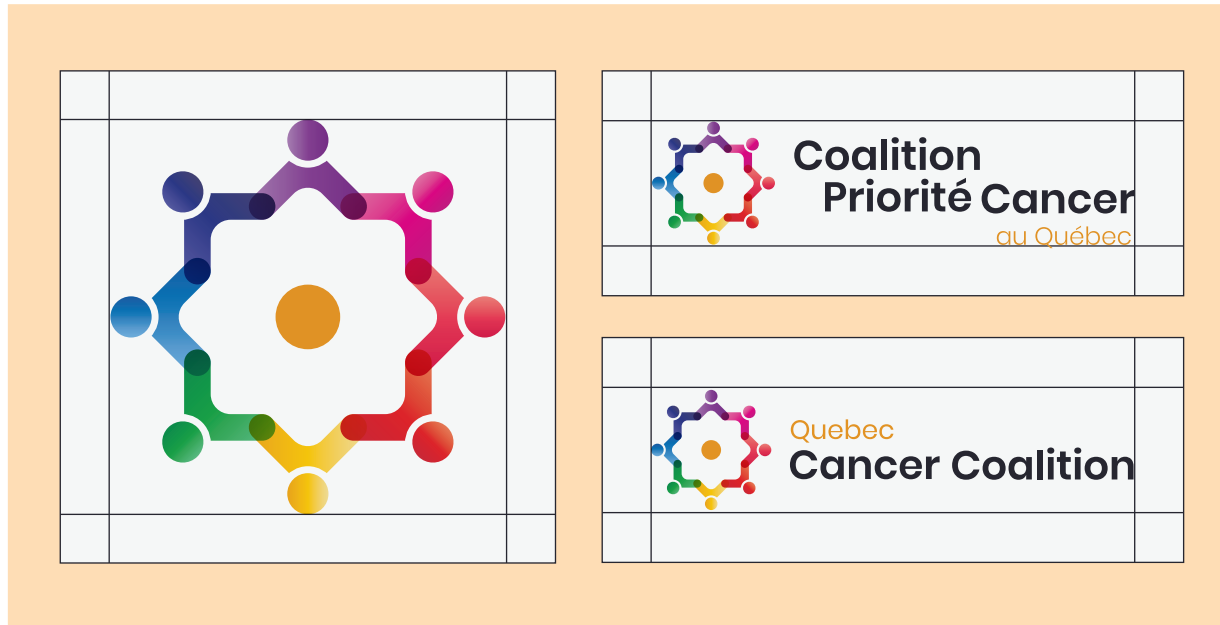
**Coalition
Priorité Cancer**
au Québec

FRENCH WORD MARK



Quebec
Cancer Coalition

ENGLISH WORD MARK



SPACING

To ensure that the logo is easily identified and not obstructed, leave a sufficient amount of padding surrounding it. Do NOT Place any elements within the minimum padding area shown.

Print 0.33 inch width
0.33 inch height
Web 24px width
24px height



Print 1 inch width
0.3 inch height
Web 76px width
20px height



MINIMUM SIZE

For legibility reasons do not make the logo smaller than the minimum dimensions listed. You should always prioritize the wordmark, only use the logomark in small areas.



STYLE ELEMENTS



Coalition
Priorité Cancer
au Québec



With Gradient



Without Gradient



FRENCH WORDMARK

The Coalition Priorité Cancer au Québec wordmark should only be used in the colours shown.

The Coalition Priorité Cancer au Québec wordmark should always be used in priority over the logomark.

The logos colours should always be chosen in correspondence to the background colour.

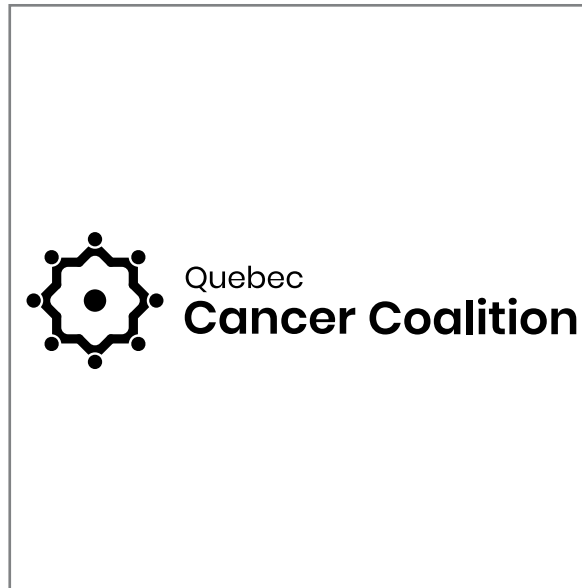
Black can be used but should generally be avoided unless necessary.



With Gradient



Without Gradient



ENGLISH WORDMARK

The Quebec Cancer Coalition wordmark should only be used in the colours shown.

