Cystic Fibrosis Foundation

Part One: Corporate Logo

Cystic Fibrosis Foundation

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The Cystic Fibrosis Foundation strives to present a cohesive and compelling corporate image in all we do. The following guidelines are intended to help you understand and present the Foundation's brand with clarity and consistency to external audiences.

The following Visual Identity Guidelines show how to:

• Convey an accurate and consistent brand for the Cystic Fibrosis Foundation.
• Use the logo and tagline correctly.
• Create a sub-brand logo and use the CF Foundation lockup properly.
• Use various design elements correctly.
• Incorporate the logo and design elements into diverse but cohesive looking materials.

As communication needs change, the guidelines outlined in this edition may need to be modified and new information may need to be incorporated. These guidelines will be made available as necessary. We hope that you will use this booklet frequently and find it helpful as a reference tool.

If you have questions regarding the guidelines or suggestions for improvement, please contact the Cystic Fibrosis Foundation's Communications Department at 1-800-FIGHT-CF.

Visual Theme: Empowerment and Pride

The Cystic Fibrosis Foundation was founded by a concerned group of parents with the hope of finding new treatments and a cure for cystic fibrosis. Today, the Foundation is comprised of staff and volunteers, researchers and caregivers, patients and families, all dedicated to achieving this mission.

The Cystic Fibrosis Foundation has raised and invested hundreds of millions of dollars to help develop CF drugs and therapies. Through its efforts, the life expectancy of a child with CF has doubled in the last 30 years, and research to find a cure is more promising than ever. The Foundation is highly respected by those in the medical profession. It is trusted by patients and families and generate a sense of pride for members and volunteers.

Tagline and Brand Evolution: "Adding Tomorrows"

The Cystic Fibrosis Foundation has achieved tremendous advances in our search for a cure. It is a brighter day for everyone affiliated with the Foundation, and this newfound optimism demands a bolder approach to future communications.

To leverage the power of current messaging, we must capture the spirit of this moment. Recent breakthroughs in treatment have given new meaning to our corporate mantra, *Adding Tomorrows.* Moving forward, we aim to make this message central to all initiatives.

The bold look of this campaign captures confidence and commitment. It signals a distinctive new visual identity that will impact all marketing and communications. Additionally, it features the new logo for the Cystic Fibrosis Foundation—a mark that clearly illustrates the tagline.

The logo depicts a rising sun, a new day, and a transition from darkness to light. It ushers in a new era for the Foundation, and represents a corporate purpose. Used in conjunction with *Adding Tomorrows,* it distinguishes the Foundation as a powerful organization focused on caring for people with cystic fibrosis and on curing a chronic, life-shortening disease.

The new logo is meaningful to members of the cystic fibrosis community, as well as those who know nothing about the Cystic Fibrosis Foundation or the disease. Communicating with individuals who do not have a direct connection to cystic fibrosis is critical for future fundraising. Through our marketing and communication efforts, they will come to associate this mark with our work and understand its significance.

Tomorrow, after all, is not just another day. Tomorrow holds the promise for another giant leap— a breakthrough that will save tens of thousands of lives. We are determined to fulfill our hopes and aspirations to add more tomorrows every day to the lives of people with CF.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

MARK

FULL NAME

TAGLINE

X
X

ANATOMY

The logo is the primary graphic element used to identify the Cystic Fibrosis Foundation. It should be used consistently when identifying the Cystic Fibrosis Foundation in communications, both internally and externally.

The rising sun mark along with the full name, "Cystic Fibrosis Foundation" and the tagline, *Adding Tomorrows,* are combined with specific proportions and careful configuration to form the complete Cystic Fibrosis Foundation logo and tagline. Further mention of "the logo" refers to this combination in exact configuration and proportion.
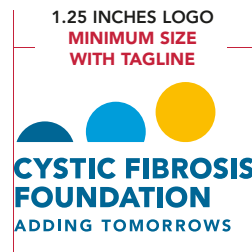
When using the logo, the size and space relationships between the letters, words and shapes must be maintained at all times. Any rearrangement, alteration or deletion of letter forms or shapes is not recommended.

The space (**x**) that needs to exists between "Cystic Fibrosis Foundation" and the tagline is equal to the height of the words in the tagline "Adding Tomorrows."

Guidelines for the proper usage of the Cystic Fibrosis Foundation logo are outlined on the following pages.

CYSTIC FIBROSIS FOUNDATION

ADDING TOMORROWS

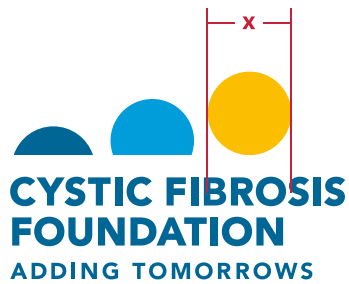The Cystic Fibrosis Foundation logo should be used with the tagline whenever possible.

SIZE

The Cystic Fibrosis Foundation logo is designed to retain its characters and legibility in small and large sizes. The logo with tagline, "Adding Tomorrows," is our primary and preferred usage. However, the technical limitations of some printing methods prohibit legible reproduction of the logo and tagline below a certain size. Specifications are provided outlining minimum usage sizes for both the logo/tagline lockup and the absolute minimum size the logo alone may appear.
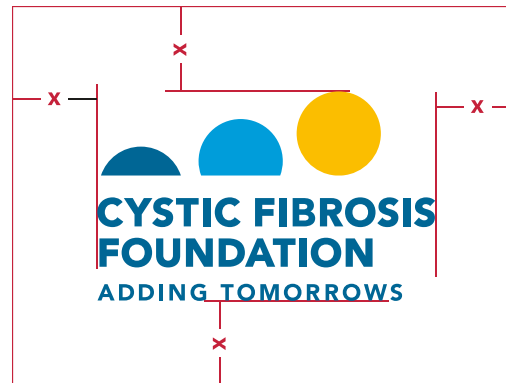
For general printing processes, the logo should not be reproduced below 1" in width. For special reproduction techniques, such as silk screen and flexographic printing, the logo should not be reproduced below 1.25" in width. Consult with your printer when necessary.

When designing for the web, the logo must abide by the minimum size requirements of 1.5 inches or 108 pts to ensure legibility.

Please note: when changing the size of the logo, the height and width of the logo must remain proportional.

1.25 INCHES LOGO
MINIMUM SIZE
WITH TAGLINE

CYSTIC FIBROSIS FOUNDATION

ADDING TOMORROWS

LOGO WITH TAGLINE
MINIMUM SIZE: Width = 1.25"

1 INCH LOGO
MINIMUM SIZE
WITHOUT TAGLINE

CYSTIC FIBROSIS FOUNDATION

LOGO MINIMUM SIZE: Width = 1"

When the logo appears under 1.25" the tagline should not be used. The tagline layer can be turned off in the master pdf file. The minimum size the logo may appear without the tagline is 1" in width.

CYSTIC FIBROSIS FOUNDATION

**INCORRECT:** Do not reproduce the logo below its recommended size.

NON-INTERFERENCE ZONE

When the Cystic Fibrosis Foundation logo is accompanied by additional text or other graphic elements, *it is imperative that an image-free zone be maintained around the logo* to separate and protect it from visual interference from other elements on the page.

As a rule, a minimum distance—equal to the width of the "sun" in the mark—should be maintained around the logo. Copy, images, or graphic elements should never encroach upon this minimum distance.

The Cystic Fibrosis Foundation logo should never be shown in a confined area smaller than the non-interference zone.

The non-interference zone applies to type under all circumstances. The logo must never be connected to any copy or slogan that is not part of the Cystic Fibrosis Foundation brand.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

As a rule, a minimum distance—equal to the width of the circle should be maintained around the logo.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

For more information, visit www.cff.org.
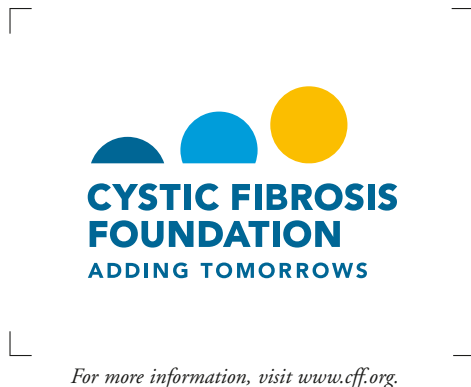
CORRECT: Text placement is outside the non-interference zone.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

For more information, visit cff.org.

INCORRECT: Do not place text, images, or graphic elements inside the non-interference zone.

PRIMARY PANTONE® SPOT COLOR PALETTE
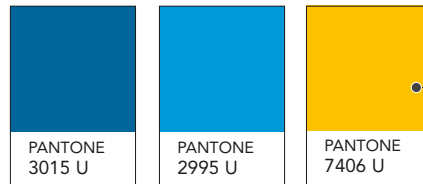
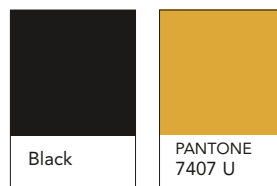| PANTONE 3015 U	PANTONE 2995 U	PANTONE 7406 U

WHEN APPLYING PMS 7406 TO LARGE COLOR FIELD AREAS, PLEASE SUBSTITUTE WITH PMS 7404.

SECONDARY PANTONE® SPOT COLOR PALETTE

PANTONE 583 U	PANTONE 512 U	PANTONE 476 U	PANTONE 426 U	PANTONE 7404 U	PANTONE 7408 U	PANTONE 193 U

DUOTONE PALETTE

Black	PANTONE 7407 U

PLEASE NOTE: PANTONE® classifications and CMYK builds are provided for each main color. Colors shown on this page and throughout the manual are representations, but are not intended for use as color matching for PANTONE® color standards.

COLOR PALETTES: PANTONE® SPOT COLORS

The Cystic Fibrosis Foundation's color options are divided into Primary, Secondary, and Duotone palettes. When printing, these colors can be reproduced using PANTONE® solid inks (Spot Color) or with CMYK values (Process Color). *Always communicate with your printer to determine how to specify the colors in your files.*

PANTONE® Spot Colors are the best way to create consistent color in every print run.[1]

The primary color palette consists of the Cystic Fibrosis Foundation dark blue (PMS 3015 U) and a lighter blue (PMS 2995 U). These colors are primarily used in large color fields. The primary palette also contains a bright gold (PMS 7406 U) which is primarily used for large typographic treatments and not recommended for large color fields.
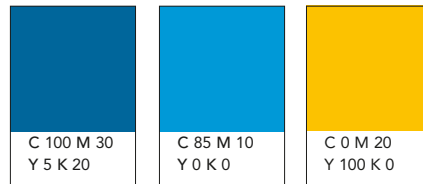
A secondary palette is also available for accent colors and also provides an alternative gold color option for large color fields which is: PMS 7404 U. Duotone[2] colors are used to create Cystic Fibrosis Foundation Duotones. PMS 7408 U from the Duotone palette is never used alone, it is only used to create Cystic Fibrosis Foundation Duotones.

Careful attention to color matching will be required in production. *Always communicate color goals with your printer prior to going on press with the job.*
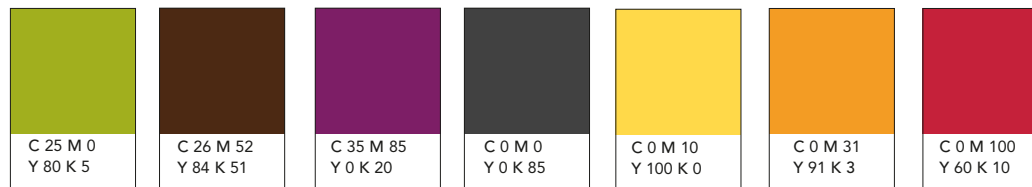
[1] *The accuracy of color is critical in design. What you see on your monitor is never what will appear on a printed sheet. Designers need a standardized color key. The PANTONE MATCHING SYSTEM is a widely used standardized color matching system, in which the PANTONE Colors allow you to use colors that cannot be mixed in CMYK. PANTONE® classifications and CMYK builds are provided for each main color. Colors shown on this page and throughout the manual are representations, but are not intended for use as color matching for PANTONE® color standards. For more information visit pantone.com*

[2] *Duotone is the generic name for multitone printing, which can be done with two, three or four inks. Usually the images are printed with a dark base color and a lighter second color, overprinted to fill in, tint and tone the photo or graphic.*
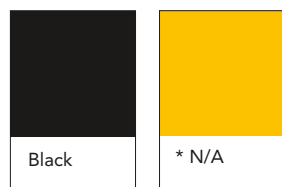
COLOR PALETTES: 4-COLOR PROCESS

When PANTONE® Spot Colors are not available due to price constraints or printing limitations, the Cystic Fibrosis Foundation may substitute 4-color process equivalents for the color palette. These color values are listed here.

