

Teenage and Young Adult Cancer Awareness month

Brand identity

To maintain consistency of the **Teenage and Young Adult Cancer Awareness month** logo, it is important that the logo is used as displayed within these guidelines. There are two variations of the logo to choose from: TYACAM isolated ribbon and the TYACAM ribbon with accompanying text.

[1] Ribbon without strapline



[2] Ribbon with strapline in colour



[3] Ribbon with strapline - whiteout

[not to be used with black background]



Logo requirements

No alterations should be made to the logo without prior approval.



Font: Bebas Neue Regular [all caps]

Protected space is equal to the width of the green segment within the ribbon.

Colour values

RGB, HEX and CMYK values

LIME GREEN

RGB: 202 212 0 **HEX:** cad401 **CMYK:** 29 0 100 0

ORANGE

RGB: 234 86 20 **HEX:** ea5614 **CMYK:** 0 77 97 0

YELLOW

RGB: 25 195 87 **HEX:** fcc357 **CMYK:** 0 27 73 0

PURPLE

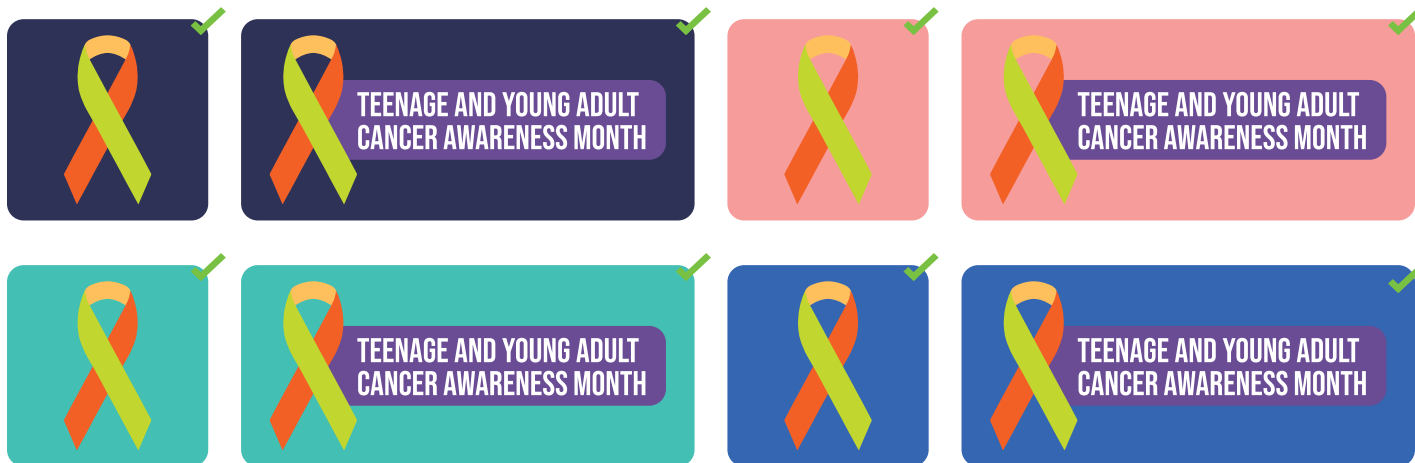
RGB: 69 82 71 **HEX:** 6e448d **CMYK:** 110 68 141

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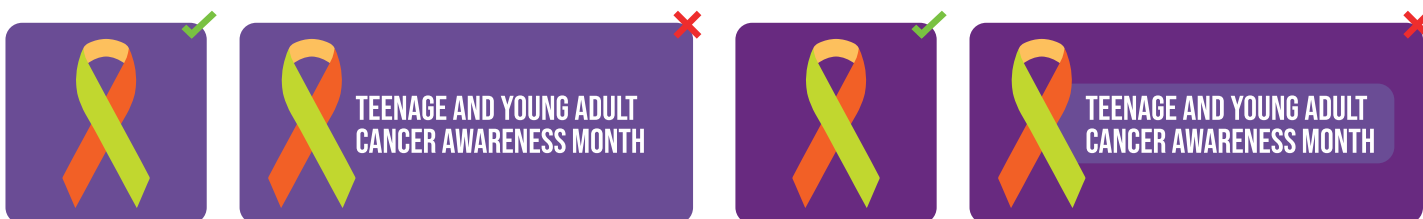
Brand identity - Do's and Don'ts

The TYACAM logo should be displayed as shown above, using the correct colour codes listed.

Below are some suggestions for colour combinations showcasing which colours may/may not be appropriate for backgrounds:



In some instances, the isolated ribbon may work well on one coloured background, but not the accompanying text.



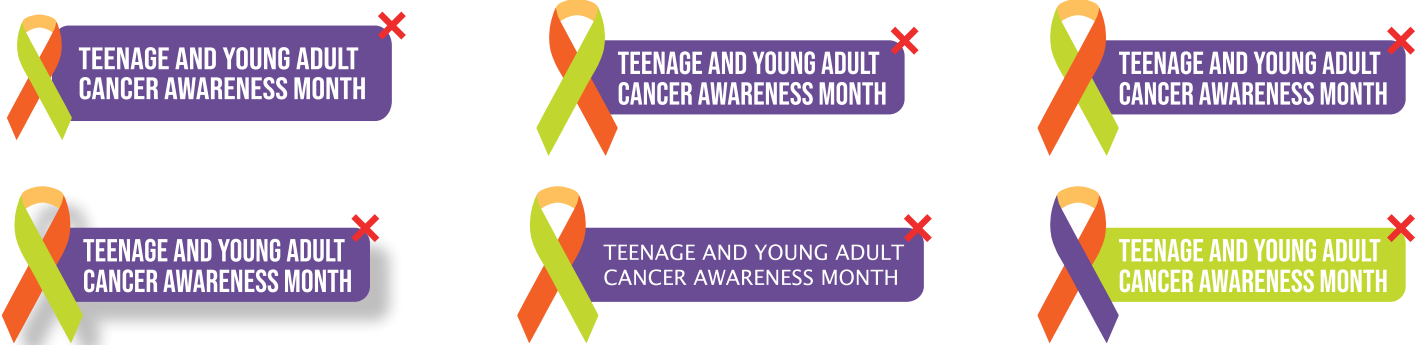
In other instances, you may need to use the whiteout version of the TYACAM logo. Try to use the coloured version if possible, because it is the main visual identifier of the brand and should always be first choice. However, we acknowledge that the coloured version may not be appropriate at all times therefore a whiteout logo may need to be used.





Don't

- warp or stretch the logo
- change the logo's orientation
- crop the logo
- rearrange the configuration
- use scanned or photographed copies of the logo
- alter the text of the logo or change the proportions
- apply shadows, outlines or variation of other effects
- use the logo on busy photographs or patterns
- use logo on colours with poor contrast or similar colours
- place text or shapes within the clear boundary spaces



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Brand identity - Do's and Don'ts

There may be occasions where the TYACAM logo may need to appear on photography. Please ensure any imagery used does not obstruct the logo.

