Brand style guide.
### Brand platform

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### Visual identity

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We inspire communities to believe they can improve cancer care if everyone works together. Launched by UICC, C/Can builds self-sustaining communities within and between cities around the world to address the fundamental complexity of cancer. That means connecting the diverse people committed to cancer care in their cities with each other and giving them the tools and processes they need to learn, innovate, and succeed. By establishing structures for collaboration, measuring change, and evidence-sharing, we empower local leaders to make a lasting impact. Because community starts locally and extends globally.

As this organization grows, it’s essential that City Cancer Challenge brand assets such as logos or colour schemes are presented in a consistent manner which properly reflect our values and spirit.

This document provides a set of standards and guidelines for the proper usage of C/Can logo and colour palette, as well as the language and visual imagery that surrounds them.
Brand platform.
Mission

At C/Can, we lead a city-based partnership initiative that supports cities around the world as they work to improve access to quality, equitable cancer care by transforming the way stakeholders from the public and private sectors collectively design, plan and implement cancer solutions.

“Driving local innovation for global impact”
Vision

We are working to build a world where no one is left behind in accessing the care they need. A world where quality cancer care is accessible to all, no matter where they live, their level of education or income.

“A world with quality, equitable cancer care for all.”
Objectives

- Ensure the scalability of our brand and set the basis for future growth into new cities.
- Reinforce C/Can’s international recognition and strengthen our brand at a local level in cities.
- Position C/Can as a human, people-centred brand, giving visibility to its members and acknowledging their work so they feel represented and engaged.
- Give value to the crucial, central role of cities within the organisation.
Its innovative, multisectoral, bottom-up approach positions C/Can as the go-to partner for driving change and the reference innovation platform for system strengthening.

A brand territory which prioritises action over awareness and advocacy. Which leverages on hope and optimism rather than on pity and fear. A new perspective to an enduring problem.

“Drivers of change”
Our solutions are powered and driven by cities, which allows us to gather extensive field knowledge and ensure local needs are prioritised and addressed for the long term through sustainable initiatives.

By developing solutions to improve cancer care we are also building the resilience of our health systems as a whole.
Asse ts

We leverage unprecedented collaboration across the private and public sector and the civil society, unlocking the power of partnerships.

Multisectoral approach

At C/Can, every decision taken is data-driven and based on local evidence, ensuring impact at a local level while allowing us to inform global initiatives.

Data and evidence of impact
Asse ts

Constellation of experts
We bring talented, committed professionals together in environments where professional societies may be non-existent or under-resourced in order to share mutual learnings.

Connected communities
Our innate desire to build meaningful connections is reflected on the strength and diversity of our network.
Benefit as a whole will benefit from C/Can’s action, as our approach will improve the quality of life of all citizens.

Feeling of belonging within a connected, international community.

Hope that change and a better, more equal world are possible.

Confidence and peace of mind that no matter their nationality, ethnicity, religion or level of income, everyone will have access to the care they need, when they need it.

Strengthened health systems.

Improved cancer care and patient outcomes.
Brand promise

**C/Can brand promise**

Change is possible. Cities can be empowered and own quality, sustainable solutions that have a lasting impact in the lives and health of their people. Cities are engines for innovation and development, and locally-led solutions will change the world for the better.

**Target need**

Cities in LMICs are in need of quality, sustainable solutions to improve cancer care that have a lasting impact in patient outcomes and are adapted to their local realities, which often imply lack of data, tech, political commitment, financing or capacity development.

**Benefit provided**

A multisectoral network of experts which allows cities to close the gaps in cancer care through solid data models, HCP capacity development, access to funding, etc, strengthening health systems and improving patient outcomes.