4-color process refers to the standard process of printing with Cyan(C), Magenta(M), Yellow(Y) and Black(K) inks. Color photography is always printed in CMYK. 4-color process colors are referenced by their CMYK values, which can range from 1-100 for each ink. The PANTONE® Matching System has some standard combinations of CMYK. When possible, we have selected these formulas. Because CMYK values can shift on press, 4-color process colors are less predictable than PANTONE® Spot Colors.

It is recommended that the Cystic Fibrosis Foundation use PANTONE® Spot Colors (i.e., PMS colors) when consistent color is critical. When buying printing, it is preferable to request six inks: 4-color process plus two PANTONE® Spot Colors. The six inks include: CMYK for color images and less critical color, plus one PANTONE® Spot Color (PANTONE® 7406U) to allow for the Cystic Fibrosis Foundation Duotones and one PANTONE® Spot Color for a critical color such as the Cystic Fibrosis Foundation dark blue (PMS 3015 U).

When designing for the web or screen viewing, you can refer to the RGB color palette.

Careful attention to color matching will be required in production. *Always communicate color goals with your printer prior to going on press with the job.*

PRIMARY 4-COLOR PROCESS PALETTE

C 100 M 30 Y 5 K 20	C 85 M 10 Y 0 K 0	C 0 M 20 Y 100 K 0

SECONDARY 4-COLOR PROCESS PALETTE

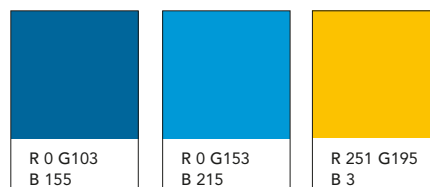|						
C 25 M 0 Y 80 K 5	C 26 M 52 Y 84 K 51	C 35 M 85 Y 0 K 20	C 0 M 0 Y 0 K 85	C 0 M 10 Y 100 K 0	C 0 M 31 Y 91 K 3	C 0 M 100 Y 60 K 10

DUOTONE PALETTE*

Black	* N/A

*PRINTING CYSTIC FIBROSIS FOUNDATION DUOTONES IN CMYK:
Cystic Fibrosis Foundation Duotones may be turned into black half-tones. However, it is strongly recommended that a PANTONE® ink be added to allow printing of the Cystic Fibrosis Foundation duotones in most cases. Only use black halftones when absolutely necessary.

RGB COLOR PALETTE

R 0 G103 B 155	R 0 G153 B 215	R 251 G195 B 3

Avenir 35 Light | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Avenir 45 Book | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Avenir 55 Roman | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Avenir 45 Book Oblique | *ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*

abcdefghijklmnopqrstuvwxyz

Avenir 55 Oblique | *ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*

abcdefghijklmnopqrstuvwxyz

Avenir 65 Medium | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Avenir 85 Heavy | **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

abcdefghijklmnopqrstuvwxyz

Avenir 95 Black | **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY: AVENIR

Typography is an essential part of the Cystic Fibrosis Foundation's visual identity. It helps us to clearly communicate and consistently present information throughout our collateral materials. All external Cystic Fibrosis Foundation documents should conform to these guidelines.

The two primary typefaces for printed collateral are Avenir and Adobe Garamond. Avenir is primarily used for large display text, main headlines, subheads, callouts or credits, side bar text and captions.

Designed in 1988, Avenir is a geometric sans-serif typeface with a more organic and humanist interpretation. With more weights and styles, Avenir offers a variety of options for every application. It maintains legibility and reproduction quality at small sizes.

Avenir is not a free font and will need to be purchased from any of the major type foundries such as www.adobe.com/type/ or www.fontshop.com.[1] If you are not able to purchase Avenir, we recommend using Arial as a substitute.

[1] The OpenType file format is recommended. It offers several advantages over older PostScript and TrueType fonts, and allows for a single, cross-platform font file to be used in both Mac OS and the Windows XP/2000/98 operating systems. This greatly reduces file incompatibility and version discrepancies. OpenType offers an expanded international character set, simplified font management requirements and advanced typographic capabilities when used in conjunction with the Adobe CS2 suite of applications.

TYPOGRAPHY: ADOBE GARAMOND PRO

Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro is primarily used for body copy in text heavy publications. Designed by Claude Garamond, the Adobe Garamond Pro typeface and its variations have been a standard among book designers and printers for four centuries. This elegant, versatile design was the first Adobe Originals typeface and was released in 1989. It includes three weights, plus a titling font, alternate characters and an Expert Collection to provide a flexible family of text types. (From Adobe.com)

Adobe Garamond Pro is not a free font and will need to be purchased from any of the major type foundries such as www.adobe.com/type/ or www.fontshop.com.[1] If you are not able to purchase Adobe Garamond Pro, we recommend using the typeface Georgia as a substitute. Georgia is a free font and easily accessible.

[1] The OpenType file format is recommended. It offers several advantages over older PostScript and TrueType fonts, and allows for a single, cross-platform font file to be used in both Mac OS and the Windows XP/2000/98 operating systems. This greatly reduces file incompatibility and version discrepancies. OpenType offers an expanded international character set, simplified font management requirements and advanced typographic capabilities when used in conjunction with the Adobe CS2 suite of applications.
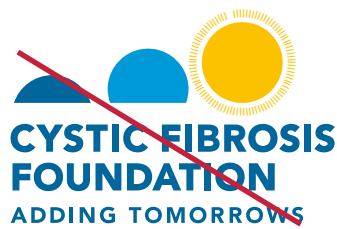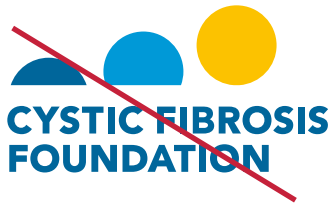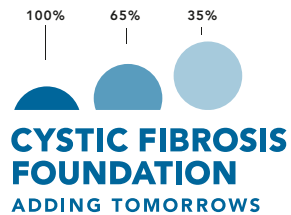
USAGE

The Cystic Fibrosis Foundation logo is only effective when it is used properly. Presenting the logo incorrectly, or distorting it in any way, will only lead to confusion and weaken the Cystic Fibrosis Foundation brand.
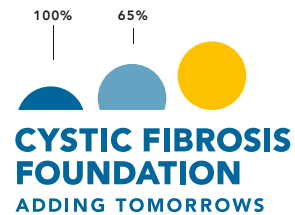
CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not use other colors or new color combinations for the logo.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not outline.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not change element relationships.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not alter the color breaks of the logo.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not change the font.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not place a shadow behind or beneath the logo.

CYSTIC FIBROSIS FOUNDATION

INCORRECT: The logo should be used with the tagline.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not add decorative elements.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not stretch the logo.

4-COLOR PROCESS

**CYSTIC FIBROSIS
FOUNDATION**
ADDING TOMORROWS

1-COLOR PANTONE® SPOT

100%   65%   35%

**CYSTIC FIBROSIS
FOUNDATION**
ADDING TOMORROWS

2-COLOR PANTONE® SPOT

100%   65%

**CYSTIC FIBROSIS
FOUNDATION**
ADDING TOMORROWS

3-COLOR PANTONE® SPOT

**CYSTIC FIBROSIS
FOUNDATION**
ADDING TOMORROWS

BLACK

100%   65%   35%

**CYSTIC FIBROSIS
FOUNDATION**
ADDING TOMORROWS

COLOR USAGE

The Cystic Fibrosis Foundation logo may
be reproduced using solid PANTONE® colors,
4-color process using PANTONE® process color
builds or RGB colors for screen viewing.

Preferred Version: 4-color Process
The 4-color process version of the logo is the
preferred version and, whenever possible,
should be used on all branded materials.

**Alternate Versions: 1-color spot,
2-color spot or 3-color spot**
Use the 1-, 2- or 3-color versions when
full-color printing is not possible. The 1-color
version consists of screens of the Cystic
Fibrosis Foundation dark blue (PMS 3015 U).
The 2-color versions consists of screens of the
Cystic Fibrosis Foundation dark blue (PMS
3015 U) and PMS 7406 U. The 3-color ver-
sion consists of PMS 3015 U, PMS 2995 U
and PMS 7406 U. These versions are good for
PANTONE® printing, silk-screen, embroidery, or
items such as T-shirts.

Black
When applying the logo in 1-color applications,
such as newspaper ads or premium items, use
the black version on a white background. You
may also use the black logo on a light colored
background, but only when a solid white back-
ground is unavailable. The type portion of the
black logo must always be solid black, not
gray scale.

REVERSE (WHITE) ON SECONDARY PALETTE

2-COLOR SPOT REVERSE
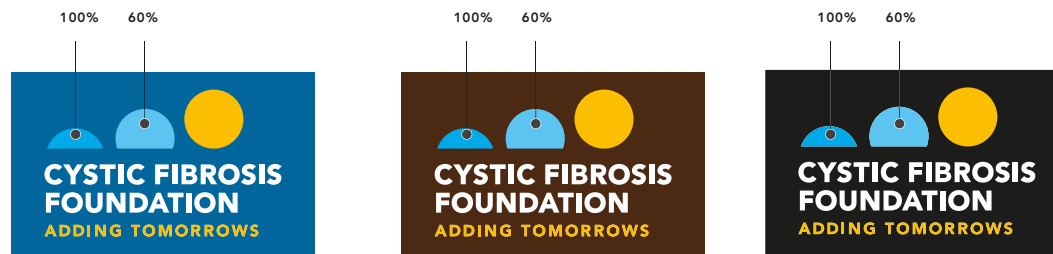
4-COLOR REVERSE (WHITE)

C 90 M 0
Y 0 K 0

DARK BLUE

C 50 M 0
Y 0 K 0

LIGHT BLUE

PLEASE NOTE: when creating a 4-color process reverse logo, the CMYK values for both the Cystic Fibrosis Foundation dark blue and light blue have been altered to ensure legibility behind dark backgrounds.

COLOR USAGE (CONT'D.)

Reverse (White)
The reverse (white) version is for use on a dark background or photograph that provides enough contrast and clarity.

2-Color Spot Reverse
Please use the 2-color spot reverse logo option if possible, when the color backgrounds provide enough legibility.

4-Color Process Reverse
Please use the 4-color reverse logo option if possible, when the color backgrounds provide enough legibility such as a dark brown, a dark gray or a black background.

Please note: when creating a 2-color spot reverse logo, replace the Cystic Fibrosis Foundation dark blue (PMS 3015 U) with the light blue (PMS 2995 U). You may also screen the Cystic Fibrosis Foundation light blue (PMS 2995 U) to 60% if needed.

When creating a 4-color process reverse logo, the CMYK values for both the Cystic Fibrosis Foundation dark blue (PMS 3015U) and light blue (PMS 2995 U) have been altered to ensure legibility behind dark backgrounds.
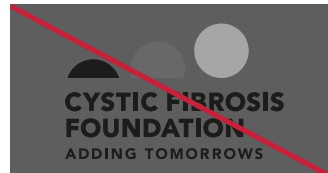
BACKGROUNDS

As a general rule, the Cystic Fibrosis Foundation logo must always be presented against a background that will provide sufficient contrast and readability. Whenever possible, the logo should be presented on a white background. Although white is the preferred background, it may not always be possible.

The following are some guidelines for proper use of the logo on various background colors. On a light-colored background, the logo may be shown as 1-color or black but take care to ensure sufficient contrast and readability. On a dark-colored background, the 4-color reverse logo or reverse (white) logo should be used.

CORRECT: 4-color logo placed on a light background.

INCORRECT: Do not place logo on a background with insufficient contrast.
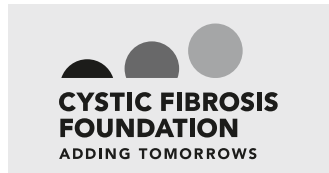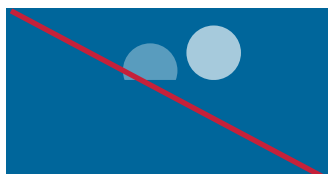
CORRECT: Black logo placed on a light background.

INCORRECT: Do not place logo on a background with insufficient contrast.

CORRECT: 1-color logo placed on a light background.

INCORRECT: Do not place logo on a background with insufficient contrast.

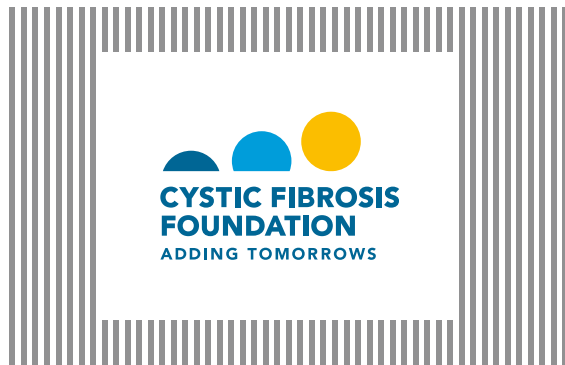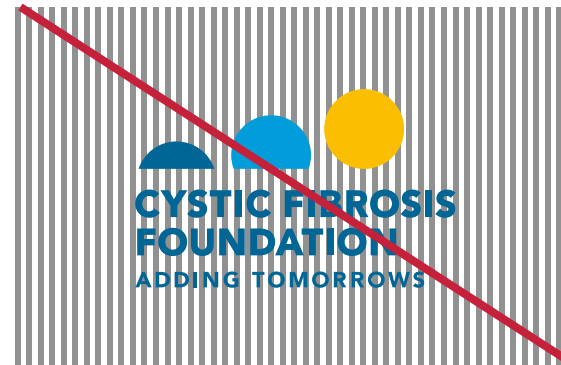**CORRECT:** 4-color reverse logo placed on a dark solid background.

