

LOGO GUIDELINES 2018



MEMORIAL SLOAN KETTERING | EQUINOX



PRIOR USE APPROVAL

This logo usage guide is compiled as a comprehensive guide to the usage of the Cycle for Survival name and logo marks (LOGO). We know there will be unforeseen instances where questions regarding usage will arise. In those instances please email Robert Dodd at robert@cycleforsurvival.org for clarification PRIOR TO USE.

CYCLE FOR SURVIVAL FULL COLOR LOGO

Cycle for Survival's logo is the cornerstone of our identity. It represents the vitality and confidence of our brand's purpose. In order to maintain the integrity of the brand, the power symbol and the letters they are connected to should never be altered or redrawn in any way. The logo should always be used with the text lock-up of both Memorial Sloan Kettering and Equinox.



MEMORIAL SLOAN KETTERING | EQUINOX



MEMORIAL SLOAN KETTERING AND EQUINOX LOGOS

These are the Memorial Sloan Kettering and Equinox logos. When they are used in combination with the LOGO they are both to be used. Use of one logo without the other is forbidden. When Memorial Sloan Kettering and Equinox logos are used their combined height plus 1/2X should not exceed the LOGO height. They should be used proportionately at all times so as not to give one partner more prominence in the usage.



EQUINOX



CYCLE FOR SURVIVAL WITH MEMORIAL SLOAN KETTERING AND EQUINOX TEXT

The LOGO and Memorial Sloan Kettering and Equinox text should never be altered or redrawn. The Memorial Sloan Kettering and Equinox text should be always shown together with LOGO to emphasize the strength that comes from the combination of Cycle for Survival, Memorial Sloan Kettering and Equinox.

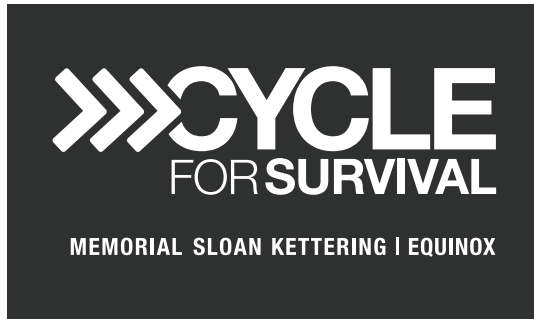


ALTERNATE CYCLE FOR SURVIVAL LOGO COLORS

On occasions where full color logo usage is not possible, alternative color options are available. The LOGO using the orange corporate color or in white OR orange and white against a dark background are permitted. Below are the only variations on the logo that are allowed.



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CYCLE FOR SURVIVAL COLOR CODES

The corporate colors are an essential component of the identity and should be reproduced as exactly as possible. The use of color codes in the standard systems will ensure that Cycle for Survival is represented consistently. Our colors in PMS, CMYK, RGB and HEX equivalents are as follows.



PMS 165



**PMS 425
/ Pantone Cool Gray 11**



**CMYK
0/75/99/0**



**CMYK
0/0/0/69**



**RGB
242/102/35**



**RGB
111/112/114**



HEX #F26623

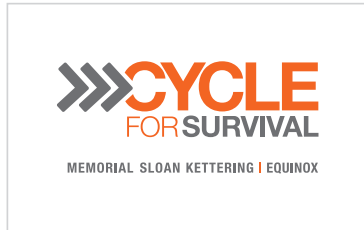


HEX #6F7072

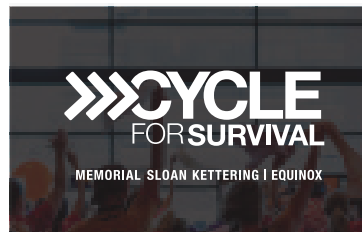
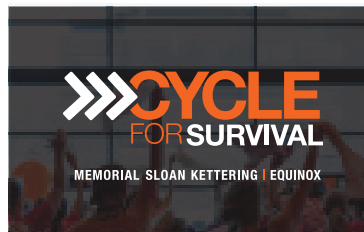
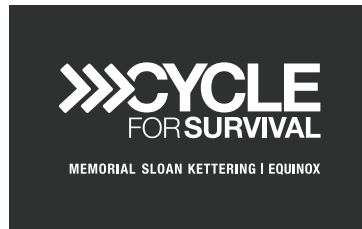
ACCEPTABLE APPLICATION OF FULL COLOR LOGO

When presenting the LOGO, careful consideration must be given to choosing colors that provide sufficient contrast and legibility. When the budget allows, the full-color LOGO should be used to reinforce the vibrancy of the cause.

PREFERRED Full color LOGO placed on white background is preferred.



ACCEPTABLE These are acceptable alternatives; white and orange LOGO against dark background, white LOGO against dark background, or a solid orange LOGO.



Avoid using the logo against colors and images that deter legibility of the logo.



LOGO SAFETY AREA

A margin of clearance surrounding the LOGO is recommended for proper visual effect.

X = The height of the power symbol is one side of the logo spacing square.



PREFERRED

The ideal margin of clearance is one logo spacing square.



ACCEPTABLE

An acceptable margin of clearance is a logo spacing square with a side measurement of $1/2X$



AVOID

Placement of text or graphics where the margin is smaller than $1/2 X$ is forbidden.

“Power Symbol”

Power Symbol should only appear in the accepted color pallet as shown on page 5, or screened black or white. Also, when power symbol is used separately from the LOGO, prior approval is required from the brand.

Please submit requests to robert@cycleforsurvival.org



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