

Crohn's & Colitis Foundation Brand Guidelines

Our mission extends through everything we do. The Foundation's brand identity which includes our logo, colors, typography and secondary graphics together create the Foundation's brand.

The Foundation's logo and brand guidelines provide you with the tools you need to further our mission through your fundraising efforts.

FOUNDATION LOGOS

POSITIVE LOGOS

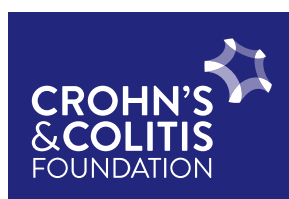


Preferred Positive Logo (Vertical)



Alternate Positive Logo (Horizontal)

REVERSE LOGOS



Preferred Reverse Logo (Vertical)



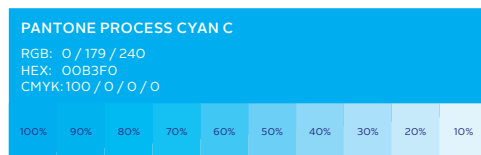
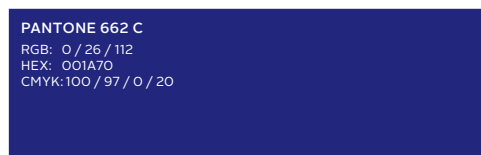
Alternate Reverse Logo (Horizontal)

Minimum size

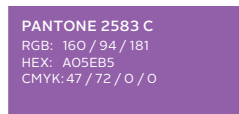
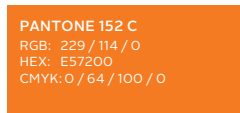
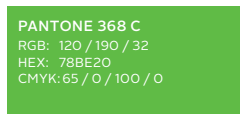
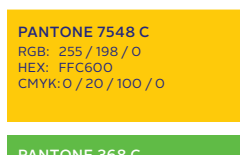
To ensure quality reproduction, the minimum size of the preferred (vertical) Crohn's & Colitis Foundation logo is 0.75 inches (54px) in width. The minimum size for the alternate (vertical) logo is 1.375" (99px). To maintain legibility, the brandmark should not be any smaller.

COLOR

PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



FONTS

Typography: Work Sans

Light Regular Medium Bold

Work Sans can be downloaded here:
<https://fonts.google.com/specimen/Work+Sans>

Typography: Lora

Regular Italic Bold Bold Italic

Lora can be downloaded here
<https://fonts.google.com/specimen/Lora>

LANGUAGE

Our name

When writing our name in text, always use our full name "the Crohn's & Colitis Foundation." Please do not shorten the name to an acronym of any kind.

Benefiting language

Say "To benefit", "Benefiting" or "Supporting" before listing the Crohn's & Colitis Foundation

- To benefit the Crohn's & Colitis Foundation
- Benefiting the Crohn's & Colitis Foundation
- Supporting the Crohn's & Colitis Foundation

For additional information or questions regarding use of the Foundation logo please contact Brett Sonnenschein at bsonnenschein@crohnscolitisfoundation.org. Looking for additional support? Reach out to IBDIY@crohnscolitisfoundation.org.