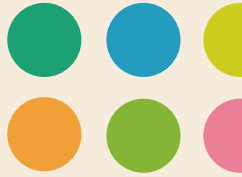




WORLD
PANCREATIC
CANCER DAYSM
21 NOV 2024



2024 Campaign Brand Guide





**Thank you for helping make
World Pancreatic Cancer
Day a powerful symbol for
the cause we all believe in.**



These logo and branding elements have been created to strengthen visibility, create an emotional attachment and unite communities around the world fighting for a better future.

Please follow this guide as you develop materials on behalf of World Pancreatic Cancer Day and keep our visual presence consistent and strong.

LOGO | LOGO VERSIONS

The stacked logo is the preferred logo for all WPCD materials.

Stacked logo

WORLD
PANCREATIC
CANCER DAYSM

The horizontal logo was created for use in wider spaces

Horizontal logo

WORLD **PANCREATIC** CANCER DAYSM

Versions of the logo with the date were created for use on digital deliverables and places where it's important to highlight the date of the event, like web homepages and social graphics. You should avoid using the dated version of the logo on printed deliverables that are used year-over-year.

Stacked logo with date

WORLD
PANCREATIC
CANCER DAYSM
21 NOV 2024

Horizontal logo with date

WORLD **PANCREATIC** CANCER DAYSM
21 NOV 2024

LOGO | SIZING AND SPACING

Maintain a clear space around the entire logo.



It is important that the minimum logo sizes are observed to protect readability, and that the logo always has a comfortable amount of space around it.



Minimum stacked logo size: **1" Wide**

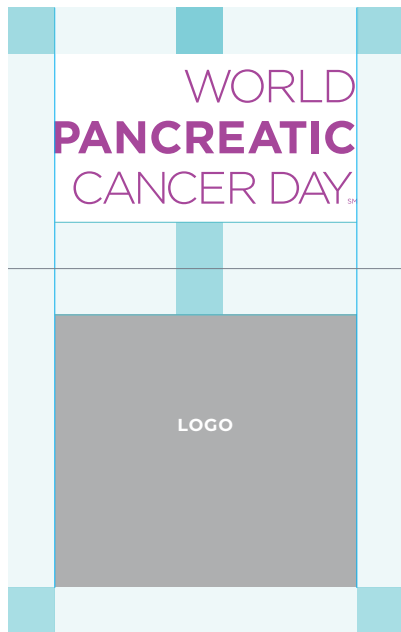


Minimum horizontal logo size: **2.5" Wide**

LOGO | LOCKUPS

At times it may be necessary to place the preferred logo next to another logo. The following are examples of how this should be handled:

Stacked co-brand lockup with preferred stacked logo



WORLD
PANCREATIC
CANCER DAY SM

LOGO

Horizontal co-brand lockup with preferred stacked logo



WORLD
PANCREATIC
CANCER DAY SM

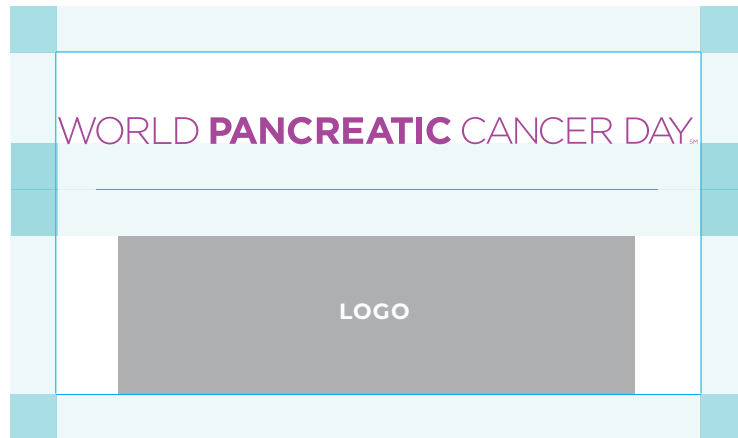
LOGO

Continued on next page...

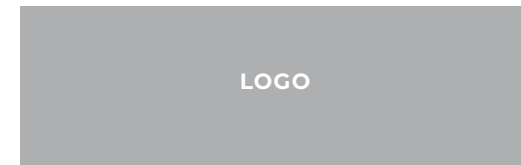
LOGO | LOCKUPS

Continued...

