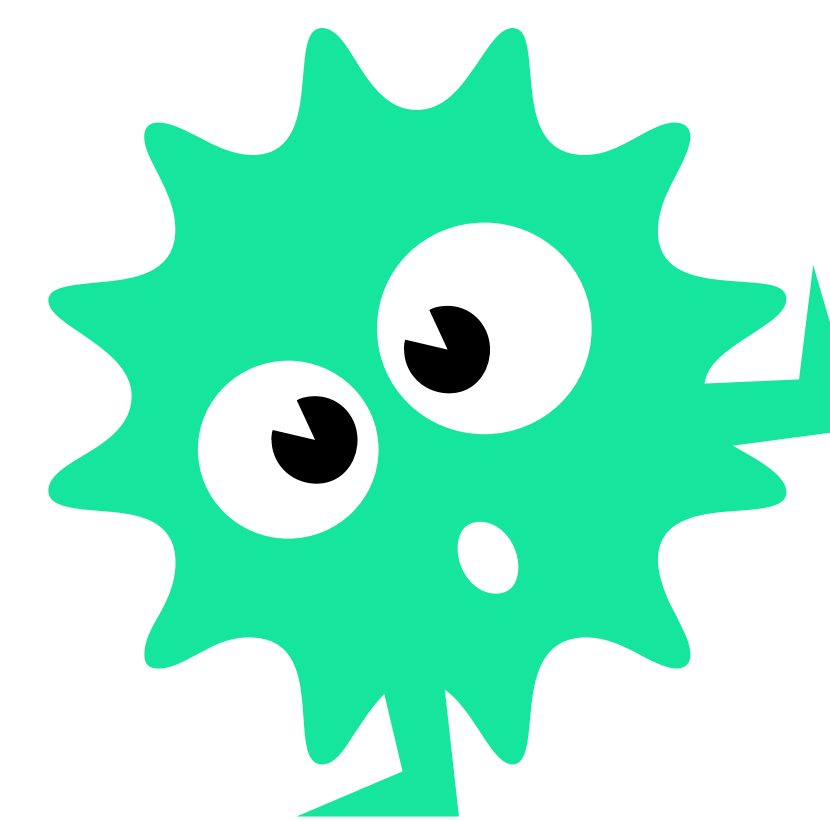
