



Wipe Out Kids' Cancer

BRAND STANDARDS

Mission:

Wipe Out Kids' Cancer offers comfort and hope to kids with cancer through support programs serving the entire family and funds innovative research leading to new discoveries and treatments in the fight against pediatric cancer.

Headers: Times New Roman

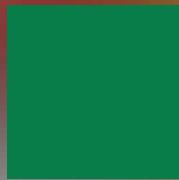
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Ii Jj Kk Ll Mm Nn Oo Pp
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Yy Zz
1 2 3 4 5 6 7 8 9 0
! / - ; ? () . \$ % &

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
1 2 3 4 5 6 7 8 9 0
! / - ; ? () . \$ % &

Font Variations:

Brand Colors:



#087D4A



#E82025



#F9CB0D



#20409A

all logos are available for download at wokc.org/branding

Logo Variations:



Wipe Out Kids' Cancer



Wipe Out Kids' Cancer



Wipe Out
Kids' Cancer



Wipe Out
Kids' Cancer

Logo Details:

Colors:

Black (on light backgrounds)

White (on dark backgrounds)

Main Logo



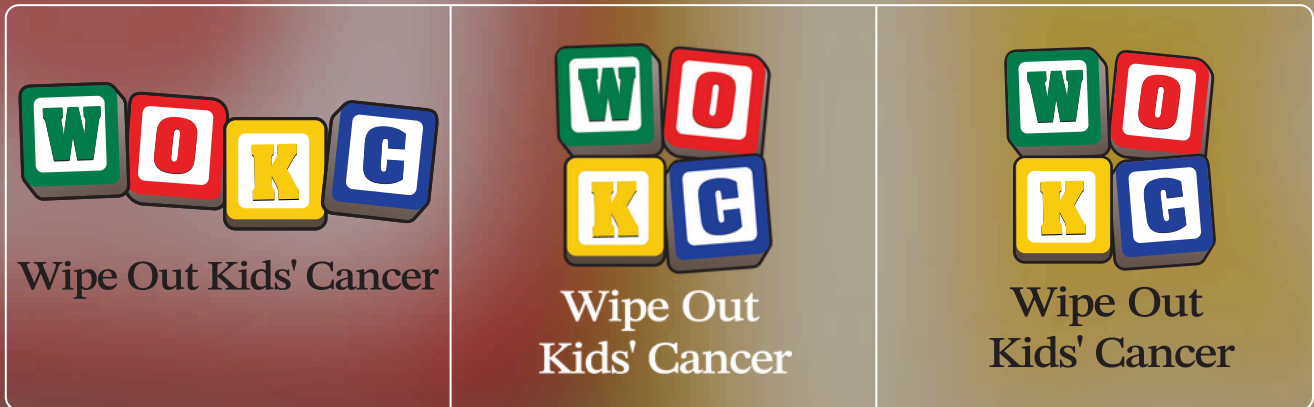
Wipe Out Kids' Cancer

Mission

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Logo Variations

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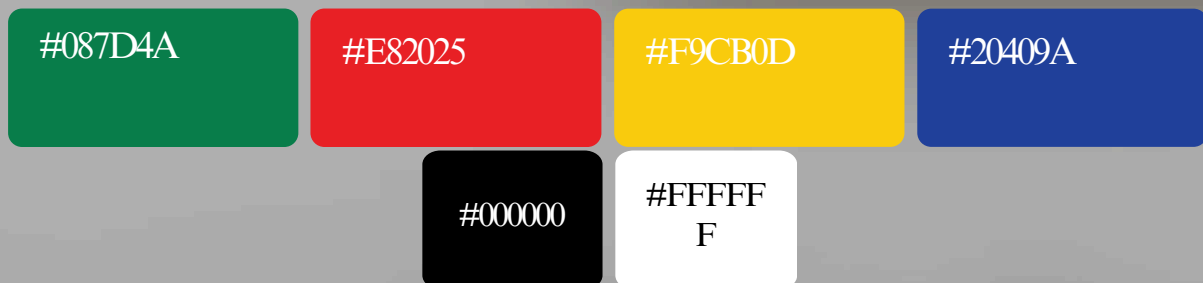
Logo Details

Colors:

Black (on light backgrounds)

White (on dark backgrounds)

Color Palette



Fonts & Typography

Times New Roman

Title Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@%\$()*<>

Open Sans

Secondary Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@%\$()*<>