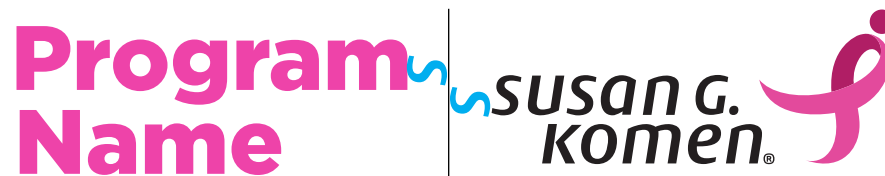


Susan G. Komen Program Wordmarks

LOGO GUIDELINES

To create a consistent brand experience for our Komen community, program wordmarks will follow a new set of guidelines. These guidelines highlight the program name, while keeping the relationship to the master logo consistent. The program name can be in any combination of the Gotham font family that works creatively, and utilize the brand color palette.

The examples below show a horizontal and vertical execution in the most basic form. In the pages following you'll see examples of program wordmarks that have recently adopted this new style, utilizing a variety of type design in the name.



Horizontal

- Program Wordmarks are placed left of Susan G. Komen logo.
- Logos are separated by a 0.5 pt divider line.
- The area between the logos and divider line is defined by the height of the 'S' in the Komen Logo, turned sideways.



Vertical

- Program Wordmark logos are placed below Susan G. Komen logo.
- Logos are separated by a 0.5 pt divider line.
- The area between the logos and divider line is defined by the height of the 'S' in the Komen Logo.

Susan G. Komen Program Wordmarks

SAMPLE EXECUTIONS

Below are recent executions that follow these guidelines. To have a program mark created/updated, please submit a JIRA request or work with your Marcom Partner.

