Logo System

PRIMARY

The primary logo should be used in all official brand communications and key touchpoints where maximum visibility and brand recognition are essential.



VARIATIONS

The primary logo may appear in all pink when used at a sufficiently large size to maintain legibility. On dark backgrounds, the wordmark should switch to white. Black or white logo versions may be used as needed to ensure optimal contrast and readability in certain use cases.



CLEAR SPACE

A minimum clear space should always surround the logo, indicated by 2X the height of the letter “B”. This rule applies regardless of which logo version is in use. Always align the primary logo optically rather than mathematically.



SIZING

The primary logo should never be printed smaller than 2 inches tall to ensure legibility. The material on which it is printed should always be considered and logo scaled up appropriately to ensure legibility.



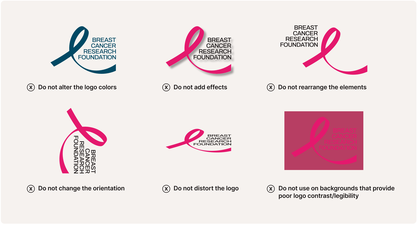
PARTNER LOCKUPS

The logo can be locked up in a partner badge, or used alongside another brand as shown here.



MISUSE

Any misuse, including but not limited to the following examples, is to be avoided. Only use the approved logo files without alteration.



Color Palette and Hierarchy

Pink
PRIMARY COLOR
HEX #E4196D
RGB 228, 25, 109
CMYK 0, 89, 52, 11
PMS 213 C

Cloud
PRIMARY COLOR
HEX #F7F2EF
RGB 247, 242, 239
CMYK 0, 2, 3, 3
PMS 9285 C

Charcoal
ACCENT AND PRIMARY TEXT COLOR
HEX #1D1819
RGB 29, 24, 25
CMYK 0, 17, 14, 89
PMS 419 C

Crimson
ACCENT COLOR
HEX #470D2A
RGB 71, 13, 42
CMYK 0, 82, 41, 72

Teal
ACCENT COLOR
HEX #6AAAC1
RGB 106, 170, 193
CMYK 45, 12, 0, 24

Rose
SECONDARY COLOR
HEX #FBA3AF
RGB 251, 163, 175
CMYK 0, 35, 30, 2
PMS 1765 C

Plum
ACCENT COLOR
HEX #6B2C5D
RGB 107, 44, 93
CMYK 59, 83, 35, 22
PMS 7651 C

Navy
ACCENT COLOR
HEX #00354B
RGB 0, 53, 75
CMYK 100, 29, 0, 71
PMS 2189 C

Typography Hierarchy

25% BREAST CANCER RESEARCH

100% Investing in Science

50% Founded in 1993 by Evelyn H. Lauder

25% The Breast Cancer Research Foundation supports a global network of leading scientists across top medical and academic institutions, advancing research across prevention, diagnosis, treatment, survivorship, and metastasis.

25% BUTTON BUTTON

Eyebrow
Inter • Extra Bold • All Caps

Headline
Inter • Medium • Sentence Case

Subheadline
Merriweather • Regular • Sentence Case

Body
Inter • Regular • Sentence Case

Button
Inter • Extra Bold • All Caps

Approved Typography Color Usage

Cloud	Crimson	Rose	Charcoal	Navy
Charcoal	Cloud	Charcoal	Cloud	Cloud
Crimson	Pink Headlines Only	Crimson	Pink	Rose
Pink Headlines Only	Rose		Rose	

MISSION STATEMENT

Action-oriented statement that establishes the purpose your business serves to customers. Provides direction, purpose, and identity. Builds culture and attracts stakeholders.

To prevent and cure breast cancer by advancing the world's most promising research.

BOILERPLATE

Explanation of how a product or service solves a problem, delivers specific benefits, and why customers should choose it over competitors. Articulates the unique value that a business offers to its customers.

Breast cancer is a complex disease with no simple solution. Research is the key to stopping it in its tracks. Founded in 1993 by Evelyn H. Lauder, the Breast Cancer Research Foundation is the largest private funder of breast cancer research in the world. We invest in the best minds in science—and foster cross-disciplinary collaboration—to examine every aspect of the disease from prevention to metastasis.

Our approach accelerates the entire field and moves us closer to the answers we urgently need. We can't stop now. Join us in fueling the world's most promising research. With you, we will bring the end of breast cancer into focus. Learn more and get involved at BCRF.org.

