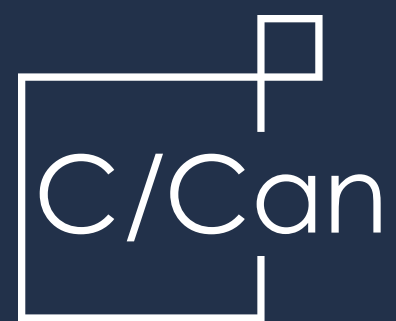
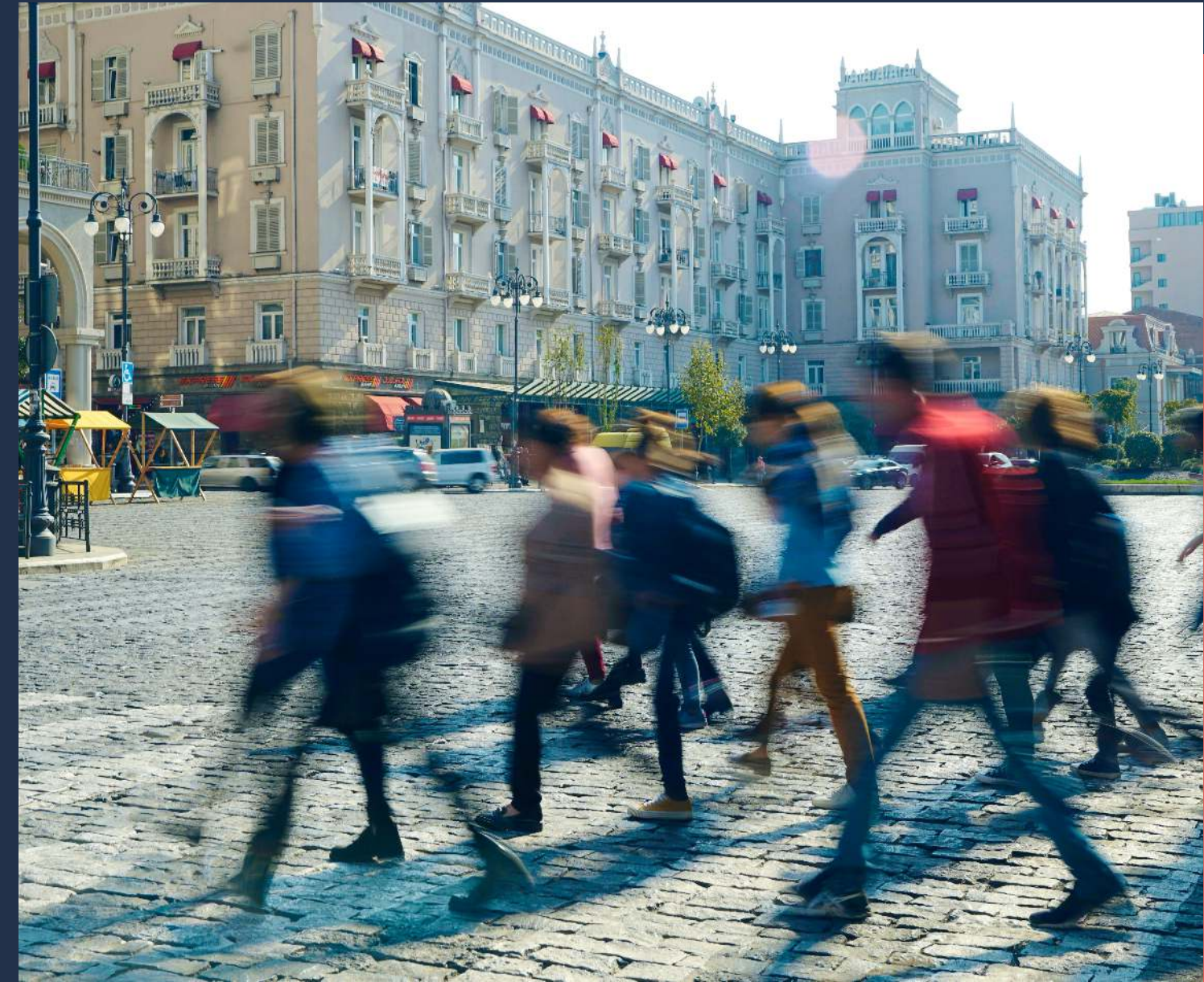


Brand style guide.



Summary

Brand platform

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Welcome

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.

People Powered Communities

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.

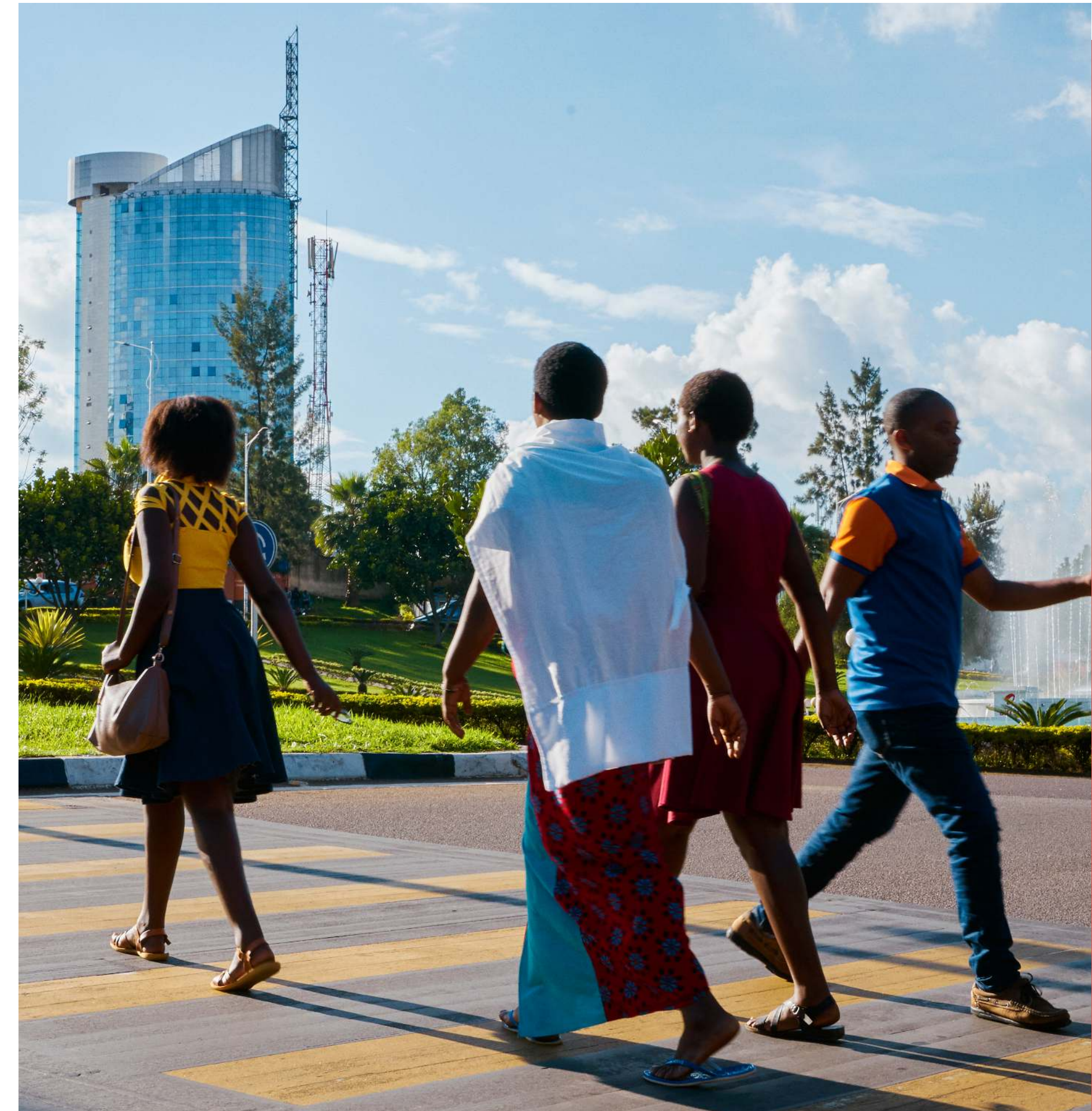
“Driving local innovation for global impact”



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.

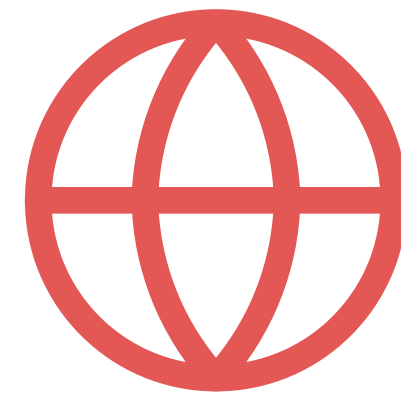
“A world with quality, equitable cancer care for all.”



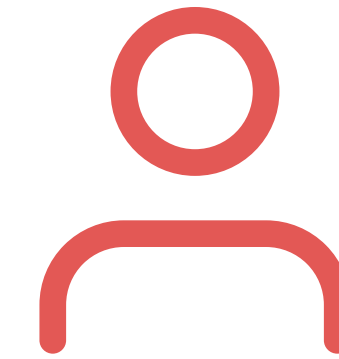
Objectives



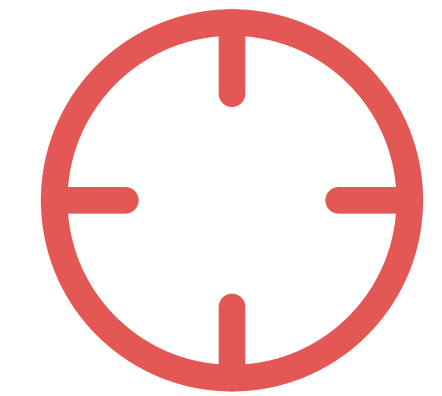
Ensure the scalability of our brand and set the basis for future growth into new cities.



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.

Territory

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”



Assets



Bottom-up approach

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.



Health systems thinking

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

Assets



Multisectoral approach

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



Data and evidence of impact

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.

Assets



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.

Benefits

Aspirational

- Society 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.

Emotional

- 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.

Tangible

- 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

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Rigorous & professional

Challenger & visionary



Personality

Open-minded & inclusive

Determined & result driven

Passionate & committed

Honest & trustworthy

Rigorous & professional

Challenger & visionary



Diversity.

We are a global community where everyone is welcome and should feel respected and represented.

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.



Values

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.

Values

Innovation.

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

“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.

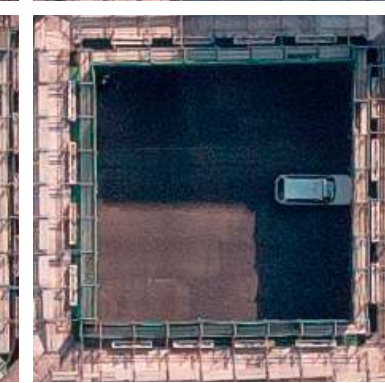
Visual identity.

Visual keys & inspiration.

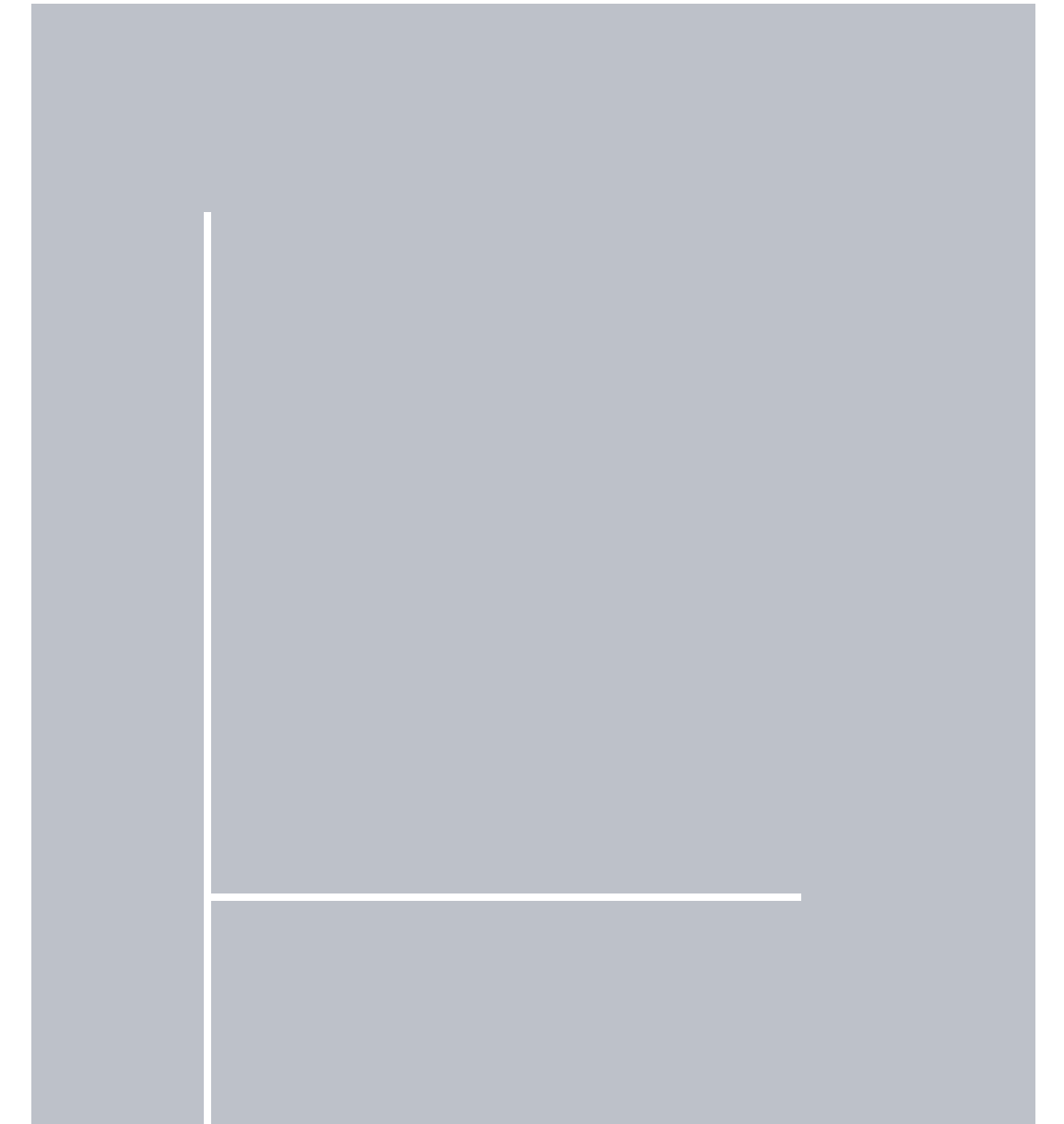
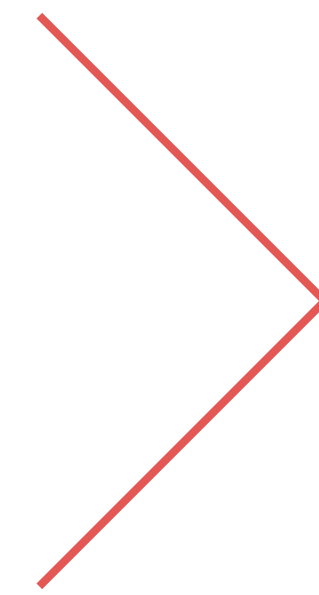
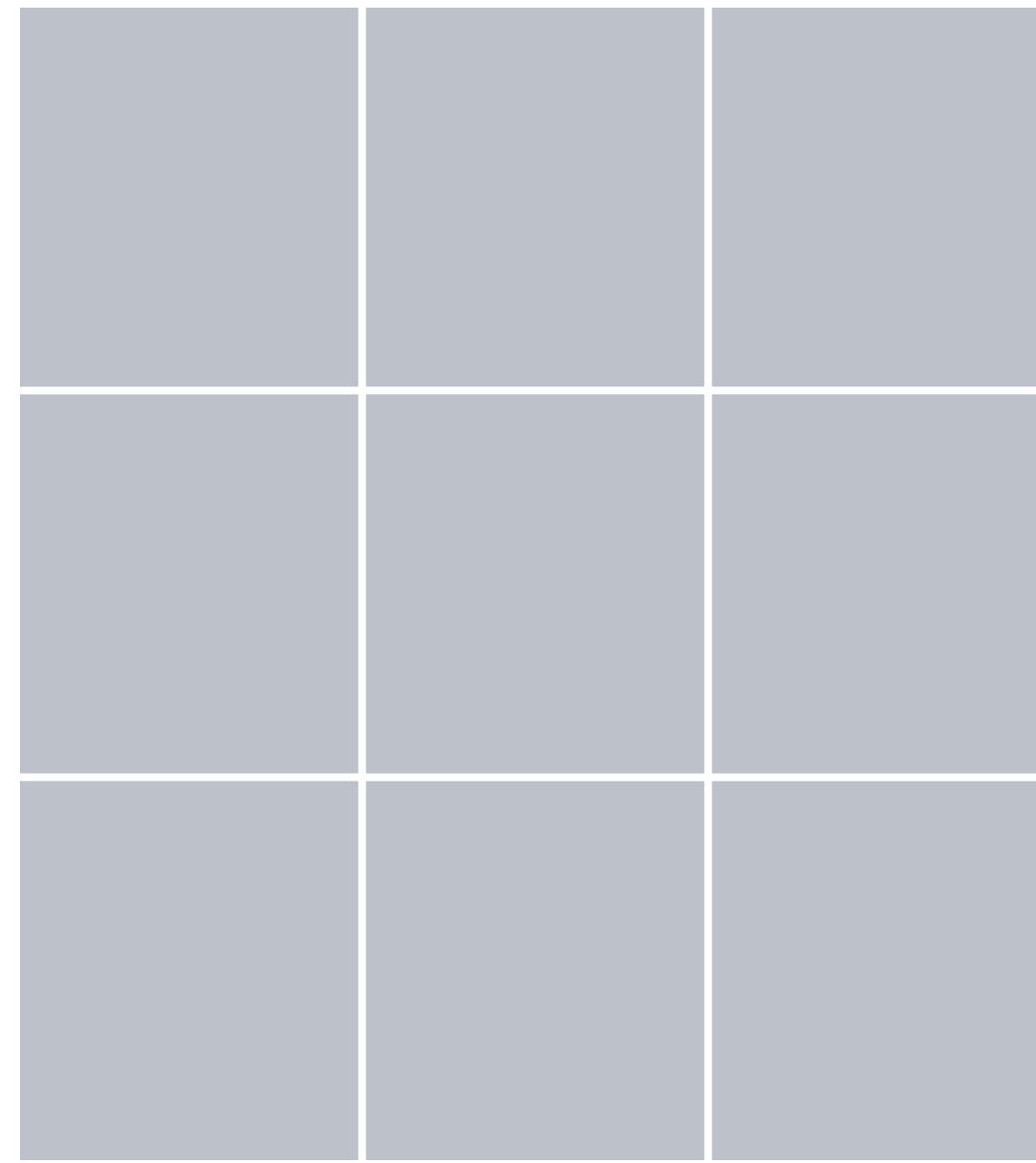
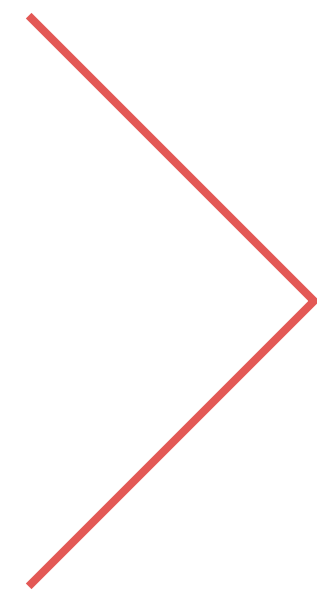
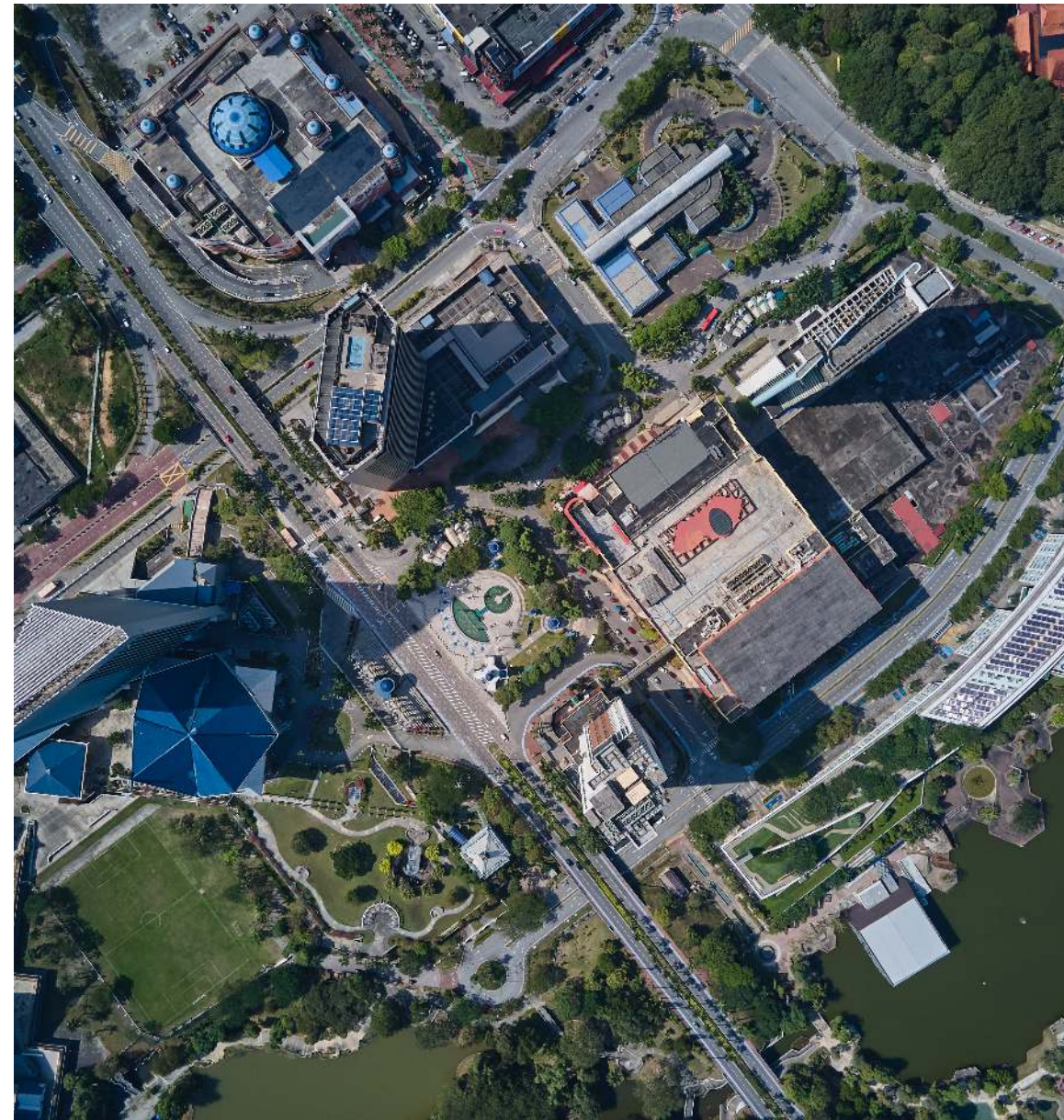
Inspiration

