



BREAST CANCER

BREAKTHROUGH

PARTNERSHIP IDENTITY GUIDELINES

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PARTNERING WITH BREAKTHROUGH BREAST CANCER

It's vital for Breakthrough Breast Cancer that we have consistency across all our partnerships. Not only will it lead to increased awareness of us and our cause but, over time, will increase donations too.

By adopting these guidelines you will have a closer relationship with Breakthrough, helping deliver more stand out and cut through for your brand as well as ours.



BREAKTHROUGH'S PARTNERSHIP STATEMENT

It's important that we have a consistent message across all our partnerships.

To help with this, Breakthrough has a partnership statement which should be used on all dual-branded items. Our partnership statement is:

Breakthrough and [insert partner name here]: working together to take the fear out of breast cancer.

The fear stops here.



USING OUR PARTNERSHIP STATEMENT

In order to cope with items that have less or more space to include our partnership statement, there are three options as to how it may be used.

Our preferred option (with logos):

Breakthrough and [insert partner name here]: working together to take the fear out of breast cancer. The fear stops here.

breakthrough.org.uk

Breakthrough Breast Cancer is a charity registered in England and Wales (No. 1062636) and Scotland (No. SC039058).

The design should also include both partners' logos and any other information legally required by Breakthrough or our partner.

Where the Breakthrough logo cannot appear, please include the full name of the charity in the first line of the statement, ie Breakthrough Breast Cancer and [insert partner name here]...



USING OUR PARTNERSHIP STATEMENT (CONT)

Restricted space option (no logos):

Breakthrough Breast Cancer and [insert partner name here]: working together to take the fear out of breast cancer. The fear stops here.

breakthrough.org.uk

Registered charity 1062636 & SC039058.

Legal information regarding donations may also be required.

Restricted space option (with logos):

Use both partners' logos side by side, preferably in the order they appear in the copy. Beneath the two logos sits:

Working together to take the fear out of breast cancer. The fear stops here.

breakthrough.org.uk

Registered charity 1062636 & SC039058.

Legal information regarding donations may also be required.



USING OUR PARTNERSHIP STATEMENT (CONT)

Very restricted space option (no logos):

Breakthrough Breast Cancer and [insert partner name here]. The fear stops here.

breakthrough.org.uk

Registered charity 1062636 & SC039058

No logo needs to appear with this statement, but legal information may be required.



OUR LOGO

Breakthrough has different colour variations that may be used on our logo.



Primary version

This is the preferred version of the logo and should be used wherever possible.



Mono version

When only a single colour is available, the preferred single colour is black. Please use the mono version of our logo in this case. This is made up of 100% and 38% black.



OUR LOGO (CONT)



Reversed out of colour

This is the preferred version of the logo to use on a solid magenta background.



Solid white

The solid white version should only be used when it is unavoidable, ie when the halftone grey is impossible to print.



Solid hot pink

This version should only be used when it is unavoidable, ie when used on one colour materials using hot pink only.



FREE SPACE



The exclusion zone

It is important to keep a minimum clearance around the logo to prevent it being overpowered. This is shown by the rectangular area. Always bear this in mind when placing elements near the logo, or positioning it near the edge of the page.

OUR FONT

Where possible, please use Breakthrough's preferred font, Futura. It is a modern, clean, legible and friendly font and offers a flexible range of weights. Italic and bold versions may also be used.

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Light should ideally be used for body copy. It should not be used to pick out key words.

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Book can be used for body copy. It should not be used to pick out key words.

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Medium can be used for headlines, intros, subheads and call outs, and for picking out key words.



OUR FONT (CONT)

Futura Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Futura Heavy should ideally be used for headlines, intros, subheads and call outs, and for picking out key words.

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Futura Bold should ideally be used for headlines, intros, subheads and call outs, and for picking out key words.

Futura Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Futura Extra Bold can be used for headlines, intros and subheads.



OUR COLOURS

Breakthrough has a strong colour palette, lead by our bold magenta primary colour. Where tints of any of our colours are permitted they are shown below. Please refer to our visual identity guidelines for more details.

Magenta

PMS Process Magenta
CMYK C.0 M.100 Y.0 K.0
RGB R.234 G.11 B.140
Hex EA0B8C

Cool grey

PMS Cool Grey 6
CMYK C.0 M.0 Y.0 K.38
RGB R.172 G.173 B.176
Hex ABADB0

Rich burgundy

PMS 229
CMYK C.0 M.100 Y.15 K.60
RGB R.122 G.0 B.60
Hex 7A003B

Buff

PMS 4755
CMYK C.0 M.8 Y.8 K.8
RGB R.234 G.218 B.210
Hex EADAD2

White

Flame yellow

PMS 128
CMYK C.0 M.8 Y.80 K.0
RGB R.255 G.226 B.79
Hex FFE24F

80%

50%

Mellow teal

PMS 5493
CMYK C.43 M.0 Y.14 K.21
RGB R.101 G.160 B.168
Hex 73AFB6

80%

50%

Vibrant blue

PMS 298
CMYK C.69 M.7 Y.0 K.0
RGB R.38 G.168 B.231
Hex 11B5EA

80%

50%

Black

PMS Process Black
CMYK C.0 M.0 Y.0 K.100
RGB R.34 G.30 B.31
Hex 221E1F

Sparkling silver

PMS 877
special use only, eg
invitations, embossing



KEY CONTACT

We hope you have found these guidelines useful. If you have any questions regarding Breakthrough's brand, or would like to request any of the brand elements, please contact Sarah Stokes on 020 7280 4272 or email sarahs@breakthrough.org.uk

BREAST **BREAKTHROUGH** **CANCER**