This pocket brand guide contains essential information to support you in the creation of Rare Cancers Europe-related materials. The new Rare Cancers Europe brand is an extremely valuable asset to our partnership initiative. We count on your help in protecting it and ensuring it is consistently applied throughout all electronic and printed material. We kindly remind you that all material displaying the Rare Cancers Europe logo must be previously approved by the Rare Cancers Europe Secretariat.

Should you require further information or approval please visit www.rarecancers.eu or contact us at:

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The logo
By using colours rarely seen in health care, the new Rare Cancers Europe logo visualises the concept of rarity. Its crossword (puzzle) shape alludes to the specific challenges associated with rare cancers and embodies the fact that international cooperation across stakeholder groups is required in order to effectively address those challenges.

RARE CANCERS EUROPE
Joining forces for action

Tagline
Rare Cancers Europe is a multi-stakeholder initiative addressing the specific challenges posed by rare cancers. The first part of the tagline Joining forces for action reinforces the message that the challenges associated with rare cancers can be addressed effectively if all stakeholders work together in partnership.

Rare Cancers Europe is a partnership initiative for action focusing on the development and implementation of viable solutions that will make a difference for people affected by rare cancers.

Control field
The logo must be separated from other graphics and text by at least the height of one letter.

The logo should never be shown in sizes below 230 pixels width (82 mm, on computer screen). Otherwise, the logo has to be used without the tagline.

Colours

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>50</td>
<td>100</td>
<td>0</td>
</tr>
<tr>
<td>Grey</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Purple gradient</td>
<td>40</td>
<td>90</td>
<td>0</td>
</tr>
<tr>
<td>Grey gradient</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Logo background
The logo should be shown against a white or bright background. A grey or black background must never be used.

Grey scale version:

Dark Grey
CMYK: 0|0|0|90
RGB: 62|62|62
PMS: Black 7 C
Grey see Colours above

Typeface
Professional Use:
Helvetica Neue
Webfont/substitute:
Arial

Helvetica Neue Light:
For body text.

Helvetica Neue Roman:
For notes and accentuation within the text.

Helvetica Neue Medium:
For titles.

Bullet points
Please use angle quotes.

Text colour
Text can be shown in grey, purple or, if on a dark background, in white:

Lorem ipsum dolor
Lorem ipsum dolor
Lorem ipsum dolor

Pictures
Kindly consult the Rare Cancers Europe Secretariat before illustrating Rare Cancers Europe-related information materials.

Presentation template
A template for PowerPoint presentations can be obtained from the Rare Cancers Europe Secretariat.