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.**



Inspiration



Synthesis of the shapes of cities.

Visual marks.

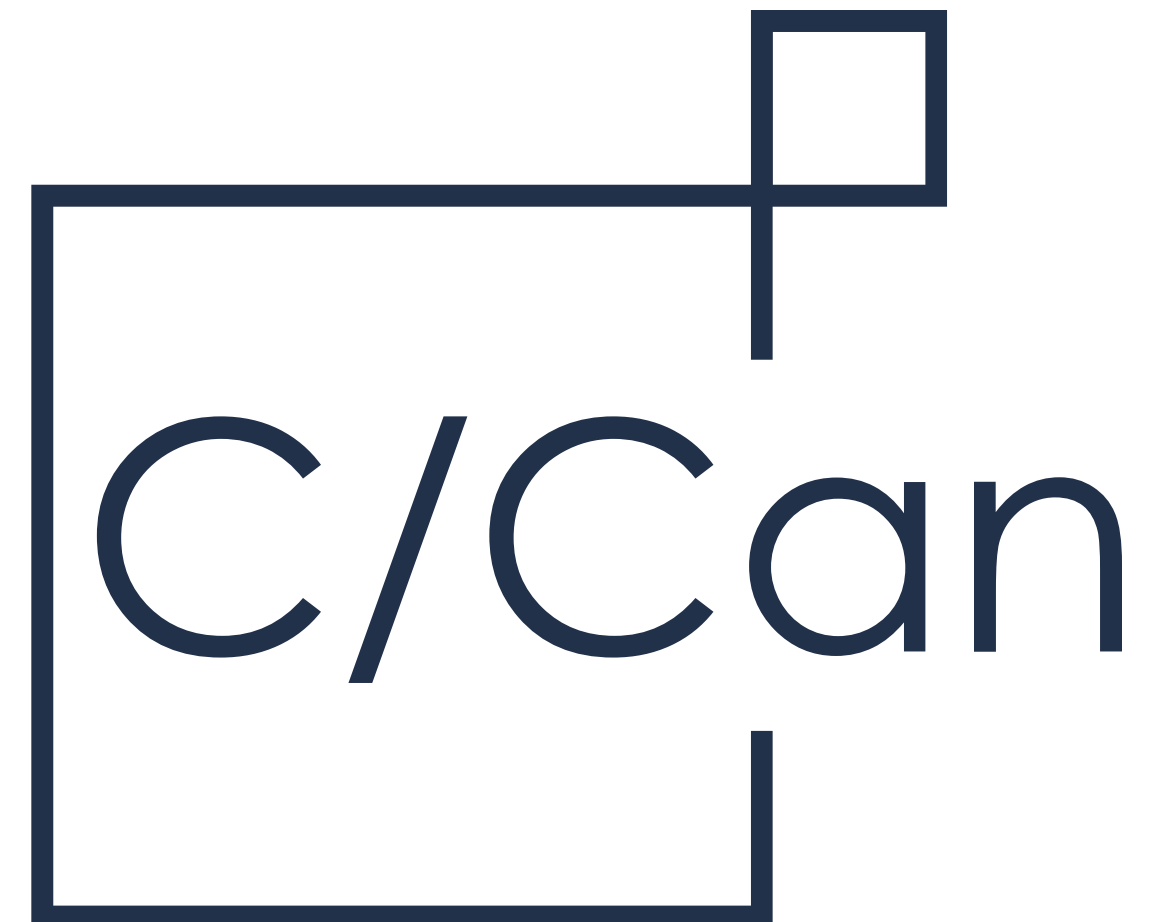
Logo adjustment

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

[Link to our library.](#)



Original logo



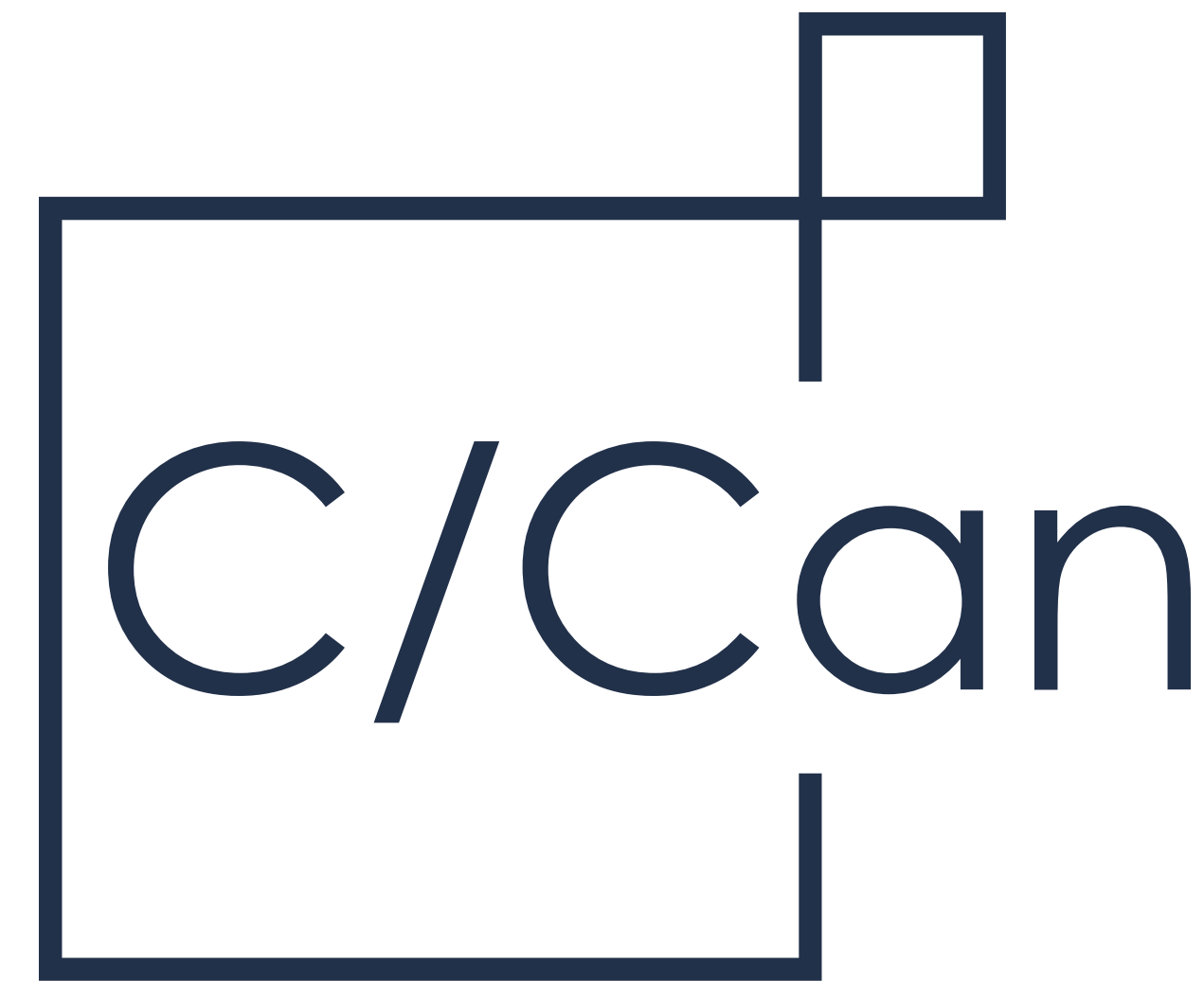
Current logo

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...

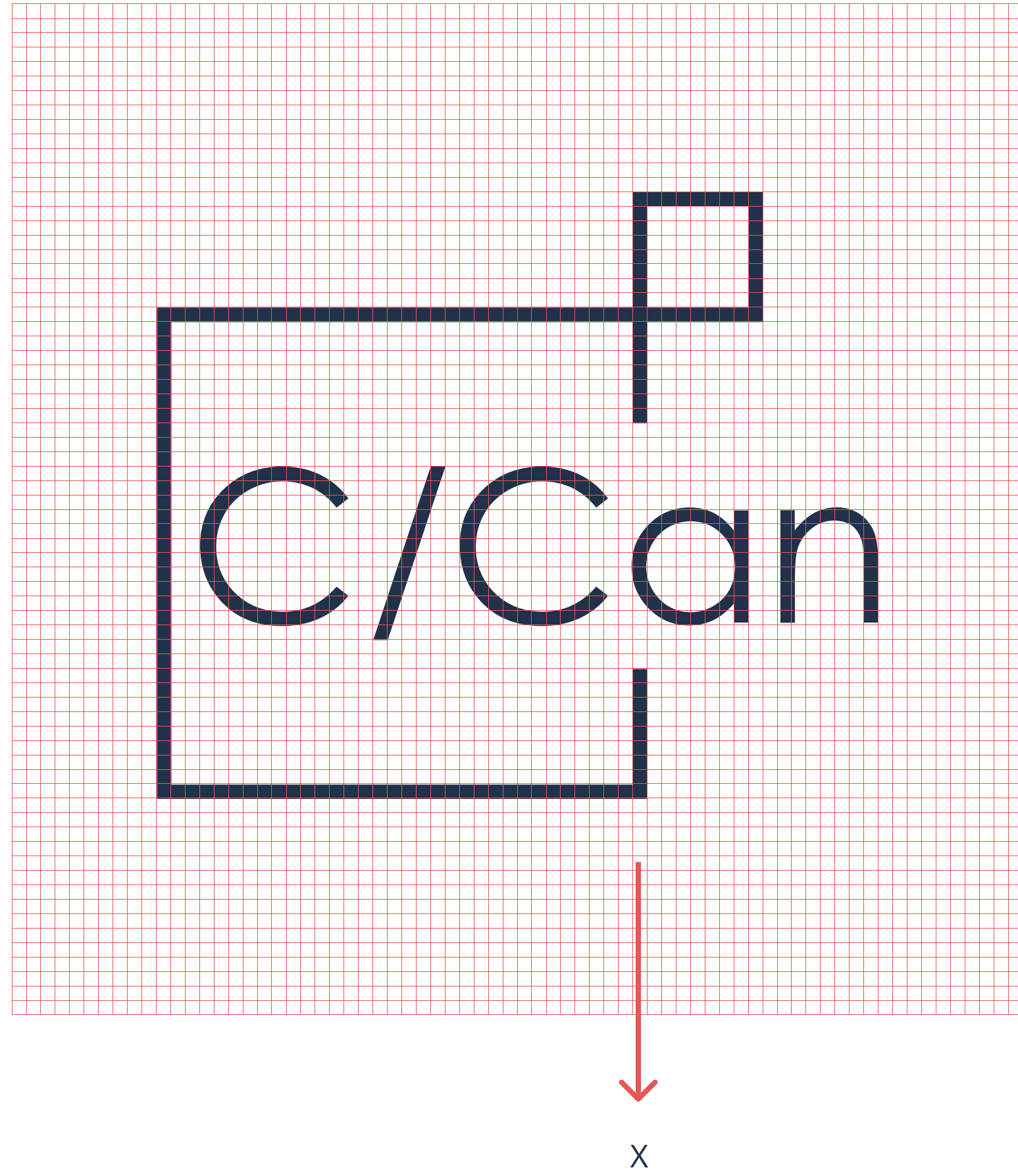
The primary logo is the tagline-free version, and should be used in both local and global contexts. That means the city-specific logo with the coloured square should no longer be used.

Local / Global.

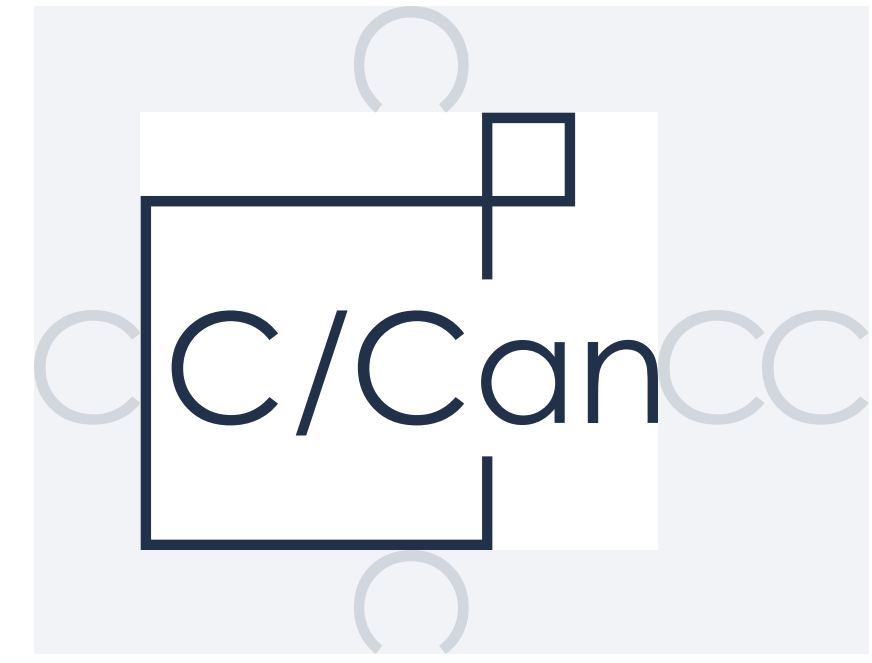


Primary logo construction

Construction



Protection zone

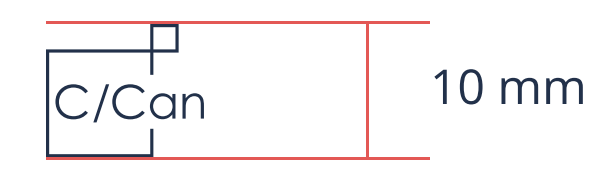


Minimal reduction

Digital



Print



Secondary logo

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



Height restricted logo

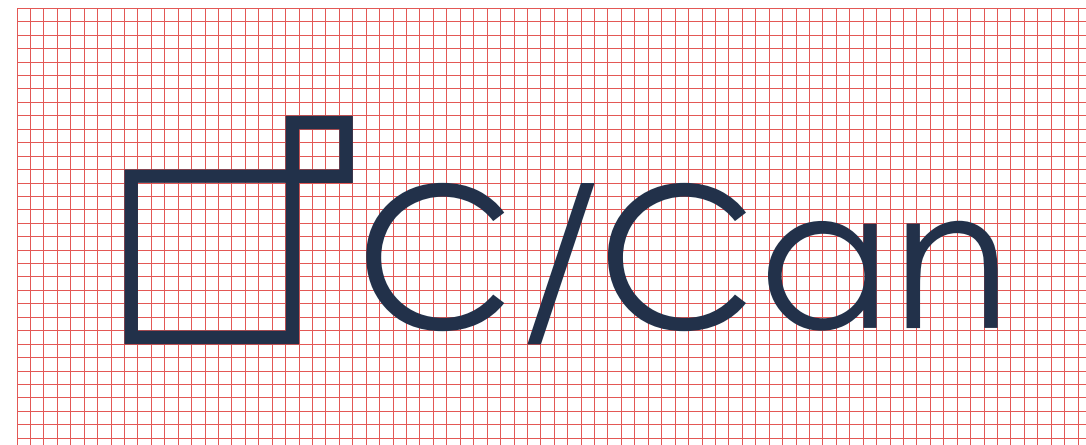
This version of the logo shall be used in visual assets where the height is limited (less than 50px in digital environments, such as the header of a website, and between 3 and 6 mm in printed elements).

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).



Construction



Protection zone



Our logos

Primary

General priority use.



Secondary

First official contacts or corporate communications.



Height restricted logo

Smaller spaces where height is restricted.



C/Can seal

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.

