The proportion and arrangement of components within the breastcancer.org logo have been developed for consistent application across all breastcancer.org communications.

**Note:**
Do not retypset, rearrange, or alter the logos in any way. To maintain consistency, use only approved digital art files.

Three logo lockup configurations are available. The primary logo is the preferred lockup and is to be used on all breastcancer.org branded materials.

The limited use logos are intended for rare situations where the primary logo will not work, such as very narrow horizontal or vertical formats.

Smallest acceptable size for the primary logo:

0.625 in
Always surround the breastcancer.org logo by the amount of free space specified above.

**Note:**
Clear space specifications are provided to help maintain integrity and presence when logos are placed in proximity to competing visual elements. Positioning text, graphic elements, or other logos within the recommended clear space is not acceptable.
The breastcancer.org color palette comprises two primary colors and three secondary colors.

### COLOR PALETTE

<table>
<thead>
<tr>
<th>Primary colors</th>
<th>Spot Uncoated</th>
<th>Spot Coated</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCO Fuschia</td>
<td>PANTONE® 220 U</td>
<td>PANTONE® 220 C</td>
<td>C:5 M:100 Y:22 K:23</td>
<td>R:163 G:0 B:80</td>
<td>A30050</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary colors</th>
<th>Spot Uncoated</th>
<th>Spot Coated</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCO Soft Yellow</td>
<td>PANTONE® 7403 U</td>
<td>PANTONE® 7403 C</td>
<td>C:0 M:11 Y:51 K:0</td>
<td>R:232 G:206 B:121</td>
<td>E8CE79</td>
</tr>
<tr>
<td>BCO Dark Gray</td>
<td>PANTONE® Cool gray 9U</td>
<td>PANTONE® Cool gray 9C</td>
<td>C:0 M:0 Y:0 K:70</td>
<td>R:116 G:118 B:120</td>
<td>747678</td>
</tr>
<tr>
<td>BCO Blue</td>
<td>PANTONE® 2955 U</td>
<td>PANTONE® 2955 C</td>
<td>C:100 M:55 Y:10 K:48</td>
<td>R:0 G:60 B:105</td>
<td>003C69</td>
</tr>
</tbody>
</table>
2.4  Identity

ACCEPTABLE COLOR USE

Full color is the preferred color treatment for the breastcancer.org logo.

The breastcancer.org logo can also be reproduced in grayscale, one color black, one color gray, and one color reverse (white). Only use these treatments when full color reproduction is not available.
2.5 Identity

LOGO MISUSE

Don't rotate the logo

Don't crowd logo in a tight frame

Don't place logo on a background too similar in color or value

Don't color the logo with any other colors

Don't add a drop shadow to the logo

Don't screen back the logo

Don't dimensionalize the logo

Don't retypeset the logo

Don't distort the logo

Don't change the proportions of the logo elements

Don't add a containing shape to the logo

Ensure consistent reproduction of the breastcancer.org logo. Some examples of common misuse are shown above. Although these do not represent every instance of misuse, they illustrate some common situations to avoid.