**Differentiation**

Rather than imposing solutions, C/Can adopts a bottom-up approach, listening and supporting cities as they assess their own needs, connecting stakeholders across cities and sectors to build tailor-made, scalable solutions based on local evidence that strengthen health systems as a whole.
Our ethos.
Personality

Open-minded & inclusive
Personality

Open-minded & inclusive

Determined & result driven
Personality

Open-minded & inclusive

Determined & result driven

Passionate & committed
Personality

Open-minded & inclusive

Determined & result driven

Passionate & committed

Honest & trustworthy
Personality

Open-minded & inclusive

Determined & result driven

Passionate & committed

Honest & trustworthy

Rigorous & professional
Personality

Open-minded & inclusive

Determined & result driven

Passionate & committed

Honest & trustworthy

Rigorous & professional

Challenger & visionary
Personality

- Open-minded & inclusive
- Determined & result driven
- Passionate & committed
- Honest & trustworthy
- Rigorous & professional
- Challenger & visionary
We are a global community where everyone is welcome and should feel respected and represented.
Values

Transparency.

We build and maintain a culture of integrity and ethical conduct to make sure all our stakeholders are aligned around our common goal.
Agility.

Pilot, assess, iterate, scale. We learn by doing and translate words into actions.
Quality.

From the city application process, to the needs assessment, to the sustainability phase, we are defining and ensuring the highest standards in everything we do.
Innovation.

We are inspiring and catalysing a different way of tackling an enduring problem.
Brand idea

“Driving local innovation for global impact.”

**Driving:** C/Can is an enabler, a facilitator. We do not impose solutions, but rather support cities in the process of assessing their needs and developing the best solutions to meet them.

**Local:** Cities have unique value as agents of change. City-led solutions based on local evidence are our key to success.

**Innovate:** C/Can is a pioneer, a first mover powering a new way to do things which benefits the whole of society.

**Global:** Our solutions are sustainable and scalable beyond the local sphere and are contributing to tackling the global cancer burden.

**Impact:** We follow a long-term approach and believe in the lasting effect that our actions will have on the cities we work with and on the world as a whole.
Visual identity.
Visual keys & inspiration.
Cities, their people, their tireless activity and their potential for driving change are our inspiration. Cities are the footprint of human action: they mean history, connection and future. Their streets converge creating unique shapes and patterns, where personal spaces come together as a whole, and everyone is welcome and needed.

Cities are our inspiration.
Synthesis of the shapes of cities.
Visual marks.
Logo adjustment

We have updated all versions of our logo. Please replace them in your library.

[Link to our library]

Original logo

Current logo
Primary logo

The logo consists of two connected squares: the building blocks of community, from each city to the world. The simple, modern design reflects C/Can’s brand personality: open-minded, passionate, rigorous...

The primary logo is the tagline-free version, and should be use in both local and global contexts. That means the city-specific logo with the coloured square should no longer be used.

Local / Global.
Primary logo construction

Construction

Protection zone

Minimal reduction

Digital

Print

C/Can

50 px

10 mm
Our secondary logo includes the complete “City Cancer Challenge” tagline. This version of the logo shall be used in communicative contexts where there is limited awareness of C/Can, such as the first time a presentation is delivered to a partner or stakeholder, or in official corporate communications.

This version of the logo shall not be used in small spaces where the legibility of the tagline is reduced.
Primary logo construction

Construction

Protection zone

Minimal reduction

Digital

Print

100 px

15 mm
Height restricted logo

This version of the logo shall be used in visual assets where the height is limited (less than 50px in digital environments, such as the header of a website, and between 3 and 6 mm in printed elements).

The squares’ proportions have been adjusted to ensure its correct visualization.

The height restricted logo shall only be used in contexts in which it is not possible to use the primary logo. It shall not include separate elements from other versions of the logo (such as the tagline).
Our logos

**Primary**
General priority use.

**Secondary**
First official contacts or corporate communications.

**Height restricted logo**
Smaller spaces where height is restricted.
There is a demand for an endorsement mechanism evidencing C/Can's support to local projects, specially at the sustainability phase, for which we have created this version of our logo accompanied by a tagline.