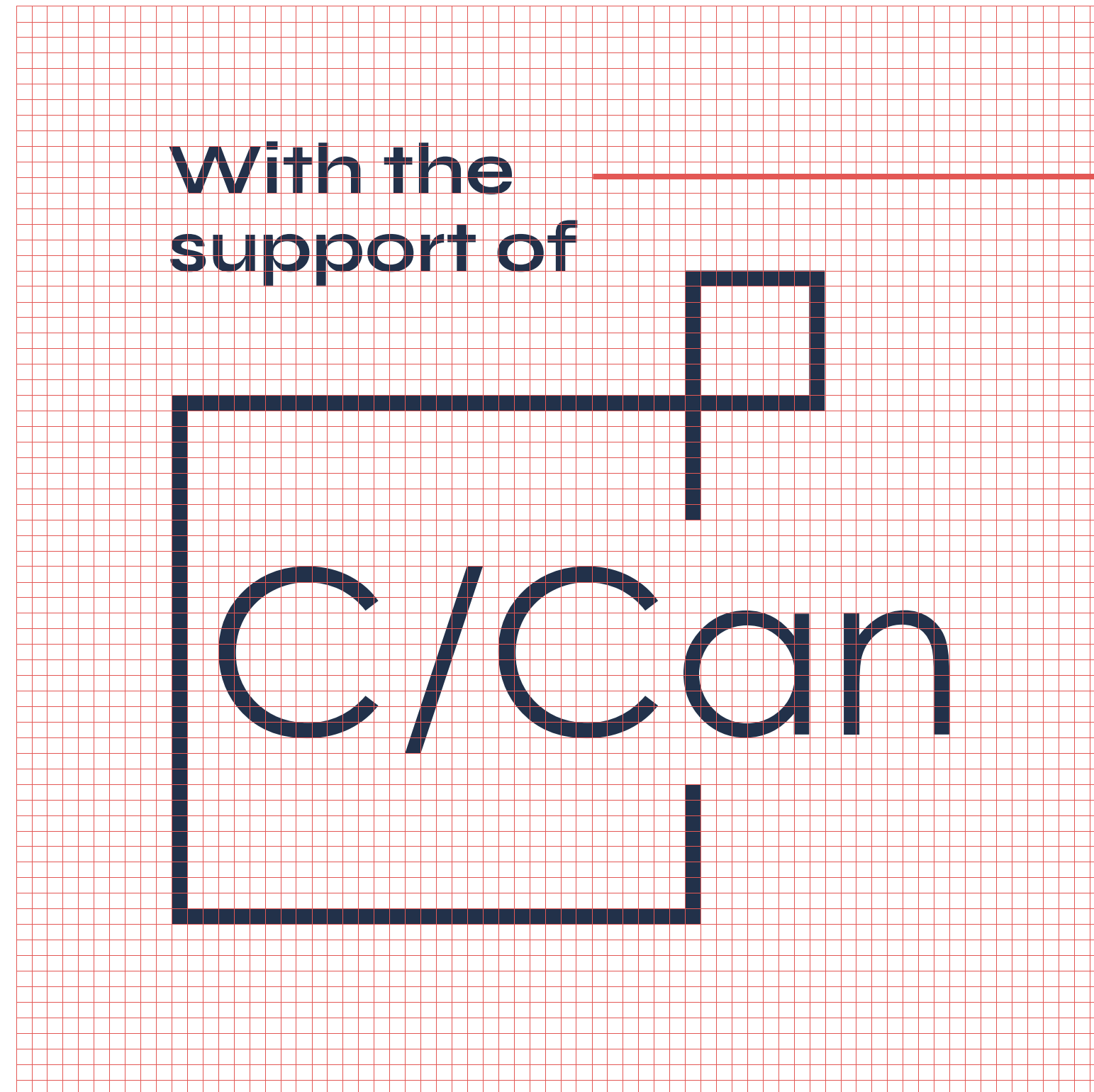
The inclusion of this logo/seal must be agreed by all parties and must never be an imposition.

**With the
support of**



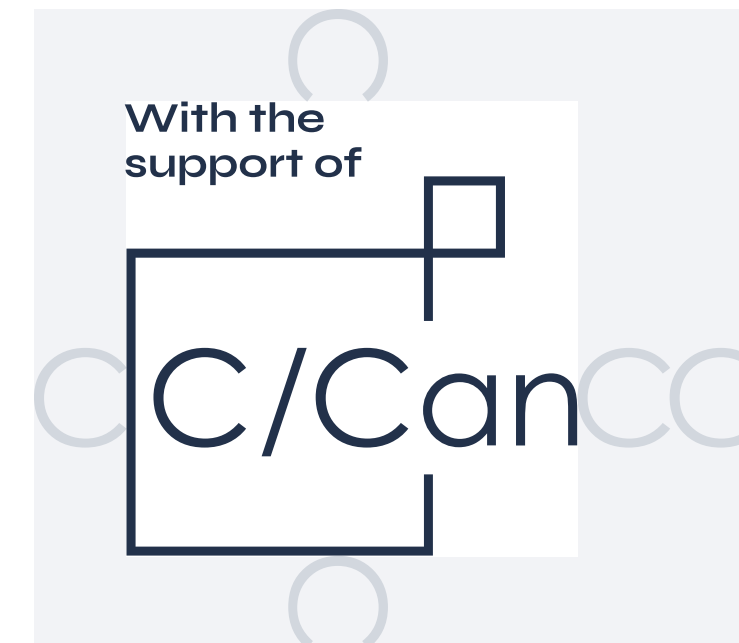
C/Can seal

Construction



Tagline proposal

Protection zone



Minimal reduction

Digital

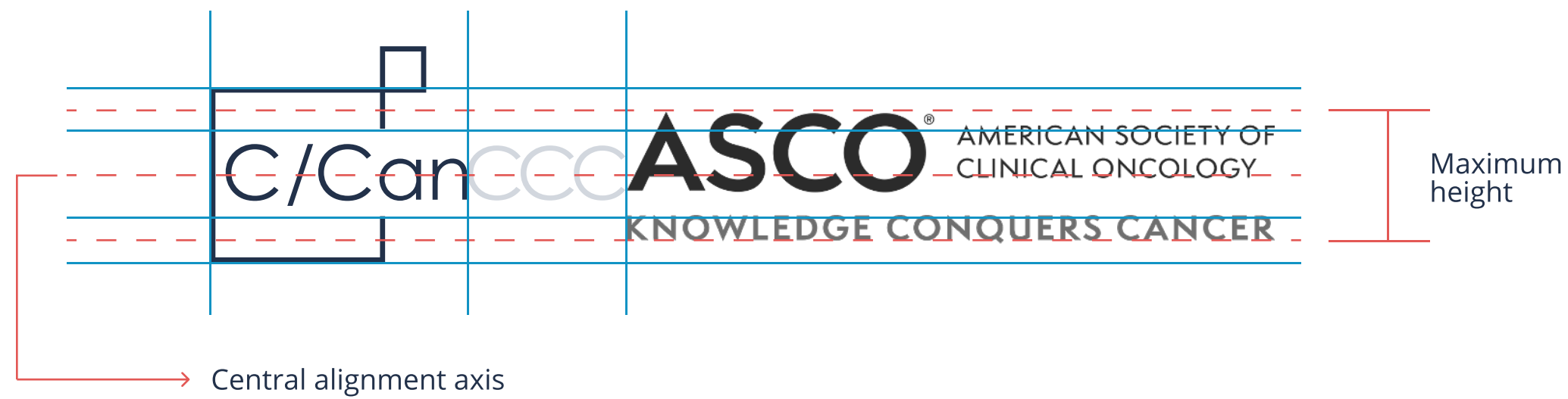


Print

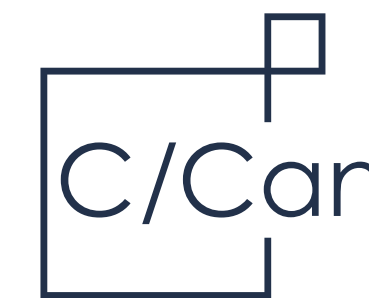


Coexistence with other logos

With horizontal logos



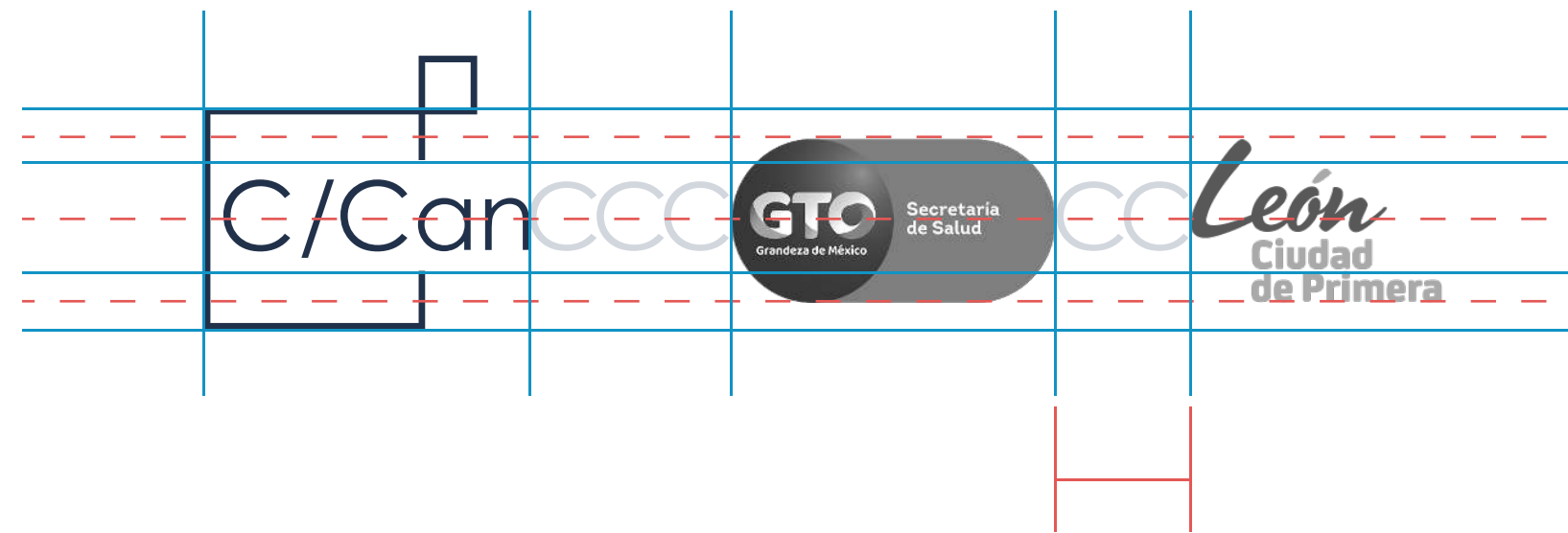
With square or vertical logos



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

Coexistence with other logos

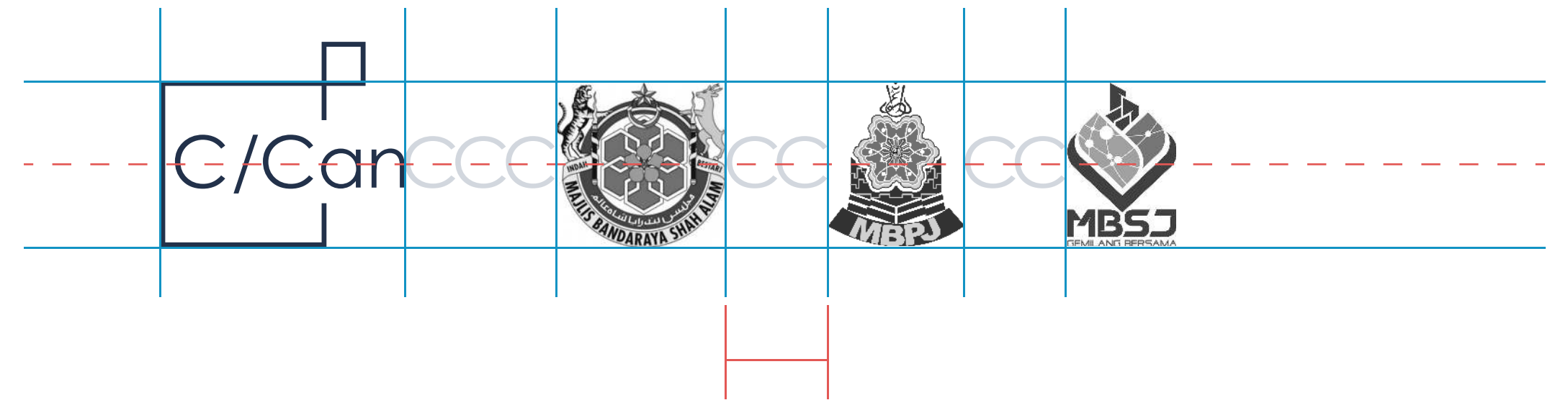
With several horizontal logos



Space between logos



With several square or vertical logos



Space between logos



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

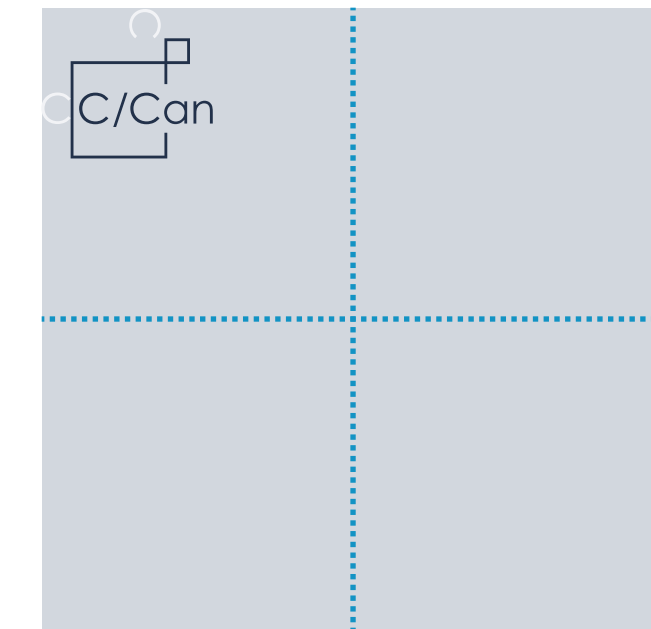
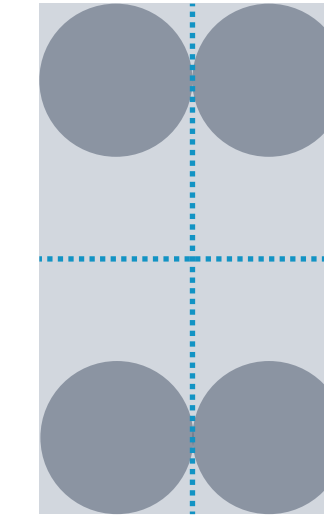
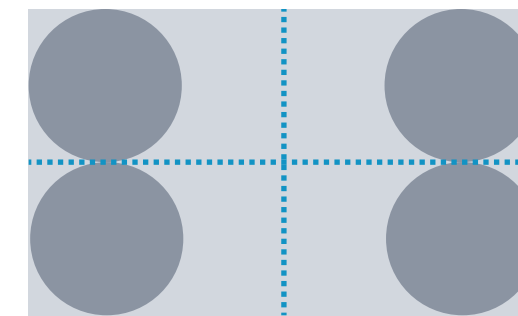
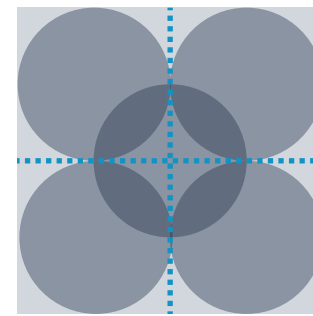
Logo alignment

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.

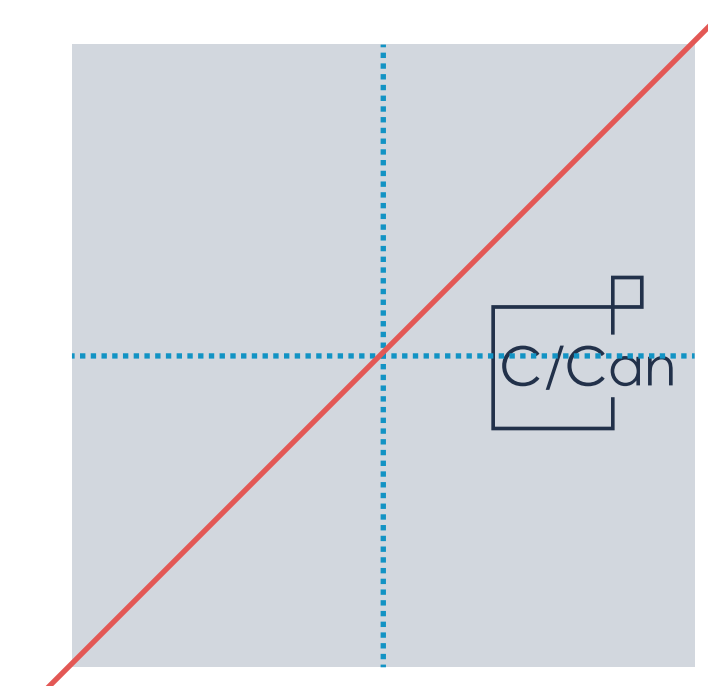
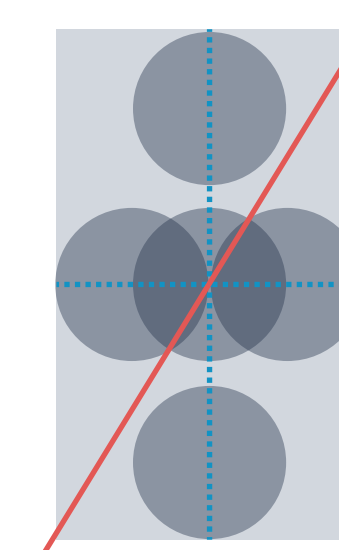
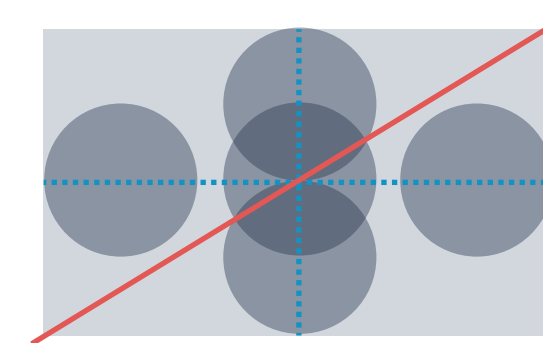
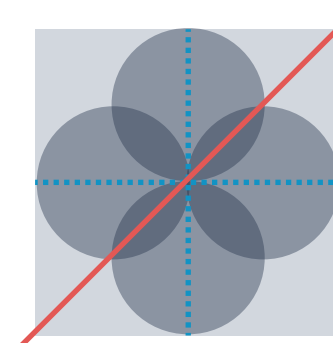
The preferred position for the primary and secondary logos is the top left and bottom right corners, but could also be placed in the remaining two corners. Vertically symmetrical compositions should be avoided when accompanied by other elements such as text.

Correct



Example

Incorrect



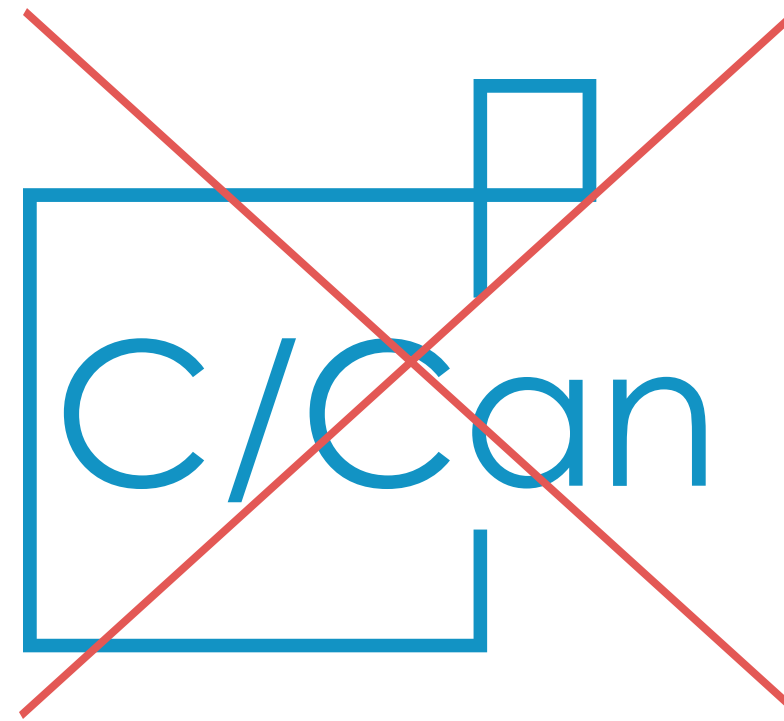
Example

Logo misuse

Deformations



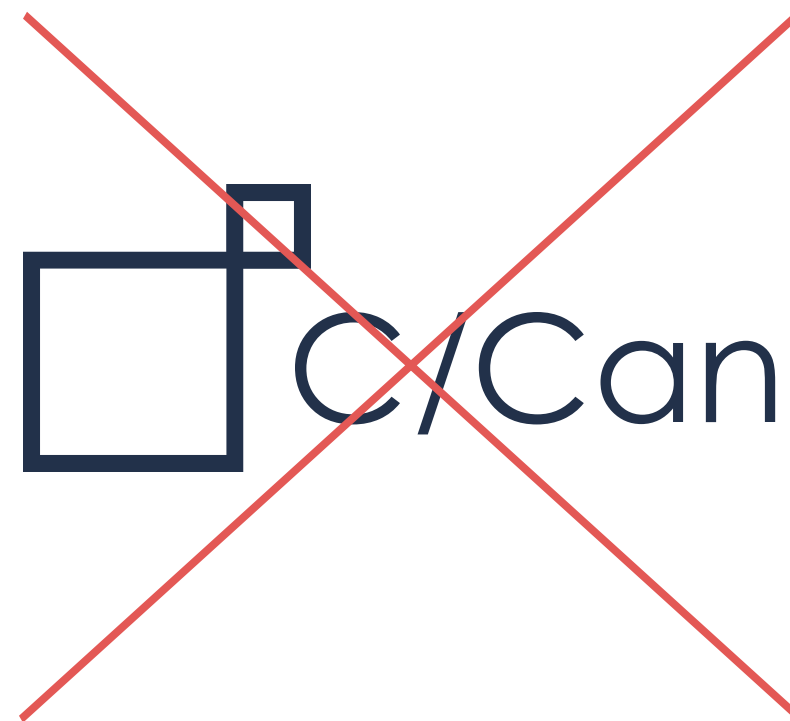
Color changes



City logo



Compositional changes



Shadows and effects



Typographic changes



Colours.