INCORRECT: Do not place logo on a background with insufficient clarity or too much contrast.

CORRECT: Non-interference zone applied against patterned background.

INCORRECT: Do not place the logo directly against a patterned background.

CORRECT: Use reverse (white) version of the logo when placed in a dark area of a photograph to ensure maximum readability.

INCORRECT: Do not place logo on a complicated and/or light background that results in poor readability.

BACKGROUNDS (CONT.D)

The logo should not be placed directly against heavily patterned or textured backgrounds. The non-interference zone should be used.

When working with photography, the reverse solid white logo is placed in a dark area of the photograph to ensure maximum readability of the logo. Do not place logo on a complicated and/or light background that results in poor legibility of the logo.

TECHNICAL

File format, end use, and color settings play an important role when choosing the correct logo. Please refer to the chart for assistance in selecting the correct resolution, format, and color setting. Using the logo with low resolution will cause problems when printing.

When importing pdf files, please make sure to turn on or off specific layers needed in order to correctly import logo and tagline color options.

FORMATS FOR PRINT, WEB, AND POWERPOINT

	PRINT	ELECTRONIC – WEB	ELECTRONIC – POWERPOINT
FORMAT	EPS OR PDF	.JPG	.JPG
RESOLUTION	300 DPI	72 DPI	96 DPI
COLOR	SPOT (PANTONE) OR 4-COLOR PROCESS (CMYK)	RGB	RGB

INCORRECT: Do not use a version of the logo with improper resolution.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

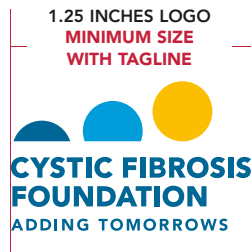The Cystic Fibrosis Foundation logo should be used with the tagline whenever possible.

TAGLINE

The tagline, *Adding Tomorrows,* should be used with the logo at all times unless approved by National. The tagline is artwork and should not be altered or rearranged. Do not try to typeset the tagline. The tagline's proportion and configuration in relation to the logo has been carefully considered.

Size

As a general rule, the tagline should not be reproduced at a size smaller than 1.25" in width to ensure the integrity and read-ability of the printed tagline. The tagline must align with the logo in the relationships suggested *(see Placement next page)* or it may appear alone.

1.25 INCHES LOGO MINIMUM SIZE WITH TAGLINE

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

1 INCH LOGO MINIMUM SIZE WITHOUT TAGLINE

CYSTIC FIBROSIS FOUNDATION

CORRECT LOGO/TAGLINE SIZE RELATIONSHIP:
When the logo appears along with the tagline it should not appear smaller than 1.25" in width to ensure readability.

LOGO MINIMUM SIZE: Width = 1"

When the logo appears under 1.25" the tagline should not be used. The tagline layer can be turned off in the master pdf file. The minimum size the logo may appear without the tagline is 1" in width.

MARK

FULL NAME

TAGLINE

TAGLINE (CONT'D.)

Placement

When arranged in relation to the logo, the tagline should always left align and appear below the logo. As a rule, the distance between the logo and tagline (**x**) is equal to the height of the words *Adding Tomorrows*. Careful attention should be paid to the placement of the tagline to ensure maximum readability.

Color

The tagline should always appear in the Cystic Fibrosis Foundation dark blue (PMS 3015 U) when placed on a light or white background. It also may appear in gold or white when placed behind a darker background. Please make sure there is enough contrast to ensure readability.

USAGE

The Cystic Fibrosis Foundation tagline is only effective when it is used properly. Presenting the tagline incorrectly, or distorting it in any way, will only lead to confusion and weaken the Cystic Fibrosis Foundation brand.

CYSTIC FIBROSIS FOUNDATION

INCORRECT: The logo should be used with the tagline unless approved by Cystic Fibrosis Foundation.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not change the size relationship between the logo and tagline.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not use the tagline at sizes below 1.25" in width.

CYSTIC FIBROSIS FOUNDATION

ADDING TOMORROWS

INCORRECT: Do not change the placement relationship between the logo and tagline.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not skew or distort the tagline.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not use the tagline in gold against a white or light background.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not place the logo and tagline at an angle. They should always appear horizontal.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: The tagline should always appear in the Cystic Fibrosis Foundation darker blue when placed on a white or light background.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

INCORRECT: Do not substitute other typefaces for the tagline.

Cystic Fibrosis Foundation

Part Two: Corporate Visual Identity Design and Application

VISUAL IDENTITY

Cystic Fibrosis Foundation
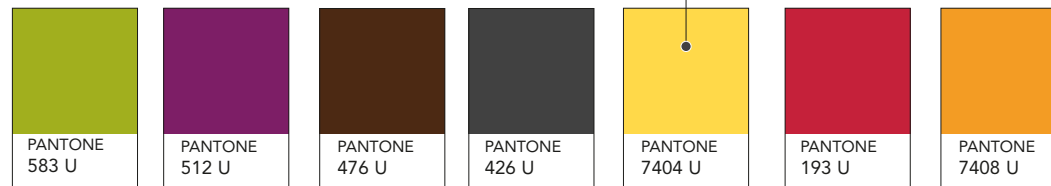
Part Two: Corporate Visual Identity Design Elements and Application

PRIMARY PANTONE® SPOT COLOR PALETTE
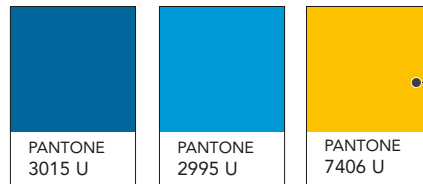
PANTONE
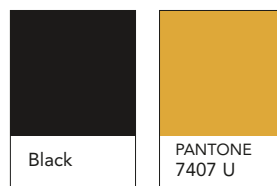3015 U

PANTONE
2995 U

PANTONE
7406 U

WHEN APPLYING PMS 7406 TO
LARGE COLOR FIELD AREAS, PLEASE
SUBSTITUTE WITH PMS 7404.

SECONDARY PANTONE® SPOT COLOR PALETTE

PANTONE
583 U

PANTONE
512 U

PANTONE
476 U

PANTONE
426 U

PANTONE
7404 U

PANTONE
193 U

PANTONE
7408 U

DUOTONE PALETTE

Black

PANTONE
7407 U

PLEASE NOTE: PANTONE® classifications and CMYK builds are pro-
vided for each main color. Colors shown on this page and throughout
the manual are representations, but are not intended for use as color
matching for PANTONE® color standards.

PANTONE® SPOT COLOR PALETTES

The Cystic Fibrosis Foundation's color options are
divided into Primary, Secondary, and Duotone palettes.
When printing, these colors can be reproduced using
PANTONE® solid inks (Spot Color), CMYK values
(Process Color) or RGB (online). *Always communicate
with your printer to determine how to specify the colors
in your files.*

PANTONE® Spot Colors are the best way to
create consistent color in every print run.[1]

The primary color palette consists of the Cystic
Fibrosis Foundation dark blue (PMS 3015 U) and a
lighter blue (PMS 2995 U). These colors are primar-
ily used in large color fields. The primary palette also
contains a bright gold (PMS 7406 U) which is pri-
marily used for large typographic treatments and not
recommended for large color fields.

A secondary palette is also available for accent colors
and also provides an alternative color gold option for
large color fields which is PMS 7404 U. Duotone[2]
colors are used to create Cystic Fibrosis Foundation
Duotones. PMS 7408 U from the Duotone palette
is never used alone, it is only used to create Cystic
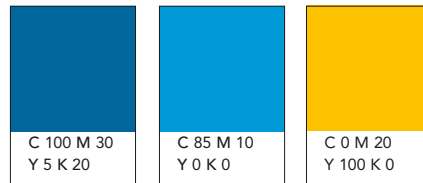Fibrosis Foundation Duotones.

Careful attention to color matching will be required in
production. *Always communicate color goals with your
printer prior to going on press with the job.*

[1] *The accuracy of color is critical in design. What you see on your
monitor is never what will appear on a printed sheet. Designers
need a standardized color key. The PANTONE MATCHING
SYSTEM is a widely used standardized color matching system, in
which the PANTONE Colors allow you to use colors that cannot be
mixed in CMYK. PANTONE® classifications and CMYK builds
are provided for each main color. Colors shown on this page and
throughout the manual are representations, but are not intended for
use as color matching for PANTONE® color standards. For more
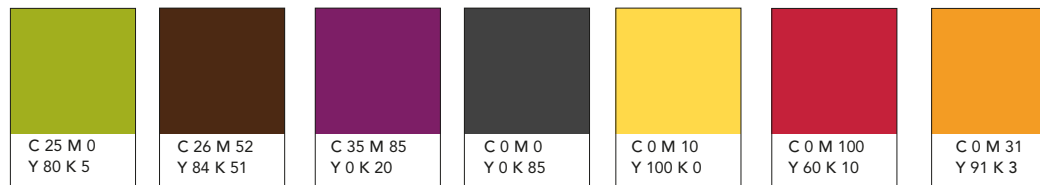information visit pantone.com*

[2] *Duotone is the generic name for multitone printing, which can be
done with two, three or four inks. Usually the images are printed
with a dark base color and a lighter second color, overprinted to fill
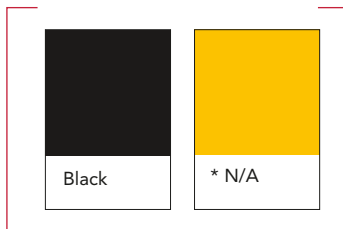in, tint and tone the photo or graphic.*

4-COLOR PROCESS AND RGB COLOR PALETTES

When PANTONE® Spot Colors are not available due to price constraints or printing limitations, the Cystic Fibrosis Foundation may substitute 4-color process equivalents for the color palette. These color values are listed here.

4-color process refers to the standard process of printing with Cyan(C), Magenta(M), Yellow(Y) and Black(K) inks. Color photography is always printed in CMYK. 4-color process colors are referenced by their CMYK values, which can range from 1-100 for each ink. The PANTONE® Matching System has some standard combinations of CMYK. When possible, we have selected these formulas. Because CMYK values can shift on press, 4-color process colors are less predictable than PANTONE® Spot Colors.

It is recommended that the Cystic Fibrosis Foundation use PANTONE® Spot Colors (i.e., PMS colors) when consistent color is critical. When buying printing, it is preferable to request six inks: 4-color process plus two PANTONE® Spot Colors. The six inks include: CMYK for color images and less critical color, plus one PANTONE® Spot Color (PANTONE® 7406U) to allow for the Cystic Fibrosis Foundation Duotones and one PANTONE® Spot Color for a critical color such as the Cystic Fibrosis Foundation dark blue (PMS 3015 U).

When designing for the web or screen viewing, you can refer to the RGB color palette.

Careful attention to color matching will be required in production. *Always communicate color goals with your printer prior to going on press with the job.*

PRIMARY 4-COLOR PROCESS PALETTE

C 100 M 30 Y 5 K 20	C 85 M 10 Y 0 K 0	C 0 M 20 Y 100 K 0

SECONDARY 4-COLOR PROCESS PALETTE

C 25 M 0 Y 80 K 5	C 26 M 52 Y 84 K 51	C 35 M 85 Y 0 K 20	C 0 M 0 Y 0 K 85	C 0 M 10 Y 100 K 0	C 0 M 100 Y 60 K 10	C 0 M 31 Y 91 K 3

DUOTONE PALETTE*

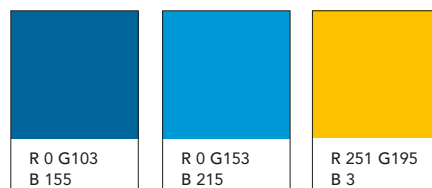| Black	* N/A

*PRINTING CYSTIC FIBROSIS FOUNDATION DUOTONES IN CMYK:
Cystic Fibrosis Foundation Duotones may be turned into black half-tones. However, it is strongly recommended that a PANTONE® ink be added to allow printing of the Cystic Fibrosis Foundation duotones in most cases. Only use black halftones when absolutely necessary.