This version of the logo as a seal is in no way a seal of quality, nor an appropriation of projects, but rather a way of endorsing projects in which we have participated.

The inclusion of this logo/seal must be agreed by all parties and must never be an imposition.
C/Can seal

Construction

Protection zone

With the support of C/Can

Tagline proposal

Minimal reduction

Digital

Print

100 px

15 mm
Coexistence with other logos

With horizontal logos

Central alignment axis

Maximum height

With square or vertical logos

Central alignment axis

Maximum height

The C/Can logo shall be featured in colour (C/Can blue), while other logos shall be used in their monochrome version.
Coexistence with other logos

With several horizontal logos

With several square or vertical logos

The C/Can logo shall be featured in colour (C/Can blue), while other logos shall be used in their monochrome version.
Logo alignment

The position of the C/Can logo, in any of its versions, shall be consistent across different contexts, creatives and designs. These diagrams represent the appropriate areas for logo placement in different formats.

The grey background represents the design's proportions (square, landscape and portrait), with the circles representing the logo.

The preferred position for the primary and secondary logos is the top left and bottom right corners, but could also be placed in the remaining two corners. Vertically symmetrical compositions should be avoided when accompanied by other elements such as text.
Logo misuse

- **Deformations**
- **Color changes**
- **City logo**
- **Compositional changes**
- **Shadows and effects**
- **Typographic changes**
Colours.
Our colour palette is vibrant, reflecting city life.

Dark blue (C/Can Blue) will remain the main corporate colour, while red will be used for providing contrast.

White, although not a main corporate colour, will be widely used as a support colour, in order to convey freshness, transparency and order.

Our secondary palette is colourful and lively, conveying diversity and freshness.
## Colour codes

<table>
<thead>
<tr>
<th>Main color</th>
<th>Contrast colors</th>
<th>Support colors</th>
<th>Secondary colors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>C/Can blue</strong></td>
<td><strong>Contrast red</strong></td>
<td><strong>Light blue</strong></td>
<td><strong>Yellow</strong></td>
</tr>
<tr>
<td>RGB 34/49/74</td>
<td>RGB 227/88/85</td>
<td>RGB 255/255/255</td>
<td>RGB 207/171/43</td>
</tr>
<tr>
<td>CMYK 93/76/43/44</td>
<td>CMYK 4/77/61/0</td>
<td>CMYK 0/0/0</td>
<td>CMYK 19/28/90/6</td>
</tr>
<tr>
<td>HEX #22314A</td>
<td>HEX #E35855</td>
<td>HEX #FFFFF</td>
<td>HEX #CFAB2B</td>
</tr>
<tr>
<td>PANTONE C 295 C</td>
<td>PANTONE C 1785 C</td>
<td>PANTONE C N/A</td>
<td>PANTONE C 110 C</td>
</tr>
<tr>
<td>PANTONE U 295 U</td>
<td>PANTONE U 1785 U</td>
<td>PANTONE U N/A</td>
<td>PANTONE U 110 U</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Neutral 1</strong></td>
<td><strong>Neutral 2</strong></td>
<td><strong>Green</strong></td>
<td><strong>Intense red</strong></td>
</tr>
<tr>
<td>RGB 210/215/222</td>
<td>CMYK 74/4/4/0</td>
<td>CMYK 84/27/47/11</td>
<td>CMYK 22/100/68/15</td>
</tr>
<tr>
<td>CMYK 0/13/11/0</td>
<td>HEX #D2D7DE</td>
<td>HEX #008080</td>
<td>HEX #AE0E36</td>
</tr>
<tr>
<td></td>
<td>HEX #1293C4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Neutral 2</strong></td>
<td><strong>Neutral 3</strong></td>
<td><strong>Yellow</strong></td>
<td><strong>Intense red</strong></td>
</tr>
<tr>
<td>RGB 241/243/245</td>
<td>CMYK 110 C</td>
<td>CMYK 124/17/14</td>
<td>CMYK 1945 C</td>
</tr>
<tr>
<td>CMYK 7/4/4/0</td>
<td>PANTONE C 3272 C</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PANTONE U 110 U</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Neutral 3</strong></td>
<td><strong>Neutral 4</strong></td>
<td><strong>Green</strong></td>
<td><strong>Purple</strong></td>
</tr>
<tr>
<td>RGB 214/215/217</td>
<td>CMYK 118/14/68/15</td>
<td>CMYK 110 C</td>
<td>CMYK 113/98/130</td>
</tr>
<tr>
<td>CMYK 0/0/0/0</td>
<td>HEX #8B4517</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>HEX #EDF8B9</td>
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<td></td>
</tr>
<tr>
<td><strong>Neutral 4</strong></td>
<td><strong>Neutral 5</strong></td>
<td><strong>Yellow</strong></td>
<td><strong>Purple</strong></td>
</tr>
<tr>
<td>RGB 255/255/255</td>
<td>CMYK 144/13/11/0</td>
<td>CMYK 124/17/14</td>
<td>CMYK 113/98/130</td>
</tr>
<tr>
<td>CMYK 255/255/255</td>
<td>HEX #999999</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>HEX #C0C0C0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Use on background

