



NATIONAL  
BREAST  
CANCER  
FOUNDATION, INC.®

# NBCF BRAND STANDARDS

JULY 2010



## INTRODUCTION

For decades marketers, advertising executives, graphic designers and PR professionals talked about the importance of branding, but often failed to agree on exactly what a brand was.

Some thought it was the company name, its logo or its tagline. Others believed it was a product or service offering. Still others thought the brand was embodied in the company's founder or leader. A few even argued that it was the ad campaign.

Today, most experts agree that a brand is, in fact, a *promise*. A promise that a company (or in this instance, a charitable foundation) makes to its customers about what they can expect from it at every point of contact.

As they interact with the brand, and if their expectations are met (or exceeded), over time their satisfaction will develop into loyalty to the brand. And, loyalty is the ultimate goal of every brand because nothing in business is more powerful and enduring.

Every time someone interacts with a brand, there are two possible outcomes: it can reinforce the promise, or weaken it. That's why delivering the brand promise with conviction and consistency is so important.

## NBCF BRAND VISION

NBCF exists for the purpose of extending women's lives through education about breast cancer and early detection. It provides practical information and help for women and families affected by breast cancer, as well as hope through a community of caring support and encouragement that enables those diagnosed with breast cancer to have fulfilling lives during their treatment and after.

## NBCF BRAND POSITION

To those who care about how breast cancer affects women and their families, National Breast Cancer Foundation is the compassionate source of help and hope that saves and enriches lives by providing mammograms for those in need and increasing breast cancer education.



## NBCF BRAND PERSONALITY

Personality describes a brand in terms of human characteristics. By incorporating the brand's human personality traits into communications (advertising, direct mail, Web site, etc.), one can more easily build a relationship with customers and make an emotional connection with them.

Whereas brand positioning works on the mind, brand personality works on the heart.

## NBCF TARGET MARKET

To those who care about how breast cancer affects women and their families...

Demographically, NBCF has diverse audiences including women; families affected by breast cancer; individual and corporate donors/ financial partners; medical facilities, researchers and healthcare professionals; and, the general public. However, all of them have something in common: they all care about how this disease affects women and their families.

## NBCF IS:

*COMPASSIONATE, CARING, STRONG, HELPFUL*

*ENTERPRISING, FLEXIBLE*

*FRIENDLY, ENGAGING*

*GIVING, SELFLESS*

*HONEST, TRUSTED*

*INNOVATIVE*

*INSPIRING, EMPOWERING*

*PRECISE*

*PROACTIVE*

*RELIABLE*

*RESPONSIVE*

## NBCF ONLINE COMMUNICATIONS GUIDELINES

With an ever ncreasing presence in socila media and online communities, NBCF has implemented guidlines for sponsor online communiocation.

- Use disclaimers
- DO NOT under any circumstances reveal confidential information about NBCF's internal practices and communication standards
- Be transparent
- Be accurate
- Be considerate
- Respect all legal copyright laws
- Inform us about your blog and other online platforms
- Be generous
- Remember to cite your references documented in your blog or other online communications
- Uphold the Fundamental Principles outlined in this NBCF Brand Standards Document

### **Use Disclaimers**

Make it clear that the views you are expressing are yours alone and not necessarily those of the NBCF. You may want to look at some examples of typical disclaimer language used on other blogs. You can also go here to get a free disclaimer template.

### **Be Transparent**

If you discuss NBCF, then you have a duty to disclose your role within the organization. If you are creating an online space for a specific community or region, use the entire name. Social networks function well as smaller communities. Representing your community will increase activity from supporters in your community. NBCF is responsible for creating the national NBCF online presences. Please contact us if you have suggestions for new oppportunities for online presences.

### **Be Accurate**

Even though your blog posts may be primarily made up of personal opinion, do your research well and check that your facts are accurate. Make sure you have permission to post any copyrighted or confidential information (e.g., images) to your blog, and be careful about posting or linking to items that may contain viruses.

## NBCF ONLINE COMMUNICATIONS GUIDELINES CONTINUED

### **Be Considerate**

Remember that anyone, including your colleagues, may be actively reading what you publish online.

Contact [SocialMedia@NBCF.org](mailto:SocialMedia@NBCF.org) to report issues like the following:

- Theft, fraud or any other dishonest conduct
- Discrimination or harassment
- Conflicts of interest
- Mismanagement

Reporting issues like those above in a blog may do more harm than good; worse yet, problems may not get to the attention of the people who can correct them. NBCF wants to hear your concerns and has a unit that vigorously follows up and investigates the issues.

