

ChadTough.org

ChadTough Defeat DIPG Foundation

Creative Style Guide

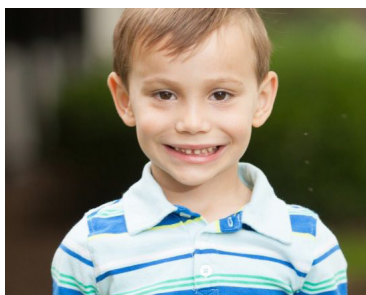


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About ChadTough

Our Mission

In the fight for a DIPG/DMG cure, we help patients and families by funding game-changing research and providing navigation throughout their journey.

Our Vision

We see a world where kids diagnosed with DIPG/DMG have a bright future and can live out their dreams.

Our Values

- We are **tough**, because we have to be. We understand nothing about defeating DIPG/DMG is easy, but we choose to fight, inspired by kids like Chad and Michael who did not have a choice.
- We are fueled by **compassion** for kids diagnosed with this devastating disease. Led by families who have walked this path, we are determined to help.
- **Family** is sacred. We place family at the center of all we do.
- We act with **integrity**, always. Our principles are guided by our ultimate respect for the children we have lost, the families we serve, and the children who have yet to be diagnosed.
- We take our **responsibility** seriously. Every dollar matters. We are committed to making thoughtful decisions to maximize impact.
- We are **collaborative**. We partner with others who share our passion because we believe working together and sharing knowledge is the fastest way to find a cure.



What Is a Brand?

A brand, while often used interchangeably with the copy, product, and logo, has a more distinctive definition. At its truest, the brand identifies the promise made by a business or product to its customers. Many of us are desensitized to the gravity of the promise in the copy. But if we pause to consider it, the most successful businesses deliver on their promise every day, building value.

Branding is the effort around communicating this promise and identity system.

Who Is Responsible for the ChadTough Defeat DIPG Foundation Brand?

Because a brand consists of more than a logo, story, or image, every single person acting on behalf of the ChadTough Defeat DIPG brand is responsible for it. That means, when events leverage any version of ChadTough Defeat DIPG branding, we must all work together to ensure that the public-facing components of each fundraising event are consistent and intentional.

Why Is a Style Guide Important?

Without a guide that creates a common understanding for all parties representing a brand, messaging, look, and promise become inconsistent. It is with a guide such as this that all of us can present a unified vision, and all printed, written, or collateral materials can align.



A STYLE GUIDE IS A LIVING, BREATHING DOCUMENT THAT GROWS OVER TIME AS NEW MARKETING SCENARIOS ARISE.



The Logo

The ChadTough Defeat DIPG logo is the first representation of our foundation to the public and the most recognizable. We strive, then, to have it remain consistent throughout all publications and placements. The logo may be used against a background color. Please see below for acceptable usage.



GENERAL LOGO





The Logo Color Variants

Additional logos may be used when a single color application is required, when spot color is the only available option, or when design dictates its use.



The Logo Size

Because the words within our logo should be legible at all times, we ask that it not be produced in a size smaller than one and a half inches in width (see example below).





Incorrect Logo Applications



DO NOT ALTER THE SIZE OF THE STRONG BOY ICON



DO NOT USE NON-BRAND COLORS



DO NOT STRETCH OR SKEW THE LOGO



DO NOT FLIP OR ALTER THE POSITION OF THE STRONG BOY ICON



DO NOT DISPLAY THE LOGO WITHOUT THE STRONG BOY ICON



DO NOT TILT OR ROTATE THE LOGO

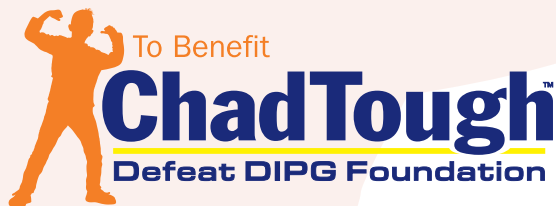


Fundraising Logos

When a third party raises funds for ChadTough Defeat DIPG, they will need to describe how and where the money will be donated. These graphics are meant to help communicate these concepts. If you are creating materials for a third-party event, contact amy@chadtough.org for specific instructions.