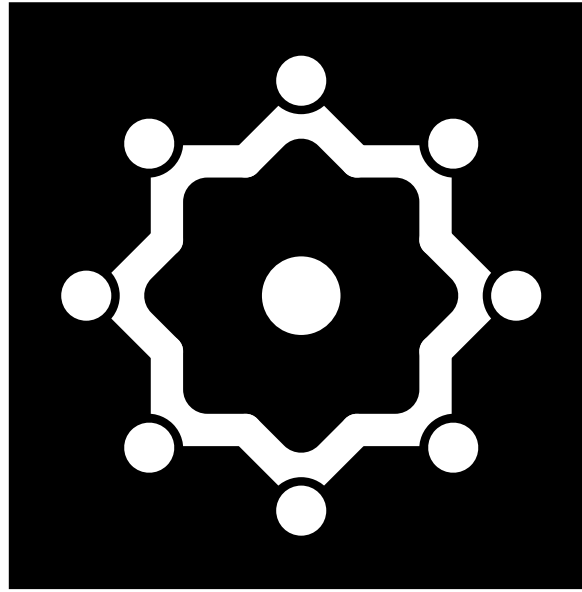
The Quebec Cancer Coalition wordmark should always be used in priority over the logomark.

The logos colours should always be chosen in correspondence to the background colour.

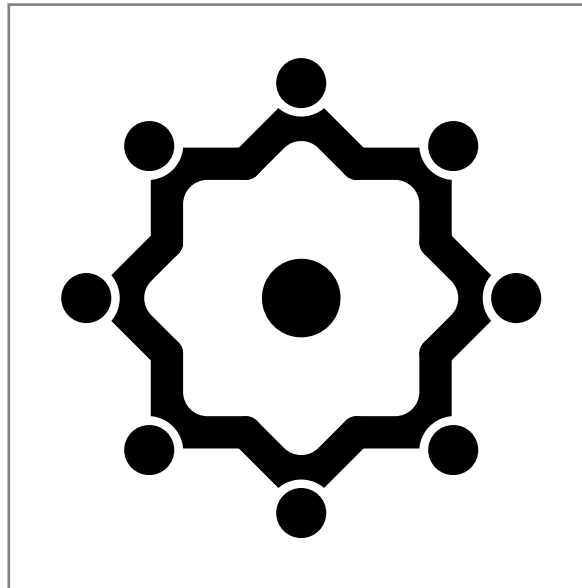
Black can be used but should generally be avoided unless necessary.



With Gradient



Without Gradient



LOGOMARK

The Coalition Priorité Cancer au Québec logo should only be used in the colours shown.

The Coalition Priorité Cancer au Québec logo should only be used for the app icons or other areas where the wordmark is too big.

The logos colours should always be chosen in correspondence to the background colour.

Black can be used but should generally be avoided unless necessary



COLOURS & PRINT



Coalition
Priorité Cancer
au Québec



PRIMARY AND SIGNATURE COLOUR



#E19326
C: 10 M: 47 Y: 100 K: 0
R: 225 G: 147 B: 38

SECONDARY COLOURS



#FFCD09
C: 0 M: 19 Y: 99 K: 0
R: 255 G: 205 B: 9



#04A64B
C: 83 M: 7 Y: 100 K: 0
R: 4 G: 166 B: 75



#1E7DBE
C: 83 M: 44 Y: 2 K: 0
R: 30 G: 125 B: 190



#2F3B89
C: 97 M: 92 Y: 11 K: 2
R: 47 G: 59 B: 137



#8A4395
C: 54 M: 88 Y: 3 K: 0
R: 138 G: 67 B: 149



#E30587
C: 4 M: 100 Y: 4 K: 0
R: 227 G: 5 B: 135



#E62B2F
C: 3 M: 97 Y: 91 K: 0
R: 230 G: 43 B: 47



#EF4058
C: 0 M: 90 Y: 58 K: 0
R: 239 G: 64 B: 88



#272731
C: 76 M: 71 Y: 55 K: 63
R: 39 G: 39 B: 49



#F8E39F #FFCD09 #F3A91D



#64C18B #04A64B #05904F



#76B4E3 #1E7DBE #0A5FA8



#5C5DA7 #2F3B89 #494777



#AD81B7 #8A4395 #7B2F8A



#E973A9 #E30587 #C92185



#F4817C #E62B2F #D71D4B



#EC7E5B #EF4058 #CF202F



2 TONE COLOURS





POPPINS REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOSTUVWXYZ

The quick brown fox jumps over the lazy dog.

1234567890

POPPINS MEDIUM

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOSTUVWXYZ

The quick brown fox jumps over the lazy dog.

1234567890

POPPINS BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOSTUVWXYZ

The quick brown fox jumps over the lazy dog.

1234567890

BODY TEXT

Poppins Regular should only be used as the main body text, no headers or titles.

HEADLINE TEXT

Poppins Bold should be used for titles and headlines. It can also be used to put emphasis on key words.



FURTHER INFORMATION

For questions of use or for more artwork, please contact:

Eva Villalba
evav@coalitioncancer.com

www.coalitioncancer.com