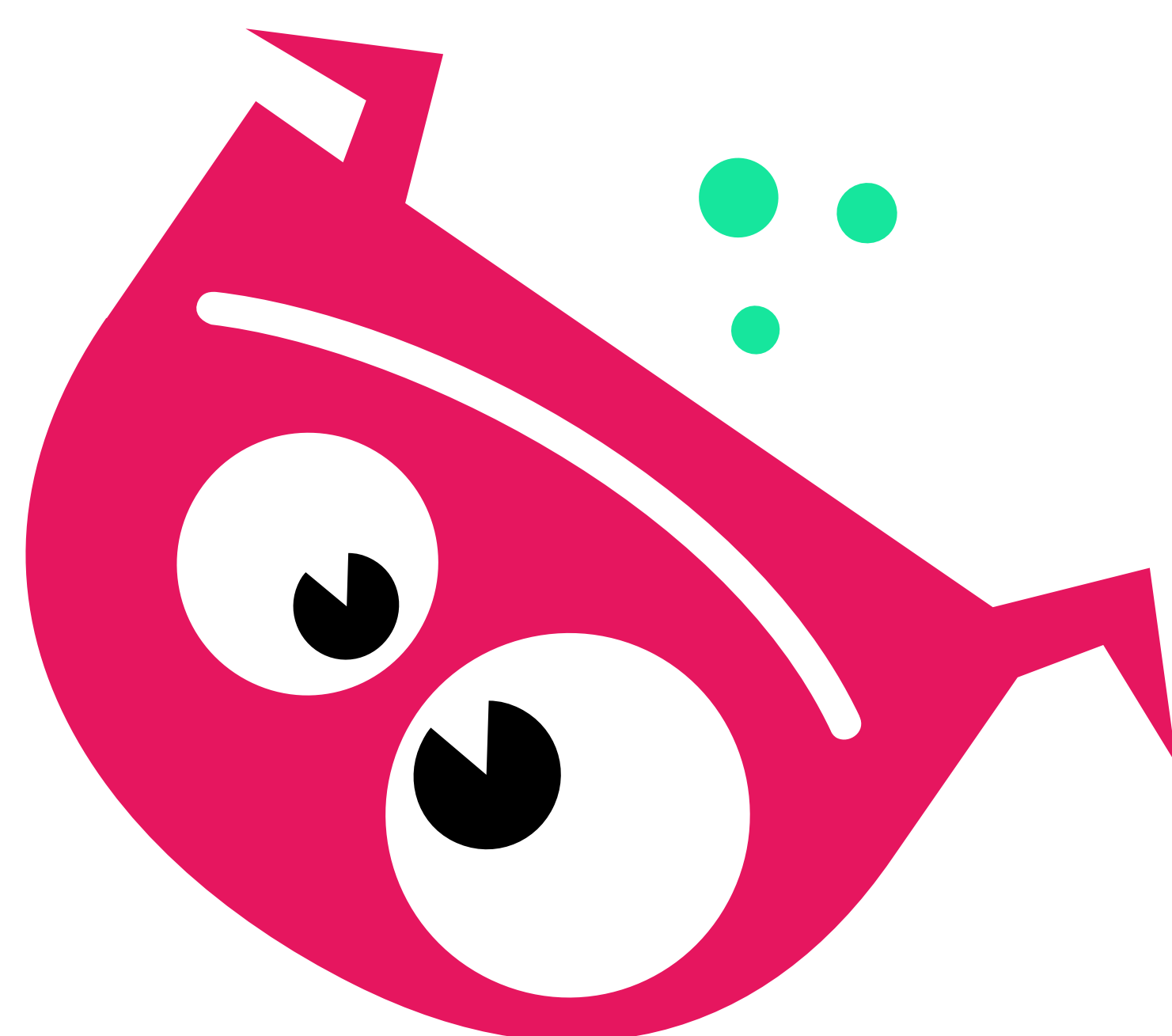