"BENEFITING" LOGO



"TO BENEFIT" LOGO



"PROUD SUPPORTER OF" LOGO

Alternate Logo

This logo should only be used when the main ChadTough Defeat DIPG logo does not work. Written foundation approval is needed to use.





Event-Specific Logos

As the ChadTough Defeat DIPG Foundation grows, there will be needs for specialized logos to be added to the ChadTough brand. These are examples of specialized logos.



**SUPERHERO SPRINT & 6K
HORIZONTAL AND VERTICAL**



CHADTOUGH DEFEAT DIPG GALA



**COACH CARR CLASSIC
HORIZONTAL AND VERTICAL**



RUNTOUGH FOR CHADTOUGH 5K & 1M



Family Partner Logo

When the foundation is recognizing Family Partners, it will do so in a standardized way, which will primarily be through the standard logo. At times, this could also be through photos, names, and/or team names.



Customized Logos for Family Partners

Each family has the option for a customized logo that is intended to be used by the family. The family's custom logo can be used on the family's page within ChadTough.org and for any efforts led by the family.

Guidelines are as follows:

- No limitations on colors, fonts, icons, etc.
- Cannot contain "ChadTough" or "Defeat DIPG" within the custom logo
- Can be used with or without "ChadTough Defeat DIPG Family Partner" under the logo

Examples:



ChadTough Defeat DIPG Family Partner



Team Tommy
ChadTough Defeat DIPG Family Partner

Typography | Primary Headline Font

EXPLANATION & EXAMPLES

For all marketing designs built for the purpose of distribution, advertising, or collateral material, the ITC Franklin Gothic Book Font styles should be used, as shown on this page and the following page.

ITC Franklin Gothic
Demi Condensed

A B C D E F G H I J K L M N
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a b c d e f g h i j k l m n o
p q r s t u v w x y z
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ITC Franklin Gothic Demi

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Typography | Primary Body Copy Font

ITC Franklin Gothic
Book Condensed

A B C D E F G H I J K L M N
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ITC Franklin Gothic Book

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Brand Colors

PRIMARY

Orange

PANTONE 158



RGB: 232 119 34

HEX: E87722

CMYK:

Coated 0 62 97 0

Uncoated 0 59 100 0

SECONDARY

Blue

PANTONE 2756



RGB: 21 31 109

HEX: 151F6D

CMYK:

Coated 100 92 0 26

Uncoated 91 83 0 5

Yellow

PANTONE 102



RGB: 252 227 0

HEX: FCE300

CMYK:

Coated 0 0 100 0

Uncoated 0 0 100 0

TERTIARY

Dark Orange

PANTONE 173



RGB: 207 69 32

HEX: CF4520

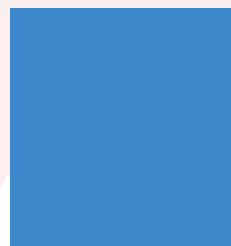
CMYK:

Coated 0 83 99 4

Uncoated 0 76 100 4

Light Blue

PANTONE 2143



RGB: 61 135 203

HEX: 3D87CB

CMYK:

Coated 73 37 0 0

Uncoated 70 38 0 0

To ensure that each brand color is displayed correctly through all printed pieces, please follow this quick set of guidelines when designing pieces for ChadTough.

1. If a digital ad is being designed for ChadTough (display ads, Facebook ads, etc.), use the **RGB/HEX** numbers listed.
2. If a print piece is being designed (flyers, brochures, etc.), refer to the **PANTONE** or **CMYK** numbers listed. Select from **coated** or **uncoated** stock and **spot** (book color) or **process** color (**CMYK**).
3. If a screen-printed piece of merchandise is being designed (T-shirts, hoodies, etc.), refer to the **PANTONE** number listed.

