

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

PANTONE 662 C RGB: 0 / 26 / 112 HEX: 001A70 CMYK: 100 / 97 / 0 / 20									
PANTONE PROCESS CYAN C RGB: 0 / 179 / 240 HEX: 00B3F0 CMYK: 100 / 0 / 0 / 0									
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%

SECONDARY COLOR PALETTE

PANTONE 7548 C RGB: 255 / 198 / 0 HEX: FFC600 CMYK: 0 / 20 / 100 / 0	PANTONE 320 C RGB: 0 / 156 / 166 HEX: 009CA6 CMYK: 96 / 0 / 31 / 2
PANTONE 368 C RGB: 120 / 190 / 32 HEX: 78BE20 CMYK: 65 / 0 / 100 / 0	PANTONE 2583 C RGB: 160 / 94 / 181 HEX: A05EB5 CMYK: 47 / 72 / 0 / 0
PANTONE 152 C RGB: 229 / 114 / 0 HEX: E57200 CMYK: 0 / 64 / 100 / 0	PANTONE 430 C RGB: 111 / 129 / 140 HEX: 6F818C CMYK: 15 / 0 / 0 / 56

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>