### **Don't Reveal Confidential Information**

If you do blog about the NBCF, by all means talk about your good work and make meaningful connections with your readers, but you must accomplish this while respecting the privacy and confidentiality of clients and communities.

It is acceptable to discuss general details and to use non-identifying pseudonyms so long as the information provided does not violate any non-disclosure agreements that may be in place with the client or make it easy for someone to identify the client.

### **Respect Copyright Laws**

Show proper respect for the laws governing copyright and fair use of copyrighted material owned by others, including the NBCF's own copyright and trademarks. For reference, see the Stanford Copyright and Fair Use Guidance.

### **Inform Us About Your Blog**

NBCF headquarters does not intend to "police" the blogging community. Quite the contrary: We want to aggregate all the powerful stories NBCF members and sponsors are telling, and showcase the contribution to the overall mission and gather links in a page at [NBCF.org](http://NBCF.org). If you have a blog and you intend to discuss NBCF, please contact us at [SocialMedia@nbcf.org](mailto:SocialMedia@nbcf.org), for questions, concerns or general guidance on how to engage the blogosphere.

### **Should I use social media platforms to fundraise?**

Many people enjoy social media communities simply because they are free from corporate marketing influence. Our goal is to offer value in these spaces rather than to offer our cause marketing opportunities. Once you build an online community, offer tools that make it easy for your supporters to do the fundraising for you. For example, offer web banners and widgets that link to online fundraising portals. Most successful social media fundraising events are hosted by individual supporters of the organization they're supporting. Be inspiring and make it easy for your individual donors to take on a fundraising campaign.



## NBCF BRAND REPRESENTATIONS

People experience the NBCF brand visually and through their interaction with associates and or programs. Brand loyalty increases as we build a strong brand identity in all of the following areas:

### DONOR EXPERIENCE

- Responsiveness
- Program performance
- Education
- Awareness
- Useful Web site

### ENVIRONMENTAL

- Building signage
- Fleet Marketing

### COMMUNICATIONS

- Advertising
- Literature
- Media affairs
- Publications
- Corporate Identity

### SERVICE

- Honesty
- Compassion
- Excellence
- Innovative

### BOARD RELATIONS

- Board Meetings
- Annual Report
- Earnings Calls

### COMMUNICATIONS

- Living the NBCF Code of Conduct
- Internal Culture
- Delivering the brand promise
- Recognition and reward



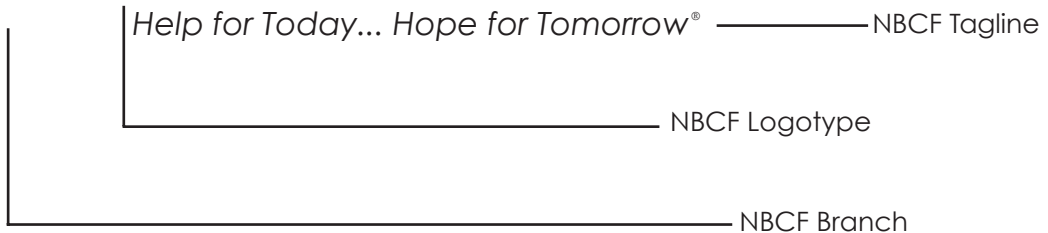
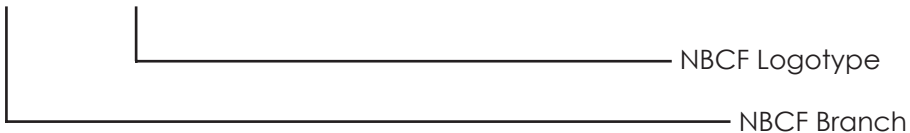


## USE OF NBCF LOGO CONSISTENTLY

The NBCF logo is the cornerstone of our brand. It has been designed to incorporate maximum legibility and impact. Its strength and unique quality reflects the best aspects of the National Breast Cancer Foundation, Inc.

