Primary logo

> This is the primary version of the logo and should be used whenever possible.

> This CMYK version is for use in full colour process printing.

> The lettering must appear in white out of the colours.

When referring to Teenage Cancer Trust, the name of the charity should NOT be shortened or referred to using the acronym TCT.
Colour pallete

**MASTER**

- **C - 0**
- **M - 100**
- **Y - 81**
- **K - 4**
- **P 86C**
- **#dc2028**

- **C - 55**
- **M - 100**
- **Y - 0**
- **K - 0**
- **P 284C**
- **#649bd4**

- **C - 100**
- **M - 50**
- **Y - 0**
- **K - 10**
- **P 647C**
- **#d35c6d**

**COMPLIMENTARY COLOURS**

- **C - 0**
- **M - 28**
- **Y - 100**
- **K - 6**
- **P 124C**
- **#eeaa00**

- **C - 87**
- **M - 0**
- **Y - 38**
- **K - 0**
- **P 326C**
- **#00b1b0**

**SECONDARY 1**

- **C - 0**
- **M - 0**
- **Y - 0**
- **K - 77**
- **P 425C**
- **#58595b**

- **C - 69**
- **M - 0**
- **Y - 100**
- **K - 0**
- **P 361C**
- **#41ad49**

**SECONDARY 2**

- **C - 0**
- **M - 81**
- **Y - 97**
- **K - 0**
- **P 158C**
- **#f37321**

- **C - 0**
- **M - 8**
- **Y - 14**
- **K - 38**
- **P WARM GRAY7 C**
- **#aca095**
1 Colour Versions

> These versions are one colour spot version of the logo, which should be used on collateral where printing is restricted to one colour. Please check which colour to use with the Brand and Design Manager.

> The lettering must appear in white out of the colours.

> Depending on the use, it may be possible to reproduce the logo in alternative colours. Please ask the Brand and Design Manager in advance.

Mono Version

> For use in print when printing in colour is not possible.

> The lettering must appear in white out of the black.

> For use in print or online when creative application of a mono logo is more appropriate.

Pantone 186 C

Pantone 647 C
**White Version**

> For all uses when the logo must appear on a strong coloured background, or when the creative application is more appropriate.

> The lettering is cut out of the blocks, and will adapt the colour of the background.

**Use on a black background**

> If the logo is to appear in full colour on a black background, the full colour version of the logo should be used.

> If the logo is appearing in mono on a black background, the white-out version should be used.
Using the logo over photos

> The logo can be used directly over photographic images.

> Wherever possible, use the full colour version of the logo.

> If you are not sure, please contact the Brand and Design Manager.

> The logo should be placed sensitively over a part of the image that does not cover faces, or other significant areas of photographic content.

> Please ensure that the logo does not cover the faces of young people in the photograph.
Teenage Cancer Trust
Heritage Mark

We are very proud of our heritage. The symbol of the three men was part of the Teenage Cancer Trust from the start of the charity.

As part of the transition from the old brand to new, certain materials will carry the Heritage Mark, shown here.

These materials include the letterhead and compliments slips. The heritage mark may also be used discreetly on other selected materials.

Please contact the Brand and Design Manager if you wish to use the Heritage Mark.
The T-symbol

The Teenage Cancer Trust logo is made up of the Teenage Cancer Trust blocked lettering and the symbol of the T which sits just to its left.

The T stands for ‘Teenage’.

In all cases, the T symbol should not be used on its own, away from the text.

We may consider using the T symbol in isolation on T-shirts and other merchandise with approval from the Brand and Design Manager.
Exclusion zone

> To retain the visual impact of the logo design, the logo should be placed within its own exclusion zone.

> The exclusion zone is measured as the height of the block in the ‘T’ symbol, shown as an x on the adjacent diagram.

> Wherever possible, the logo should be placed with a minimum distance of x on all sides.

Minimum Size

> When being used in print, the logo should not be used smaller than 25mm.

> In a digital setting, the logo (including exclusion zone) should be no smaller than 135px in width.

> When resizing logos, the aspect ratio should be maintained. PLEASE DO NOT STRETCH OR SQUASH THE LOGO.
Typefaces

In Print

> We have chosen the typeface family ‘Gotham’ as the corporate typeface for all professionally printed materials. All requests for printed materials should come through the design team.

Internal / Standard Documents

> All internal documents, emails PowerPoint presentations and other documents where the Gotham typeface is unavailable should be set using Arial

> Arial has been selected as it is a standard typeface across all computer platforms, which ensure that all presentations and documents are rendered correctly.

> These typefaces supercede all previous typeface. FG Delaney and Futura should no longer be used.

GOTHAM

> BLACK
> BOLD
> MEDIUM
> BOOK

GOTHAM NARROW

> BOLD
> MEDIUM

ARIAL

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890/*-+":?><

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890/*-+":?><

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890/*-+":?><
**Writing in blocks**

Our block text links back to the type style used in our primary logo, using similar tight spacing between the edge of the text and the bounding box. It should always be used after seeking guidance/approval from a member of the Brand & Design team.

To be used for:
- Headings
- Sub headings
- Designs that use large text as a statement or as an image
- As an extension of our primary logo to highlight a particular campaign or area of the charity

Not to be used by:
- MS Office users: For MS Office applications such as Word or Powerpoint please don’t use block writing. In these programmes Arial Bold or Black will be sufficient as a heading on its own with no surrounding box.

**HERE ARE A FEW TIPS:**

**DO:**
- ALWAYS WRITE IN CAPITAL LETTERS

**DO:**
- USE THE FONT ‘GOTHAM BLACK’

**DO:**
- USE OVER TWO LINES BUT MAKE SURE THE LINE SPACING STAYS TIGHT SO THERE’S ONLY A LITTLE GAP.

**DON’T:**
- USE OTHER FONTS LIKE ARIAL BOLD

**DON’T:**
- write in lower case or MIX cases and SIZES UP

**DON’T:**
- WRITE TOO MUCH IN THE BLOCKS WHEN USING IT AS PART OF A DESIGN... YOU SHOULD TRY AND KEEP IT TO A MAXIMUM OF 3 LINES. ANYTHING MORE THAN THAT AND IT BECOMES A BIT OF AN EFFORT TO READ AND QUITE HEAVY.