



*Helping Kids with Cancer,  
One Hug at a Time...™*



## Marketing Brand Standards

### FONTS

Quando

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Gotham Rounded - Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

Gotham Rounded - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gotham Rounded - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gotham Rounded - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0716-412HB

### LOGOS



Logo Only - No Tagline



*Helping Kids with Cancer,  
One Hug at a Time...™*

Stacked Logo with Tagline



Logo with Tagline out to Right

*Helping Kids with Cancer,  
One Hug at a Time...™*

Tagline Only

### COLORS

PMS 273

PMS 194

PMS 298

C=100, M=96  
Y=0, K=8

C=26, M=96  
Y=66, K=18

C=64, M=10  
Y=1, K=0