Stacked co-brand lockup with horizontal logo



WORLD **PANCREATIC** CANCER DAYSM



Horizontal co-brand lockup with horizontal logo



WORLD **PANCREATIC** CANCER DAYSM



LOGO | INCORRECT USAGE

To remain a consistent brand icon, the WPCD logo must never be altered in any fashion. Some examples of what is **not** allowed:



Never compress the logo horizontally

WORLD
PANCREATIC
CANCER DAYSM



Never compress the logo vertically

WORLD
PANCREATIC
CANCER DAYSM



Never change the orientation of the logo

WORLD
PANCREATIC
CANCER DAYSM



Never add lighting effects to the logo

WORLD
PANCREATIC
CANCER DAYSM



Never change the logotype

2014 WORLD
PANCREATIC
CANCER DAY



Never crop the logo

WORLD
PANCREATIC
CANCER DAY

LOGOTYPE | USAGE

The preferred logo cannot be placed too close to other objects. Use the logotype instead in compact spaces:



Stacked logotype

WORLD
PANCREATIC
CANCER DAYSM

Horizontal logotype

WORLD **PANCREATIC** CANCER DAYSM

Stacked logotype with date

WORLD
PANCREATIC
CANCER DAYSM
21 NOV 2024

Horizontal logotype with date

WORLD **PANCREATIC** CANCER DAYSM
21 NOV 2024

LOGOTYPE | REVERSED USAGE

The preferred logo may be reversed on a colored background.

Reversed, stacked logo



Reversed, stacked logotype



Reversed, horizontal logotype



Reversed, stacked logotype with date



Reversed, horizontal logotype with date



2024 HELLO PANCREAS! LOGO

The 2024 **Primary** and **Hello Pancreas!** logo can be used against light and dark backgrounds. The Primary logo is available in 21 languages.

2024 Primary Logo



2024 Primary Logo



2024 Hello Pancreas! Logo



For Dark Backgrounds



For Dark Backgrounds



For Dark Backgrounds



2024 CHARACTERS AND OBJECTS

Images reflecting a diverse array of people are featured in this year's theme. These images can be used in your designs to add a human element.

Person 01: Circle Image & Photo



Person 02: Circle Image & Photo



Person 03: Circle Image & Photo



Person 01: Circle Image & Photo



Person 02: Circle Image & Photo



Person 03: Circle Image & Photo



Person 01: Circle Image & Photo



Person 02: Circle Image & Photo



Person 03: Circle Image & Photo

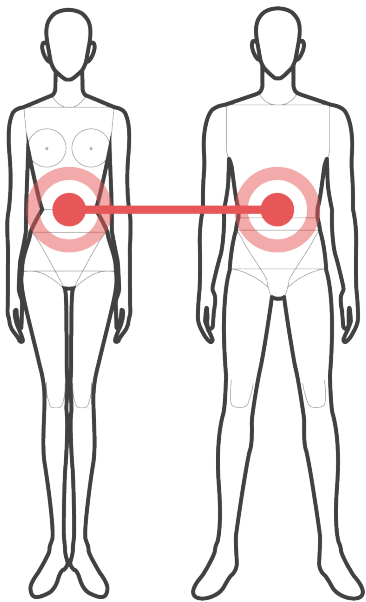


2024 Characters and Objects

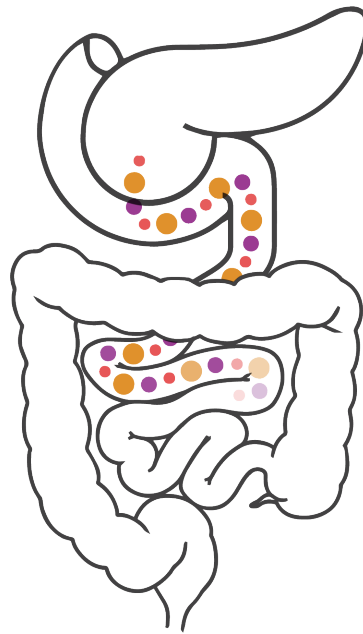
Continued...

INFO GRAPHICS

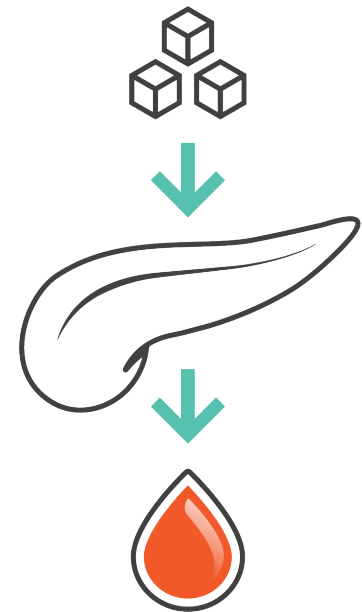
Pancreas Body Location



Pancreas Makes Enzymes




Pancreas Manages Sugar



2024 POSTERS

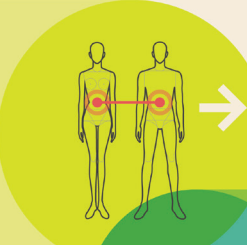
Poster 01: The Pancreas is an important organ




WORLD
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CANCER DAY...
21 NOV 2024

Most people don't know much about their pancreas.

