



Social Media Creative Guidelines

About this Document

These internal guidelines provide creative direction to ensure brand standards are consistently followed through Komen owned social media.

All templates and brand elements are loaded into the corporate Canva account and can be found in the 2021 Social Templates Folder. Each template can also “Animate” in Canva, and animation is highly recommended.

This document is a compliment to the master brand guidelines: brand.komen.org

Please reach out to Komen’s Social team for guidance and support regarding any paid placements, as a different set of external guidelines and best practices will apply.

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Primary Typeface

Gotham is our primary typeface in alignment master brand guidelines for Susan G. Komen. We are showing the three recommended weights for social creative. Using only these weights will ensure all materials look consistent.

Gotham Light

Gotham Book

Gotham Medium

Secondary Typefaces

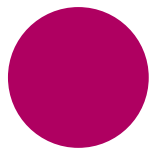
Just Lovely Regular
Arsilon Regular

 *[Arsilon Underline]*

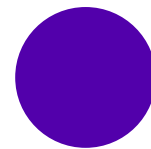



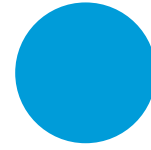

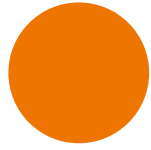

Palette

Our colors are built to both capitalize on the equity of the Susan G. Komen brand and embody our message.

PRIMARY COLOR PALETTE

 <p>LIGHT PINK HEX: #d63782</p>  <p>Lightest Pink HEX: #ffe5ee</p>	 <p>BLACK HEX: #231f20</p>
 <p>DARK PINK HEX: #af0061</p>  <p>Lighter Dark Pink HEX: #af0061 (75% Opacity)</p>	 <p>DARK GRAY HEX: #63666a</p>
	 <p>LIGHT GRAY HEX: #c8c9c7</p>

ORGANIZATIONAL PILLARS COLOR PALETTE

 <p>RESEARCH HEX: #5200aa</p>  <p>Research Light Purple HEX: #5200aa (70% Opacity)</p>	 <p>CARE HEX: #009cd9</p>  <p>Care Light Green HEX: #009cd9 (75% Opacity)</p>
 <p>COMMUNITY HEX: #009cd9</p>  <p>Community Light Blue HEX: #009cd9 (75% Opacity)</p>	 <p>ACTION HEX: #ee7500</p>  <p>Action Light Orange HEX: #ee7500 (75% Opacity)</p>

Master Logo

Primary logo: Parent



Primary logo: Ribbon



Logo variation by color



Can hormones
affect
breast cancer?



Can hormones
affect
breast cancer?



Questions can be on a solid or textured background, and should be sized so they are very easy to read. These are great posts to utilize animation.

Survivor Portrait



Show patient and survivor images in an authentic way, letting the photo be the hero.
Crop closely so the viewer can connect with the person in the photo as much as possible.
No logo or extra graphic needed in these types of posts.

Portrait + Quote



Depending on the composition of the photo, place the short quote directly on the photo. If the composition makes the text hard to read, use the option of a transparent square behind the quote, making it easy to read but still connects the words with the image through the transparent effect.