RGB COLOR PALETTE

R 0 G103 B 155	R 0 G153 B 215	R 251 G195 B 3

Avenir 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Avenir 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Avenir 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Avenir 45 Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Avenir 55 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Avenir 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Avenir 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Avenir 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLEASE SUBSTITUE AVENIR FOR ARIAL WHEN DESIGNING FOR THE WEB.

AVENIR TYPEFACE

Typography is an essential part of the Cystic Fibrosis Foundation's visual identity. It helps us to clearly communicate and consistently present information throughout our collateral materials. All external Cystic Fibrosis Foundation documents should conform to these guidelines.

The two primary typefaces for printed collateral are Avenir and Adobe Garamond. Avenir is primarily used for large display text, main headlines, subheads, callouts or credits, side bar text and captions.

Designed in 1988, Avenir is a geometric sans-serif typeface with a more organic and humanist interpretation. With more weights and styles, Avenir offers a variety of options for every application. It maintains legibility and reproduction quality at small sizes.

Avenir is not a free font and will need to be purchased from any of the major type foundries such as www.adobe.com/type/ or www.fontshop.com.[1] If you are not able to purchase Avenir, we recommend using Arial as a substitute.

When designing for the web, we recommend using Arial for body copy or lead in copy when Avenir is not accessible.

[1] The OpenType file format is recommended. It offers several advantages over older PostScript and TrueType fonts, and allows for a single, cross-platform font file to be used in both Mac OS and the Windows XP/2000/98 operating systems. This greatly reduces file incompatibility and version discrepancies. OpenType offers an expanded international character set, simplified font management requirements and advanced typographic capabilities when used in conjunction with the Adobe CS2 suite of applications.
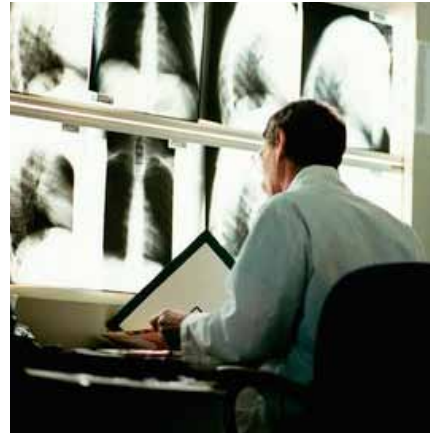
ADOBE GARAMOND PRO TYPEFACE

Adobe Garamond Pro is primarily used for body copy in text-heavy publications. Designed by Claude Garamond, the Adobe Garamond Pro typeface and its variations have been a standard among book designers and printers for four centuries. This elegant, versatile design was the first Adobe Originals typeface and was released in 1989. It includes three weights, plus a titling font, alternate characters and an Expert Collection to provide a flexible family of text types. (From Adobe.com)

Adobe Garamond Pro is not a free font and will need to be purchased from any of the major type foundries such as www.adobe.com/type/ or www.fontshop.com.[1] If you are not able to purchase Adobe Garamond Pro, we recommend using the typeface Georgia as a substitute. Georgia is a free font and is easily accessible.

[1] The OpenType file format is recommended. It offers several advantages over older PostScript and TrueType fonts, and allows for a single, cross-platform font file to be used in both Mac OS and the Windows XP/2000/98 operating systems. This greatly reduces file incompatibility and version discrepancies. OpenType offers an expanded international character set, simplified font management requirements and advanced typographic capabilities when used in conjunction with the Adobe CS2 suite of applications.

Adobe Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLEASE SUBSTITUE GEORGIA FOR ADOBE GARAMOND PRO WHEN DESIGNING FOR THE WEB.

DISCOVERY

EDUCATION

ACTION

SUCCESS

IMAGERY

Photography is a critical design element for the Cystic Fibrosis Foundation. To fully represent the different facets of the Cystic Fibrosis Foundation's mission, it is necessary to represent four different key content areas of photography:

Discovery
Images in this category represent circumstances related to diagnosis, preliminary care and therapies involved with cystic fibrosis.

Education
Images in this category represent the Cystic Fibrosis Foundation's efforts in research and drug development. These photos can feature the sharing of information among research organizations and increasing awareness both internally and outside of the community.

Action
This imagery reflects the catalystic nature of the Cystic Fibrosis Foundation in affecting real change through the areas of: Therapy and Drug Development, Policy and Public Affairs, Improvement and Expansion of Care, as well as Volunteerism and Fund-raising.

Success
These images refer to the success of the Cystic Fibrosis Foundation and the progress made towards the cure and betterment of the lives of people with cystic fibrosis.

Images shown throughout this manual are representations of a photographic style and cannot be used without prior negotiation of usage rights or fees. All photo requests should be directed to Cystic Fibrosis Foundation's Communications Department.

JOURNALISTIC/REALISTIC: May be used in color or duotone. Reference pages 3-4 for Cystic Fibrosis Foundation Duotone color palette.

METAPHORIC SILHOUETTE: Should always appear in duotone. Reference pages 3-4 for Cystic Fibrosis Foundation Duotone color palette.

PORTRAIT SILHOUETTE: Can appear in duotone. Reference pages 3-4 for Cystic Fibrosis Foundation Duotone color palette. Unless the image appears on a cover, a caption must be used (see Portrait Captions page 14).

PORTRAIT SILHOUETTE: Color portraits are only used when the person shown is specifically related to the accompanying text. A caption must be used. Reference page 13 for usage of portrait captions.

PHOTOGRAPHIC STYLE

Three different photographic styles provide flexibility to express the different aspects of the Cystic Fibrosis Foundation:

Journalistic/Realistic

These images communicate the reality of cystic fibrosis and the situations surrounding the Cystic Fibrosis Foundation. Parents will want to know that they are not alone and that there is real progress towards a cure. Caregivers will need new information regarding latest therapies and pharmaceuticals. And volunteers will need information regarding progress and next steps.

Metaphoric Silhouette

These images communicate larger ideas associated with the Cystic Fibrosis Foundation. Nurture, Support and Giving (for example) are all samples of concepts with deeper meaning. The usage of metaphoric images both appeals emotionally to the viewer, and acts as a symbol of the Foundation's dedication towards looking deeper into situations to discover new meaning and solutions.

Portrait Silhouette

These images communicate the intimacy of the disease and the personal nature of the Cystic Fibrosis Foundation. The disease is affecting real people with stories to tell, and most people associated with the Cystic Fibrosis Foundation are friends and family of patients with cystic fibrosis. By using large silhouetted images of people, we are highlighting the individuality of the Cystic Fibrosis Foundation as well as patients.

DUOTONE OR COLOR?

When deciding whether or not to use an image in duotone, one must consider the intent. Duotones help set the mood and are commonly paired with powerful messaging. Duotones are also recommend if the intent is to show the general idea of a topic or meant as symbolic or metaphorical references to cystic fibrosis or when not specific to a certain place, time or circumstance.
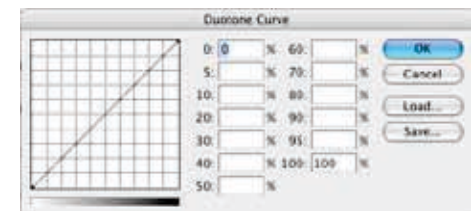
DUOTONES

To create a consistent look throughout all marketing materials, the Cystic Fibrosis Foundation uses specific ink colors and settings to create duotones. Cystic Fibrosis Foundation Duotones are made using black ink and PANTONE® spot color 7407 U. No other combination of ink is recommended.
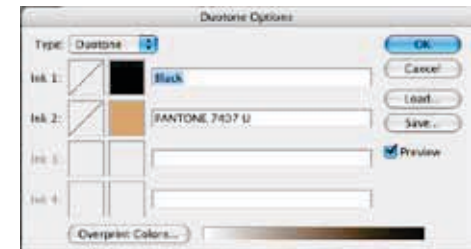
Cystic Fibrosis Foundation Duotones are created with a straight duotone curve for both the black and PANTONE® 7407 U inks. No other curve setting is recommended.

When creating Cystic Fibrosis Foundation Duotones, adjustment may need to be made to the levels settings. Adjust levels to ensure images remain open and bright. *Always communicate color goals with your printer prior to going on press with the job.*

PORTRAIT CAPTIONS*

Color and Duotone Cystic Fibrosis Foundation Portrait images require an identifying caption consisting of first name and age: "Kennedy, Age 7". Captions are set in Avenir.

* Publication covers are an exception to this rule. Cystic Fibrosis Foundation Duotones on covers typically do not have a name and age associated with them.

Kennedy, Age 7

CLOSE CROPPING: Use with full page portraits or settings. Must bleed on all sides of the page.
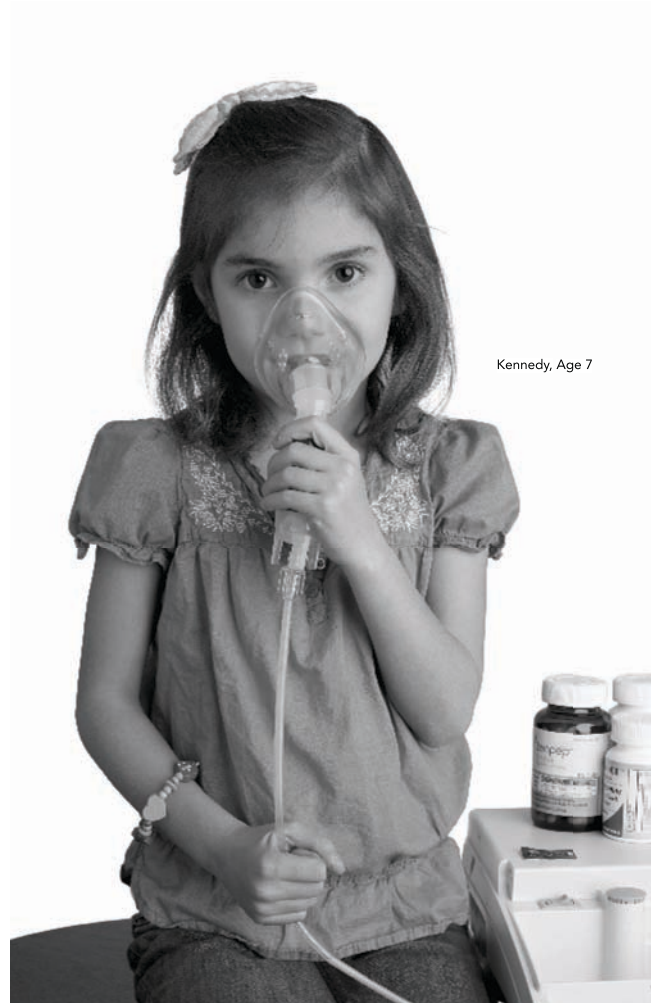
SILHOUETTE: Use with full page portraits or objects.

DUOTONES (CONT'D.)

When deciding whether or not to use an image in duotone, one must consider the intent. Duotones help set the mood and are commonly paired with powerful messaging. Duotones are also recommend if the intent is to show the general idea of a topic. Duotones can be used as symbolic or metaphorical references to cystic fibrosis or whether the image is not specific to a certain place, time or circumstance.

Large Portraits

There are two usage options for photography that exceeds one half page in size: close cropping or silhouette. When cropping in closely, bleed the image on all four sides. When working with large silhouettes, bleed on the bottom or two sides only. Silhouettes should give the impression of having clear space on three sides or should appear to be complete figures. To retain this illusion a cropped side may bleed off the page or align to a Color Bar *(see page 12)*. Never show a cropped side of a silhouette next to copy or floating in space.
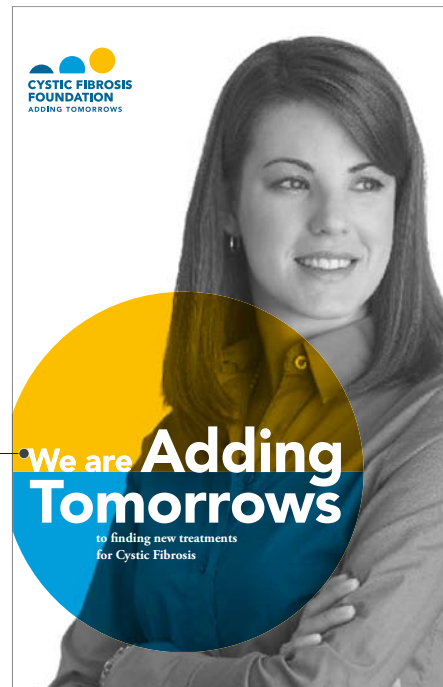
Metaphoric Portraits

Other images should appear in duotone when they are meant as symbolic or metaphorical references to cystic fibrosis or when not specific to a certain place, time or circumstance. When the intent is to show the general idea of a topic rather than a literal scene or individual, use duotone to set the mood.