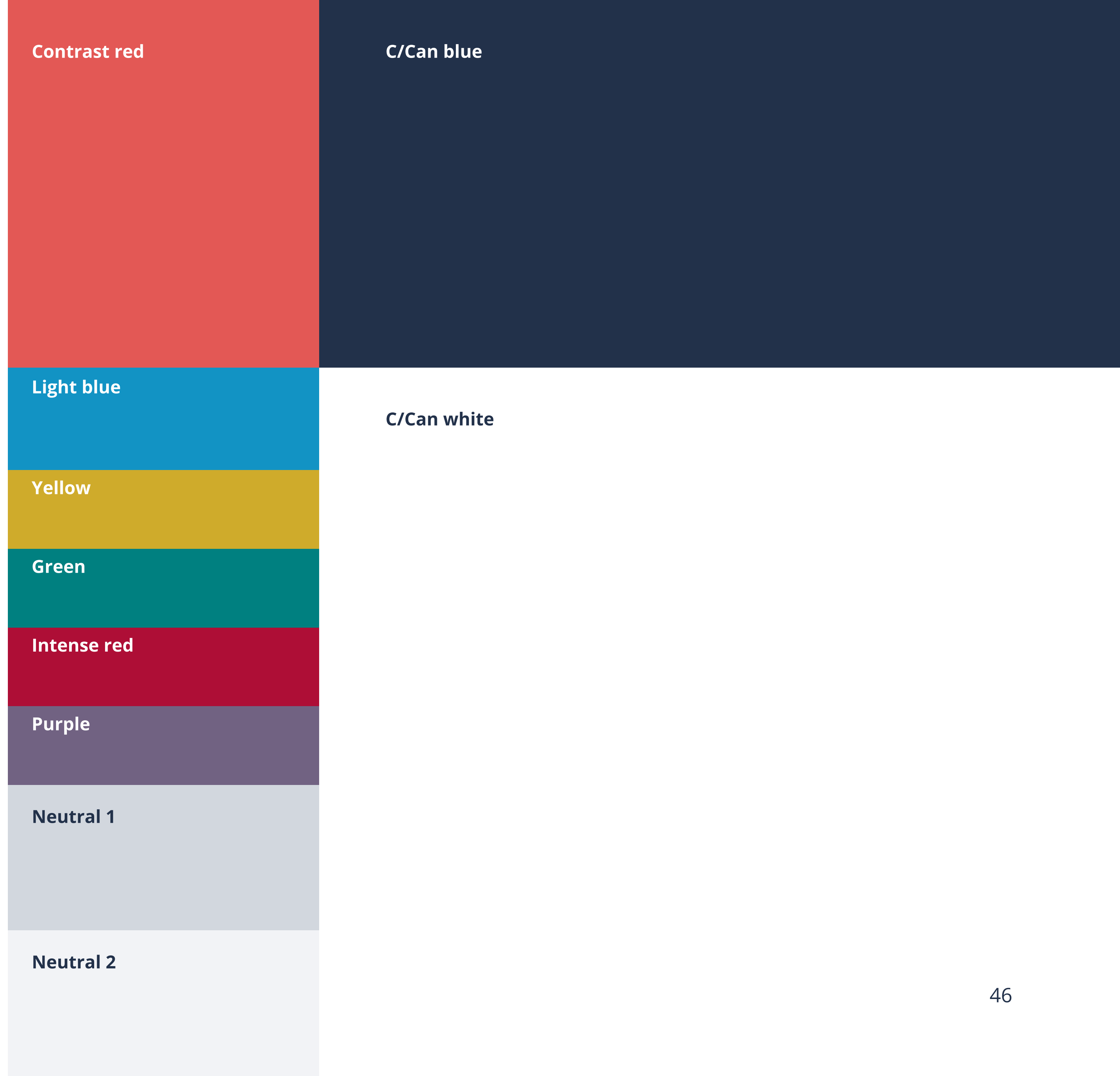
Colour palette

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

Main color



C/Can blue

RGB
34/49/74

CMYK
93/76/43/44

HEX
#22314A

PANTONE C
295 C

PANTONE U
295 U

Contrast colors



Contrast red

RGB
227/88/85

CMYK
4/77/61/0

HEX
#E35855

PANTONE C
1785 C

PANTONE U
1785 U



Light blue

RGB
18/147/196

CMYK
78/27/10/1

HEX
#1293C4

PANTONE C
2995 C

PANTONE U
2995 U

Support colors



C/Can white

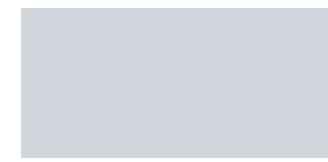
RGB
255/255/255

CMYK
0/0/0/0

HEX
#FFFFFF

PANTONE C
N/A

PANTONE U
N/A



Neutral 1

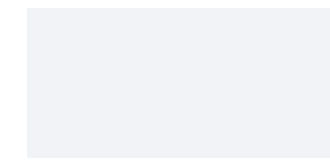
RGB
210/215/222

CMYK
21/13/11/0

HEX
#D2D7DE

PANTONE C
N/A

PANTONE U
N/A



Neutral 2

RGB
241/243/245

CMYK
7/4/4/0

HEX
#F1F3F5

PANTONE C
N/A

PANTONE U
N/A

Secondary colors



Yellow

RGB
207/171/43

CMYK
19/28/90/6

HEX
#CFAB2B

PANTONE C
110 C

PANTONE U
110 U



Green

RGB
0/128/128

CMYK
84/27/47/11

HEX
#008080

PANTONE C
3272 C

PANTONE U
3272 U



Intense red

RGB
174/14/54

CMYK
22/100/68/15

HEX
#AE0E36

PANTONE C
1945 C

PANTONE U
1945 U



Purple

RGB
113/98/130

CMYK
61/61/29/12

HEX
#716282

PANTONE C
667 C

PANTONE U
667 U

Use on background

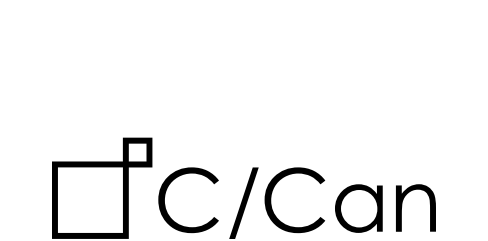
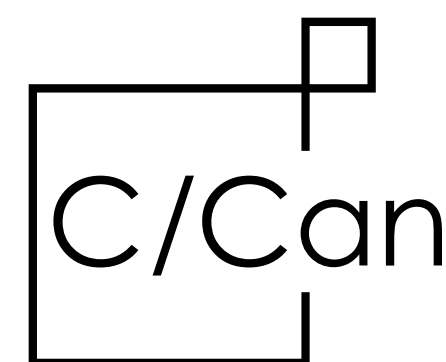
The C/Can brand does not contemplate the use of black in any case. However, there is a technical need to define the logo use in contexts where only black can be used for technical reasons, such as a newspaper advertisement printed in monochrome, or for the production of merchandising with black or dark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

Negative version



Monochrome version



Combinations

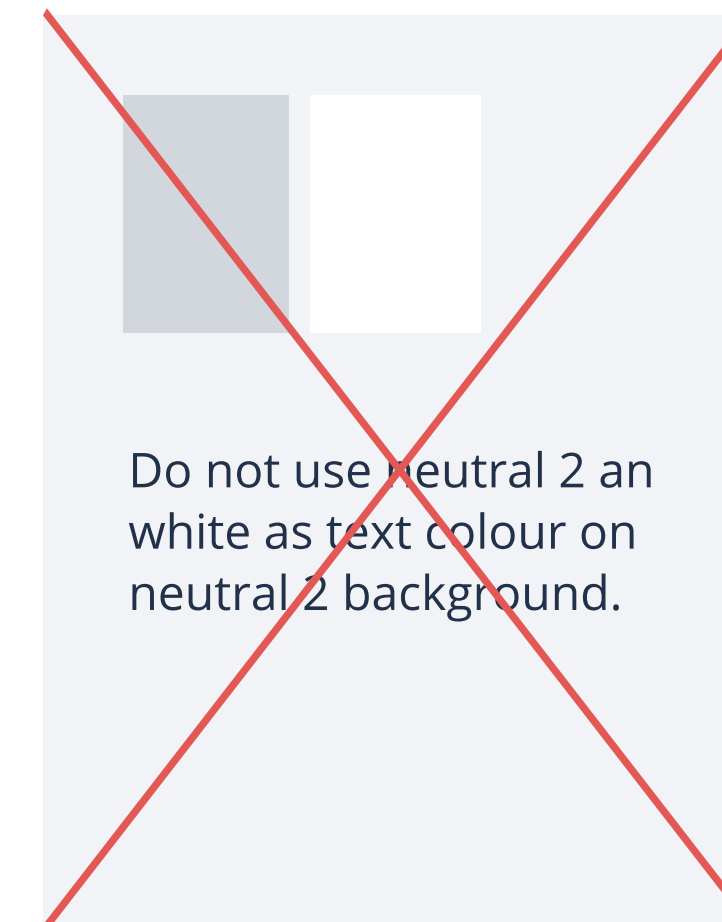
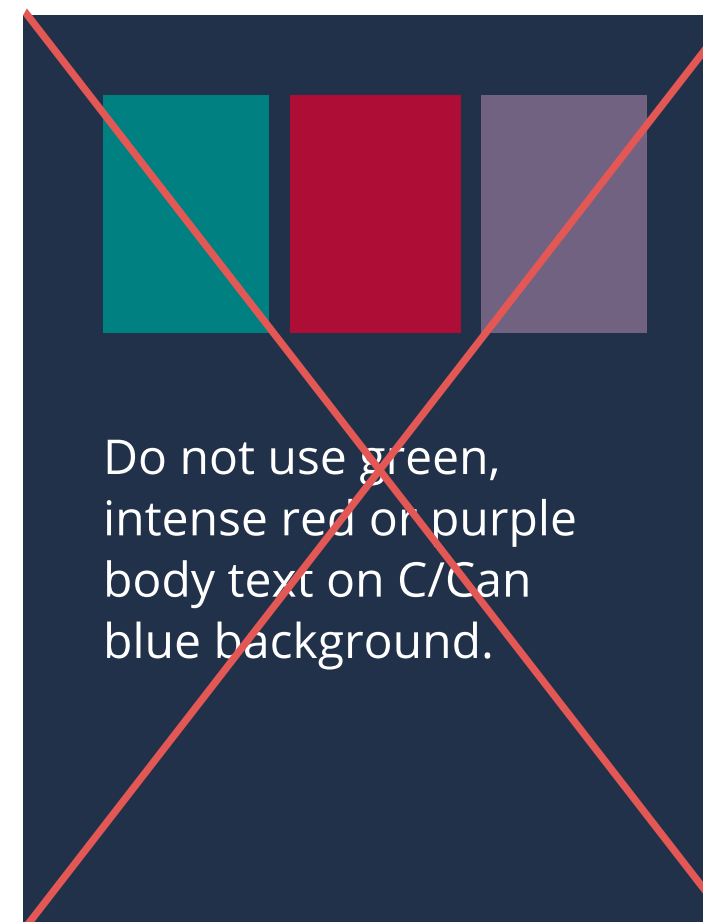
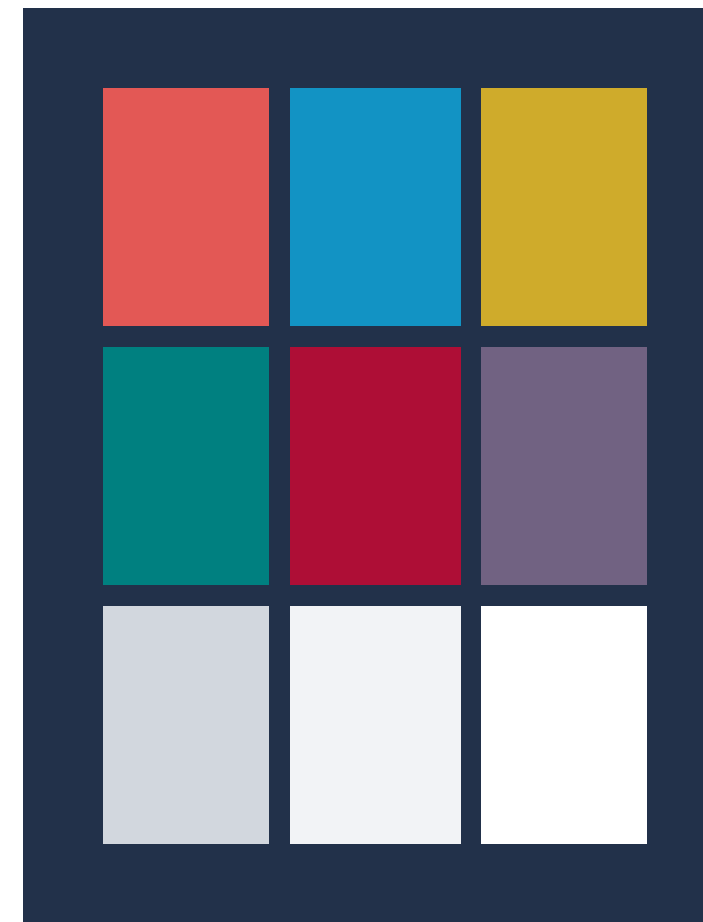
The main background colours shall be:

- 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.

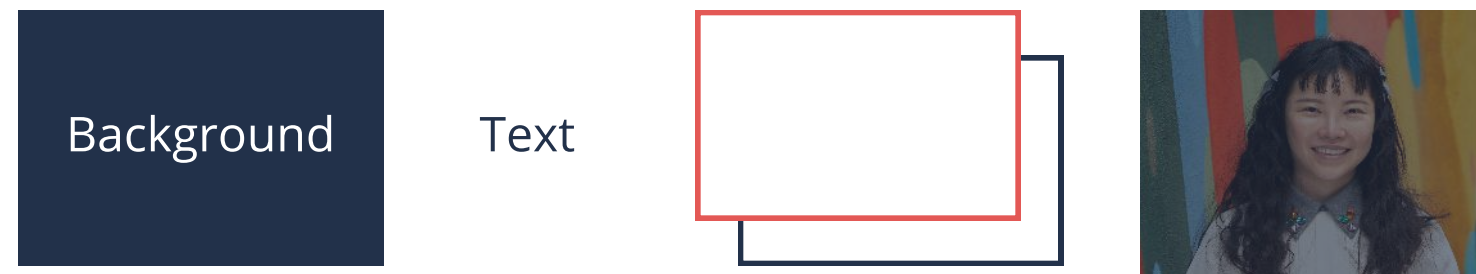
- Green, intense red and purple shall be avoided over C/Can blue backgrounds.
- The combination C/Can white and neutrals in text and background shall also be avoided.



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

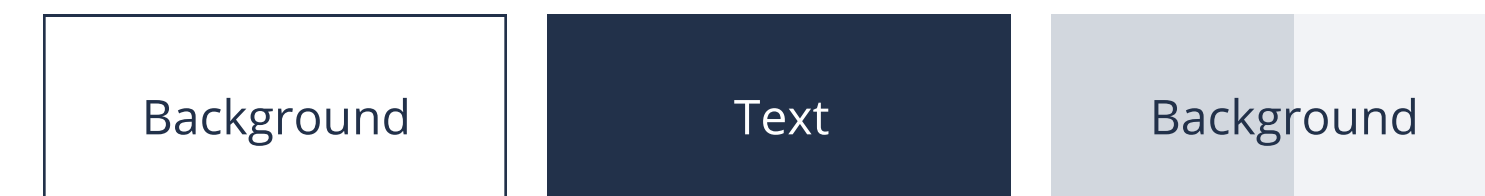
The secondary colour palette shall mainly be used in graphics or small details, in order to add small notes of colour. When using them, their hierarchy shall always be as follows:

Yellow - Green - Intese red - Purple.



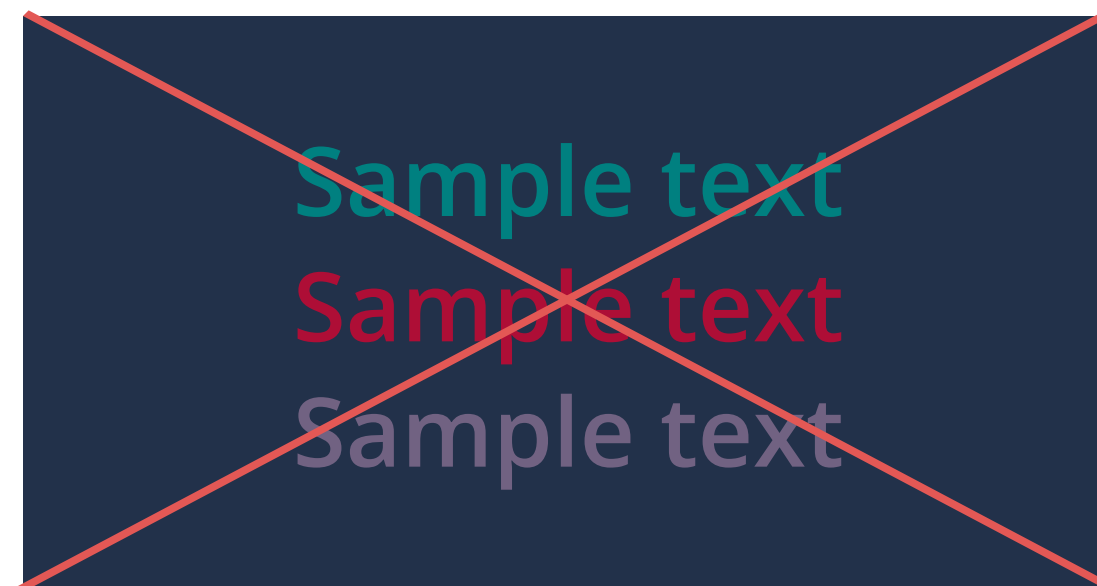
Support colours

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.