The C/Can brand does not contemplate the use of black in any case. However, there is a technical need to define the logo use in contexts where only black can be used for technical reasons, such as a newspaper advertisement printed in monochrome, or for the production of merchandising with black or dark background.

The negative logo will use C/Can white over C/Can Blue. The monochrome versions will use C/Can White over dark backgrounds, and pure black (#000000) over white backgrounds.
Combinations

The main background colours shall be:

- C/Can blue
- C/Can white

Neutral 1 and 2 will be used exceptionally as background colours in specific modules and creativities.

In order to avoid legibility problems, neither low contrasts nor vibrant contrasts shall be used.

- Green, intense red and purple shall be avoided over C/Can blue backgrounds.
- The combination C/Can white and neutrals in text and background shall also be avoided.

Do not use neutral 1 as text colour on neutral 2 background.

Do not use neutral 2 as text colour on neutral 2 background.

Do not use green, intense red or purple body text on C/Can blue background.
Use of colour

Main colour

C/Can blue is the main colour and, as such, it shall be present in every visual asset, whether it is in backgrounds, texts, graphic resources or image glazing.

Contrast colours

Contrast colours are not the main colours, and thus they shall be used in small details such as lines. Contrast red shall also be used in the volumes of image boxes and in inverted commas. Light blue shall not only be used in lines, but also when highlighting text.

Secondary colours

The secondary colour palette shall mainly be used in graphics or small details, in order to add small notes of colour. When using them, their hierarchy shall always be as follows: Yellow - Green - Intese red - Purple.

Support colours

Although C/Can white is a support colour, it shall be used frequently and in high proportion, particularly in backgrounds, generating large clean spaces. Neutral 1 and 2 will be used mainly as backgrounds, as long as they are not the only backgrounds of the creativity, to help establishing a hierarchy among different contents or modules.
Misuse of colour

- Dark text on dark background

- Colored text on coloured backgrounds

- Body text in contrasting or secondary colours

- Highlights in secondary colours

- “Driving local innovation for global impact”

- Gradients

- Altering the colour hierarchy order
Typography.
Open sans

Humanist sans serif typeface, with slight stroke modulation.

Optimised for print, web, and mobile interfaces.

Excellent legibility characteristics in its letterforms.
Typography

Syne

Geometric sans serif.

Bold, fresh and fun.

Exploration of atypical associations of weights and styles.
Typographic set

Open Sans Regular

Driving local innovation for global impact.

Open Sans SemiBold

Driving local innovation for global impact.

Open Sans Bold

Driving local innovation for global impact.

Syne Bold

Driving local innovation for global impact.

Ut sed arcu et diam consequat mollis.