Quote Only



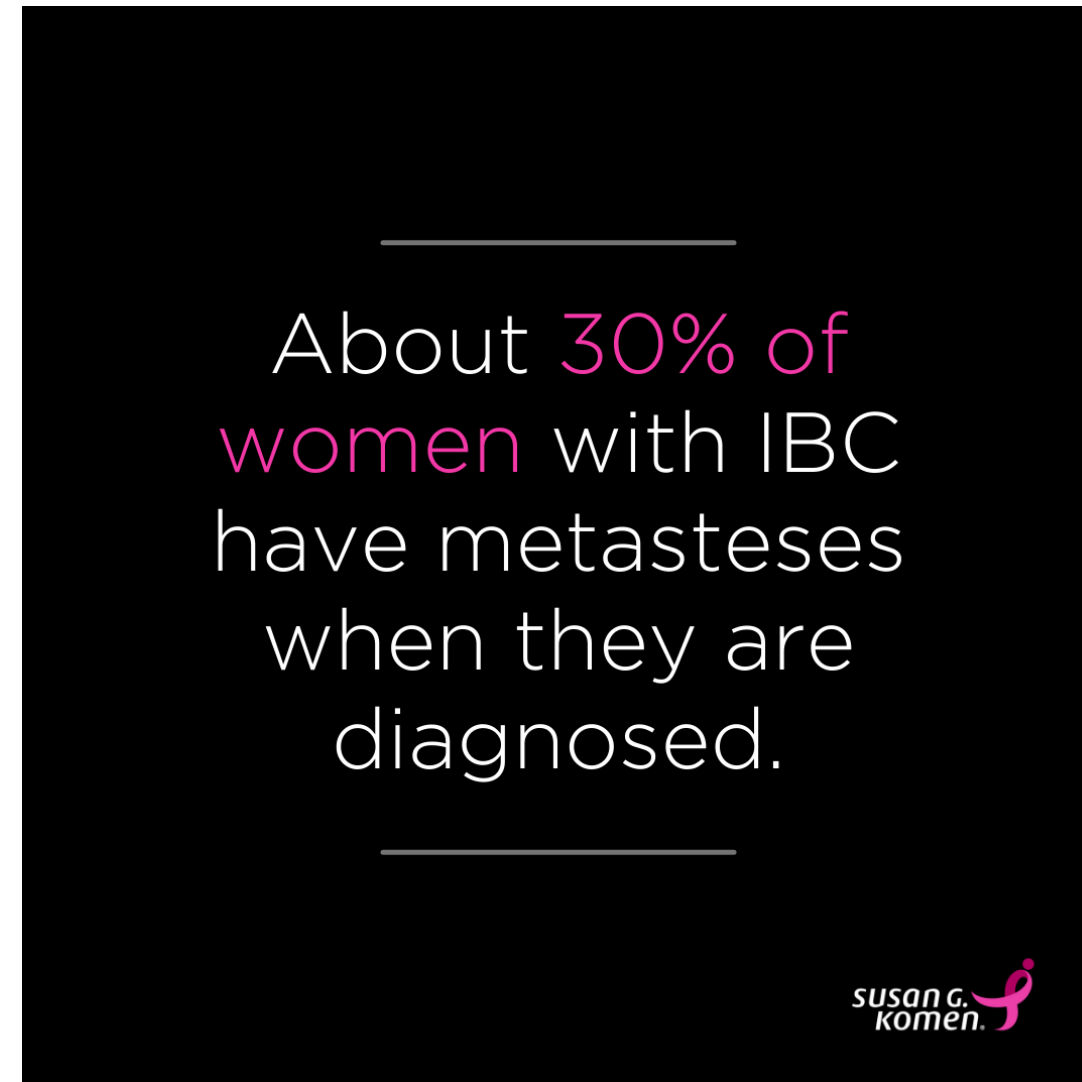
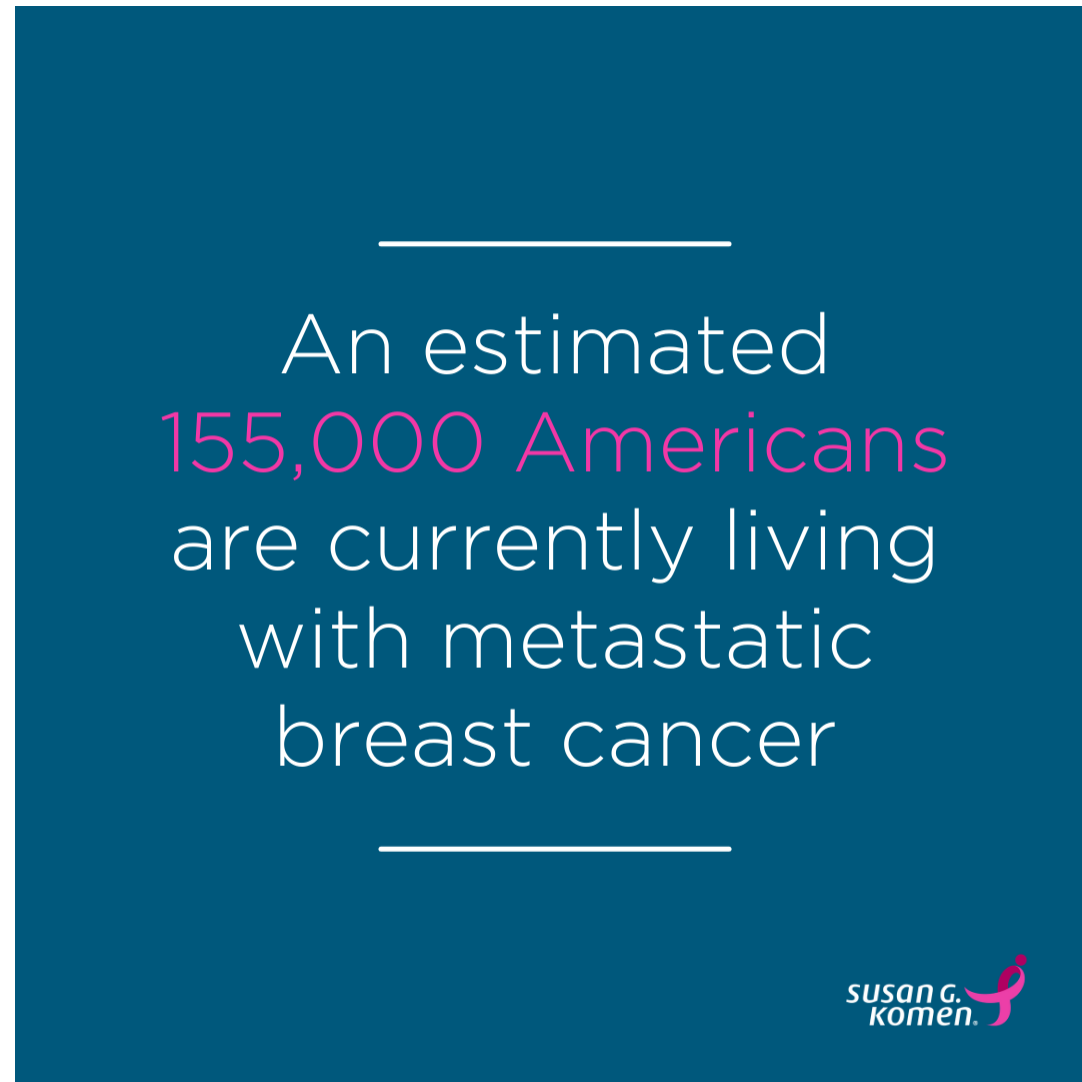
When using a quote only, you can choose a warm background, or a photo that is behind a transparency. When choosing a photo make sure the text is not across anyone's face and the transparency is set so that the text is easy to read.

