



THANNC
FOUNDATION

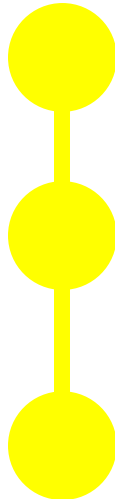
STYLE GUIDE

colors

DIANTHUS
#FF7889
LAB: 75, 69, 28

AMARANTH
#E12A5A
LAB: 51, 70, 20
PMS 1925 C

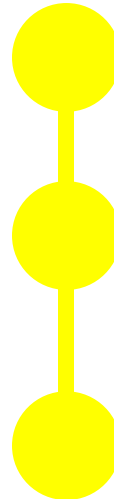
SHIRAZ
#B20018
LAB: 20, 70, 20



WINTER SKY
#88C2FF
LAB: 80, 13, -76

AZURE
#0077FF
LAB: 51, 13, -76
PMS 2184 C

INDIGO
#0030A4
LAB: 20, 13, -76



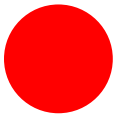
PRELUDE
#C3A0FF
LAB: 75, 40, -74

HELIOTROPE
#5F48DC
LAB: 40, 40, -74

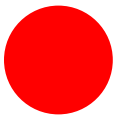
ZAFFRE
#0C19A2
LAB: 40, 40, -74



TURQUOISE
#03E0C5
LAB: 85, -52, -1



GOSSAMER
#009981
LAB: 55, -52, -1

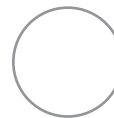


SHERWOOD
#FF86A3
LAB: 20, -52, -1

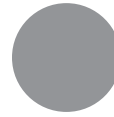
LIGHTNING
#FFBA00
LAB: 85, 17, 81

HOT TODDY
#B17700
LAB: 55, 17, 81

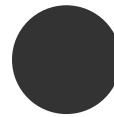
BRACKEN
#4D2500
LAB: 20, 17, 81



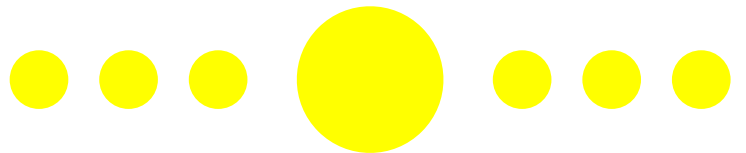
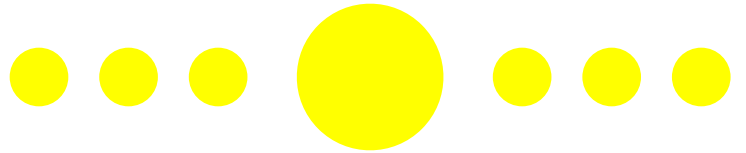
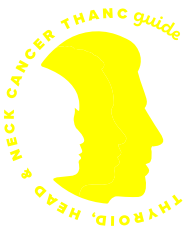
WHITE
#FFF



50% BLACK (GRAY)
#939598



BLACK
#333



primary logo

SUITED FOR MOST IDENTITY MATERIALS:
LETTERHEAD, BUSINESS CARDS,
BROCHURES, RACKCARDS.

secondary logo

SUITED FOR SMALL SPACES AND ON
PROPERTIES OR MATERIALS THAT GO
INTO MORE DETAIL ABOUT OUR ETHOS.
(E.G. WEBSITE HEADER/FOOTER)



1-COLOR VERSION



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1-COLOR VERSION



primary logomark

SUITED FOR LARGE FORMAT PRINTS
OR SPONSORSHIP RECOGNITION.
(E.G. STEP & REPEAT)

secondary logomark

SUITED FOR MARKETING PLATFORMS OR
ACCOUNT PROFILES. (E.G. PROFILE AVATAR)



1-COLOR VERSION

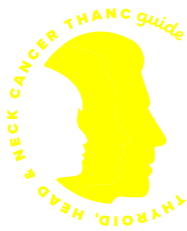


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1-COLOR VERSION



hero mark

SUITED FOR MAKING A STATEMENT ON SCREEN, ON A T-SHIRT OR TOTE BAG.