We are
**Adding
Tomorrows.**

Kennedy, age 9

FRAMING CIRCLE

HALF CIRCLE

CIRCLE OVERLAY

**CYSTIC FIBROSIS
FOUNDATION**
ADDING TOMORROWS

**We are Adding
Tomorrows**
to finding new treatments
for Cystic Fibrosis

GRAPHIC DETAILS

A circle references back to the circular element in the Cystic Fibrosis Foundation logo and can be used in a variety of ways.

Framing Circle
One of its main purposes is to frame duotone silhouetted portraits. We recommend that the circles appear in the lighter blue (PMS 2995 U) and screened back to the minimum of 80%.

Overlay Circle
Circles may overlap a duotone silhouetted image as well as long as they do not obstruct an important part of the image. The circles must appear in either the Cystic Fibrosis Foundation dark blue (PMS 3015 U), lighter blue (PMS 2995 U) or gold (PMS 7406 U).

Half Circle
A half circle is a detail that is used to indicate a period at the end of a headline. These headlines are specific statements which capture the resounding hope and optimism of the Cystic Fibrosis Foundation brand such as (I am a Crusader, I am a Fighter, etc.) We recommend that when using the half circle, it is alway set in the Cystic Fibrosis Foundation gold (PMS 7406 U).

finch

RECOMMENDED UNCOATED STOCK: FINCH FINE, BRIGHT WHITE, ULTRA SMOOTH

McCoy

RECOMMENDED SILK OR MATTE STOCK: MCCOY

PAPER SELECTION

When printing collateral for the Cystic Fibrosis Foundation, please select a bright white paper. Bright white paper color helps enforce the clean, positive image of the Foundation. Photography should only ever appear on bright white paper. Do not use a dull white, gray, cream or colored paper.

Coated versus Uncoated

When choosing a paper stock, we prefer and recommend choosing an uncoated finish versus a coated finish. An uncoated stock provides a more tactile and more modest feel to the finished piece which is line with the Cystic Fibrosis Foundation brand. Uncoated paper is also more forgiving when dealing with poor quality or low resolution imagery.

If an uncoated stock is not an option, we recommend choosing a stock with a silk or matte finish versus a glossy coated stock which reduces the glare to a significant level.

The recommended uncoated stock for the Cystic Fibrosis Foundation is **Finch Fine, Bright White, Ultra Smooth.** The recommended silk or matte sheet is **McCoy.** Different weights will be appropriate for different applications. If this stock is unavailable, another bright white stock may be substituted. When comparing other bright white stocks, look for the brightest, most neutral tone. A blue-white cast is preferable to a yellow-, pink-or gray-white cast.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

I am a Fighter.

Odis plitaecto bera nescia nis dendaepti qui duntur. Apedi
gentur siti quis ex eos simi, quiat quiatur?

Kennedy Williams, Patient

Campaign Poster

1) Cystic Fibrosis Foundation logo and tagline lockup should always appear together. 4-color reverse logo versions should appear behind a dark enough background to ensure legibility.

2) Large display text are set in Avenir 85 Heavy. We recommend kerning in the space between the letters as needed.

3) Captions are set in Avenir. Most color and duotone Cystic Fibrosis Foundation portrait images require an identifying caption consisting of first name and age: "Kennedy, Age 7".

4) Adobe Garamond Pro is primarily used for body copy but can also be used to highlight an introductory paragraph.

5) The Circle element can be used to frame silhouetted duotone portraits. We recommend that the circles appear in either of the primary color palette, which consists of the Cystic Fibrosis Foundation dark blue (PMS 3015 U), a lighter blue (PMS 2995 U) and a bright gold (PMS 7406 U).

Half circles can also be used as an added detail that ties in again to the corporate logo but should only be used to replace the period after empowering statements such as "I am a Fighter." We recommend that they should be set in the Cystic Fibrosis Foundation gold (PMS 7406 U) when utilized behind a dark background.

6) We recommend using duotones to help set the mood and help communicate powerful messages.

MIlestones Brochure Cover

1) Journalistic and realisitc imagery is used in order to communicate the reality of cystic fibrosis and the situations surrounding the Cystic Fibrosis Foundation.

2) The primary palette also contains a bright gold (PMS 7406 U) which is recommended for small color fields.

3) Cystic Fibrosis Foundation type is set in Avenir which is one of the primary typefaces.

4) The primary color palette consists of the Cystic Fibrosis Foundation dark blue (PMS 3015 U) and is primarily used for large color fields if needed.

5) A secondary palette is also available for accent colors such PMS 583 U.

Annual Report Cover

1) Portrait silhouetted imagery are used to communicate the intimacy of the disease and the personal nature of the Cystic Fibrosis Foundation.

2) Cystic Fibrosis Foundation type is set in Avenir which is one of the primary typefaces and set in the bright gold (PMS 7406 U) which is recommended for typographic uses.

3) The primary color palette consists of the Cystic Fibrosis Foundation dark blue (PMS 3015 U) and a lighter blue (PMS 2995 U). These colors are primarily used for large color fields if needed.

ARIAL

AVENIR

AVENIR

ARIAL

AVENIR
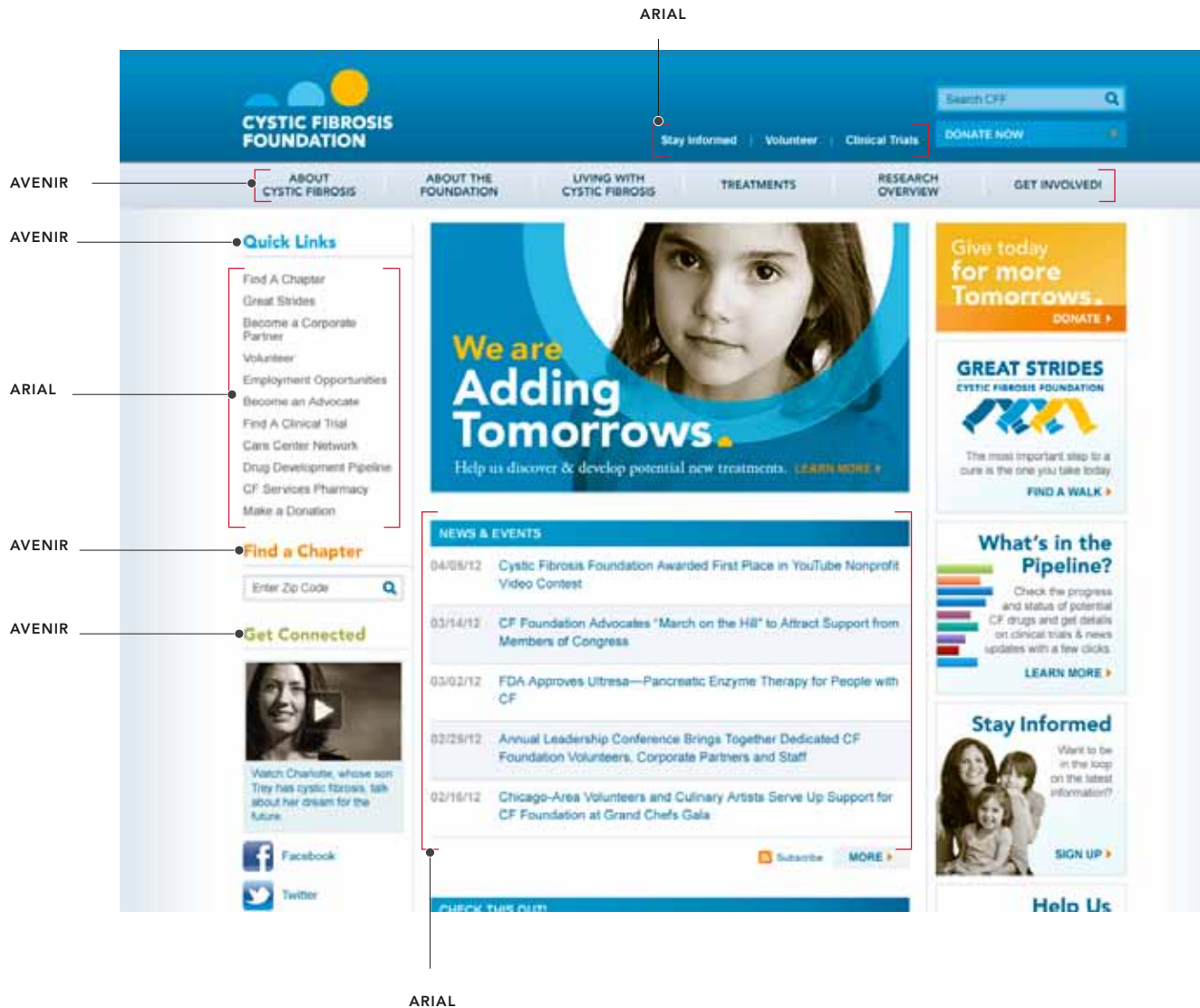
AVENIR

ARIAL

National Website Home Page

When designing for the web, we recommend using Arial for body copy or lead in copy when Avenir is not accessible. Please use the RGB color palette when designing for the web.

RGB COLOR PALETTE

R 0 G103 B 155	R 0 G153 B 215	R 251 G195 B 3
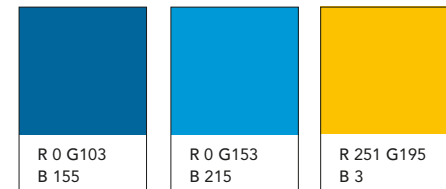
GLOSSARY OF DESIGN TERMS:

BASELINE

The imaginary rule where lines of text sit.

BRAND

An intangible but critical component of what an organization represents. The brand is a set of expectations and associations evoked from an experience with an organization or a product.

CYSTIC FIBROSIS FOUNDATION COLORS

The approved colors, referred to in this document as Cystic Fibrosis Foundation Blue, Bright, Muted and Duotone palettes.

FONT FAMILY

Group of typefaces under the same name in all sizes, postures and weights. Cystic Fibrosis Foundation's font families are Century 751, Benton Sans and Adobe Garamond.

KERNING

The space between individual letters.

LEADING

The space between lines of type, measured from baseline to baseline.

LINE ART

Usually black-and-white; includes drawings, graphics, charts, etc.

LOCK-UP

Artwork and type that exist in a set relationship and should not be altered.

LOGO

The logo is the primary graphic element used to identify the organization and all related product offerings. It should be used to identify the organization on all communications internally and externally. The Cystic Fibrosis Foundation logo is a combination of a mark (image) and name (type).

LOGO CONFIGURATION

The arrangement of graphic elements of the Cystic Fibrosis Foundation logo. The size, position and relationships of the elements within an approved logo configuration are fixed and must not be altered.

NON-INTERFERENCE ZONE

The image-free zone maintained around the logo to protect it from visual interference of other elements on the page.

POINT

Unit of measure in the printing industry: 1 inch = 72 points. There are 12 points in a pica.

PICA

Unit of measure in the printing industry: 1 inch = 6 picas. There are 12 points in a pica.

POSITIVE

The positive version is used when the logo appears on a white or light background.

REVERSE

The reverse is when the logo appears in white on a dark background.

SANS SERIF

A typeface style categorized by clean straight edges of the letter form. Helvetica is an example of a sans serif typeface.

SERIF

A typeface style categorized by tiny "feet" attached to the edges of each letter, which makes the type easier to follow for the readers' eyes. Times New Roman is an example of a serif typeface.

TRACKING

The space between each letter of a selected group of letters. It can be a word, sentence, or paragraph, depending on how much text is selected to track.

TYPEFACE

Overall design or look of a font.

GLOSSARY OF PRINT/PRODUCTION TERMS:

CMYK
The four primary colors on a printing press: cyan, magenta, yellow and black.

CREEP
Occurs when folded pages are inserted within each other. The more pages, the more space needed to fold around the center.

DESKTOP PROOFS
Also called preliminary proofs, these are early proofs created to examine text, placement or similar design issues.

EMBOSSING
The process for creating a raised image or design in the paper surface by using two (male and female) dies. A design created in this manner without printing is referred to as blind embossing.

ENGRAVING
A form of recessed printing where the image to be printed is etched or engraved below the non-image areas of the plate. The ink is applied to the plate and the non-image areas are then scraped or wiped clean. This type of printing usually is accompanied by a slightly raised image area, and a slightly recessed area on the reverse side of the paper.

FILE FORMAT
Usually a three letter extension referring to the structure of the data used to record information (examples are: .pdf, .jpg, .eps, .doc).

FINAL PROOF
Proof given to the client to sign as a form of a contract, implying that they agree with what they see on the proof and it is ready to go to press. This is sometimes referred to as a contact proof, matchprint or iris.

KNOCKOUT
A shape or object printed by eliminating (knocking out) all background colors. The shape or image appears the color of the paper, in the case of the Cystic Fibrosis Foundation, paper color will always be white.

PREFLIGHTING
Process of checking electronic files to make sure that the necessary elements, including fonts and images, are present, and that all the necessary steps have been taken to make sure the file was created correctly.

PRESS PROOFS
Printed sheets off a press from a trial print run that show how the final product will look.