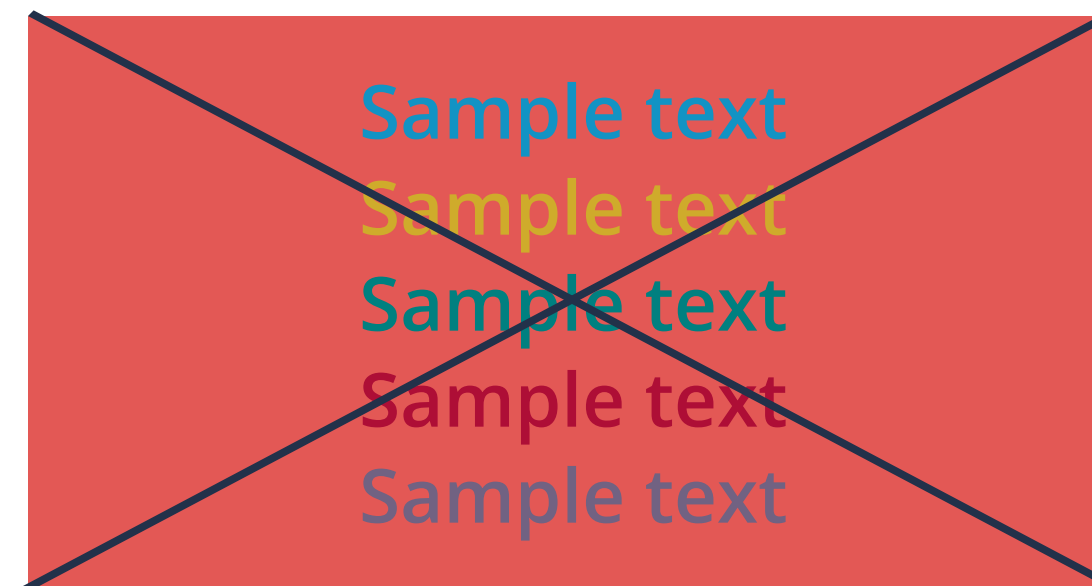


Misuse of colour

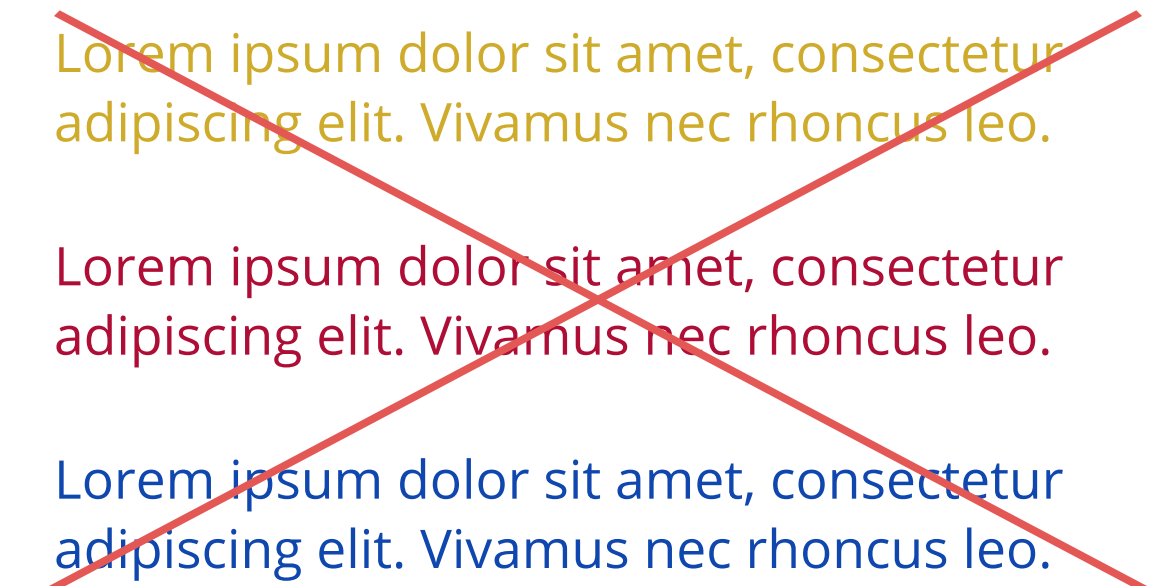
Dark text on dark background



Colored text on coloured backgrounds



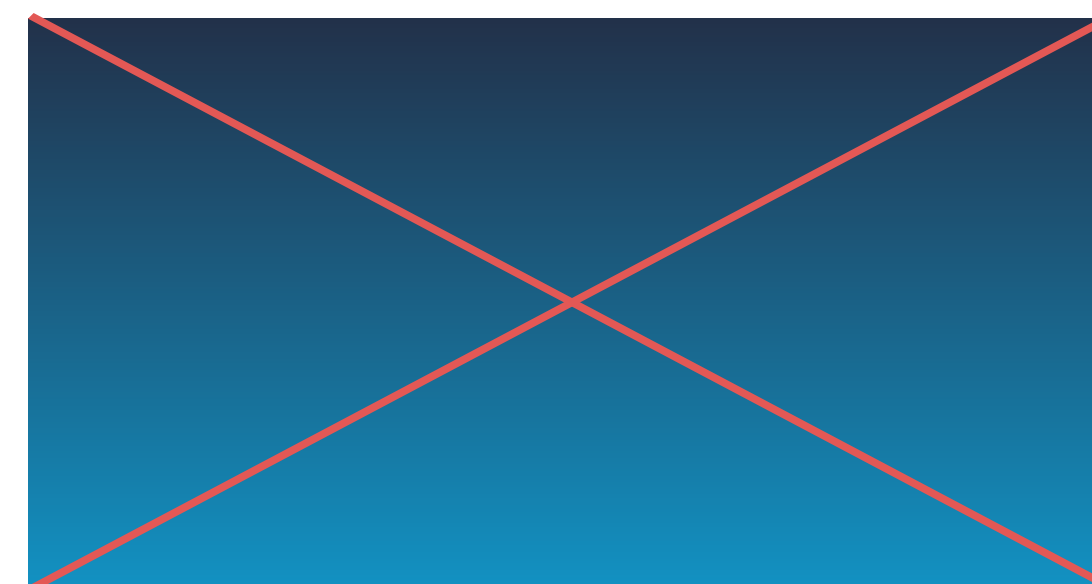
Body text in contrasting or secondary colours



Highlights in secondary colours



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.

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.

Typographic hierarchy

Title: Syne Bold
110% line spacing

— Lorem ipsum.

Subtitle and Highlight 1: Open Sans Regular
150% line spacing

— Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec mollis eros sed dolor condimentum, gravida scelerisque eros iaculis.

Pre-title: Open Sans SemiBold
150% line spacing

— 4 OCT 2021

Body: Open Sans Regular
150% line spacing

— Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla posuere nisl in orci rutrum tincidunt. Maecenas tristique urna nec augue placerat ornare. In hac habitasse platea dictumst. **Suspendisse potenti.** Morbi porta fermentum magna. Phasellus diam erat, lobortis sed ipsum vestibulum, venenatis tempor justo. Morbi pellentesque orci nec orci posuere auctor. In interdum erat est. Maecenas condimentum volutpat ante et ultrices. Nunc a nulla ut magna malesuada ultricies.

Highlighted: Open Sans Bold
150% line spacing

Highlighted 2: Syne Bold
110% line spacing

— **Ut sed arcu et diam consequat mollis.**

Highlighted 3: Syne Bold
110% line spacing

— **“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.

Quote without underlining.

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

Highlighting numbers/ text with underlining.

**Welcoming
new cities.**

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 DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT. NULLA
1.867 POSUERE NISL IN ORCI RUTRUM
TINCIDUNT. MAECENAS TRISTIQUE URNA
NEC AUGUE PLACERAT ORNARE.~~

Effects and shadows

~~1,286 lorem ipsum.~~

~~Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nulla posuere nisl in orci
rutrum tincidunt. Maecenas tristique urna
nec augue placerat ornare.~~

Hierarchy changes

~~Lorem ipsum.~~

~~Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Nulla
60+ posuere nisl in orci rutrum
tincidunt. Maecenas tristique urna
nec augue placerat ornare.~~

Other versions of the Syne typeface

~~Lorem ipsum.~~

Regular

~~**Lorem 4%**
ipsum.~~

ExtraBold

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.~~

~~Lorem ipsum dolor sit
amet, consectetur
adipiscing elit. Nulla
posuere nisl in orci
rutrum tincidunt.~~

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.

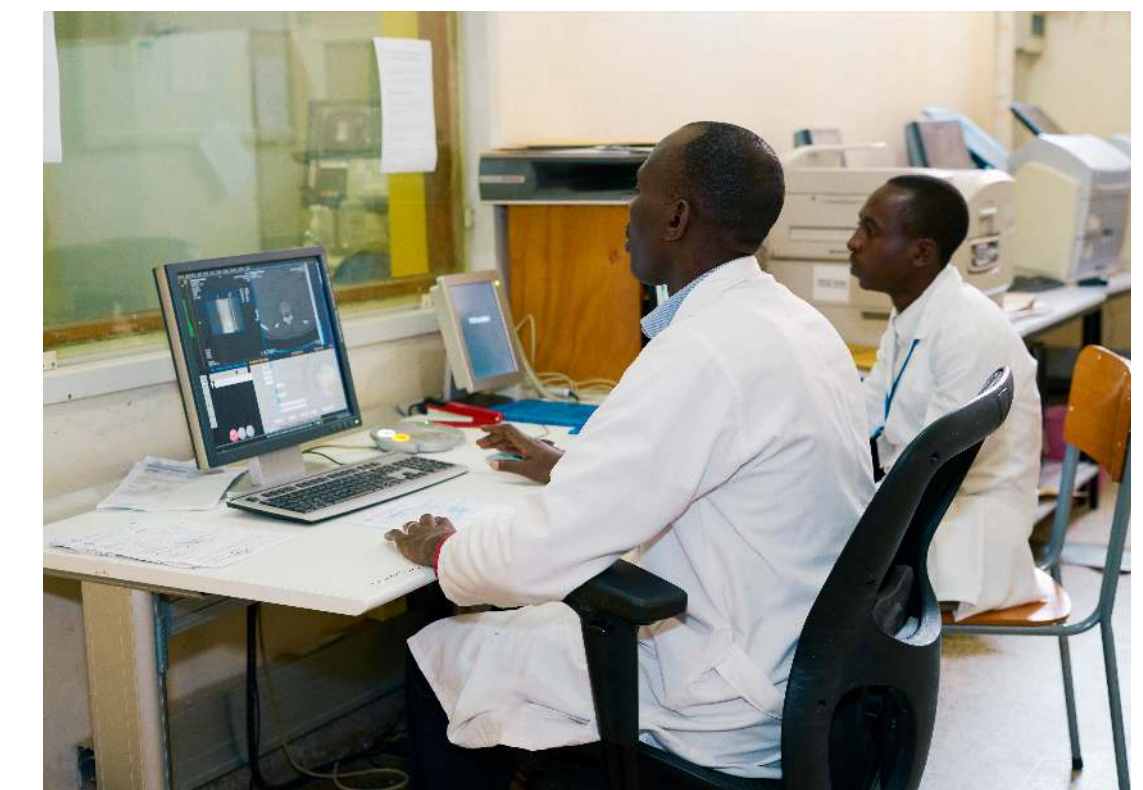
Colour portraits



Patients



Professionals at work



Cities

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.

Street people



General images of cities and streets



Zenithal planes

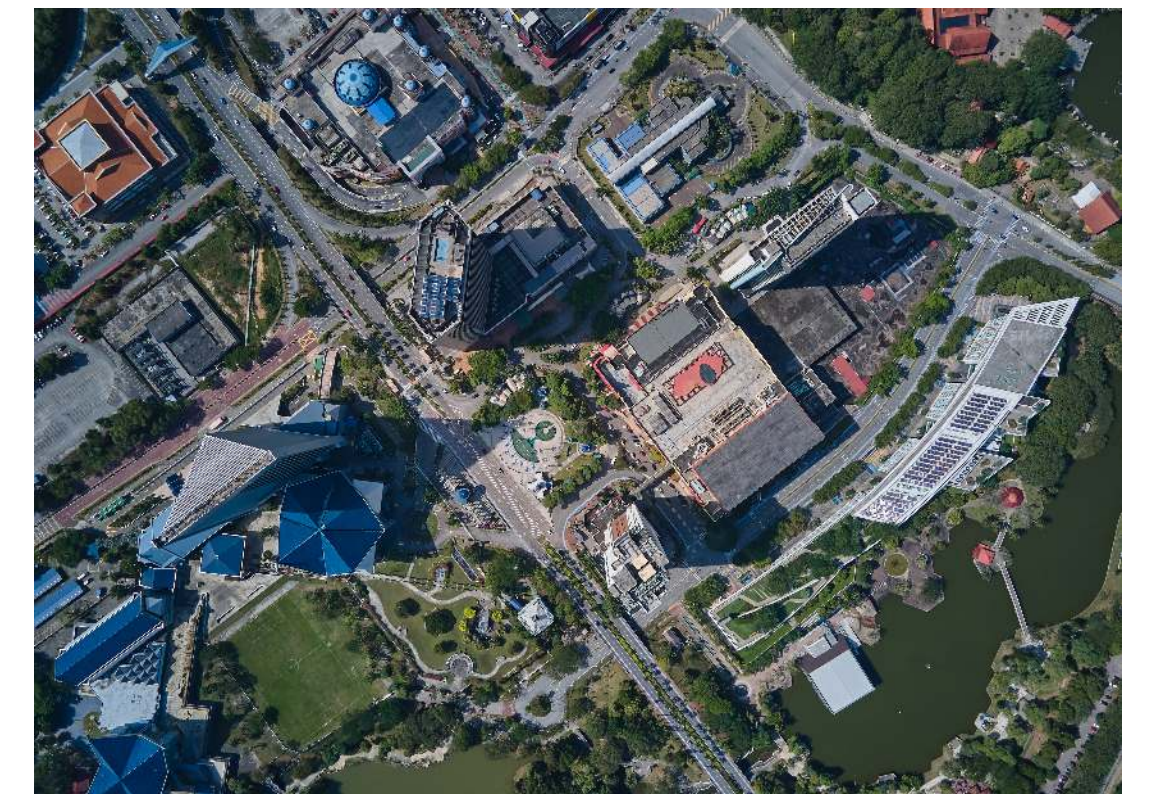
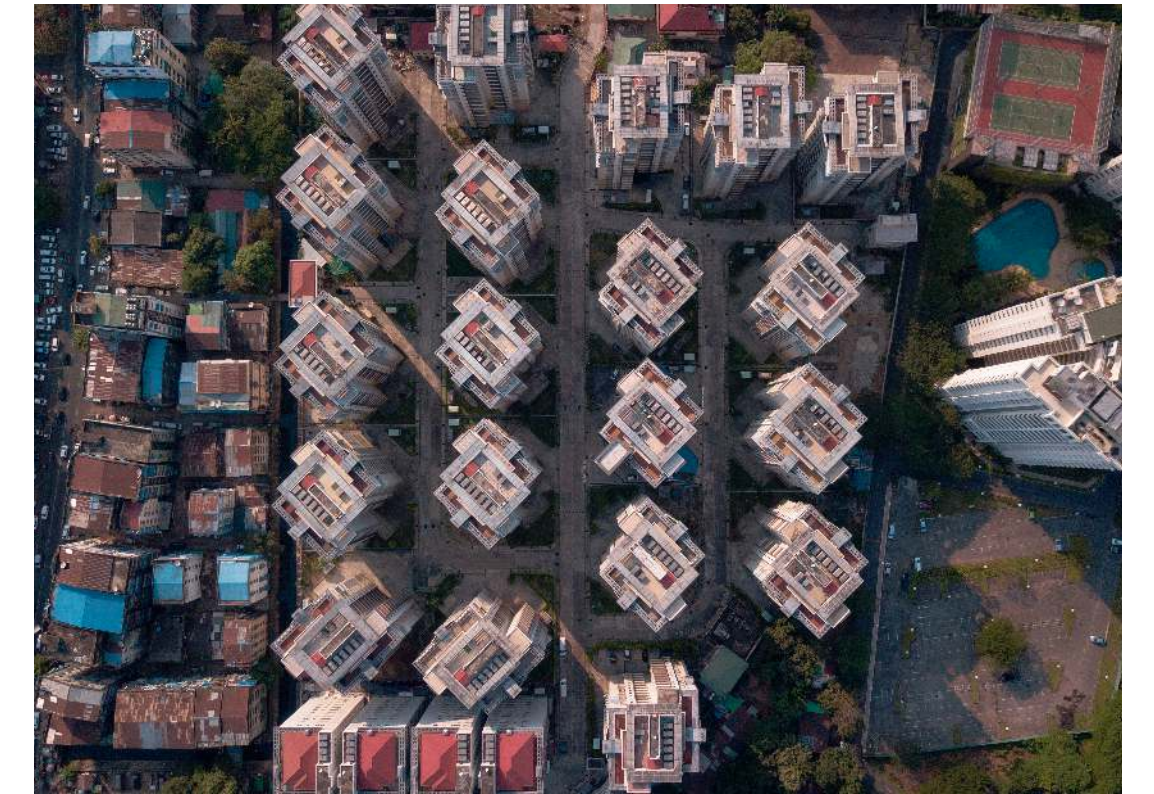


Photo editing

Photographic temperature



Glazes

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



Photography misuse

HCPs posing (artificial)



Surgeries, treatments or hospital stays



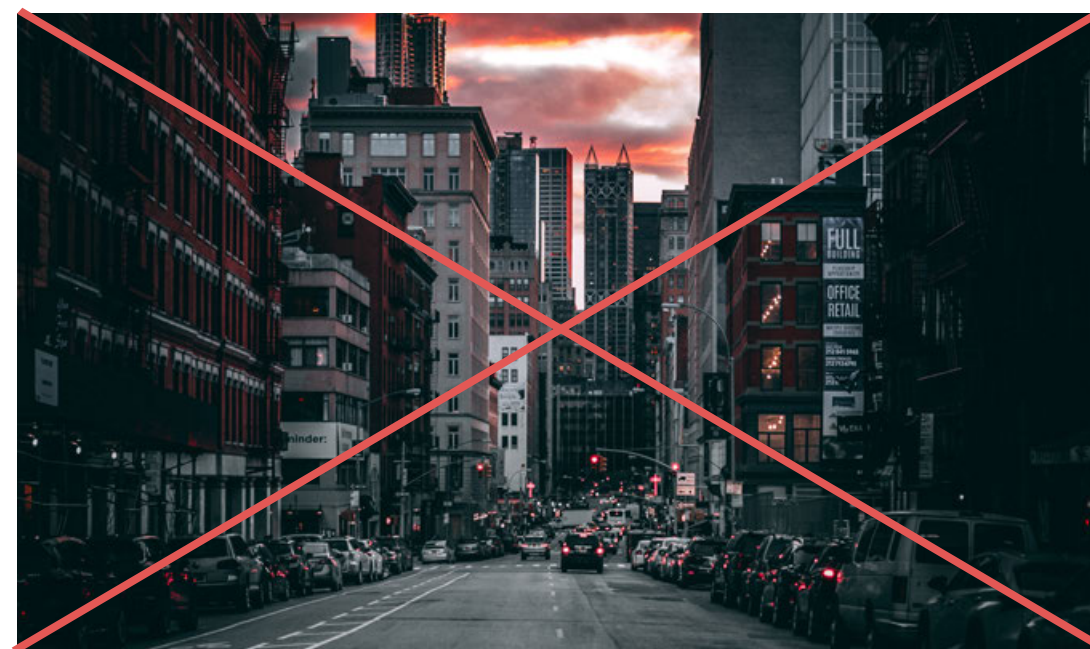
Suffering



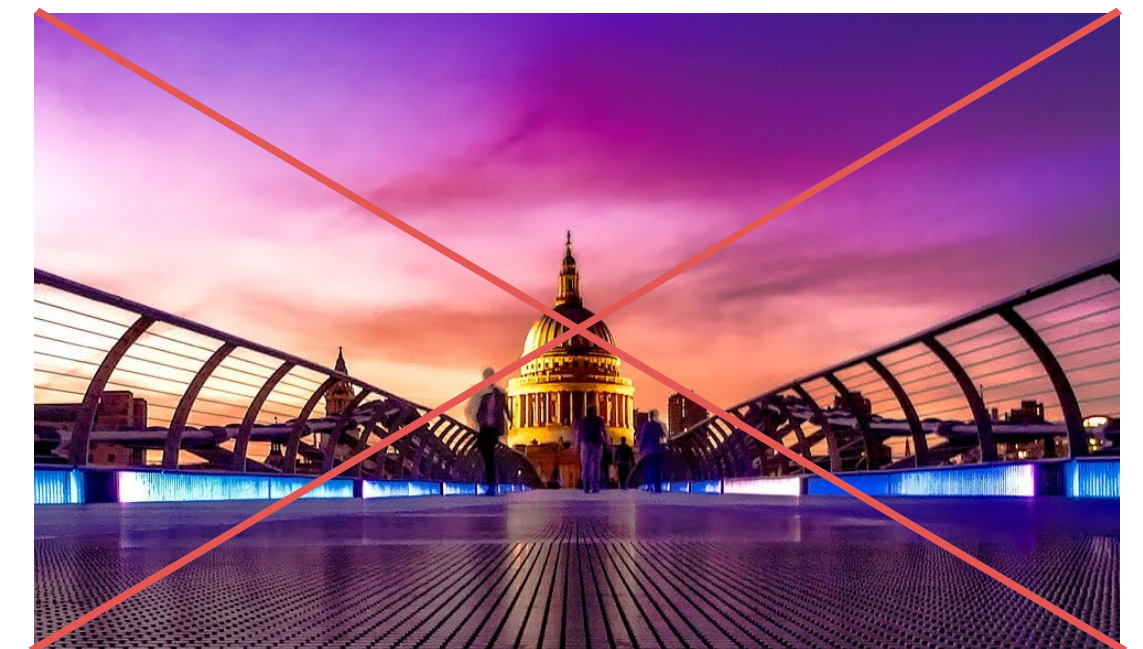
Retouching and unreal representations



Dark or black and white images



Excessive editing

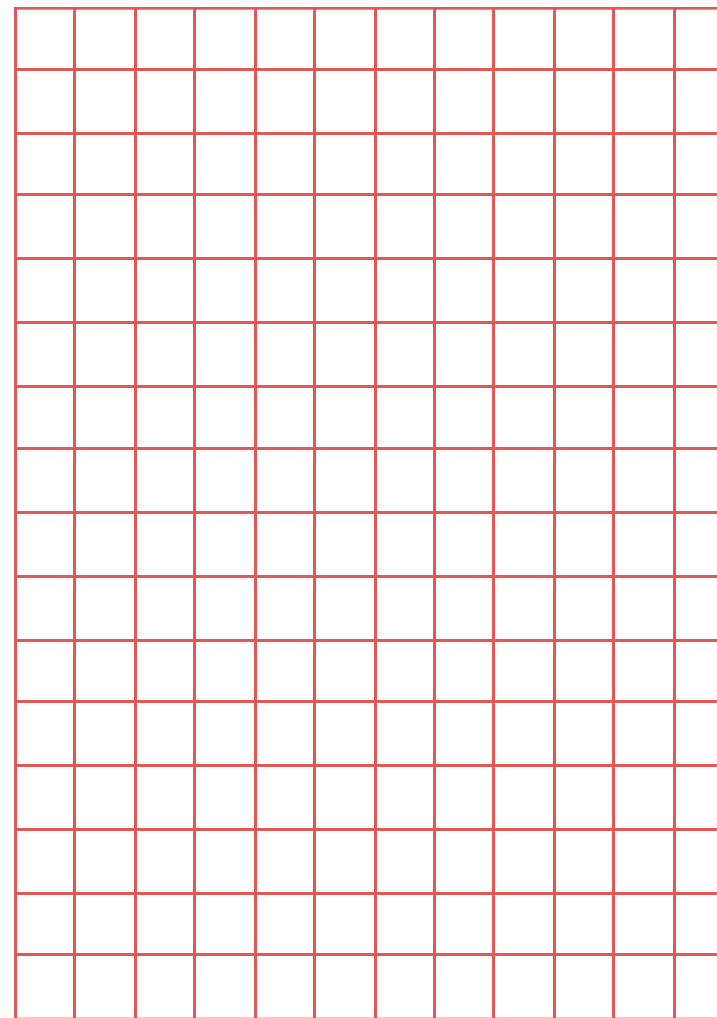


Layout.

