



2010 | The Year of the
LUNG
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**BRANDING AND
LOGO GUIDELINES**

11.09.09



Introduction

This document introduces the basic branding and logo guidelines for the use of the *2010: The Year of the Lung* campaign's graphic elements. The guide provides a common understanding of how the *2010: The Year of the Lung* logo and imagery should be used.

The first section shows how to use the logo and offers information for the logo application, minimum reduction, and possible incorrect usage. The second section details graphic elements, such as the brand palette and the preferred use of fonts.

For inquiries or more information, please contact:

Christina Cadrecha

212.819.4879

christina.cadrecha@edelman.com



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LOGO SPECIFICATIONS

Logo Application // Positive

Always use the 2010: The Year of the Lung logo in one of the approved color combinations.

COLOR



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CMYK
100C/95M/0Y/5K

RGB
39R/53G/153B

Hex
333399

PMS
273

CMYK
33C/31M/0Y/2K

RGB
165R/164G/207B

Hex
9999CC

PMS
270

GRAYSCALE



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CMYK
0C/0M/0Y/100K

RGB
0R/0G/0B

Hex
000000

PMS
Black

CMYK
0C/0M/0Y/40K

RGB
167R/169G/172B

Hex
999999

PMS
Cool Gray 8

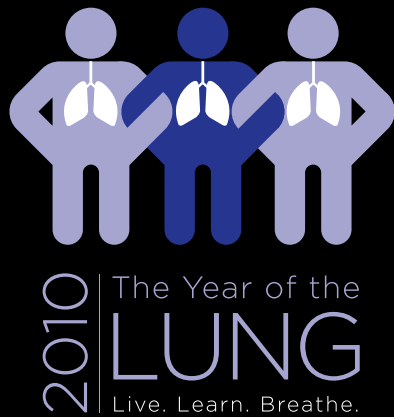
Do not use other colors.



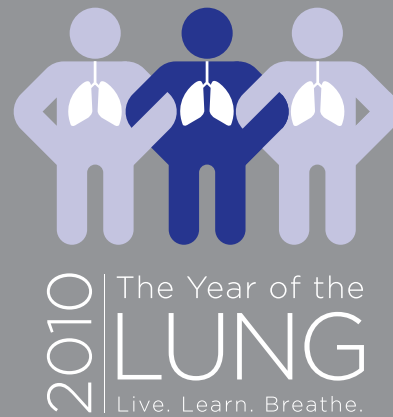
Logo Application // Reverse

Always use the correct 2010: *The Year of the Lung* reverse logo in situations where the positive logo cannot be used.

*Please note that the reverse logo does not include the figures' shadows. They should never be used in the case of the reverse logo.

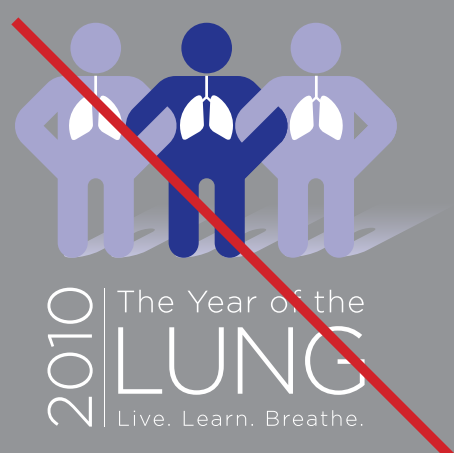
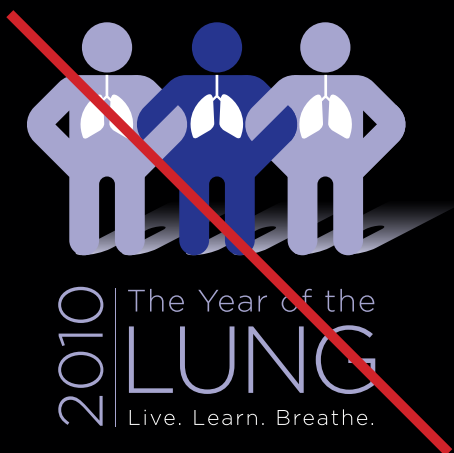


DARK BACKGROUND



LIGHT BACKGROUND

Incorrect usage:



Logo Application // Text Only

With prior approval, the text-only version of the logo may be used.

COLOR



GRAYSCALE



REVERSE



Minimum Reduction

When the logo is reduced to less than .5" in width, some of the type will start to become illegible.



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.5"



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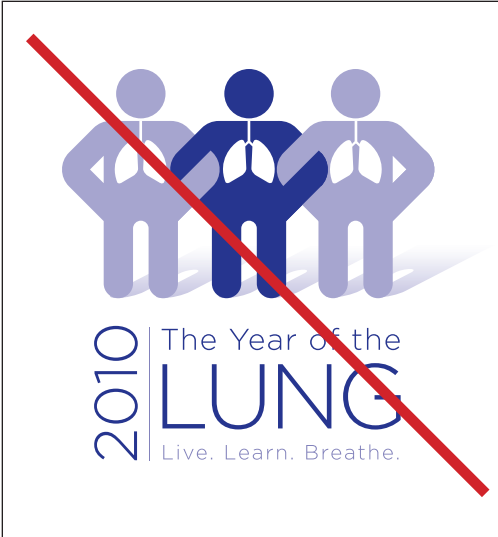
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2010 | The Year of the
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.5"

Incorrect Usage

Do not use the 2010: The Year of the Lung logo in unapproved formats.



Do not put a box around the logo.



Do not display the figures without the text portion of the logo.



Do not place the logo over a complex background.



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GRAPHIC ELEMENTS

Brand Palette

These colors comprise the approved brand palette.

INDIGO



CMYK

100C/95M/0Y/5K

RGB

39R/53G/153B

Hex

333399

PMS

273

LIGHT INDIGO



CMYK

33C/31M/0Y/2K

RGB

165R/164G/207B

Hex

9999CC

PMS

270

BLACK



CMYK

0C/0M/0Y/100K

RGB

0R/0G/0B

Hex

000000

PMS

Black

40% GRAY



CMYK

0C/0M/0Y/40K

RGB

167R/169G/172B

Hex

999999

PMS

Cool Gray 8

Computer Typography

Helvetica is the preferred font to be used in PowerPoint, Microsoft Word, and on websites.

Helvetica Roman

Helvetica Roman Italic

Helvetica Bold

Helvetica Bold Italic