PROCESS COLOR
Using four transparent inks to create four-color images and colors. The four inks are cyan, magenta, yellow and black, thus the name CMYK printing.

PROOF
Printed test sheet examined to check for flaws and errors. It also acts as a prediction of the results you will get off the press.

RGB SPACE
Red, Green, Blue: the color mode used by computer monitors, televisions, videos and movies. Light starts white (like sunlight), then filters (like prisms) break it up into the primary colors of RGB.

SILK-SCREEN PRINTING
The process in which the image is created by forcing ink through a "screen" or mesh, created by blocking off all areas in the screen where no image is to be found.

SOLID INK DENSITY
Thickness of a layer of ink as read by a densitometer.

SPOT COLOR
Referred to as a custom, Pantone or solid color, and is created on press with one ink rather than by combining cyan, magenta, yellow and black inks.

CYSTIC FIBROSIS
FOUNDATION
ADDING TOMORROWS

Cystic Fibrosis Foundation

Part Three: National Sub-brand and Chapter Event Visual Identities
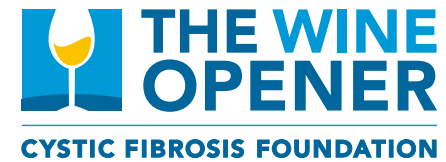
Cystic Fibrosis Foundation

Part Three: National Sub-brand and Chapter Event Visual Identities

The Cystic Fibrosis Foundation chapter events share a legacy of commitment and success and are deeply valued by our community. We want to maximize this success by ensuring that each event brand provides a strong and consistent tie-in to the Cystic Fibrosis Foundation brand. The aim of these guidelines is to help chapters maintain a consistent visual system that they can employ with ease. We've provided a set of guidelines to help transition all event brands to a unified "look and feel." This will also ultimately strengthen and achieve greater recognition of the Cystic Fibrosis Foundation.

Top National Sub-brand Fundraising Events (Updated)

How to Update a Chapter Event Logo:

The Cystic Fibrosis Foundation has applied the new "look and feel" to five of its top national fundraising sub-brand logos using the following guidelines. These guidelines provide five simple rules that illustrate how to transition an existing chapter event logo or create a new event logo, using the new "look and feel." To illustrate how an existing logo can be updated, we have provided several examples.

CYSTIC FIBROSIS FOUNDATION

The Cystic Fibrosis Foundation lockup consists of a rule with the words "Cystic Fibrosis Foundation" underneath.

RULE 1: ADD THE CYSTIC FIBROSIS FOUNDATION LOCKUP

All new and existing chapter event logos must include the Cystic Fibrosis Foundation lockup. This lockup consists of a thin rule with the Cystic Fibrosis Foundation name underneath. This lockup should always appear below your chapter event title. Your logo should never exceed the width of the lockup.

The minimum space (**X**) that needs to exist between your chapter event title and the lockup is equal to the height of the words in the Cystic Fibrosis Foundation lockup.

Please note: the logo lockup will be provided as artwork and is available to download in the Communication's section of The Rose. Different file format options will be provided to ensure flexibility.

Before (EXISTING CHAPTER EVENT LOGO)

After (UPDATED CHAPTER EVENT LOGO)

The Cystic Fibrosis Foundation lockup should always appear below your chapter event title.

INCORRECT: Do not remove the rule between your chapter event logo and the Cystic Fibrosis Foundation lockup.

INCORRECT: Do not change the placement of the Cystic Fibrosis Foundation lockup.

Your logo should never exceed the width of the Cystic Fibrosis Foundation lockup.

The minimum space (**x**) that needs to exist between your chapter event title and the lockup is equal to the height of the words in the Cystic Fibrosis Foundation lockup.

Before (EXISTING CHAPTER EVENT POCKET FOLDER EXAMPLE)

Replace existing chapter event logo with the updated version which includes the Cystic Fibrosis Foundation lockup.

After **(UPDATED CHAPTER EVENT POCKET FOLDER EXAMPLE—SAMPLE ONLY)**

Updated chapter event logo which includes the Cystic Fibrosis Foundation lockup.

By adding the Cystic Fibrosis Foundation lockup, there is no need to include the Foundation logo on the cover.
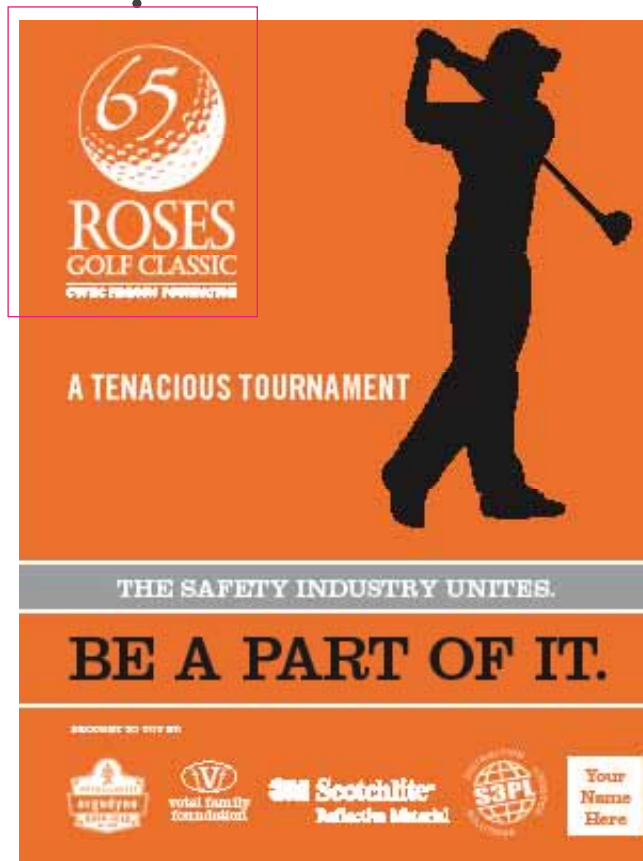
Please incorporate the Cystic Fibrosis Foundation corporate logo if possible, in a place where it does not compete with the event logo, such as the back cover.

Chapter Event Logo Color Palette

PANTONE 3015 U	PANTONE 2995 U	PANTONE 7406 U

All new and existing chapter event logos must transition into the Cystic Fibrosis Foundation color palette. These colors are utilized in the Cystic Fibrosis Foundation corporate logo and their use will provide a consistent and strong tie-in to the Cystic Fibrosis Foundation brand. The logo color palette consists of a dark blue, a light blue and a gold.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

All Cystic Fibrosis Foundation logos must share the same color palette utilized in the Cystic Fibrosis Foundation logo.
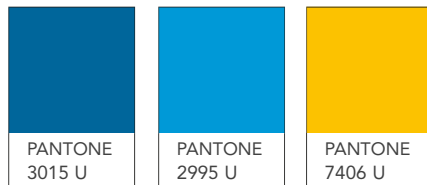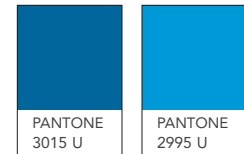
Before (EXISTING CHAPTER EVENT LOGO)

After (UPDATED CHAPTER EVENT LOGO—**SAMPLE ONLY**)

To ensure legibility, all chapter event logo titles must either be set in our corporate Cystic Fibrosis Foundation's dark blue (PMS 3015 U) or light blue (PMS 2995 U).

| PANTONE 3015 U	PANTONE 2995 U

INCORRECT: We do not recommend setting any type in the Cystic Fibrosis Foundation's Gold (PMS 7406 U) when behind a white background because of its legibility challenges.

INCORRECT: Do not incorporate any colors other than the three colors from the Cystic Fibrosis Foundation logo color palette.

Before (EXISTING CHAPTER EVENT LOGO)

By adding the Cystic Fibrosis Foundation lockup, there is no need to include any additional copy identifying the Foundation in your logo.
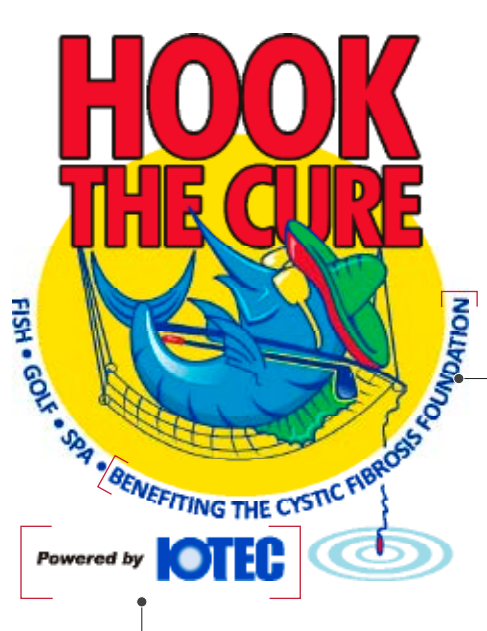
The chapter event logo must never be connected to any copy or slogan that is not part of the Cystic Fibrosis Foundation brand, including corporate sponsor logos.

After (UPDATED CHAPTER EVENT LOGO—**SAMPLE ONLY**)

Please note: this is not final artwork. This is only an example of how to transition your existing chapter event logo into the Cystic Fibrosis Foundation color palette.

Before (EXISTING CHAPTER EVENT LOGO)

After (UPDATED CHAPTER EVENT LOGO—SAMPLE ONLY)

CYSTIC FIBROSIS FOUNDATION

Please note: this is not final artwork. This is only an example of how to transition your existing chapter event logo into the Cystic Fibrosis Foundation color palette.

Before (EXISTING CHAPTER EVENT LOGO)

After (UPDATED CHAPTER EVENT LOGO—**SAMPLE ONLY**)

CYSTIC FIBROSIS FOUNDATION

Please note: this is not final artwork. This is only an example of how to transition your existing chapter event logo into the Cystic Fibrosis Foundation color palette.
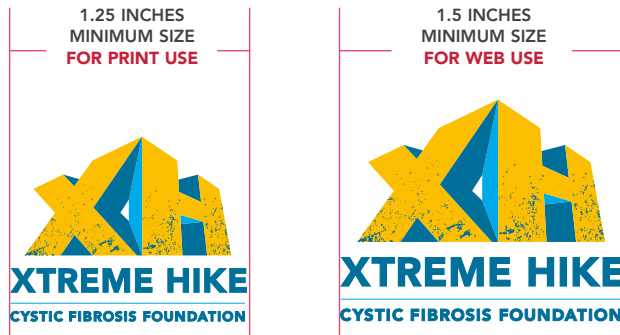
RULE 3: ABIDE BY MINIMUM LOGO SIZE

All new and existing chapter event logos must abide by the minimum size requirement of 1.25 inches in width to retain the legibility of the Cystic Fibrosis Foundation lockup. Please consult with your printer on special reproduction techniques, such as silk screen and flexographic printing.

When designing for the web, all event logos must abide by the minimum size requirement of 1.5 inches or 108 pts to ensure legibility.

Please note: when changing the size of the logo, the height and width of the logo must remain proportionate.

1.25 INCHES
MINIMUM SIZE
FOR PRINT USE

1.5 INCHES
MINIMUM SIZE
FOR WEB USE

XTREME HIKE
CYSTIC FIBROSIS FOUNDATION

XTREME HIKE
CYSTIC FIBROSIS FOUNDATION

Please abide by the minimum size requirement to ensure legibility of the Cystic Fibrosis Foundation lockup.

1.25 INCHES
MINIMUM SIZE

XTREME HIKE
CYSTIC FIBROSIS FOUNDATION

INCORRECT: Do not reproduce the logo below the recommended size of 1.25 inches.

(UPDATED CHAPTER EVENT LOGO—**SAMPLE ONLY**))
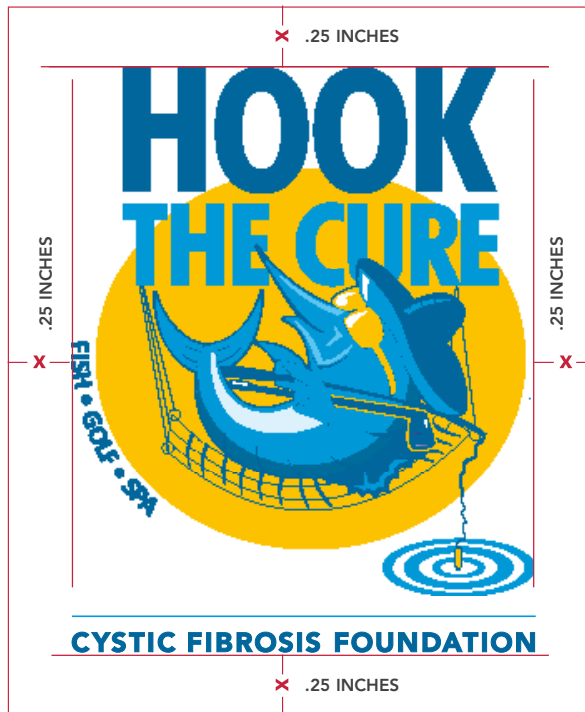
✗ .25 INCHES

HOOK THE CURE

FISH • GOLF • SPA

CYSTIC FIBROSIS FOUNDATION

.25 INCHES

✗

.25 INCHES

✗

✗ .25 INCHES

No copy, images or graphic elements should interfere with the logo, and a minimum distance of .25 inch (**x**) should be maintained around the logo.

