

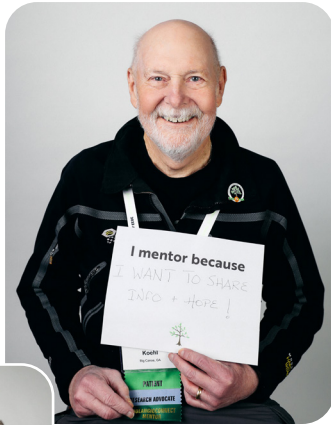


# Cholangiocarcinoma Foundation<sup>®</sup>

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STYLE GUIDE

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## TABLE OF CONTENTS

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|                        |   |
|------------------------|---|
| Brand Introduction     | 1 |
| Primary Brand Mark     | 2 |
| Secondary Brand Mark   | 3 |
| Zoning and Positioning | 4 |
| Partner Logos          | 5 |
| Stationary             | 6 |
| Color Palette          | 7 |
| Typography             | 8 |

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# PRIMARY LOGO

Vertical Orientation



# Cholangiocarcinoma Foundation®

(Vertical Orientation, Full Color)

## Alternative Color Variations

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(Reversed Out)



(All White)



(All Green)



(All Black)

## SECONDARY LOGO

Horizontal Orientation



Cholangiocarcinoma  
Foundation®

(Horizontal Orientation, Full Color)

### Alternative Color Variations

---



(Reversed Out)



(All White)



(All Green)



(All Black)

# LOGO SPACING

Provide the logo an appropriate amount of clear space to breath



# LOGO PAIRING

Follow the visual spacing guidelines to appropriately pair partnership logos with the Cholangiocarcinoma Foundation (CCF) brand. Exclusively use the primary logo when visually representing a partnership. Ensure that both logos are presented in a balanced and harmonious manner, with clear spacing between them to maintain their individual identities, while also aligning with the overall aesthetic and values of both brands.

SAMPLE LOCKUP 1



SAMPLE LOCKUP 2

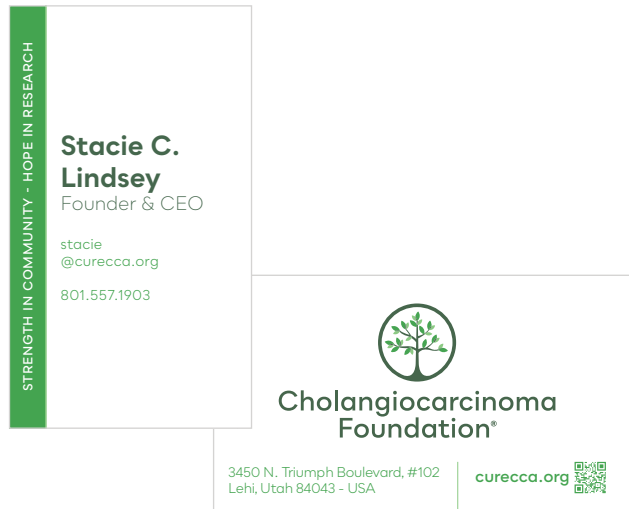


SAMPLE LOCKUP 3

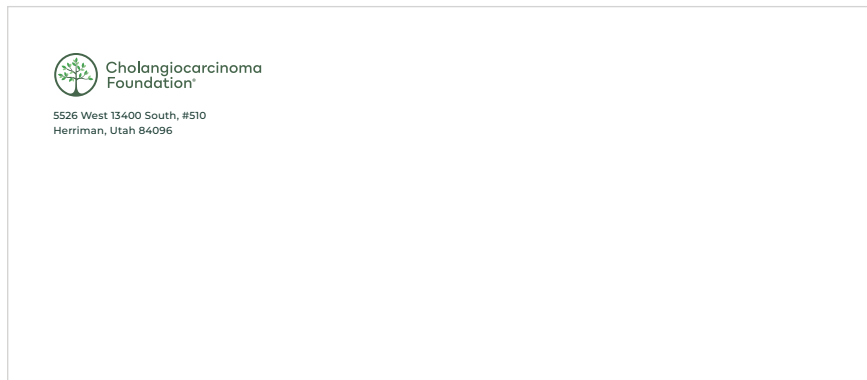


# PRINT COLLATERAL

Maintain consistency across all stationary design elements



Business Cards



No. 10 Envelope



Letterhead



# COLOR PALETTE



## PRIMARY: LOGO COLOR PALETTE



**CMYK:** 75, 12, 93, 1  
**RGB:** 71, 164, 82  
**HEX:** #47A453  
**PANTONE** 7730C



**CMYK:** 47, 0, 64, 0  
**RGB:** 141, 203, 132  
**HEX:** #8DCB64  
**PANTONE** 359C



**CMYK:** 72, 40, 73, 27  
**RGB:** 71, 103, 77  
**HEX:** #47674D  
**PANTONE** 7735C

## FOCAL POINT: HIGHLIGHT COLOR PALETTE



**CMYK:** 0, 47, 100, 0  
**RGB:** 255, 153, 0  
**HEX:** #FF9900

## SECONDARY: ACCENT COLOR PALETTE



**CMYK:** 82, 54, 69, 57  
**RGB:** 29, 57, 50  
**HEX:** #1D3932



**CMYK:** 25, 1, 45, 0  
**RGB:** 195, 221, 163  
**HEX:** #C2DBA2



**CMYK:** 12, 2, 22, 0  
**RGB:** 224, 233, 206  
**HEX:** #E0EACF

## TERTIARY: NEUTRAL ACCENTS



**CMYK:** 4, 6, 9, 0  
**RGB:** 242, 234, 226  
**HEX:** #F3E8E3



**CMYK:** 0, 1, 2, 0  
**RGB:** 255, 251, 247  
**HEX:** #FFFBF7



**CMYK:** 64, 56, 55, 31  
**RGB:** 85, 85, 86  
**HEX:** #555555



**CMYK:** 16, 12, 13, 0  
**RGB:** 212, 212, 211  
**HEX:** #D4D4D3



**CMYK:** 2, 1, 1, 0  
**RGB:** 247, 248, 249  
**HEX:** #F7F8F9

# BRAND FONT

Print & Web Typeface

## MONTSERRAT

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Montserrat Light

*Montserrat Light Italic*

Montserrat Regular

*Montserrat Italic*

Montserrat Medium

*Montserrat Medium Italic*

Montserrat Semibold

*Montserrat Semibold Italic*

Montserrat Bold

*Montserrat Bold Italic*

### Font Access:

[fonts.google.com/](https://fonts.google.com/)

[specimen/Montserrat?query=Montserrat](https://fonts.google.com/specimen/Montserrat?query=Montserrat)

# Aa

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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

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

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & \* ( )

## HEADLINE

### Sub headline

**Body copy** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc tempor nec dui et ornare. Curabitur lobortis elementum neque quis imperdiet. Proin sed odio quam. *Cras accumsan* ornare mi in consequat.

Curabitur egestas ligula ultrices, cursus arcu vel, dictum augue. Cras porttitor neque et libero dapibus, id porttitor ante fringilla. ornare. Curabitur lobortis elementum neque quis imperdiet.



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