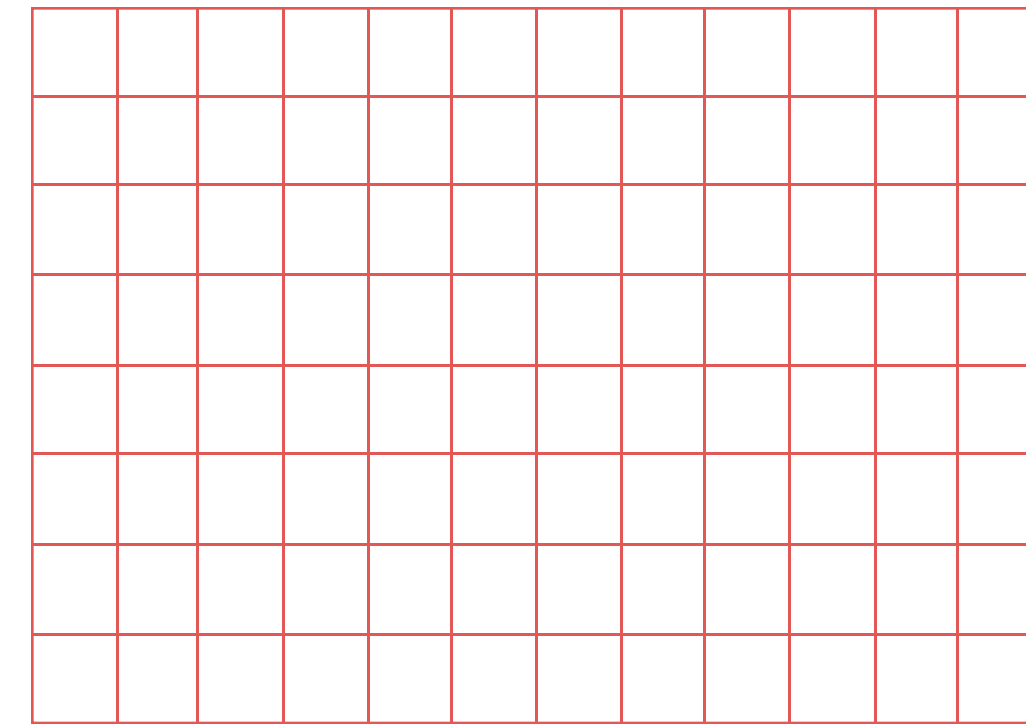
Grid

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.

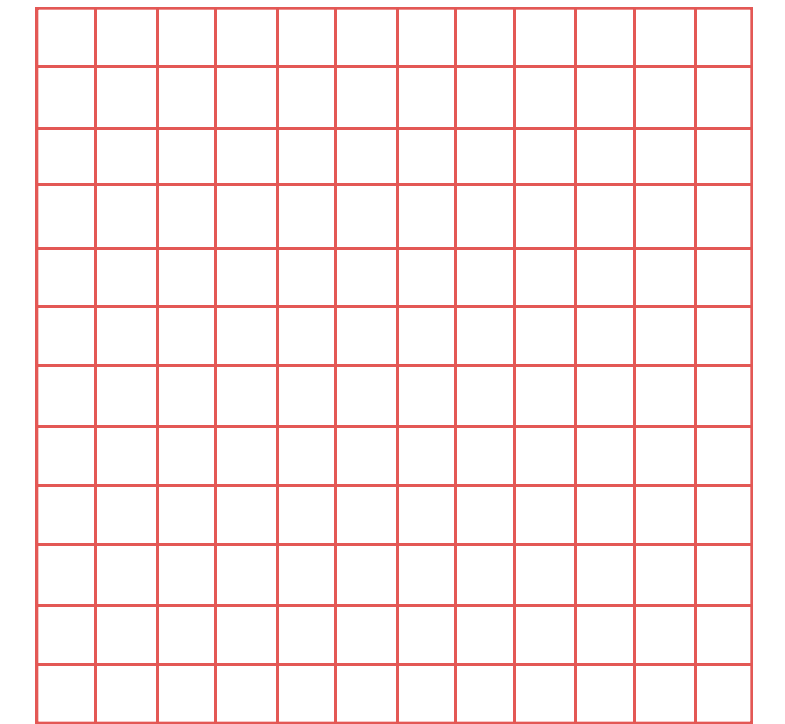
When configuring the grid, the widths of the columns shall remain uniform.



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

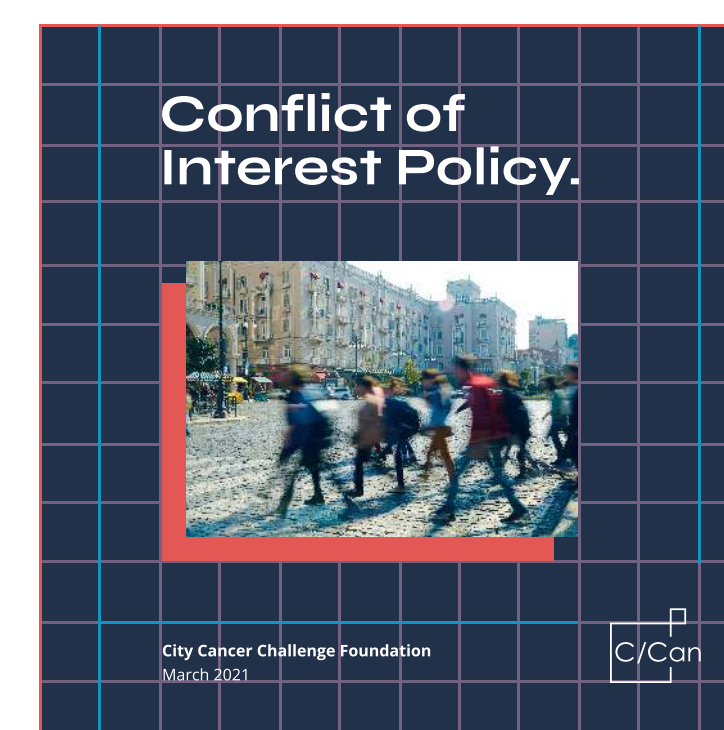
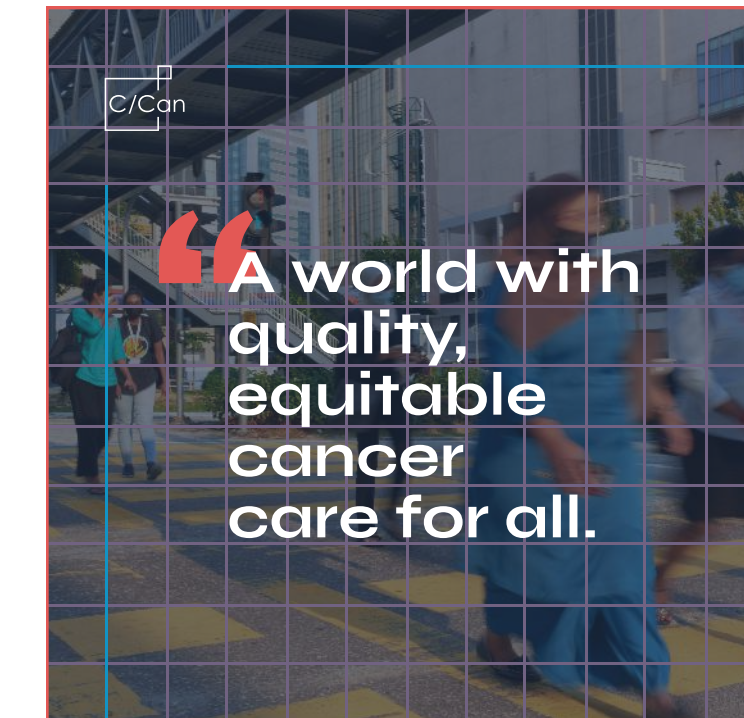
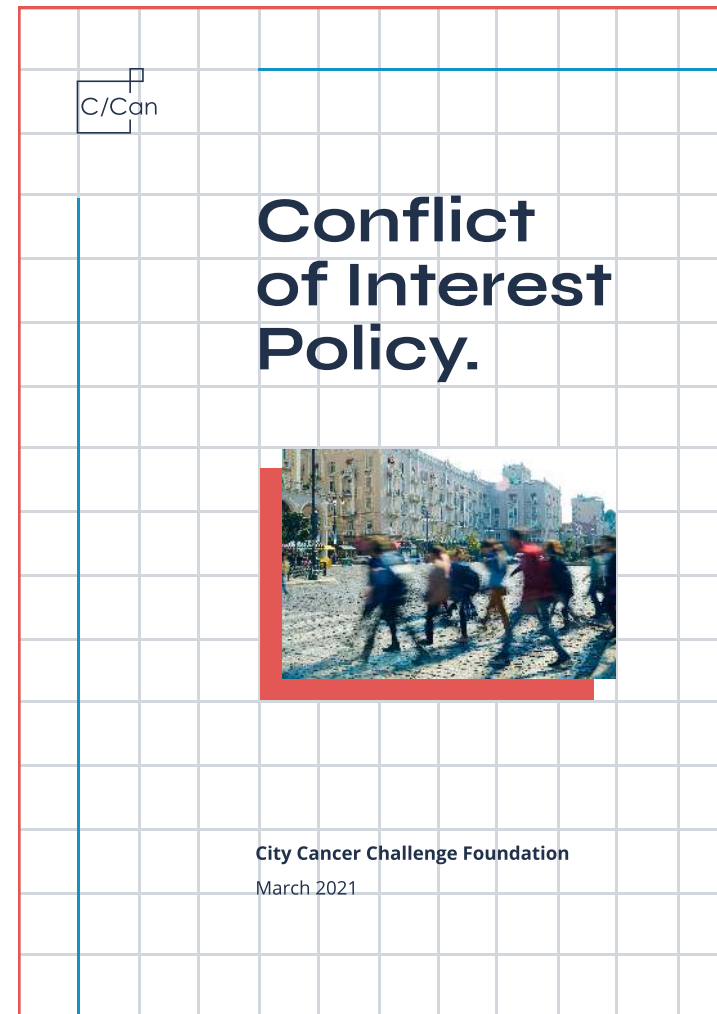


In horizontal formats (e.g. DIN A4) 12
columns and 8 rows.



In square formats 12 columns
and 12 rows.

Compositional possibilities

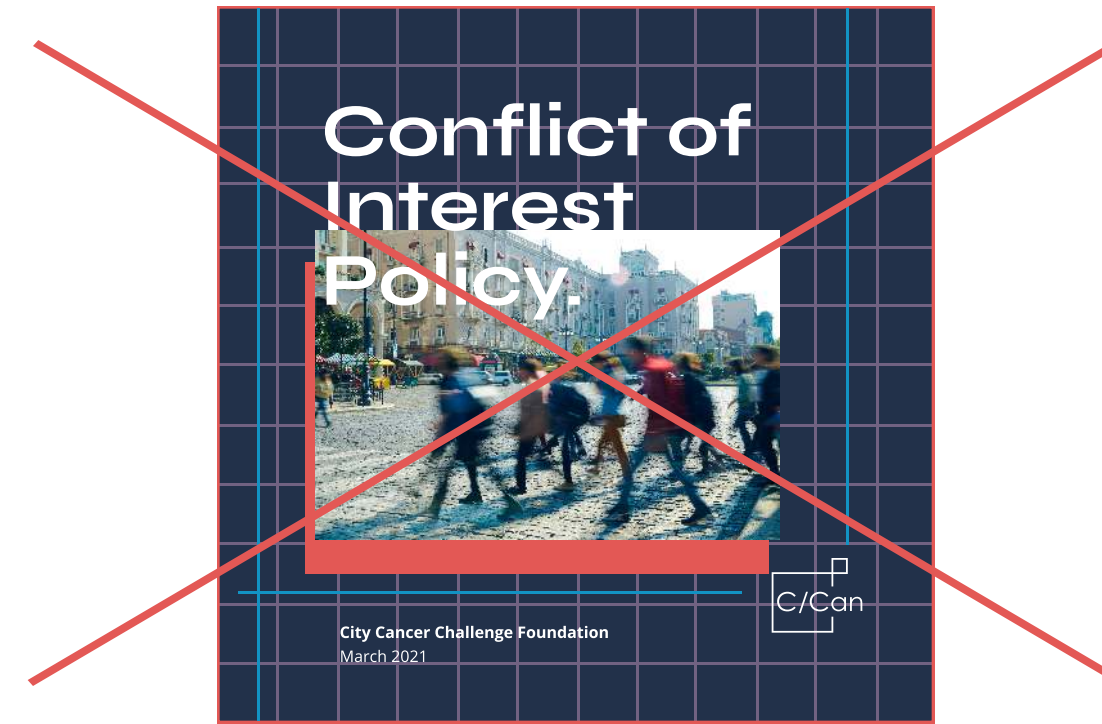


Incorrect positions

Lack of space between elements



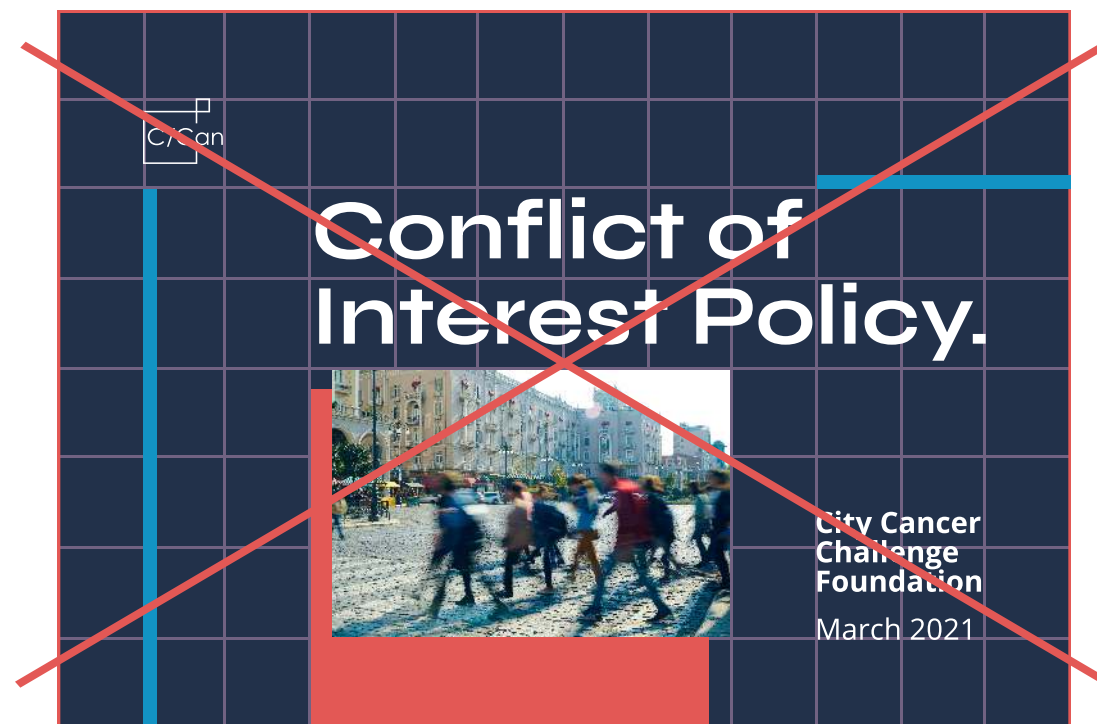
Failure to adjust to the grid



Use of a different grid



Disproportion of elements



Split elements losing readability



Irregular grid



Graphic elements.

Graphic elements

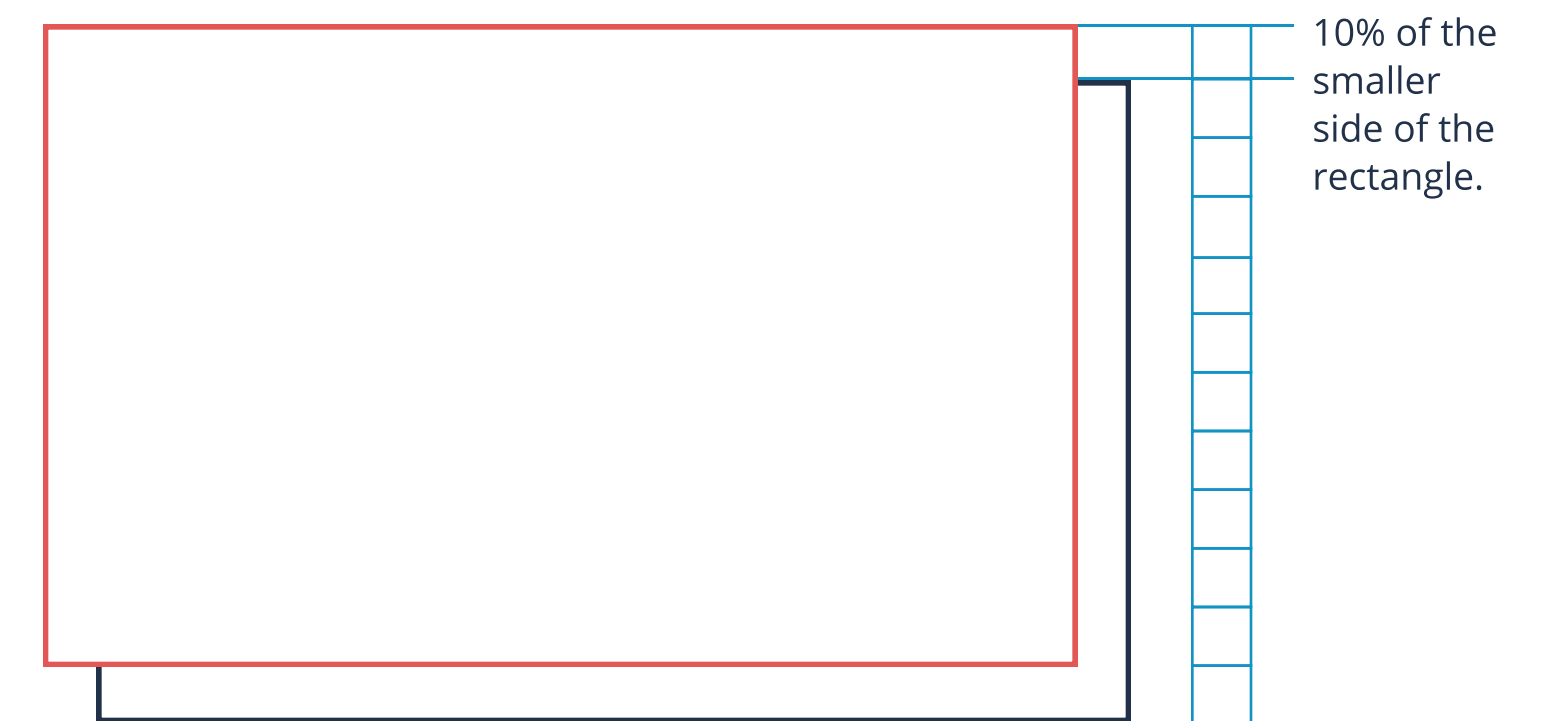
From the synthesis of the shapes of the cities, the following orthogonal shapes have been developed:

- Line orthogonal frames
- Solid orthogonal frames

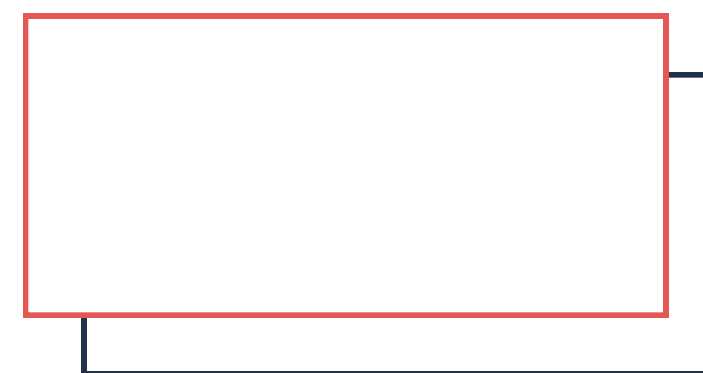
Construction in small frames.