RULE 4: MAINTAIN NON-INTERFERENCE ZONE

When the new and existing chapter event logos are accompanied by additional text or other graphic elements, *it is imperative that an image-free zone be maintained around the logo* to separate and protect it from visual interference from other elements on the page.

As a rule, a minimum distance of .25 inches (**x**) should be maintained around the logo. Copy, images, or graphic elements should never encroach on this minimum distance.

The non-interference zone applies to type under all circumstances. The chapter event logo must never be connected to any copy, logos or slogan that is not part of the Cystic Fibrosis Foundation brand.

Any chapter event logo should never be shown in a confined area smaller than the non-interference zone.

Before (EXISTING CHAPTER EVENT ADVERTISEMENT)
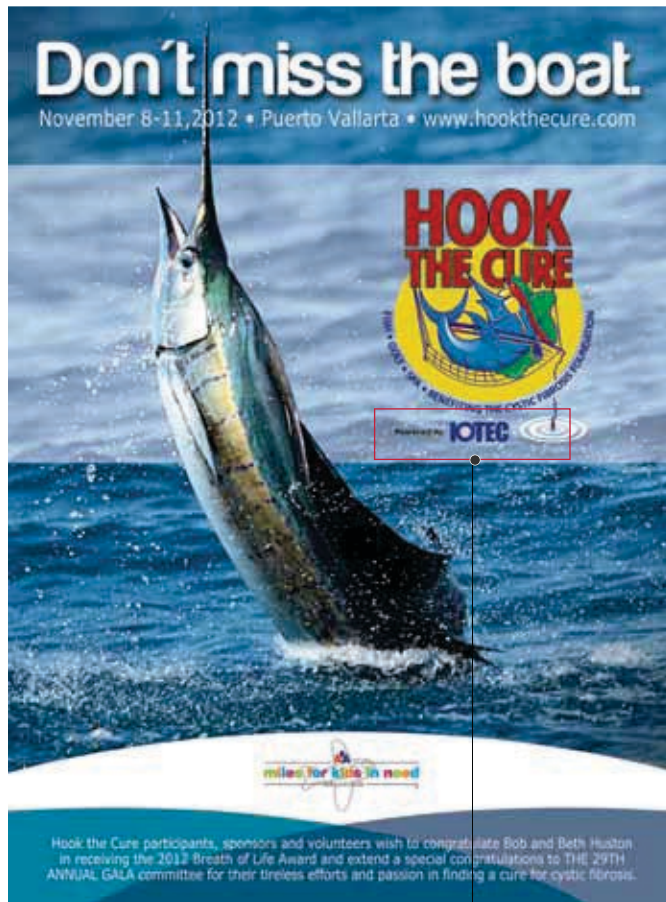
After (UPDATED CHAPTER EVENT ADVERTISEMENT—**SAMPLE ONLY**)
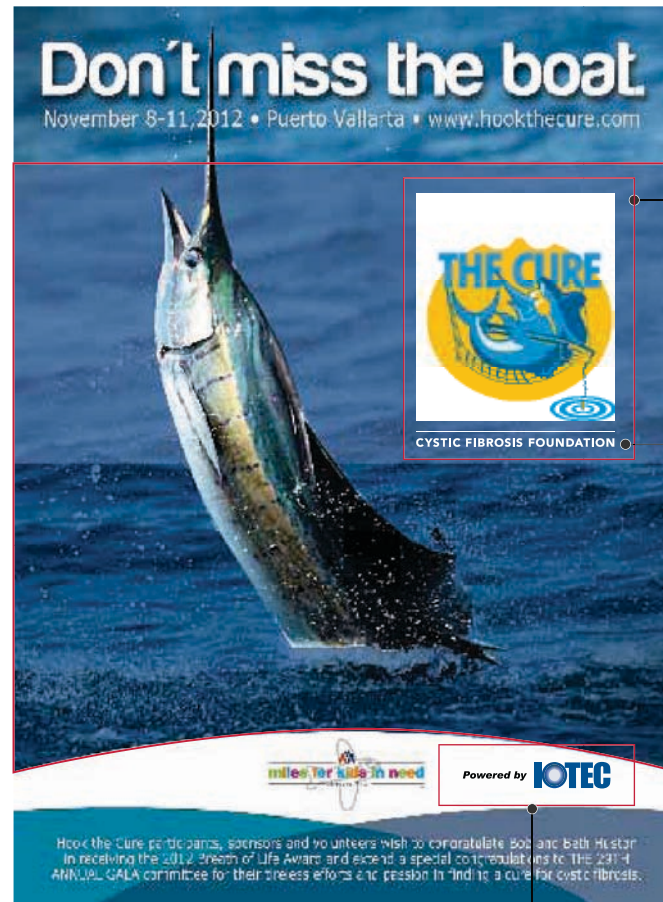
Replace existing chapter event logo with the revised version, which includes the Cystic Fibrosis Foundation lockup.

A white (knock out) version of the Cystic Fibrosis Foundation lockup is available for use on a dark background or photograph that provides enough contrast and clarity.

We darkened the background to ensure legibility of the logo.

The chapter event logo must never be connected to any copy or slogan that is not part of the Cystic Fibrosis Foundation brand.

RULE 5: USE RECOMMENDED TYPEFACES

Moving forward, all new chapter event logos must be set in one of the following six typefaces: Avenir, Italianno, Arial, Bebas Neu, Georgia and Times-New Roman. **Our preferred choice is Avenir but to ensure flexibility, we have also included five other alternative typefaces.**

Avenir is the primary typeface utilized in the Cystic Fibrosis Foundation corporate logo. It is our preferred choice since it provides a strong and consistent tie-in to the Cystic Fibrosis Foundation's brand. Avenir offers a variety of weights and styles but you must use Avenir 95 Black to ensure legibility and reproduction quality at small sizes.

Please note: existing chapter event logos are not required to change their typeface.

CYSTIC FIBROSIS FOUNDATION
ADDING TOMORROWS

Avenir is the same typeface utilized in the Cystic Fibrosis Foundation corporate logo.

Before (EXISTING CHAPTER EVENT LOGO)

After (UPDATED CHAPTER EVENT LOGO—SAMPLE ONLY)

Existing chapter event logos are not required to change their typeface.

To further strengthen brand recognition, existing chapter event logos may choose to update their typeface to Avenir (95 Black).

Avenir 95 Black   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
                       abcdefghijklmnopqrstuvwxyz

Our preferred choice is Avenir since it is the same typeface used in the corporate logo.

Arial Regular   ABCDEFGHIJKLMNOPQRSTUVWXYZ
                       abcdefghijklmnopqrstuvwxyz

Arial Bold   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
                       abcdefghijklmnopqrstuvwxyz

Our recommended substitute for Avenir is Arial.

Italiano   *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
                       abcdefghijklmnopqrstuvwxyz

BEBAS NEU   ABCDEFGHIJKLMNOPQRSTUVWXYZ

Georgia Regular   ABCDEFGHIJKLMNOPQRSTUVWXYZ
                       abcdefghijklmnopqrstuvwxyz

Georgia Bold   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

                       abcdefghijklmnopqrstuvwxyz

Times-New Roman   ABCDEFGHIJKLMNOPQRSTUVWXYZ
                       abcdefghijklmnopqrstuvwxyz

Times-New Bold   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
                       abcdefghijklmnopqrstuvwxyz

Avenir is not a free font and will need to be purchased from any of the major type foundries such as www.adobe.com/type/ or www.fontshop.com.[1] If you are not able to purchase Avenir, we recommend using Arial as a substitute.

The remaining alternative fonts are all free and easily accessible. Most are considered system fonts, which means they are already installed into your computer's operating system. They can also be easily downloaded at any of the free typefoundry websites such as dafont.com, fontsquirrel.com or google.com/webfonts/.

Please note: these typefaces are recommended for logo use only. All other chapter event design collateral such as postcards, posters or brochures do not have any font restrictions.

[1]The OpenType file format is recommended. It offers several advantages over older PostScript and TrueType fonts, and allows for a single, cross-platform font file to be used in both Mac OS and the Windows XP/2000/98 operating systems. This greatly reduces file incompatibility and version discrepancies. OpenType offers an expanded international character set, simplified font management requirements and advanced typographic capabilities when used in conjunction with the latest Adobe CS suite of applications.

National Sub-brand and Chapter Event Logo Dos and Don'ts:

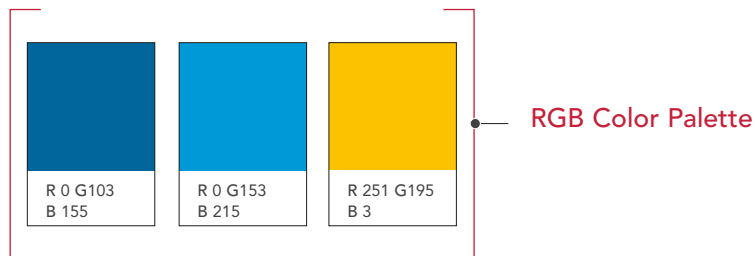**EXAMPLES OF COLOR AND FLEXIBLE AND FORMATS:**

4-COLOR PROCESS	3-COLOR SPOT COLOR	2-COLOR SPOT COLOR	1-COLOR SPOT COLOR	BLACK
65 ROSES GOLF CLASSIC CYSTIC FIBROSIS FOUNDATION	65 ROSES GOLF CLASSIC CYSTIC FIBROSIS FOUNDATION	65 ROSES GOLF CLASSIC CYSTIC FIBROSIS FOUNDATION	65 ROSES GOLF CLASSIC CYSTIC FIBROSIS FOUNDATION	65 ROSES GOLF CLASSIC CYSTIC FIBROSIS FOUNDATION
CF CYCLE FOR LIFE CYSTIC FIBROSIS FOUNDATION	CF CYCLE FOR LIFE CYSTIC FIBROSIS FOUNDATION	CF CYCLE FOR LIFE CYSTIC FIBROSIS FOUNDATION	CF CYCLE FOR LIFE CYSTIC FIBROSIS FOUNDATION	CF CYCLE FOR LIFE CYSTIC FIBROSIS FOUNDATION
THE WINE OPENER CYSTIC FIBROSIS FOUNDATION	THE WINE OPENER CYSTIC FIBROSIS FOUNDATION	THE WINE OPENER CYSTIC FIBROSIS FOUNDATION	THE WINE OPENER CYSTIC FIBROSIS FOUNDATION	THE WINE OPENER CYSTIC FIBROSIS FOUNDATION

PANTONE® Spot Color Palette

| PANTONE 3015 U | PANTONE 2995 U | PANTONE 7406 U |

4-Color Process Palette

| C 100 M 30 Y 5 K 20 | C 85 M 10 Y 0 K 0 | C 0 M 20 Y 100 K 0 |

RGB Color Palette

| R 0 G103 B 155 | R 0 G153 B 215 | R 251 G195 B 3 |

HOW TO APPLY COLOR:

There are several ways to produce the Cystic Fibrosis Foundation color palette. We have provided specific technical color specifications for print and web use in order for you to inform your team of designers.

When it comes to printing, theses colors can be reproduced using PANTONE® solid inks (Spot Color) or with CMYK values (Process Color). *Always communicate with your printer to determine how to specify the colors in your files.*

PANTONE® Spot Colors are the best way to create consistent color in every print run.[1] Careful attention to color matching will be required in production. *Always communicate color goals with your printer prior to going on press with the job.*

When designing for the web or screen viewing, you can refer to the RGB color palette.

[1] The accuracy of color is critical in design. What you see on your monitor is never what will appear on a printed sheet. Designers need a standardized color key. The PANTONE MATCHING SYSTEM is a widely used standardized color matching system, in which the PANTONE Colors allow you to use colors that cannot be mixed in CMYK. PANTONE® classifications and CMYK builds are provided for each main color. Colors shown on this page and throughout the manual are representations, but are not intended for use as color matching for PANTONE® color standards. For more information visit pantone.com

4-Color Process

GREAT STRIDES
CYSTIC FIBROSIS FOUNDATION

3-Color Spot

GREAT STRIDES
CYSTIC FIBROSIS FOUNDATION

2-Color Spot

GREAT STRIDES
CYSTIC FIBROSIS FOUNDATION

65% screen of the Cystic Fibrosis
Foundation dark blue (PMS 3015 U)

1-Color Spot

GREAT STRIDES
CYSTIC FIBROSIS FOUNDATION

Black

GREAT STRIDES
CYSTIC FIBROSIS FOUNDATION

Reverse (White)

GREAT STRIDES
CYSTIC FIBROSIS FOUNDATION

HOW TO APPLY COLOR (CONT'D.)

