

CITY OF HOPE LOGO LABEL ART – PRIMARY & SECONDARY VERSIONS

Primary Logo Label: Vertical



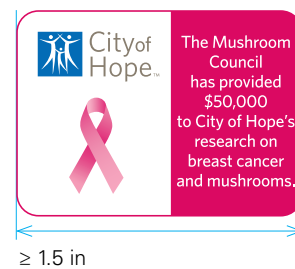
Secondary Logo Label: Horizontal



Preferred/Minimum Size



Preferred/Minimum Size



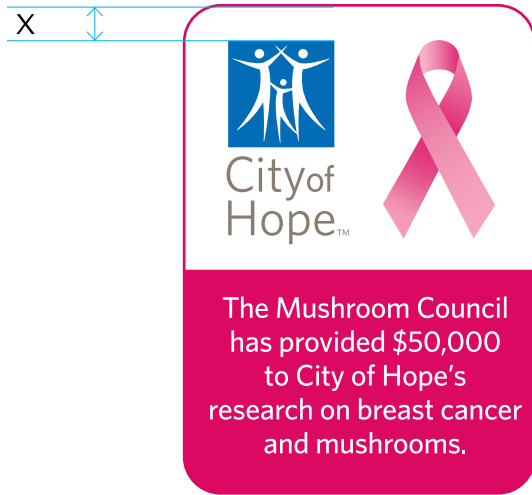
The configurations above are the primary logo label (vertical) and secondary logo label (horizontal). **It should never be altered or recreated.** The primary logo label is preferred; but for space constraints, the secondary logo label is an option.

Do not make the primary logo label: vertical smaller than .9" wide. Do not make the secondary logo label: horizontal smaller than 1.5" wide.

CITY OF HOPE LOGO LABEL ART – PRIMARY & SECONDARY VERSIONS: AREA OF ISOLATION

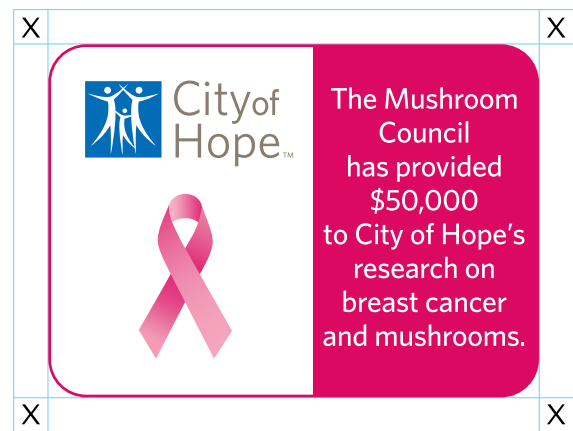
Primary Logo Label: Vertical

Note: x = height of white space



Secondary Logo Label: Horizontal

Note: x = height of white space



Always keep art (including other logos) and type out of the area of isolation. Also use this measurement as a guide for how close the logo can come to the edge of the page.

To find the measurement of the area of isolation for the logo label, measure the height of the white space from the top of the City of Hope logo mark to the bottom of the pink border, as indicated above. Make a square box with this measurement and place at each rounded corner of the logo label. Nothing should fall within this area and the logo should have at least this much distance from the edge of the page.

CITY OF HOPE LOGO LABEL ART – PRIMARY & SECONDARY VERSIONS: COLOR USAGE

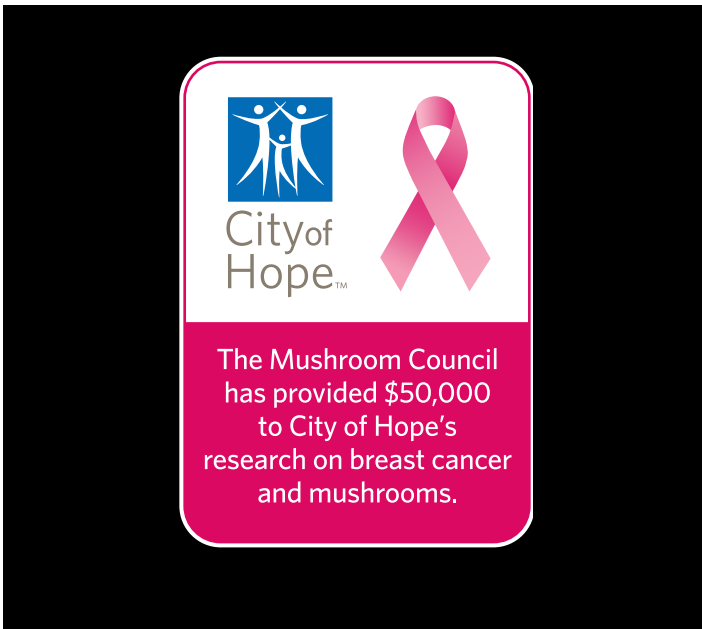
Primary Logo Label: Vertical



Secondary Logo Label: Horizontal



Primary Logo Label: Vertical - Reverse Background



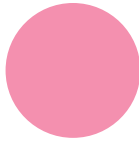
Primary Logo Label: Horizontal - Reverse Background



The primary and secondary logo labels should always appear in color. Check to be sure that there is enough contrast between the logo label and the area in which it is printing. For instances where the logo needs to be used on black or a dark color field, use the version of the logo label with white border for maximum visibility.

CITY OF HOPE LOGO LABEL ART – COLOR CONVERSIONS

PINK 1



FOR PRINT

PMS 211C

CMYK:

C0, M55, Y8, K0

PINK 2



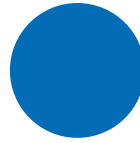
FOR PRINT

PMS 214C

CMYK:

C0, M100, Y34, K8

BLUE



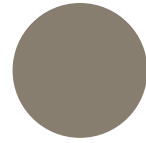
FOR PRINT

PMS 660C

CMYK:

C90, M50, Y0, K0

GRAY



FOR PRINT

PMS 404C

CMYK:

C0, M5, Y25, K60

Colors are based on the PANTONE Color Standards (PMS) specified above. For matching, note that the PMS is specified as C, meaning coated. All inks should be mixed to match the coated specifications above.

The City of Hope blue is PMS 660C. The City of Hope gray is PMS 404C. The pink ribbon is comprised of two pinks - PMS 211 and PMS 214 in a combination of gradients. The border and solid area background behind the text is PMS 214C. The cmk values should be adjusted to match the PMS colors as closely as possible.

TYPOGRAPHY

Whitney Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

The primary font for the label text is Whitney Medium.