**CANNONBALL
KIDS' CANCER**

BRAND GUIDELINES

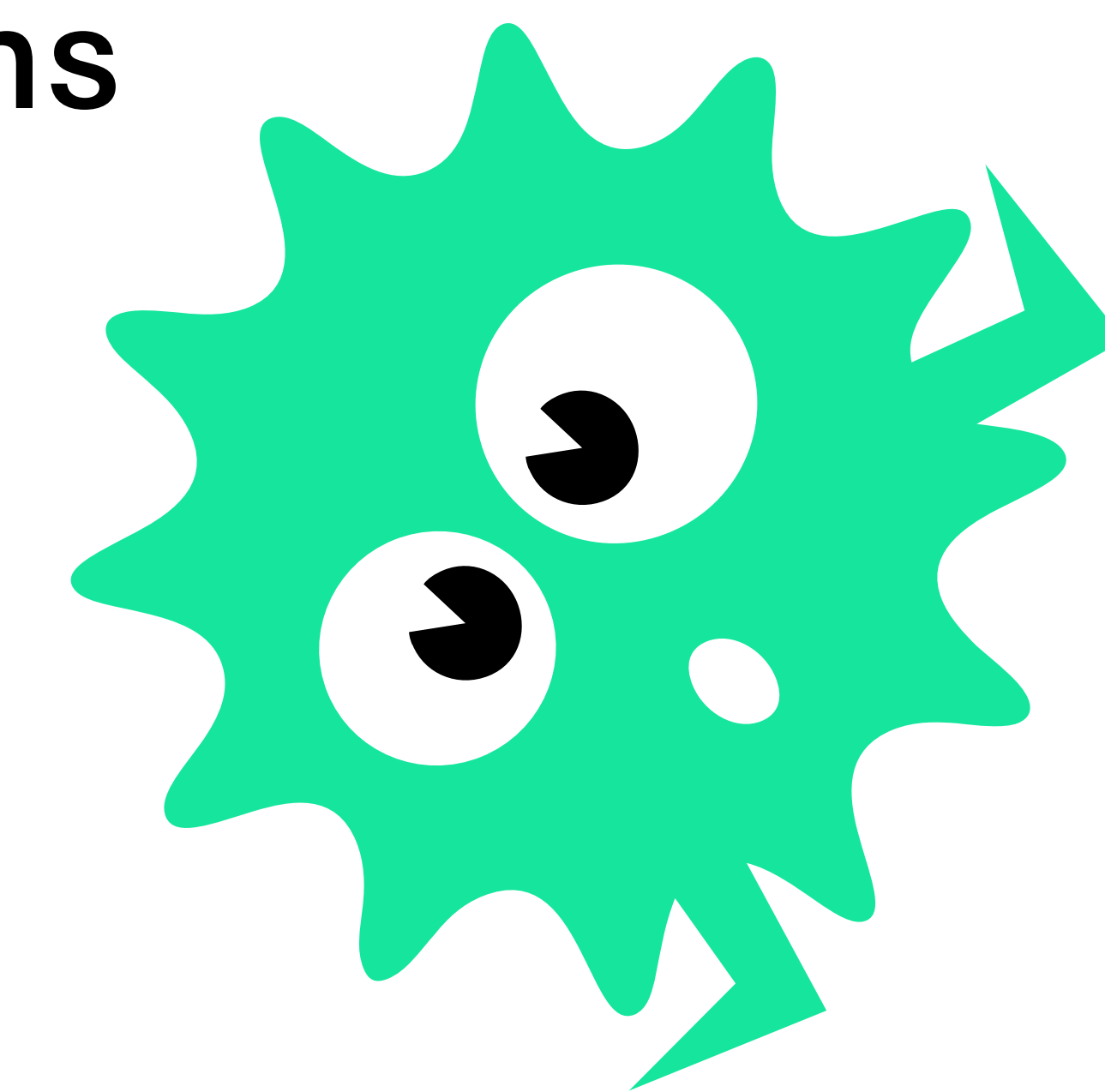


2025



THE CANNONBALL KIDS CANCER FOUNDATION BRAND

- 3** Logo
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THE LOGO

The primary CKC logo is a bold, vibrant, and fun mark that represents both the strength of our mission and the whimsical energy of youth . It is the cornerstone of our brand.



Logo

COLOR VARIATIONS

In addition to our full color logo, we also have black and white fallback versions. These are to be used only in situations where the full color logo can not be displayed.



ABBREVIATED LOGO

In addition to our full logo lockup, we also have a condensed version that only uses our acronym. This version of the logo should only be used in environments where the brand is already established. For example, the condensed logo could be used on an instagram post since the full color logo is used as the profile picture.



Logo

SLOGAN

Our slogan “Research is the Key” is also a vital piece of the brand. It serves as a bite-sized version of our mission statement that can be used when speaking to new audiences.