4-Color Process
The 4-color process version of the logo is the preferred version and, whenever possible, should be used on all branded materials.

1-Color, 2-Color or 3-Color
Use the 1-, 2-, or 3-color versions when process 4-color process printing is not possible. These versions are good for PANTONE® printing, silk-screen, embroidery, or items such as T-shirts. When creating 2-color versions, please replace the lighter blue with a 65% screen of the Cystic Fibrosis Foundation dark blue (PMS 3015 U). When creating 1-color versions, please use the Cystic Fibrosis Foundation dark blue (PMS 3015 U).

Black
When using the logo in 1-color applications, such as faxes, newspaper ads or premium items, use the black version on a white background. You may also use the black logo on a light-colored background, but only when a solid white background is unavailable. The black logo must always be solid black, not gray scale.

White Reverse
The white (reverse) version is for use on a dark background or photograph that provides enough contrast and clarity.
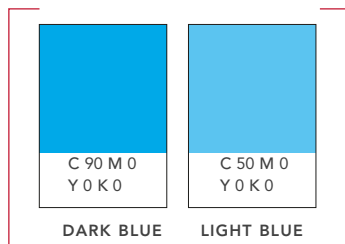
2-Color Spot Reverse (White)

GREAT STRIDES
CYSTIC FIBROSIS FOUNDATION

CF CYCLE FOR LIFE
CYSTIC FIBROSIS FOUNDATION

THE WINE OPENER
CYSTIC FIBROSIS FOUNDATION

100%　60%

PANTONE
2995 U

When creating 2-color spot reverse options, use the Cystic Fibrosis Foundation light blue (PMS 2995 U) instead of the dark blue (PMS 3015 U). You may also screen the Cystic Fibrosis Foundation light blue (PMS 2995 U) to 60% if needed.

4-Color Reverse (White)

GREAT STRIDES
CYSTIC FIBROSIS FOUNDATION

CF CYCLE FOR LIFE
CYSTIC FIBROSIS FOUNDATION

THE WINE OPENER
CYSTIC FIBROSIS FOUNDATION

C 90 M 0
Y 0 K 0

C 50 M 0
Y 0 K 0

DARK BLUE　**LIGHT BLUE**

Please note: when creating a 4-color process reverse logo, the CMYK values for both the Cystic Fibrosis Foundation dark blue and light blue have been altered to ensure legibility behind dark backgrounds.

HOW TO APPLY COLOR (CONT'D.)

2-Color Spot Reverse
Please use the 2-color spot reverse logo option if possible, when the color backgrounds provide enough legibility.
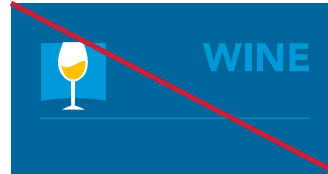
4-Color Process Reverse
Please use the 4-color reverse logo option if possible, when the color backgrounds provide enough legibility.

Please note: when creating a 2-color spot reverse logo, replace the Cystic Fibrosis Foundation dark blue (PMS 3015 U) with the light blue (PMS 2995 U). You may also screen the Cystic Fibrosis Foundation light blue (PMS 2995 U) to 60% if needed.

When creating a 4-color process reverse logo, the CMYK values for both the Cystic Fibrosis Foundation dark blue (PMS 3015 U) and light blue (PMS 2995 U) have been altered to ensure legibility behind dark backgrounds.

HOW TO APPLY YOUR LOGO BEHIND DIFFERENT BACKGROUNDS:

As a general rule, Cystic Fibrosis Foundation chapter event logos must always be presented against a background that will provide sufficient contrast and readability. Whenever possible, the logo should be presented on a white background. Although white is the preferred background, it may not always be possible.

The following are some guidelines for proper use. On a light-colored background, the logo may be shown as 1-color or black but take care to ensure that there is sufficient contrast and readability. On a dark-colored background, the 4-color reverse logo or 1-color reverse (white) should be used.
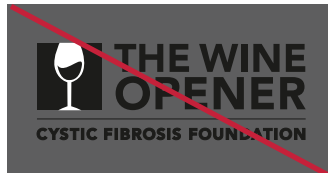
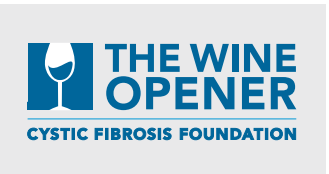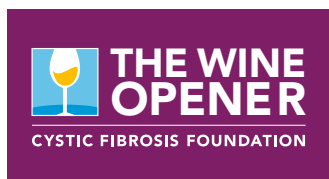**CORRECT:** 4-color logo placed on a light background.

INCORRECT: Do not place logo on a background with insufficient contrast.

CORRECT: 1-color logo placed on a light background.

INCORRECT: Do not place logo on a background with insufficient contrast.

CORRECT: 1-color logo placed on a light background.

INCORRECT: Do not place logo on a background with insufficient contrast.

CORRECT: 4-color reverse logo placed on a dark solid background.

INCORRECT: Do not place logo on a background color that would cause insufficient clarity.

CORRECT: Non-interference zone applied against patterned background.

INCORRECT: Do not place the logo directly against a patterned background.

CORRECT: 1-color reverse of the logo when placed in a dark area of a photograph to ensure maximum readability.

INCORRECT: Do not place logo on a complicated and/or light background that results in poor readability.

HOW TO APPLY YOUR LOGO BEHIND DIFFERENT BACKGROUNDS (CONT'D.)

The Cystic Fibrosis Foundation chapter event logo should not be placed directly against heavily patterned or textured backgrounds. The non-interference zone should be maintained.

When working with photography, the reverse solid white logo is placed in a dark area of the photograph to ensure maximum readability of the logo. Do not place the logo on a complicated and/or light background that results in poor legibility of the logo.

Recommended Secondary Color Palette:

In addition to the chapter event logos, there are supporting pieces of collateral such posters, brochures, T-shirts and postcards that help publicize each event. In this next section, we recommend a secondary color palette that can be applied to any new or existing chapter event's design collateral. This color palette was carefully chosen to compliment the chapter event's logo color palette, but it is not mandatory.

Secondary Color Palette

DARK TONES
RECOMMENDED FOR LARGE COLOR FIELDS

MEDIUM TONES
RECOMMENDED AS ACCENT COLORS

HOW TO APPLY THE SECONDARY COLOR PALETTE TO CHAPTER EVENT'S DESIGN COLLATERAL:

A secondary color palette is provided to supplement a chapter event's supporting collateral but is not mandatory. This color palette was carefully chosen to compliment the sub-brand color palette.

These colors are divided into dark and medium tones. We recommend using the darker tones within large color fields to ensure legibility. We recommend using the medium tones as accent colors. As more identities are developed, we will continue to add to it.

Please note: these colors may not be used when designing a brand new or existing chapter event logo.

PANTONE® Spot Color Palette

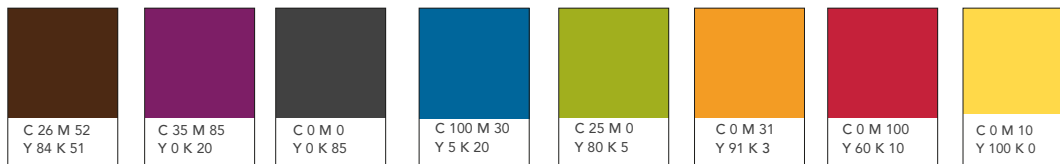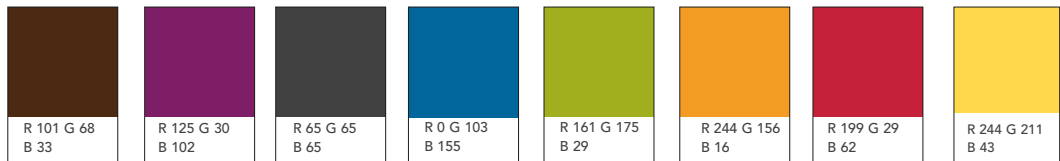| PANTONE 476 U	PANTONE 512 U	PANTONE 426 U	PANTONE 3015 U	PANTONE 583 U	PANTONE 7408 U	PANTONE 193 U	PANTONE 7404 U
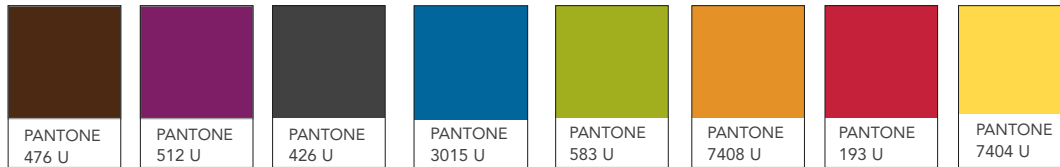
4-Color Process Color Palette

C 26 M 52 Y 84 K 51	C 35 M 85 Y 0 K 20	C 0 M 0 Y 0 K 85	C 100 M 30 Y 5 K 20	C 25 M 0 Y 80 K 5	C 0 M 31 Y 91 K 3	C 0 M 100 Y 60 K 10	C 0 M 10 Y 100 K 0

RGB Color Palette

R 101 G 68 B 33	R 125 G 30 B 102	R 65 G 65 B 65	R 0 G 103 B 155	R 161 G 175 B 29	R 244 G 156 B 16	R 199 G 29 B 62	R 244 G 211 B 43

We have provided technical color specifications for print and web use in order to inform your team of designers.

When it comes to printing, theses colors can be reproduced using PANTONE® solid inks (Spot Color) or with CMYK values (Process Color). *Always communicate with your printer to determine how to specify the colors in your files.*

PANTONE® Spot Colors are the best way to create consistent color in every print run.[1] Careful attention to color matching will be required in production. *Always communicate color goals with your printer prior to going on press with the job.*

When designing for the web or screen viewing, you can refer to the RGB color palette.

[1] *The accuracy of color is critical in design. What you see on your monitor is never what will appear on a printed sheet. Designers need a standardized color key. The PANTONE MATCHING SYSTEM is a widely used standardized color matching system, in which the PANTONE Colors allow you to use colors that cannot be mixed in CMYK. PANTONE® classifications and CMYK builds are provided for each main color. Colors shown on this page and throughout the manual are representations, but are not intended for use as color matching for PANTONE® color standards. For more information visit pantone.com*

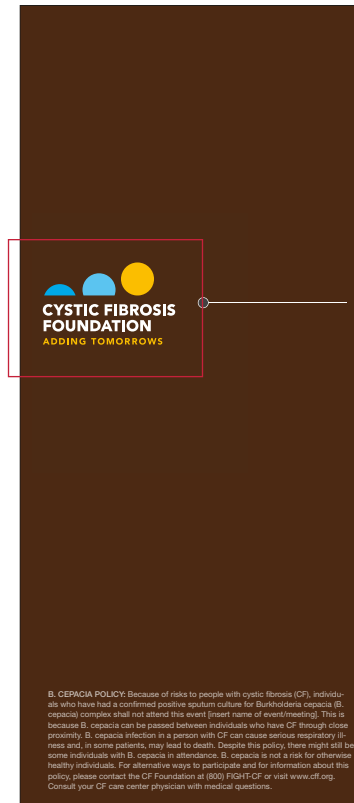**National Sub-brand Event Brochure Example** (SAMPLE ONLY)

PANTONE
476U
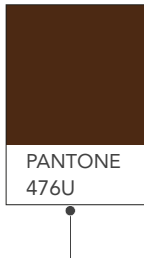
We recommend using one of the
colors from the secondary color
palette. However, this is not
mandatory.

Art Loeb Trail in
Pisgah National Forest
APRIL 23, 2012

CYSTIC FIBROSIS
FOUNDATION
ADDING TOMORROWS

Please incorporate the Cystic Fibrosis
Foundation corporate logo in a place
where it does not compete with the event
logo, such as the back cover.

EXTREME HIKE
CYSTIC FIBROSIS FOUNDATION

B. CEPACIA POLICY: Because of risks to people with cystic fibrosis (CF), individu-
als who have had a confirmed positive sputum culture for Burkholderia cepacia (B.
cepacia) complex shall not attend this event [insert name of event/meeting]. This is
because B. cepacia can be passed between individuals who have CF through close
proximity. B. cepacia infection in a person with CF can cause serious respiratory ill-
ness and, in some patients, may lead to death. Despite this policy, there might still be
some individuals with B. cepacia in attendance. B. cepacia is not a risk for otherwise
healthy individuals. For alternative ways to participate and for information about this
policy, please contact the CF Foundation at (800) FIGHT-CF or visit www.cff.org.
Consult your CF care center physician with medical questions.

Consider using the 4-color reverse logo
version on a dark solid background.