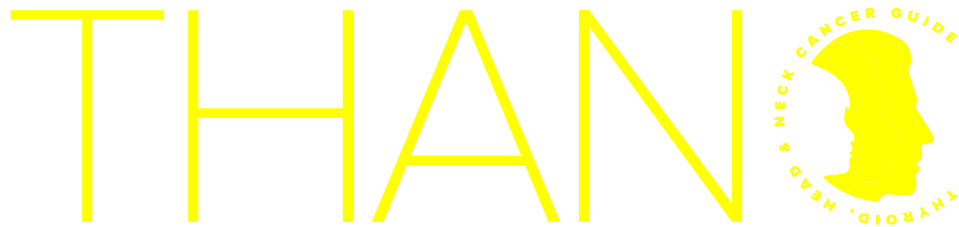


1-COLOR VERSION



hero mark

SUITED FOR MAKING A STATEMENT ON SCREEN, ON A T-SHIRT OR TOTE BAG.



1-COLOR VERSION



H1: PROXIMA NOVA CONDENSED, 30PT / 42PT (1:1.4)

TYPE, GRADE & STAGE

H2: PROXIMA NOVA CONDENSED, 26PT / 36.4PT (1:1.4), TOPAZ

ADENOID CYSTIC CARCINOMA

H3: PROXIMA NOVA CONDENSED, 22PT / 30.8PT (1:1.4)

5 MOST COMMON TYPES

H4: PROXIMA NOVA, 18PT / 25.2PT (1:1.4), BOLD. TOPAZ

Cancer Types

H5: PROXIMA NOVA, 14PT / 19.6PT (1:1.4), +100, UPPERCASE. TOPAZ

SALIVARY GLAND CANCER

H6: PROXIMA NOVA, 11PT / 15.4PT (1:1.4), +150, UPPERCASE, BLACK. 50% BLACK (GRAY)

ENTRY BY MYKAYLA SANDLER

BODY: LIBRE FRANKLIN, 16PT / 24PT (2:3)

Accumsan penatibus varius tellus libero massa aliquet.
Tempus massa magnis ridiculus dis cubilia hendrerit potenti
laoreet. Suscipit pharetra elementum luctus elit facilisis.

H1: NEUZEIT GROTESK, 30PT / 42PT (1:1.4)

TYPE, GRADE & STAGE

H2: NEUZEIT GROTESK, 26PT / 36.4PT (1:1.4), WINTER SKY-AZURE

ADENOID CYSTIC CARCINOMA

H3: NEUZEIT GROTESK, 22PT / 30.8PT (1:1.4)

5 MOST COMMON TYPES

H4: NEUZEIT GROTESK, 18PT / 25.2PT (1:1.4), BOLD. WINTER SKY-AZURE

Cancer Types

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BODY: LIBRE FRANKLIN, 16PT / 24PT (2:3)

Accumsan penatibus varius tellus libero massa aliquet.
Tempus massa magnis ridiculus dis cubilia hendrerit potenti
laoreet. Suscipit pharetra elementum luctus elit facilisis.

mission

Those diagnosed with thyroid, head and neck cancer may experience a change in voice, speech, swallow function, as well as a hindered quality of life when undergoing treatment. **The THANC (Thyroid, Head & Neck Cancer) Foundation makes research and education for physicians a priority and support more accessible for those undergoing treatment.**

Apart from being a major fundraiser for research in this area—finding new treatments and better therapies—THANC focuses on community awareness and education, as well as patient outreach and support initiatives.

THANC's **Faces of Courage** project and **30 Stories** campaign shine a light on individuals who have shown remarkable courage along their journeys, sharing their stories to comfort and inspire others who can relate to their experiences.

One project in particular embodies THANC's ethos, supporting patients in every part of their journey—the **Thyroid, Head & Neck Cancer Guide**.

The THANC Guide provides patients with **knowledge, hope & support**. Much of the site is a platform to describe the basics of cancer in plain language. While the Journey is a blog that addresses the unique hurdles each person faces on the path back to wellness. Visitors will also find a hub of support options in the guide's exhaustive resources section.

letterhead

MARGINS: DOCS & WORD

T: 1.82 in... R & L: .75 in... B: 1.2 in

MARGINS: INDD

T: 11p9 ... R & L: 4p6 ... B: 6p0

LOGO POSITION:

X: 0.66 in (4p0)

Y: 0.75 in (4p6)