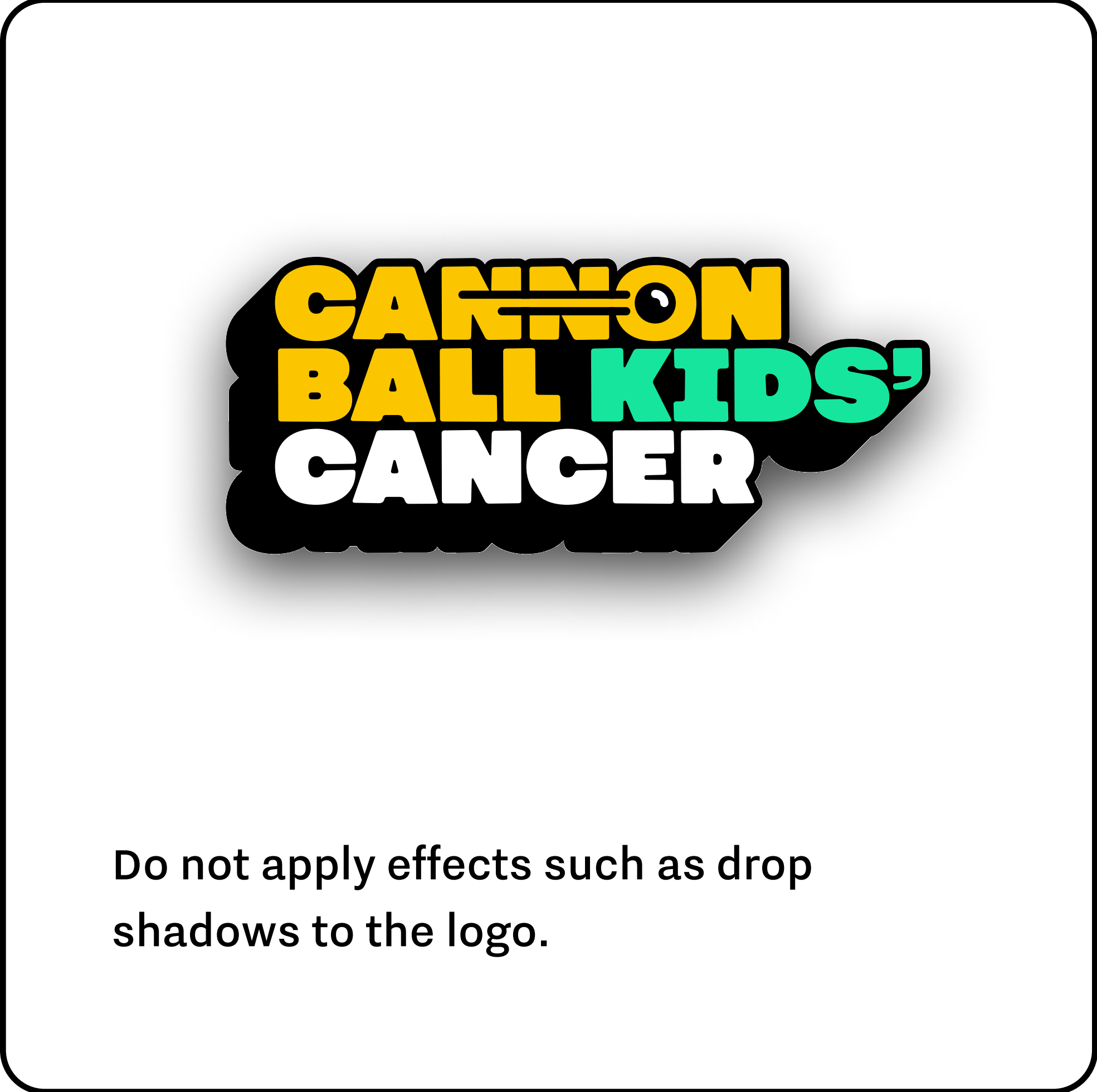
LOGO INTEGRITY

In order to maintain the integrity of the logo, it needs to be given room to breathe. Make sure the logo is given one full logo height worth of spacing (x) from other design elements.



