Thank you for helping make World Pancreatic Cancer Day a powerful symbol for the cause we all believe in.

These logo and branding elements have been created to strengthen visibility, create an emotional attachment and unite communities around the world fighting for a better future.

Please follow this guide as you develop materials on behalf of World Pancreatic Cancer Day and keep our visual presence consistent and strong.
The stacked logo is the preferred logo for all WPCD materials.

The horizontal logo was created for use in wider spaces.

Versions of the logo with the date were created for use on digital deliverables and places where it’s important to highlight the date of the event, like web homepages and social graphics. You should avoid using the dated version of the logo on printed deliverables that are used year-over-year.
Maintain a clear space around the entire logo equal to the square portion of the kite.

It is important that the minimum logo sizes are observed to protect readability, and that the logo always has a comfortable amount of space around it.

Minimum stacked logo size: 1" x .7"

Minimum horizontal logo size: 2.5" x .8"
At times it may be necessary to place the preferred logo next to another logo. The following are examples of how this should be handled:

**Stacked co-brand lockup with preferred stacked logo**

**Horizontal co-brand lockup with preferred stacked logo**

(continued on next page)
(continued from previous page)

Stacked co-brand lockup with horizontal logo

Horizontal co-brand lockup with horizontal logo
To remain a consistent brand icon, the WPCD logo must never be altered in any fashion. Some examples of what is not allowed:
The preferred logo cannot be placed too close to other objects. Use the logotype instead in compact spaces:

2.1 Stacked logotype

WORLD PANCREATIC CANCER DAY.

2.2 Horizontal logotype

WORLD PANCREATIC CANCER DAY.

2.3 Stacked logotype with date

WORLD PANCREATIC CANCER DAY. NOVEMBER 21, 2019

2.4 Horizontal logotype with date

WORLD PANCREATIC CANCER DAY. NOVEMBER 21, 2019
The preferred logo cannot be reversed on a colored background. Use the reversed logotype instead on dark backgrounds:

2.5 Reversed, stacked logotype

2.6 Reversed, horizontal logotype

2.7 Reversed, stacked logotype with date

2.8 Reversed, horizontal logotype with date
At times it may be necessary to create brand materials that complement the logo. Use these typefaces and custom numbers:

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

3.1 Custom ribbon numbers

1234567890
Use these colors and textures to create brand materials that complement the logo:

### COLORS & TEXTURES | USAGE

<table>
<thead>
<tr>
<th>Usage</th>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPCD Solid Purple</td>
<td>C: 74 M: 98 Y: 1 K: 0</td>
<td>R: 104 G: 50 B: 144</td>
<td>PMS 2597C / PMS 2617U</td>
<td></td>
</tr>
<tr>
<td>WPCD Violet</td>
<td>C: 46 M: 94 Y: 0 K: 0</td>
<td>R: 152 G: 55 B: 148</td>
<td>PMS 254</td>
<td></td>
</tr>
<tr>
<td>WPCD Gray</td>
<td>C: 0 M: 0 Y: 0 K: 36</td>
<td>R: 174 G: 175 B: 176</td>
<td>36% BLACK</td>
<td></td>
</tr>
</tbody>
</table>

- **4.1** WPCD Texture
- **4.2** WPCD Gradient
- **4.3** WPCD Textured Purple
- **4.4** WPCD Textured Gray
Use these icons in brand materials referring to WPCD social media channels.
Use the numbers beside each asset in this guide as a quick reference to the correct files in the asset package:

<table>
<thead>
<tr>
<th>Number</th>
<th>Asset Type</th>
<th>Files</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Stacked logo</td>
<td>WPCD_Logo_Stacked_RGB.jpg, WPCD_Logo_Stacked_RGB.png</td>
</tr>
<tr>
<td>1.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0</td>
<td>Logotype</td>
<td></td>
</tr>
<tr>
<td>3.0</td>
<td>Typography</td>
<td></td>
</tr>
<tr>
<td>4.0</td>
<td>Colors and Textures</td>
<td></td>
</tr>
<tr>
<td>5.0</td>
<td>Social Icons</td>
<td></td>
</tr>
</tbody>
</table>
Thank you.