

# Velindre Cancer Centre Fundraising

## CORPORATE GUIDE

Thank you for taking time to view these brief guidelines on how to position and use the Velindre Cancer Centre Fundraising identity. Below are a few examples of how to and how not to use the identity.

### NO GO AREA

When placing the identity in its required space use the 'V' of Velindre to measure the correct spacing required (see image 1). When there is a need to use the logo small then a minimum width of 35mm should be used to ensure legibility is not lost (see image 2).

### COLOURS

The logo contains two colours, Pantone® green 369 and Pantone® blue 641. In most cases the logo can be reproduced in full colour (see image 3). If a single colour option is needed then either of the Pantones or a solid black can be used (see image 2). The logo can also be reproduced in white out of a dark colour background or photograph (see image 4).

### TYPEFACES

The main typeface used is VAG Rounded. The font family offers four options shown below. These should be used if possible to help maintain the consistency of the identity.

#### Heading Black

#### Sub Heading Bold

Body Text Light

Body Text 2 Thin

#### Use by Velindre supporters

We are very grateful to the many supporters who organise events to raise funds for us.

When promoting your activities and events, please use either of these logos (images 5 and 6) to clearly state that they are being held or organised 'in aid of' Velindre Cancer Centre Fundraising.

Digital copies of these logos are available from [info@velindrefundraising.com](mailto:info@velindrefundraising.com)