LOGO MISUSES

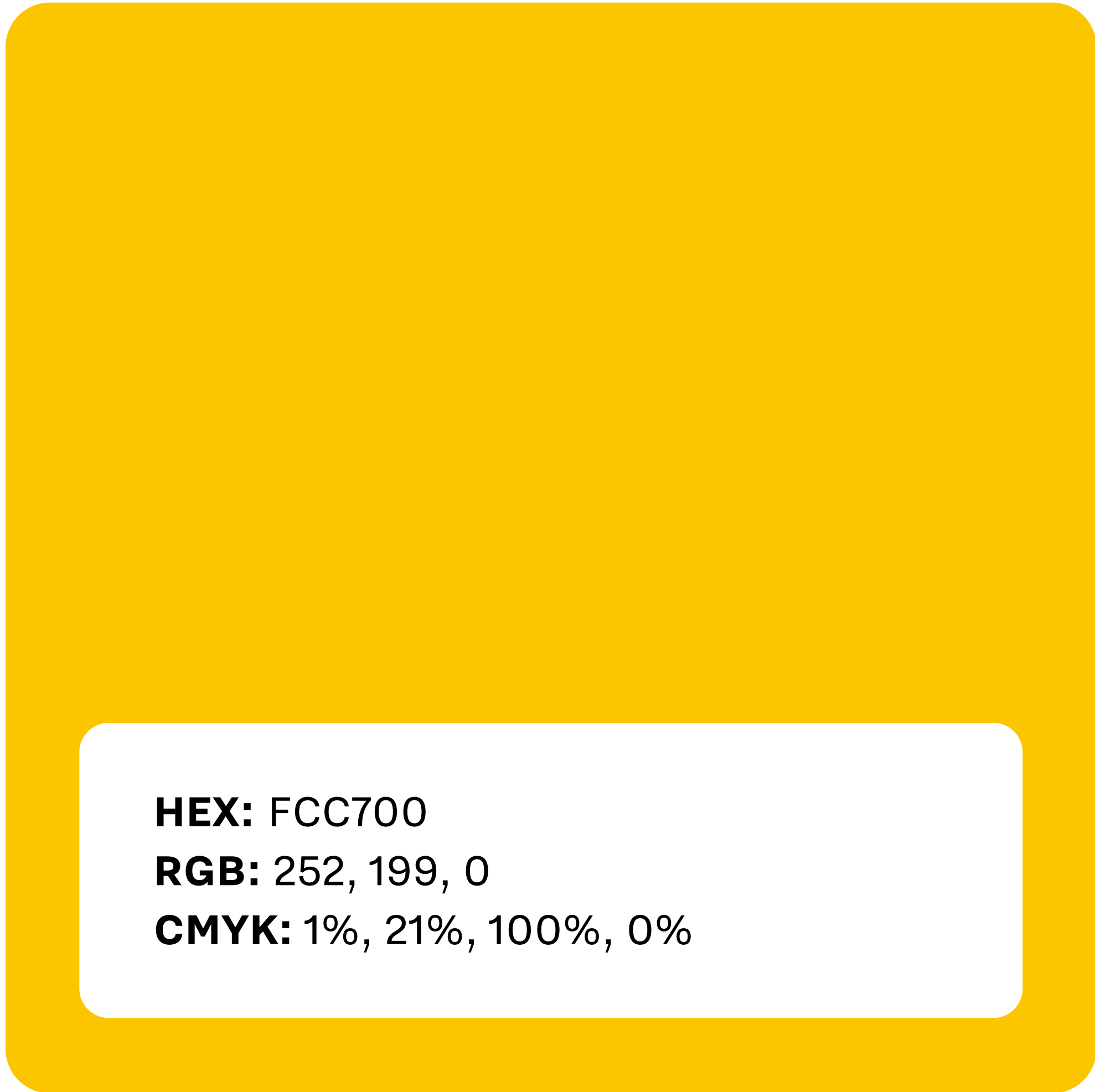
There are right ways and wrong ways to present the CKC logo. Please see the provided examples as misuse cases. This is not an exhaustive list of ways the logo can be misused.



