

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 brand guidelines provide you with the tools you need to further our mission through your fundraising efforts.

Any use of our name, logo, or stationery in any mailing, advertising, or for the media must receive prior approval. The Crohn's & Colitis Foundation has complete discretion to approve, deny or provide required modifications to the requested logo usage.

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.

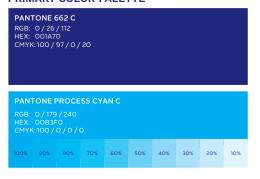
Benefiting language

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

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