Quotes + Statements



Options above work well for longer quotes, or messages to donors. These designs allow for easy readability for longer text blocks while balancing the message with a photo. Transparency colors/levels will vary depending on the photography.

Stats and Facts



Stats and Facts posts should utilize a solid background, where the text is the hero and very easy to read. Also on Stats and Facts posts, use the full Komen logo so it's clear who is validating the information. These are great posts to utilize animation.

Motivational



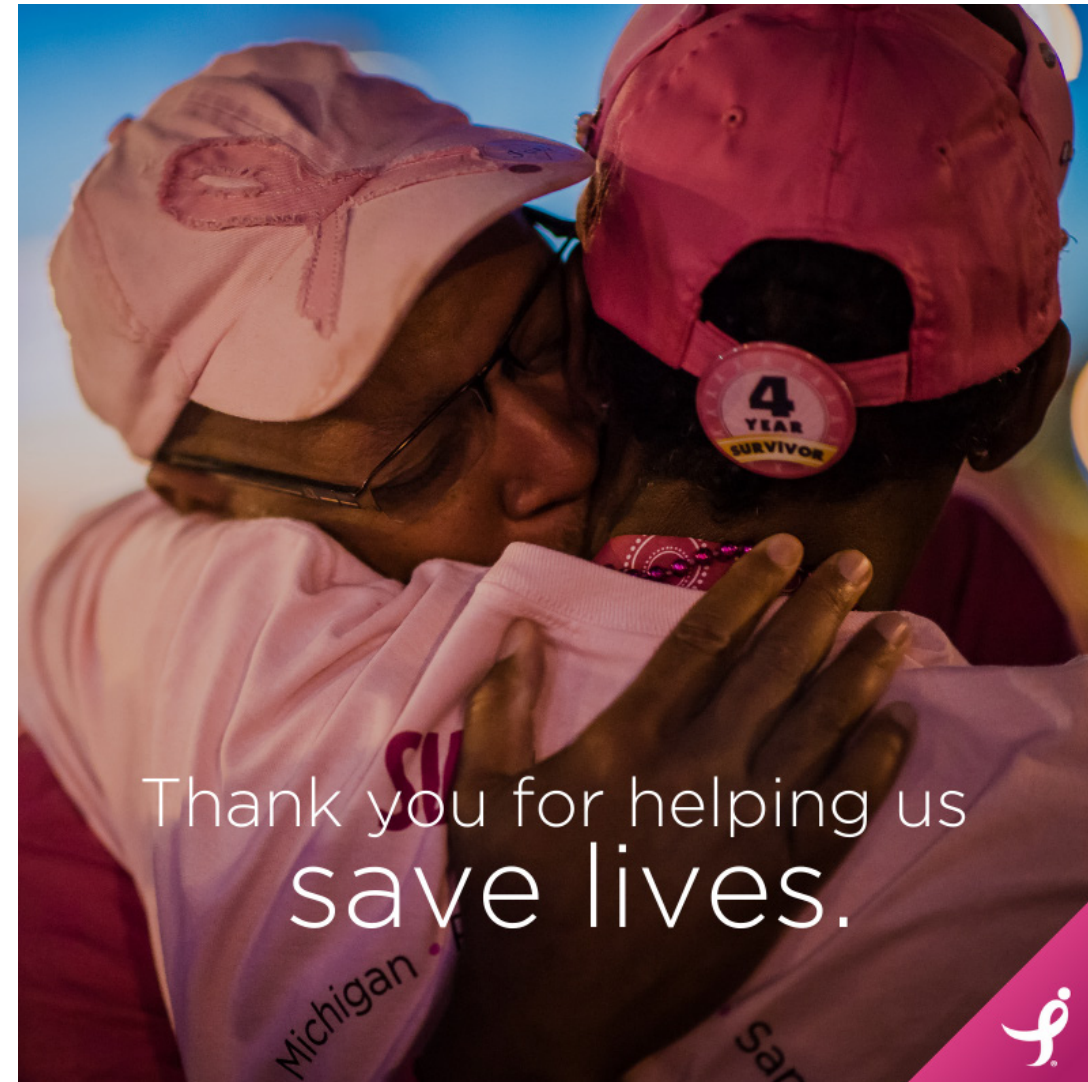
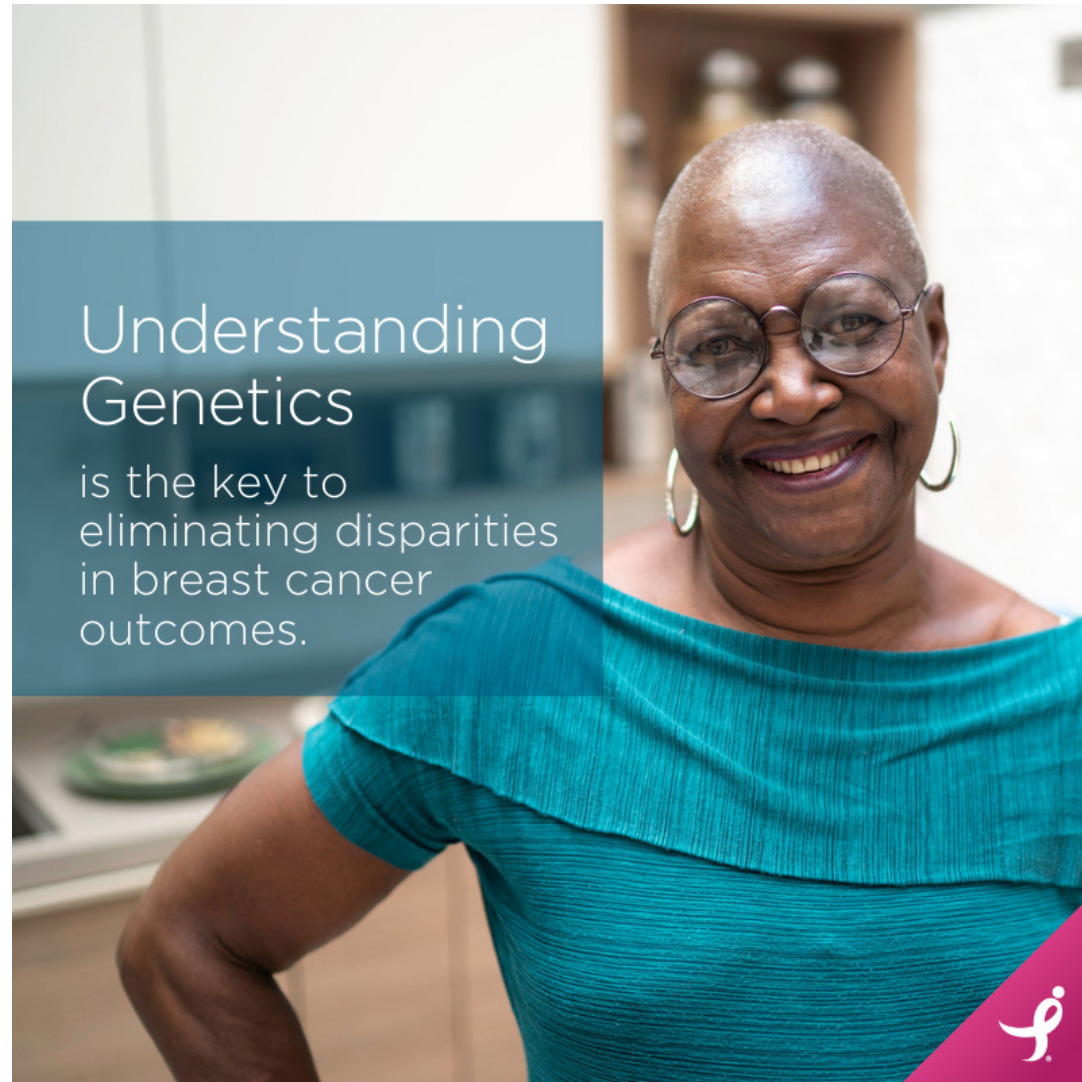
Motivational posts are a great way to incorporate our display font. You can layer these messages over color backgrounds or photos, depending on the message.

Fill in the Blank



Fill in posts can utilize photography that motivates engagement or use photography as a background element behind a color transparency.

Informational



When educating, encouraging or thanking our community, utilize photography. When it works together, you can place the text directly on the photo. If it is hard to read that way, utilize a transparent color box that compliments the focus of the photo.

Key Messaging



When underscoring key marketing messaging, let the photo be the hero of the post. When possible, put the text next to our logo to connect brand recognition.

Thank you for being a brand ambassador
for Susan G. Komen.

If you have questions, please reach out to
our creative or social media teams.