Construction in medium and large frames.



Line orthogonal frames.



Solid orthogonal frames.

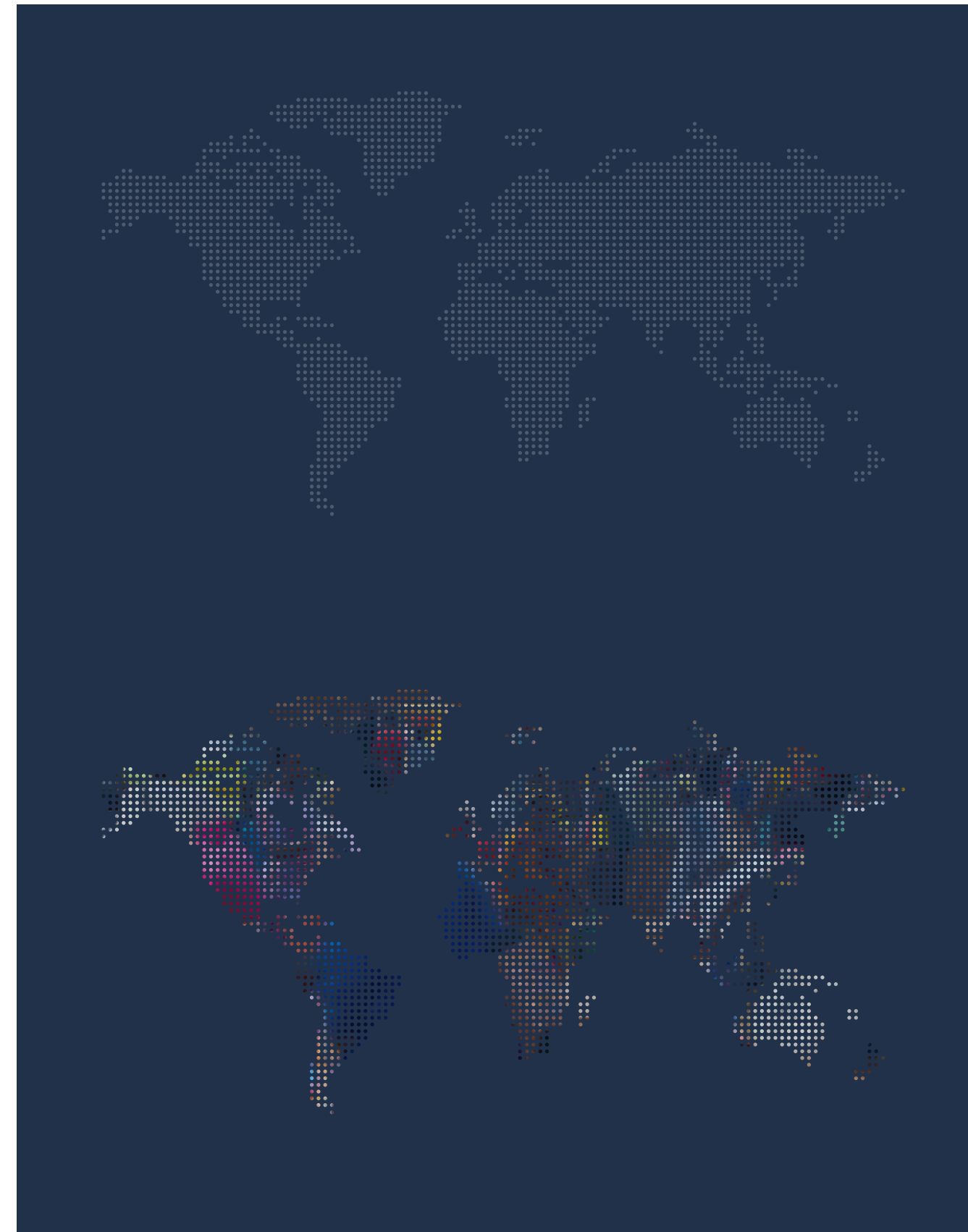


Graphic elements

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.

Negative map



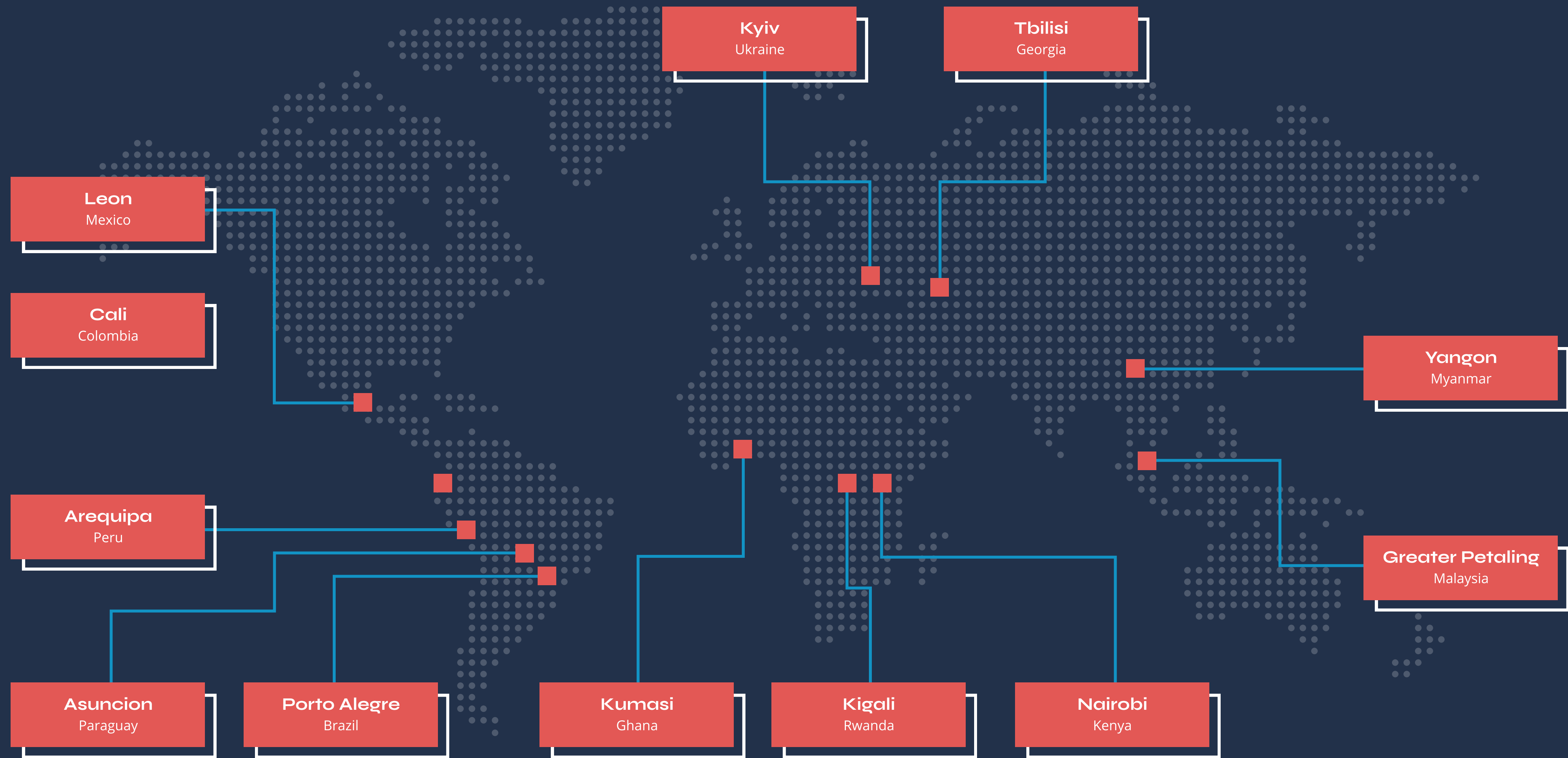
Positive map



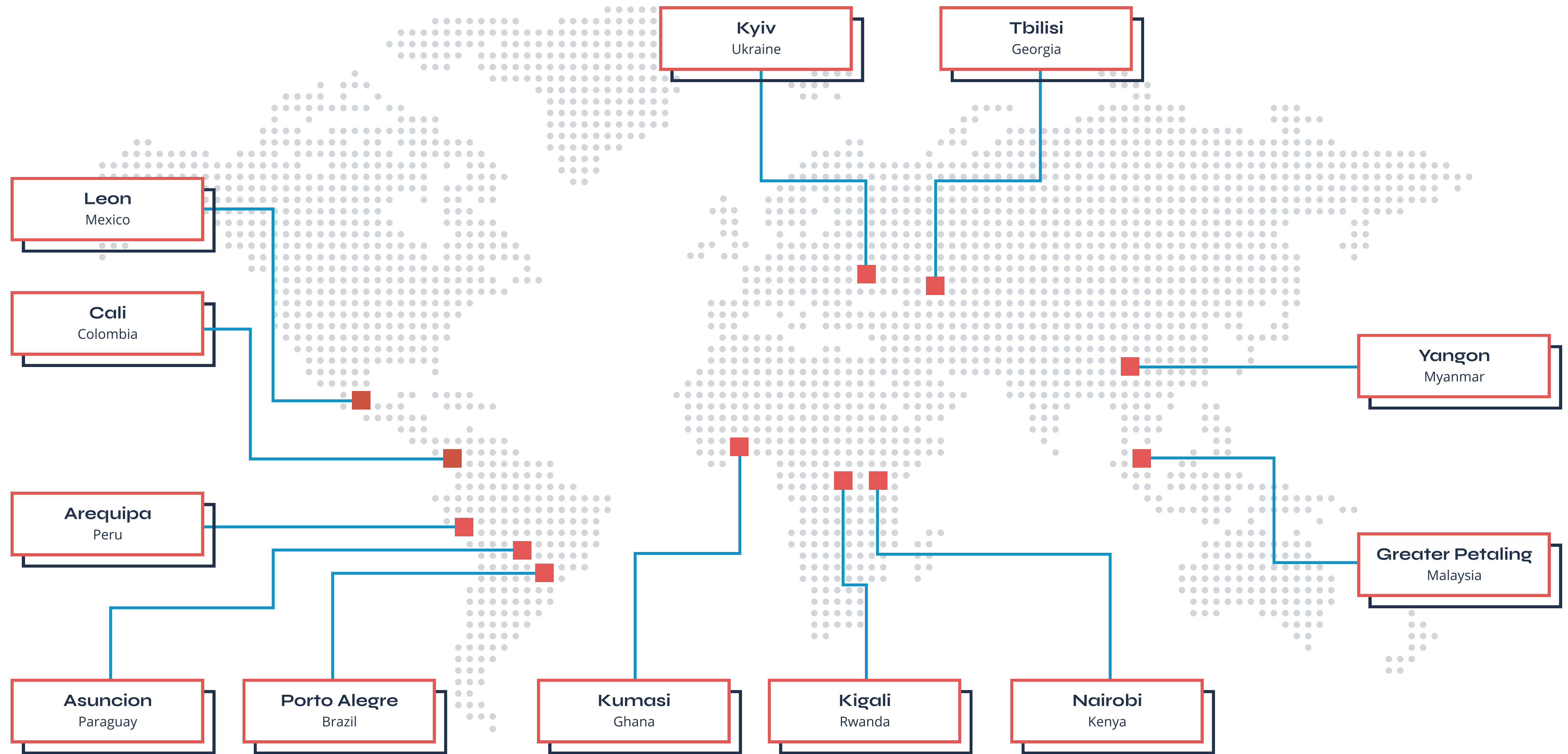
Polaroid



Map

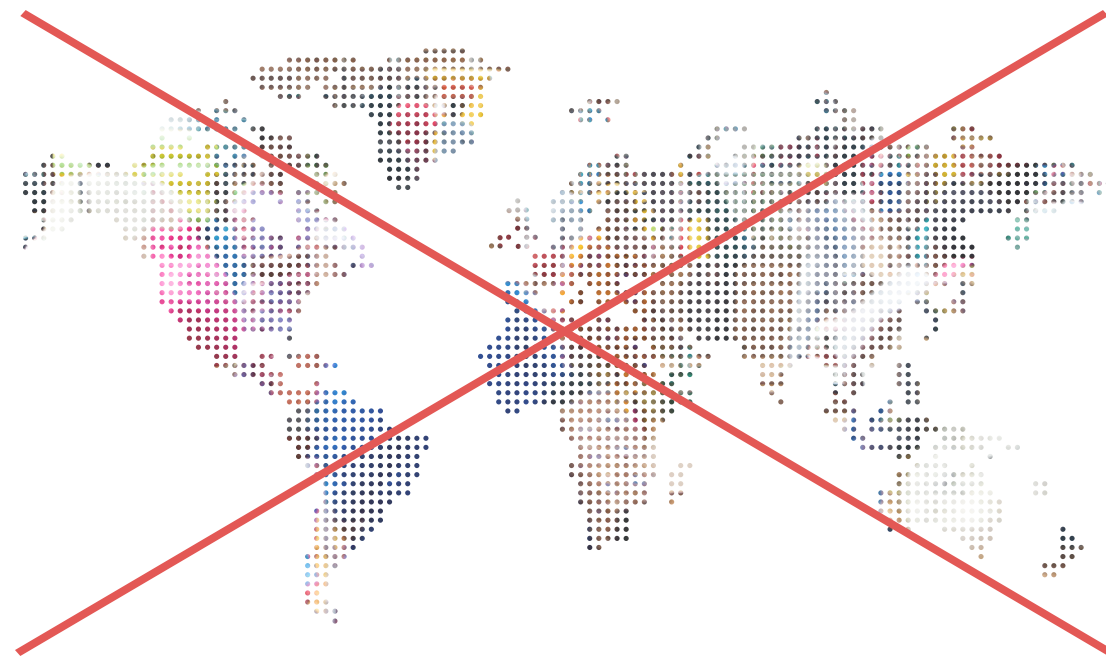


Map



Misuse of graphics elements

Photography map over white background



Lines in solid shapes



Different polaroid design



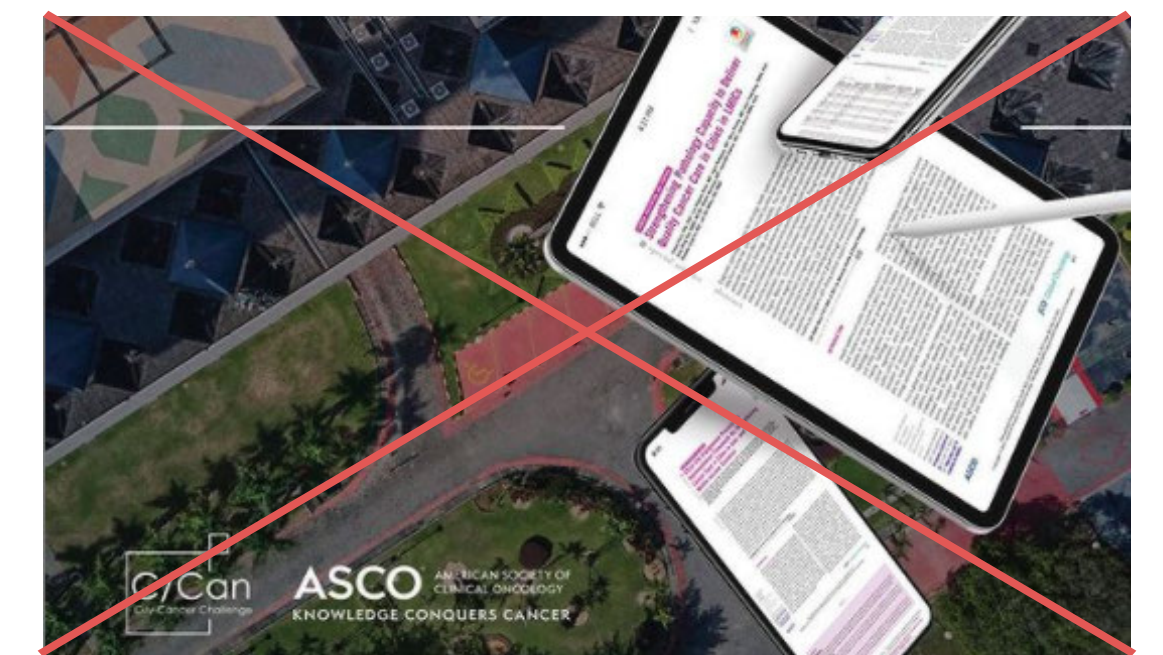
Collage



Documents within documents



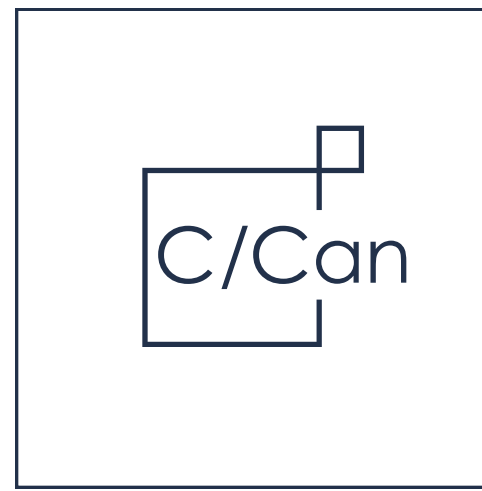
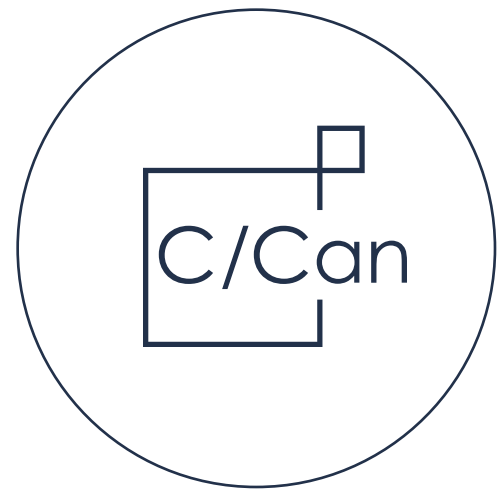
Floating elements



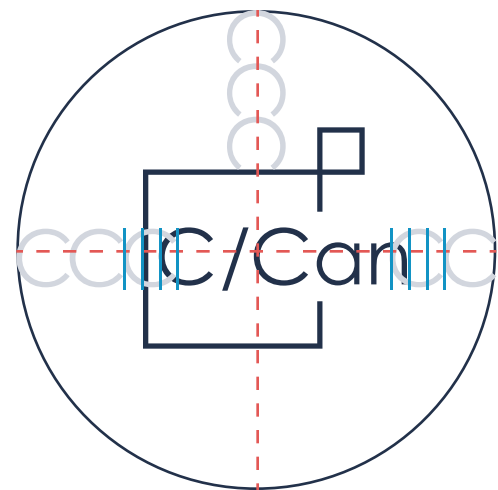
Social media.