Orange is the primary color of the foundation and should be the focus of the foundation's design elements. The secondary and tertiary colors should be used primarily as accent colors, with preference given to the dark blue and/or yellow.



Getting the orange correct has proven to be a big challenge throughout the years. Please make an effort to verify it using a proof before the final print. Please reach out to us if you have any questions at all.

Images & Graphics

The ChadTough “strong boy” icon is an integral part of the identity system for the foundation. As such, it should be used with **NO** alterations. The icon should not be overused; it should never be repeated as a pattern or used as an icon/bullet for a list. Any placement should feel intentional. The primary brand color, PMS 158, is the preferred color for the “strong boy” icon; however, depending on the application, you may utilize PMS 2756, PMS 173, or white. Do not screen back the icon below 10% of the color.

“STRONG BOY” ICON



DEFEAT DIPG CHECK MARK

ORIGINAL



Background
White
Box
Orange
Check
Yellow

VARIATIONS



Background
Orange
Box
White
Check
Yellow



Background
Orange
Box
Blue
Check
Yellow



Background
Blue
Box
Orange
Check
Yellow



Background
Yellow
Box
Blue
Check
Orange



Background
Yellow
Box
Orange
Check
Blue

Images & Graphics

Images of Chad and Michael are the most important component of the identity system. Whenever possible, images should be used to convey the personalization of the foundation and the concept that raising funds for pediatric brain cancer research is about real people, real children, not an abstract effort. Any image of a child showing progression of the disease requires foundation approval prior to use.





Trademarks

USE OF CHADTOUGH DEFEAT DIPG FOUNDATION TRADEMARK

All uses of the ChadTough Defeat DIPG Foundation logo and words must be in accordance with the provisions of this guide. When using the logo, all parties must use an approved computer graphics file supplied by the foundation and may not generate the logo independently.

Use of any of our trademarks requires written approval from the foundation. For information on trademark usage, please contact info@chadtough.org.

TRADEMARK SYMBOL

Use the correct trademark symbol.

Word Marks

ChadTough®
Champions for Change Gala®
#Give2DefeatDIPG™
RunTough®
Defeat DIPG®
What Can One Person Do? Change the World!®

Design

ChadTough Defeat DIPG Foundation™
Strong Boy
Champions for Change Gala®
RunTough®

PROPER USAGE OF THE TRADEMARK IN TEXT

- Do not vary the spelling, capitalization, or use an alternate plural form of the ChadTough Defeat DIPG Foundation.
- There is only one correct usage of the word mark and that is: ChadTough Defeat DIPG Foundation
- ChadTough Defeat DIPG Foundation should always be capitalized as shown.
- ChadTough Defeat DIPG Foundation should never be used in all capital letters unless every word in the sentence or headline is uppercase.
- When using ChadTough Defeat DIPG Foundation in text, do not render the ChadTough Defeat DIPG Foundation name in nonstandard fonts or highlight it in any way. The ChadTough Defeat DIPG Foundation name should be the same font, weight, style, and point size as the text immediately surrounding it.
- Do not shorten or make acronyms out of the word mark ChadTough Defeat DIPG Foundation.
- Do not display the ChadTough Defeat DIPG Foundation logo or name in a manner that is illegible or difficult to read.

ChadTough Defeat DIPG Community

ChadTough Defeat DIPG Foundation is extremely grateful for the efforts of Family Partners and other dedicated supporters working to inspire and fund game-changing research to discover effective treatments for pediatric brain cancer, with an emphasis on diffuse intrinsic pontine glioma (DIPG). As we work together to further our cause, we appreciate joint commitment to protect our brand.

Use of any branding elements for the ChadTough Defeat DIPG Foundation is prohibited without expressed written consent. Contact info@chadtough.org for more information.

Contact Us

ChadTough Defeat DIPG Foundation
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Saline, MI 48176

Email: info@chadtough.org

Phone: 734-707-8732