Note: Quotation marks are 450% larger.
Highlighted texts

When highlighting texts or numbers outside the body text (highlights within the body text shall always be highlighted in bold), they shall be written in Syne bold in order to increase their graphic weight. Highlights can be classified into:

- Text and numbers (en caja alta)
- Quotes

In both cases the underline can be added as a graphic element.

The height of the highlight shall be 110% bigger than the distance between the bring up and drop down lines.

Highlighting numbers/text without underlining.

43.5M
People reached in 9 cities.

Highlighting numbers/text with underlining.

Welcoming new cities.

Quote without underlining.

A world with quality equitable cancer care for all.

Quote with underlining.

“Every year, over 18 million people are diagnosed with cancer.”

Note: We will use uppercase numbers: 123456789
Typography misuse

- Capitalisation and low box number style
  - LOREM 1,2%.
  - Lorem ipsum.
  - Effects and shadows
    - 1,286 lorem ipsum.
  - Other versions of the Syne typeface
    - Lorem ipsum. Regular
    - Lorem ipsum. ExtraBold

- Hierarchy changes
  - Lorem ipsum.

- Compress or stretch typography
  - Lorem ipsum.
  - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla posuere nisl in orci rutrum tincidunt.

- Kerning and spacing changes
  - Lorem ipsum.
Photography.
People

People are crucial to C/Can, and the selection of photographic motifs shall represent the human attribute of our brand, conveying the following in hierarchical order:

• Happiness, through portraits of happy, lively people.
• Social impact, through pictures of hopeful patients.
• Professionalism and genuiness through teamwork.
Cities are our inspiration, and the photographic selection will range from close-up street life, to general shots of cities and neighbourhoods to distant overhead shots:

- Street people in movement.
- General frames of cities and neighbourhoods.
- Zenithal frames.
Photo editing

Photographic temperature

Optimum temperature.

Cold

Warm

Glazes

Layer C/Can blue with opacity between 60% and 70%.

C/Can white

C/Can blue

Optimum glazing.
Photography misuse

- HCPs posing (artificial)
- Surgeries, treatments or hospital stays
- Suffering
- Retouching and unreal representations
- Dark or black and white images
- Excessive editing
Layout.
In order for all our communications to maintain compositional coherence, a 12 column grid will be used. Rows shall be created until the canvas has square modules. When configuring the grid, the widths of the columns shall remain uniform.

In vertical formats (e.g. DIN A4) 12 columns and 16 rows.

In horizontal formats (e.g. DIN A4) 12 columns and 8 rows.

In square formats 12 columns and 12 rows.
Incorrect positions

- Lack of space between elements
- Failure to adjust to the grid
- Use of a different grid
- Disproportion of elements
- Split elements losing readability
- Irregular grid
Graphic elements.
From the synthesis of the shapes of the cities, the following orthogonal shapes have been developed:

- Line orthogonal frames
- Solid orthogonal frames
Graphic elements

Two other graphic resources are available, although they shall be used in smaller proportion:

- Dotted map: For the positive map, C/Can blue will be used at an opacity between 100% and 20%. In the negative version, C/Can white can be used at between 100% and 20% opacity. The map as an image mask will only be used in negative format, in creatives that have little content: 1 sentence and 4 or 5 locations.
- Polaroid: neutral background 2 with black shadow at 20% opacity, displaced only on the Y axis.
Misuse of graphics elements

Photography map over white background

Lines in solid shapes

Different polaroid design

Collage

Documents within documents

Floating elements
Social media.
Avatar and header

Avatar

Avatar design
Post examples

Quote

Driving local innovation for global impact.

People

Webinar

Event title with two line.

Data Information.

Cities
Applications.
"A world with quality, equitable cancer care for all.

"Driving local innovation, for global impact."
“Driving local innovation for global impact.”
"Driving local innovation for global impact."
Summary of the visual identity

Symbols

C/Can

Colour

Typography

Photography

Graphics

Layout