Avatar and header

Avatar



Avatar design



Post examples

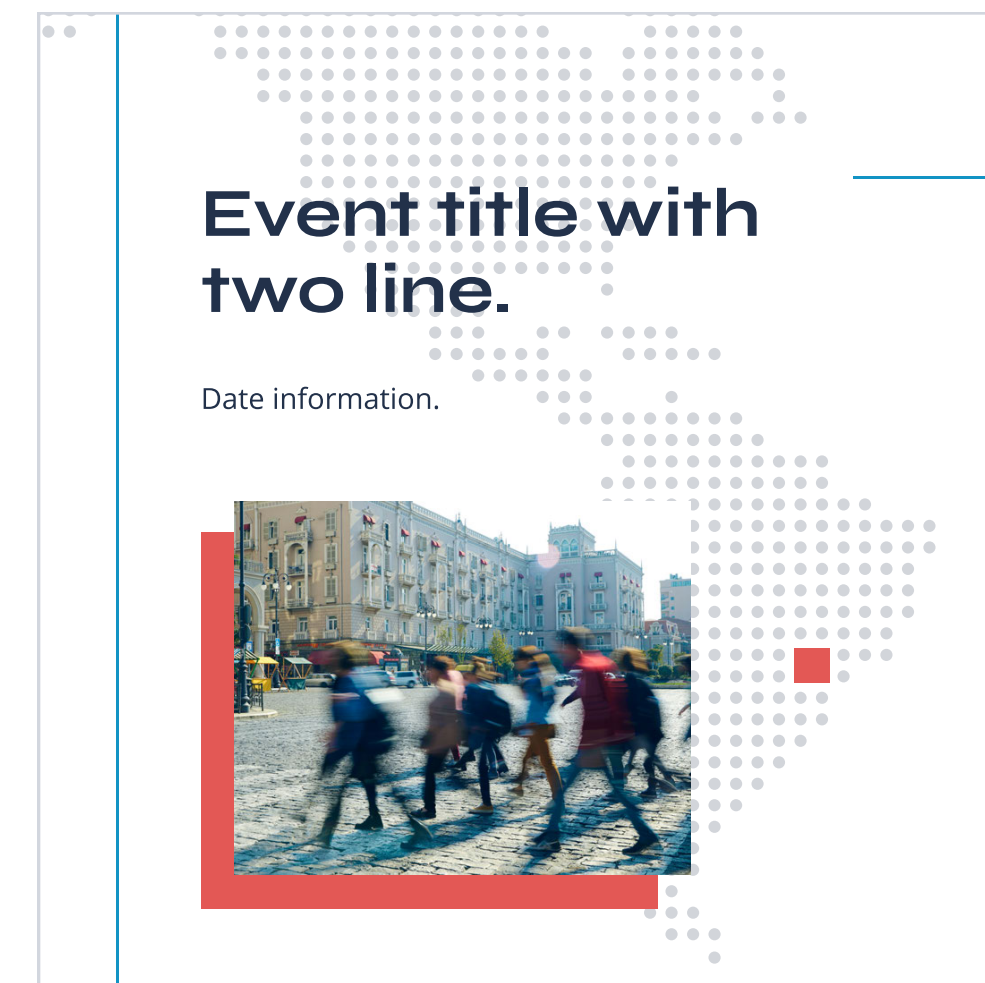
Quote



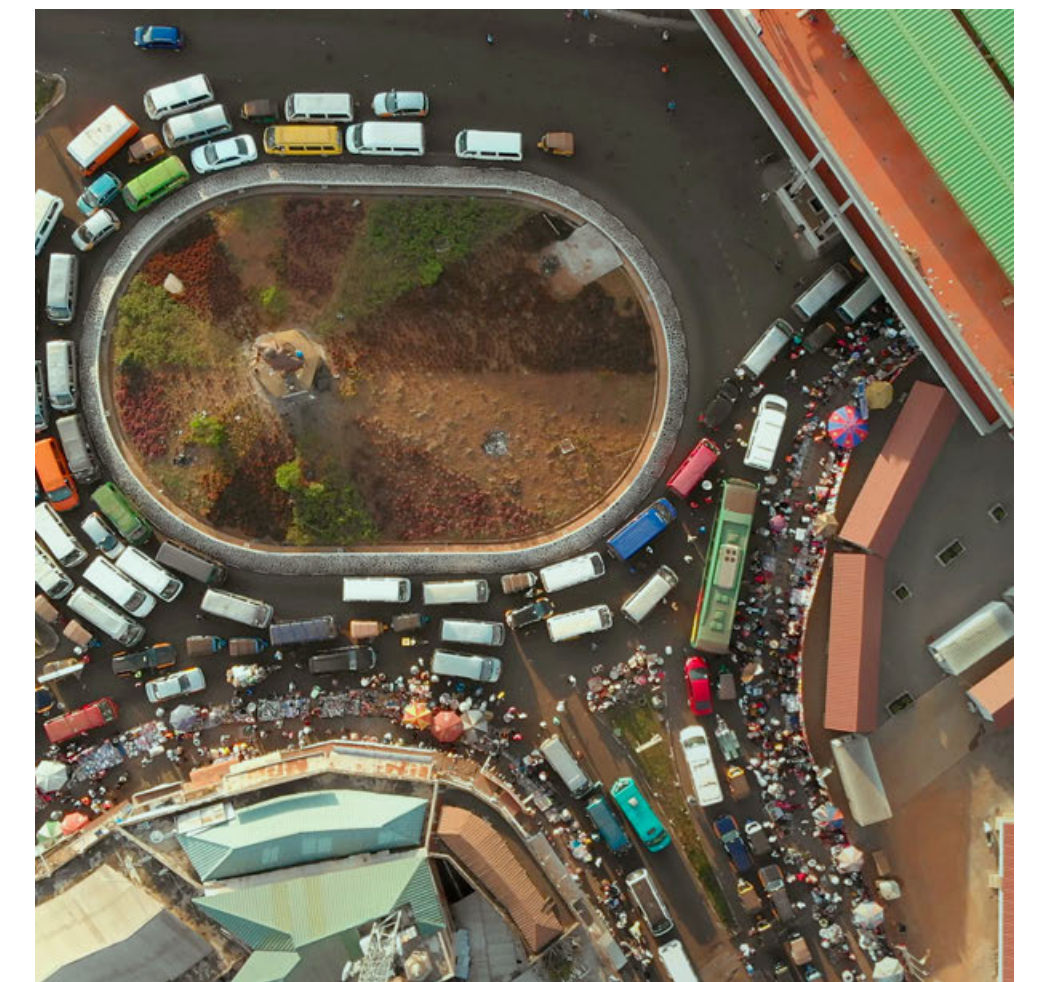
People



Webinar



Cities



Applications.



of
Change.

al innovation,
lobal impact.


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


“Driving local innovation,
for global impact.”


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

“Dr
o
Char


“



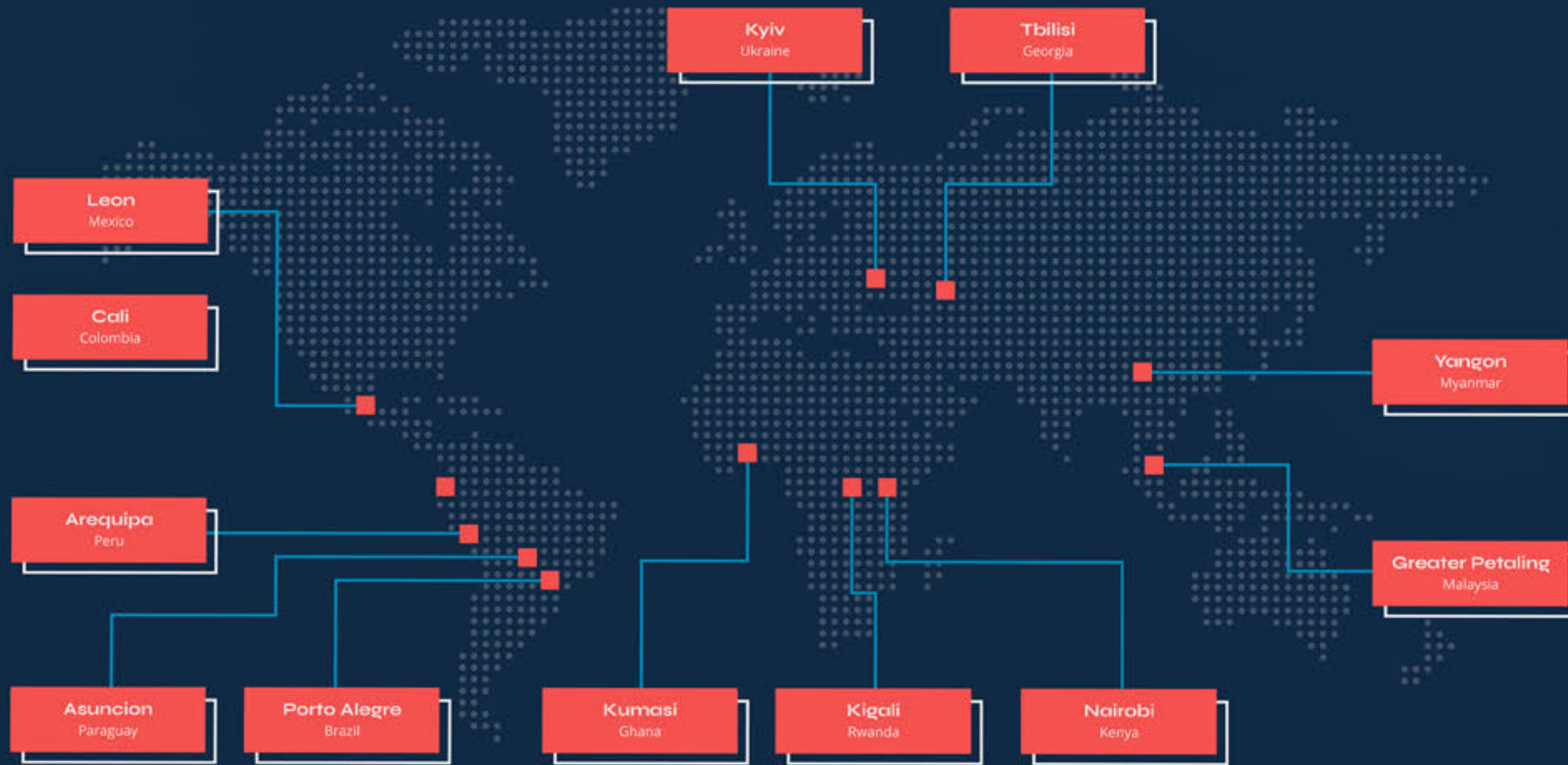
Dr Susan Henshall

CHIEF EXECUTIVE OFFICER

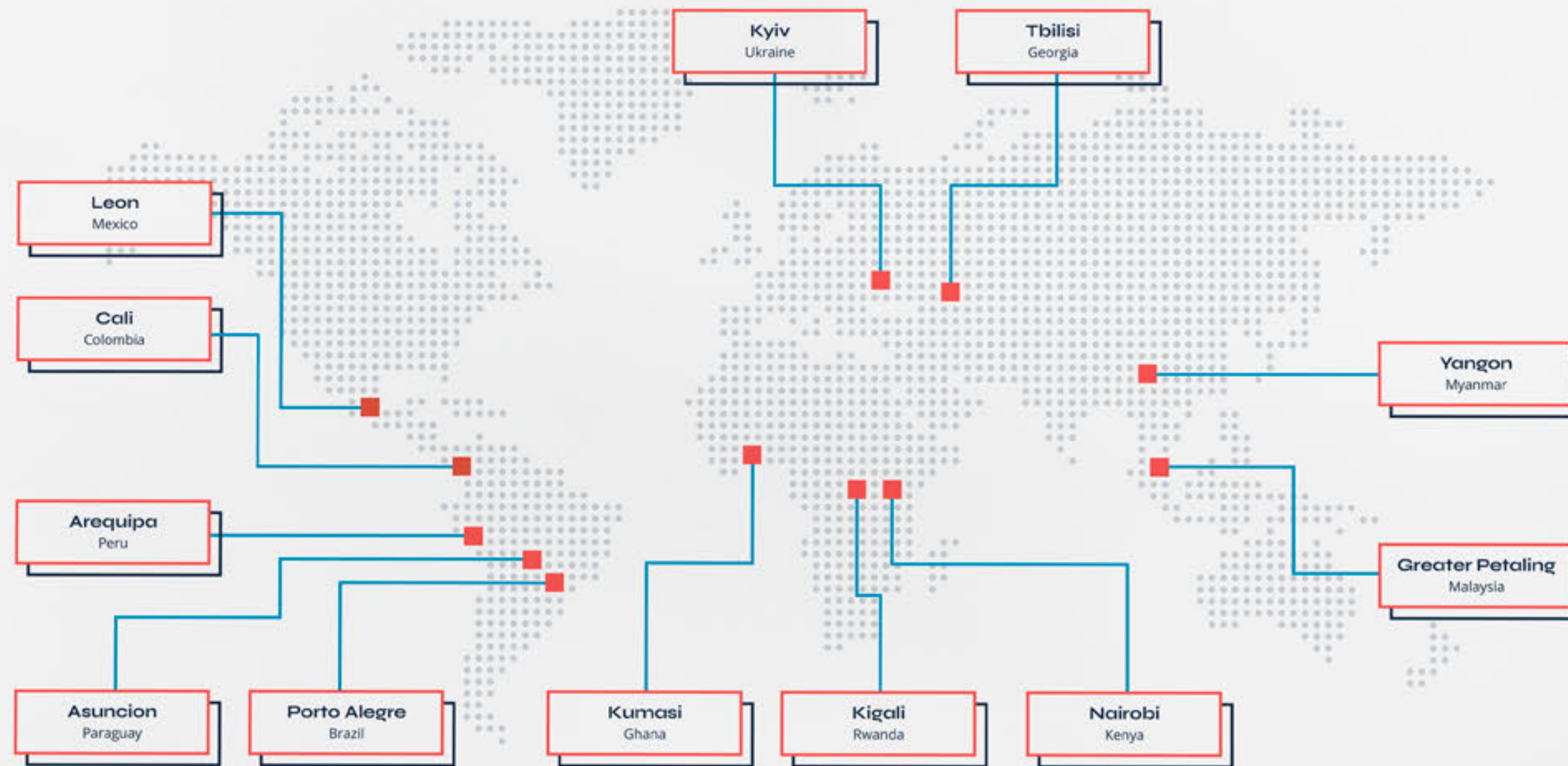
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5678 Main St. New York, NY 90210
+41 794291389



www.citycancerchallenge.org



www.citycancerchallenge.org



www.citycancerchallenge.org



C/Can



Driving local innovation
for global impact.



C/Can

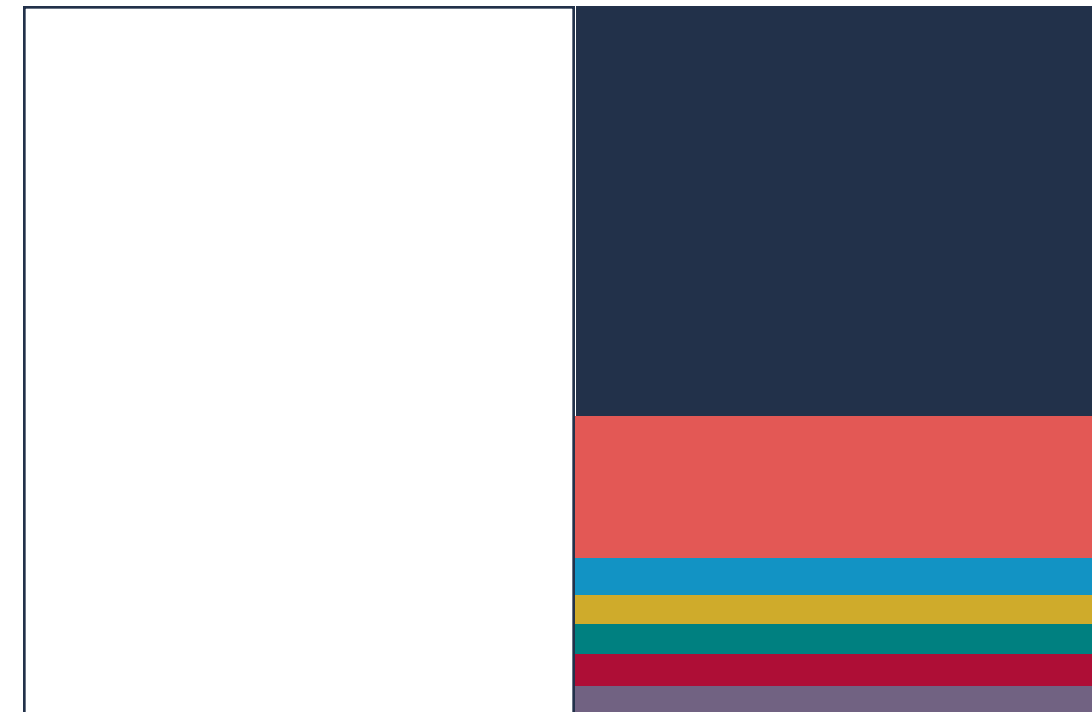
“Driving local innovation
for global impact.”

Summary of the visual identity

Symbols



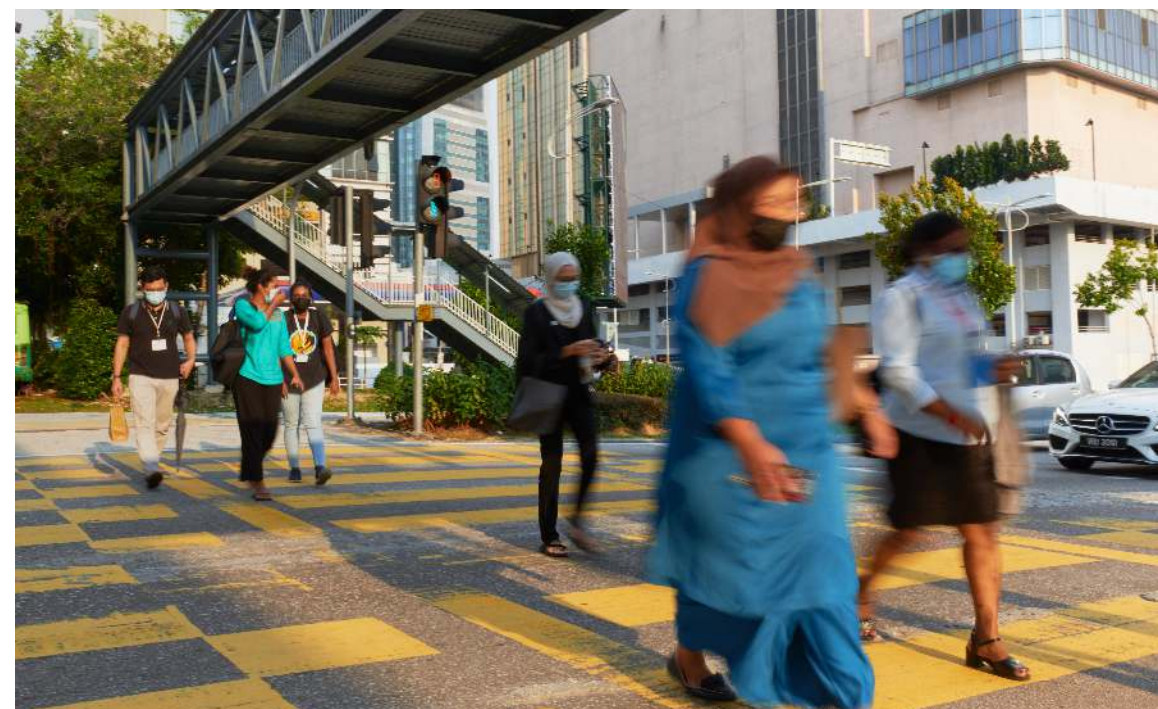
Colour



Typography



Photography



Graphics



Layout

