

Approval Process for Designing Materials

All materials including, but not limited to promotional items (brochures, posters, ads, etc.), newsletters, websites, social media messages, and videos representing the St. Baldrick's Foundation must include consistent information and branded elements.

We encourage our volunteers to utilize the many customizable materials created for events, outreach and fundraising efforts - available in the Resource Lounge located in the Member's Area of StBaldricks.org. Where volunteers decide to design their own materials (flyers, t-shirts, postcards, websites, newsletters, Facebook Pages, etc.) which include the St. Baldrick's name and/or logo, these materials must go through a review and approval process with the Foundation. **Approval must be granted BEFORE materials can be printed or made public.**

Submit custom-made designs to the Event Coach, who will forward it to the Marketing and Communications Team for a timely review.

Content

When using statistics within materials specific to the Foundation or about childhood cancer, volunteers should crosscheck figures by visiting StBaldricks.org and viewing the most up-to-date information and statistics, or contact their Event Coach.

Use of Colors

When designing materials, we ask that volunteers: Incorporate St. Baldrick's branded colors.

St. Baldrick's Official, Branded Colors

LEGACY BLUE

C 100 M 56 Y 0 K 23
R 0 G 85 B 149
HEX #005595
PMS 2945 U

LEGACY GREEN

C 49 M 0 Y 100 K 39
R 92 G 135 B 39
HEX #5C8727
PMS 377 U

DISCOVERY GOLD

C 20 M 30 Y 70 K 15
R 180 G 151 B 90
HEX #B4975A
PMS 872 U

Use of Logo

All materials which include the St. Baldrick's Foundation's logo must be reviewed and approved by the Foundation.

- Individual colors within the logo cannot be isolated and changed; the logo can be used in all black, or all white.
- Logo or logo mark must be used in its entirety; individual elements cannot be extracted and used separately.
- The exception to the rule: The version of the logo without the tagline (Conquer Childhood Cancers) can be used if the tagline is prominently featured elsewhere on the design or the logo is too small for the tagline to be visible.
- Logo must stand alone and may not be incorporated into any other design elements or logos.
- Logo must remain horizontal.

Use of Logo (cont'd)

- Logo must maintain its size ratio, and cannot be stretched or distorted.
- When coupled with event or fundraising sponsor logos:
 - St. Baldrick's logo must be larger than all other logos on the piece
 - Volunteers are encouraged to pair copy such as "benefitting" or "to benefit" with St. Baldrick's logo.

The following examples demonstrate correct and incorrect use of the St. Baldrick's Foundation logo:

CORRECT USE



Original color



All black



All whites

INCORRECT USE



Stretched horizontally



Compacted horizontally



Stretched vertically

Logo Spacing Requirements



Determining the minimum amount of white space around the logo can be done by using one of the four circular spaces inside the logo mark as a guide for padding around the perimeter of the logo. The above example shows the logo without the tagline (Conquer Childhood Cancers). If the tagline is present, measure from the bottom of the tagline instead of the bottom of the logo mark. While the above example illustrates the minimum spacing, it is recommended – when possible – to use the full width and height of the mark of the logo itself [SB] to determine padding around the logo.

Use of Images and Graphics

- Photos featured on the St. Baldrick's website, official St. Baldrick's social networks or in St. Baldrick's materials can be used and accompanied by photo credit: "Photos courtesy of the St. Baldrick's Foundation, by [Photographer Name Here (if available)]".
- Personal photos: Consider using high resolution images of yourself (Ex: "before" or "after" photos) or use images of shavees or volunteers from your event. Note: It is highly recommended that you get people's permission whenever possible.

St. Baldrick's mascot, Lucky, can add a festive element to promotional pieces. Consider featuring one of our variations of Lucky, showcasing different occupations, sports and hobbies. Ask your Event Coach about the various Luckys that are available for use.



Football Player Lucky



Firefighter Lucky



Superhero Lucky



Video Game Lucky

Policy Regarding Use of St. Baldrick's Copyright Images, Logos and Taglines on Personal Social Networking/Media Sites

Should someone post logos, taglines, photos, videos, audio recordings, or artwork in association with the St. Baldrick's Foundation on personal networking/media/blog sites such as, but not limited to, Facebook, Twitter, Pinterest, Instagram, LinkedIn, WordPress, YouTube, Vimeo, etc., this person becomes a volunteer representative of the St. Baldrick's Foundation. As such, this person must be aware of and take responsibility for the image being portrayed in association with the Foundation.

St. Baldrick's relies heavily upon its constituents to spread the word about the Foundation to their social and professional circles. However, in allowing constituents to do so, the Foundation asks that good judgment is used in association with its name and reputation. St. Baldrick's prohibits the use of logos, taglines, photos, videos, audio recordings, or artwork in relation or next to questionable content and/or photos that are commonly viewed as obscene, vulgar, rude, and distasteful or would be of the nature that would cast the Foundation in a negative light.

If the Foundation feels that its reputation is being compromised, St. Baldrick's has the right to request the immediate removal of any photos, videos, taglines, artwork and/or logos representing the Foundation from the website in question.

Questions?

We're here to help! Contact us at Marketing@StBaldricks.org or call 888.899.BALD (2253).

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StBaldricks.org

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