Language System

LANGUAGE SENSITIVITIES

Speak with care, accuracy, and respect. Be mindful of lived experiences.

- Avoid "fight" or "battle" language
- Use "survivor" thoughtfully
- Recognize not all outcomes are the same

Use inclusive, grounded language.

- Breast cancer impacts women and men
- Avoid limiting phrases like "mothers, sisters, daughters"
- No euphemisms or language that trivializes the disease

Be intentional with tone.

- Avoid celebratory framing for milestones
- Keep language direct, respectful, and real

Preferred language examples.

- "Battling" → "living with" or "in treatment"
- "Cancer-free" → "in remission" or "completed treatment"
- "Celebrate" → "marking" or "recognizing"

TONE OF VOICE

A set of adjectives that establishes how all copy—social captions, brand messaging, ad copy, etc.—comes across. Provides consistency in the feeling your copy will give the audience.

Clear

Communicates complex information in a way that is simple, specific, and easy to understand.

Measured

Balances clarity and care, ensuring communication is controlled, thoughtful, and never overstated.

Grounded

Stays rooted in reality and evidence, avoiding hype, overstatement, or false promises.

Respectful

Honors the seriousness of the subject and the lived experiences of those affected.

PERSONALITY

A set of adjectives that outlines how you would describe your brand if it were a person. Provides a clear branding lens as we're creating assets to fit the "person" your brand is.

Driven

Pushes progress forward with urgency and purpose, always working toward measurable outcomes.

Confident

Leads with clarity and conviction, grounded in expertise and a clear understanding of impact.

Trustworthy

Stays rooted in reality and evidence, approaching the work with honesty and an understanding of the experiences behind it.

Compassionate

Recognizes the human side of the work with care and respect, without becoming overly sentimental.

TAGLINE

Today's Research, Tomorrow's Cures

KEYWORDS

3-5 words that describe your brand tone and aesthetic. Provides guidelines for all of your design work, brand positioning and messaging, art direction, and campaigns.

Focused

Prioritizes what matters most, keeping messaging and visuals disciplined and purposeful.

Human

Connects to real people and lived experiences without relying on sentimentality or cliché.

Intelligent

Grounds everything in knowledge and credibility, expressing expertise in a clear, accessible way.

Urgent

Drives forward momentum and importance without creating panic or overstating.

Sharp

Communicates with clarity and intent, removing anything unnecessary or vague.

Voice in Practice

Clear

Simple, specific, no fluff.

WRITE LIKE THIS:

- "Breast cancer is the most common cancer in women worldwide."
- "1 in 8 women in the U.S. will be diagnosed in her lifetime."

NOT LIKE THIS:

- "Breast cancer continues to be a significant and widespread health concern affecting women globally."
- "A considerable portion of the population will experience a diagnosis over the course of their lives."

Grounded

Rooted in reality, no hype or overstatement.

WRITE LIKE THIS:

- "There is still no cure for metastatic breast cancer."
- "Progress has been made, but critical gaps remain."
- "Research takes time, funding, and sustained focus."

NOT LIKE THIS:

- "We are on the brink of ending breast cancer."
- "Breakthroughs are just around the corner."
- "We're transforming the future of cancer care."

Respectful

Aligned with lived experience and language sensitivities.

WRITE LIKE THIS:

- "People living with breast cancer"
- "Those in treatment"
- "Individuals and families affected by breast cancer"

NOT LIKE THIS:

- "Warriors in the fight"
- "Battling cancer"
- "Winning the fight against cancer"

Measured

Controlled, thoughtful, and appropriately paced.

WRITE LIKE THIS:

- "Research is moving the field forward, but there is more to be done."
- "Progress is real, and continued investment is critical."
- "Breakthroughs take time, focus, and sustained funding."

NOT LIKE THIS:

- "We're rapidly changing everything."
- "This will transform outcomes overnight."
- "We're leading a revolutionary shift in cancer care."

How It All Comes Together

Clear, grounded, respectful, and measured in one voice.

WRITE LIKE THIS:

- "Research is the only way to change outcomes. That's why we fund it."
- "More people are surviving breast cancer. But for those living with metastatic disease, there is still no cure."
- "Every dollar supports research that moves the field forward."

NOT LIKE THIS:

- "We're celebrating over 30 years since our founding."
- "Carol won her battle with breast cancer."
- "Krista is fighting every day for more time."