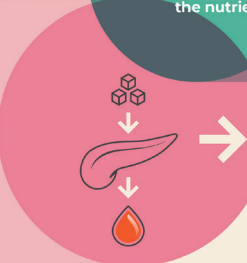
It's one of your body's most important organs.



It's located right in the middle of all the action and plays 2 big roles in digestion...




Your pancreas makes enzymes that help break down food so your body can absorb the nutrients.



And it also makes hormones, including insulin, which control sugar levels in your blood.


Partner Logo




worldpancreaticcancercoalition.org


Place your partner logo here.

LEARN MORE






Poster 02: Symptoms




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CANCER DAY...
21 NOV 2024

Early Detection Matters.


Know The Symptoms




LOSS OF APPETITE




UNEXPLAINED WEIGHT LOSS




INDIGESTION




NEW-ONSET DIABETES




CHANGES IN STOOL



STOMACH PAIN




JAUNDICE
Yellowing of eyes/skin or itchy skin




MID-BACK PAIN


Place your partner logo here.



worldpancreaticcancercoalition.org

LEARN MORE





2024 SYMPTOMS & RISKS ICONS

There are two versions of 2024 symptoms and risks icons. The set on the right is designed to be used on light backgrounds. The example shown below is designed to be used over dark backgrounds.



Over Dark Background version



Symptoms



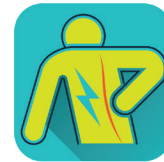
UNEXPLAINED
WEIGHT LOSS



LOSS OF
APPETITE



NEW-ONSET
DIABETES



MID-BACK
PAIN



INDIGESTION



CHANGES
IN STOOL



JAUNDICE
Yellowing of eyes/skin
or itchy skin



STOMACH
PAIN

Risks



POOR DIET AND
BEING OVERWEIGHT



DIABETES



AGE



HEAVY
ALCOHOL USE



PANCREATITIS



GENETIC
PREDISPOSITION



A FAMILY
HISTORY OF
OTHER CANCERS



FAMILY HISTORY
OF PANCREATIC
CANCER



SMOKING

TYPOGRAPHY | USAGE

At times it may be necessary to create brand materials that complement the logo.
Use these typefaces and custom numbers:

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Extra Bold

1234567890

COLORS & TEXTURES | USAGE

Use these colors and textures to create brand materials that complement the logo:

WPCD BRAND COLORS

WPCD Solid Purple



C: 74 M: 98 Y: 1 K: 0
R: 104 G: 50 B: 144
PMS 2597C / PMS 2617U
HEX: 693091

WPCD Violet



C: 46 M: 94 Y: 0 K: 0
R: 152 G: 55 B: 148
PMS 254
HEX: 993399

WPCD Gray



C: 0 M: 0 Y: 0 K: 36
R: 174 G: 175 B: 176
36% BLACK
HEX: aeafb0

2024 THEME COLORS



C: 0 M: 58 Y: 5 K: 0
R: 242 G: 138 B: 176
HEX: f28ab0



C: 69 M: 11 Y: 59 K: 1
R: 78 G: 171 B: 136
HEX: 4eab88



C:36 M: 39 Y: 46 K: 2
R: 166 G: 147 B: 132
HEX: a69384



C: 70 M: 15 Y: 0 K: 0
R: 40 G: 170 B: 225
HEX: 28aae1



C: 1 M: 36 Y: 84 K: 0
R: 249 G: 174 B: 66
HEX: f9ae42



C: 51 M: 1 Y: 99 K: 0
R: 138 G: 196 B: 64
HEX: 8ac440



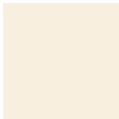
C: 1 M: 95 Y: 20 K: 0
R: 234 G: 43 B: 123
HEX: ea2b7b



C: 62 M: 0 Y: 38 K: 0
R: 40 G: 221 B: 191
HEX: 28ddbf



C: 20 M: 1 Y: 99 K: 0
R: 213 G: 221 B: 38
HEX: d5dd26



C: 2 M: 5 Y: 12 K: 0
R: 247 G: 237 B: 221
HEX: f7eddd

USED FOR BACKGROUND COLOR

SOCIAL ICONS | USAGE

Use these icons in brand materials referring to WPCD social media channels.

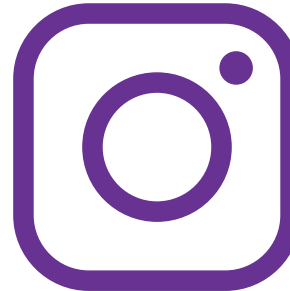
Facebook Icon



X Icon



Instagram Icon



TikTok Icon



Facebook Icon



X Icon



Instagram Icon



TikTok Icon





10 YEARS RAISING
AWARENESS & HOPE

Thank you.