### AUTHORIZED PRODUCTION OF MATERIALS

The NBCF logo may not be altered in any way. Reproduction of the NBCF logo can only be provided by NBCF. The logo may not be redrawn, changed or distorted and cannot be reproduced using conventional typefaces. If you need additional artwork, contact the National Breast Cancer Foundation at 972.248.9200





## USE THE OFFICIAL NBCF COLORS

NBCF's primary logo color is PANTONE®\* 194 C and 190 C. It is important to maintain maximum control over our corporate colors. Below find the approved Web RGB, CMYK and Web Hex mixes. When possible in offset printing, it is best to use the PANTONE®\* colors instead of CMYK mixes to achieve maximum control over the corporate colors.



Pantone 207 U



Pantone 206 U



Pantone 205 U



Pantone 204 U



Pantone 203 U



ONE COLOR  
NBCF Red, Pink and Black



ONE COLOR  
White and Pink on dark background



## NBCF SECONDARY COLOR PALETTE

The secondary color palette provides NBCF with the flexibility and opportunity to add color and vibrancy to its communications in multiple media. These colors are for secondary use and should be applied only to Web and print materials as accent colors or to redefine sections of a large document.

Web and on-screen colors have been adjusted for the computer environment.



### MINT GREEN (USED ONLY AS AN ACCENT, OR TO DRAW VIEWER TO KEY INFORMATION)

PRINT, 4-COLOR	3 COLOR	HEX #
C = 17	R = 199	# C7D6A3
M = 0	G = 214	
Y = 34	B = 163	
K = 3		



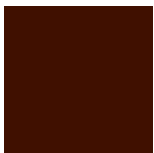
### DUSTY PINK (MAY BE USED IN LOGO OR AS AN ACCENT COLOR FOR NBCF MATERIALS)

PRINT, 4-COLOR	3 COLOR	HEX #
C = 0	R = 247	# F77594
M = 55	G = 117	
Y = 22	B = 148	
K = 0		



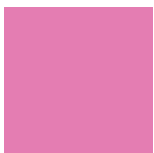
### FOREST GREEN (USED ONLY WITH NBCF CORPORATE MATERIALS)

PRINT, 4-COLOR	3 COLOR	HEX #
C = 49	R = 99	# 638F38
M = 0	G = 143	
Y = 100	B = 56	
K = 39		



### BROWN (USED AS AN ACCENT FOR RICH MEDIA CONTENT AND PRINT COLLATERAL)

PRINT, 4-COLOR	3 COLOR	HEX #
C = 29	R = 81	# 512B1B
M = 78	G = 43	
Y = 91	B = 27	
K = 78		



### HOT PINK (USED FOR ONLY RICH MEDIA)

PRINT, 4-COLOR	3 COLOR	HEX #
C = 14	R = 228	# E45BBF
M = 74	G = 91	
Y = 0	B = 191	
K = 0		



### PLUM (USED FOR ONLY RICH MEDIA)

PRINT, 4-COLOR	3 COLOR	HEX #
C = 15	R = 131	# 830051
M = 100	G = 0	
Y = 11	B = 81	
K = 41		



## USE THE OFFICIAL NBCF TYPE FONTS

Consistent use of typography is an important aspect of our brand program. The authorized type font families for NBCF communication pieces are Century Gothic and Book Antiqua. Both type families may be used in electronic communications as well as printed material. Book Antique is to be used on all correspondence and in body copy.

### CENTURY GOTHIC

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

*abcdefghijklmnopqrstvwxyz*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### TYPEFACES

CENTURY GOTHIC  
BOOK ANTIQUA

### BOOK ANTIQUA

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

*abcdefghijklmnopqrstvwxyz*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**





## INCORRECT USE OF THE NBCF LOGO

The NBCF Logo may never be altered in configuration or appearance. Any variation from the authorized configuration will weaken the visual impact and effectiveness of our brand. Examples of incorrect Logos are shown below.



**DON'T** reposition, stretch or alter the NBCF logo or change its relationship to the NBCF Logotype.



**DON'T** condense, reposition, stretch or alter NBCF Logotype in any way.



**DON'T** separate the NBCF Logotype from the NBCF Branch.

## INCORRECT USE OF COLOR

Incorrect use of color will reduce the visual recognition and impact of the NBCF Logo and diminish the effectiveness in identifying our Foundation. Examples of unauthorized use of color for the NBCF Logo are shown below.



**DON'T** reverse the colors of the NBCF Logo.



**DON'T** use any unauthorized colors in the NBCF Logo.





NATIONAL BREAST CANCER FOUNDATION, INC.  
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