

# BREAST CANCER NETWORK AUSTRALIA - PINK SPORTS DAY BRAND GUIDELINES



Hot Pink – Pink Sports Day and Hot Pink/Navy – PLAY4BCNA (on a white background)



Hot Pink – Pink Sports Day and White/Hot Pink – PLAY4BCNA (on a blue or dark background)



Rev/Light Pink – Pink Sports Day and White/Rev Light Pink – PLAY4BCNA (on a hot pink background)



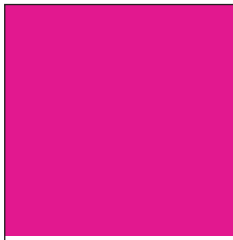
For use in black and white (on white background when no other colour is used only)



The Pink Lady must NEVER be reproduced in white

## Colours

CMYK  
(print)

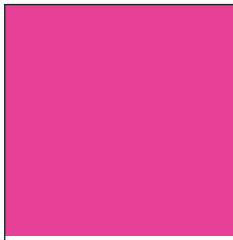


C=5 M=97 Y=0 K=0



C=100 M=19 Y=0 K=75

RGB  
(digital)

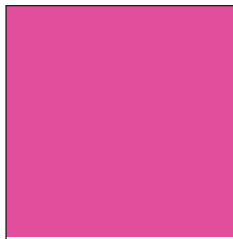


R=230 G=64 B=151



R=1 G=56 B=94

HEX/Web  
(digital)



#E64097



#01385E

Pantone  
(print)



PMS226



PMS547

## Logo positioning and size



### Clear space boundary

Nothing is to be placed within the defined clear space boundaries of any version of the Pink Sports Day logo.

## Typefaces

If possible the Gotham Family should be used.

Gotham Light should be used for text-heavy documents such as booklets, newsletters and electronic publications.

Gotham Book should be used when smalltype is reversed out of a solid colour.

**Gotham Bold should be used sparingly for headlines and subheads.**

If Gotham is not available, please use Arial Regular and Arial Bold as replacements.

Gotham Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Gotham Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Gotham Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Important:

All promotional material and merchandise produced using any **Breast Cancer Network Australia (BCNA) logo or IP must be submitted to BCNA for approval prior to printing, production or sharing.** Please allow up to 2 business days for approval – send to: [pinksportsday@bcna.org.au](mailto:pinksportsday@bcna.org.au)

These logos should not be reproduced in a size smaller than **28mm wide**.

# BREAST CANCER NETWORK AUSTRALIA - PROUDLY SUPPORTING BRAND GUIDELINES

Proudly supporting

Breast Cancer Network Australia



Proudly supporting

Breast Cancer Network Australia



Proudly supporting

Breast Cancer Network Australia



Proudly supporting

Breast Cancer Network Australia



Proudly supporting

Breast Cancer Network Australia



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Primary Logo - Positive (on a white background)

Primary Logo - Negative (on a dark background)

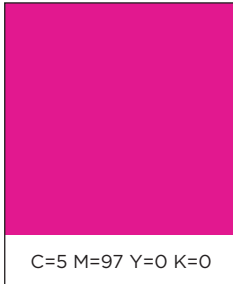
Secondary Logo (on a pink background only)

Mono Logo (Pantone only)

Mono Logo (black only)

## Colours

CMYK (print)



C=5 M=97 Y=0 K=0

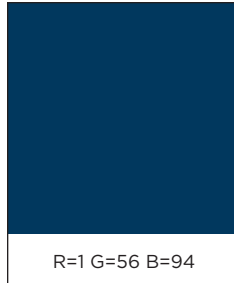


C=100 M=19 Y=0 K=75

RGB (digital)

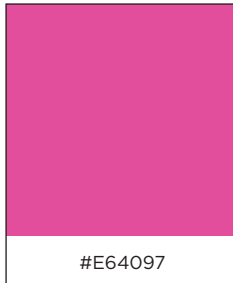


R=230 G=64 B=151

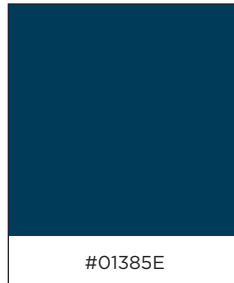


R=1 G=56 B=94

HEX/Web (digital)

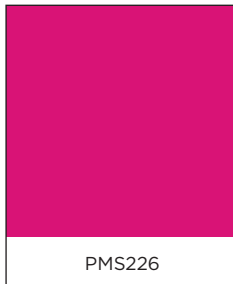


#E64097

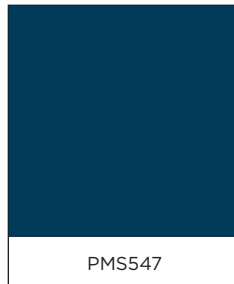


#01385E

Pantone (print)

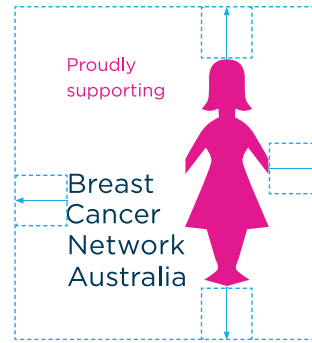


PMS226



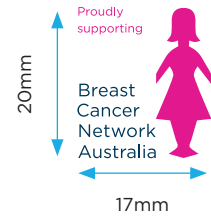
PMS547

## Logo positioning and size



### Clear space boundary

Nothing is to be placed within the defined clear space boundaries of any version of the BCNA logo.



The BCNA logo should not be reproduced in a size smaller than **20mm high x 17mm wide.**

## Typefaces

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Gotham Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Gotham Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Gotham Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

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