DIY Logo Guidelines

SUSAN G. Komen

The DIY Fundraiser logo should be placed on our materials with the following guidelines. All logo families can be downloaded on myKomen.

LOGO COLORS
PMS 232, PMS 227, BLACK
Light Pink: C=3, M=67, Y=0, K=0
Dark Pink: C=0, M=100, Y=7, K=19
Black: C=0, M=0, Y=0, K=100
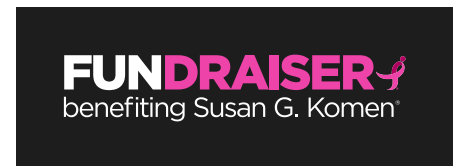
Logo variation by color

1 COLOR ALL BLACK
Black: 100% BLACK

ALL WHITE

REVERSED
PMS 232, PMS 227, WHITE

Logo in layout

Clear space
Minimum area of isolation around the logo is a quarter of an inch (.25") in all cases. This area should be free of text and graphics.

Size & Placement
The size of the logo should be equal or slightly larger than the capital letter in the headline.