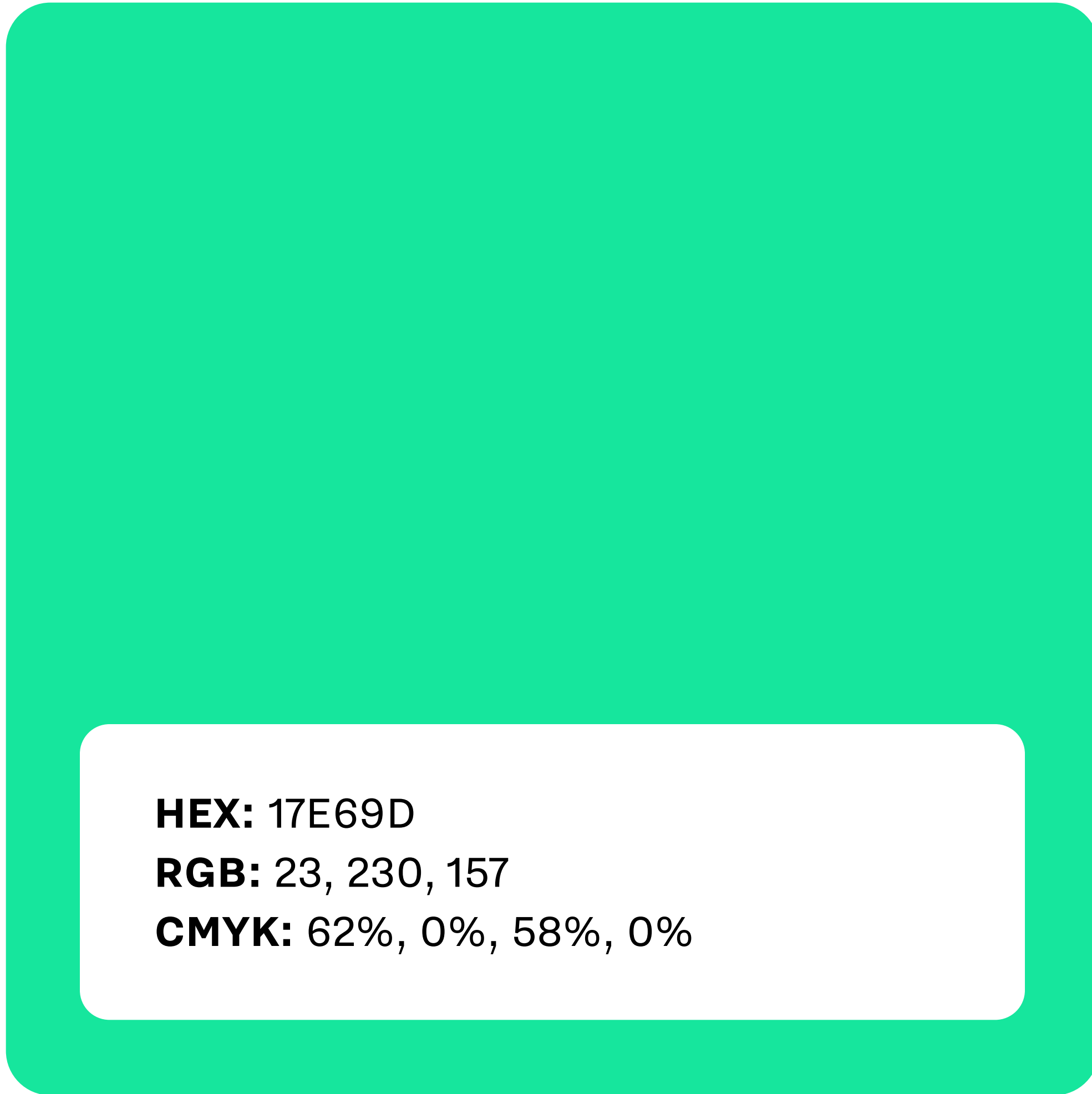
COLOR PALETTE

The CKC color palette is bright and eye catching. It communicates the energy and passion we have for finding a cure for pediatric cancer. The primary palette should be the first choice when creating CKC brand materials. The secondary palette is to be used to support the primary palette.

Primary Palette

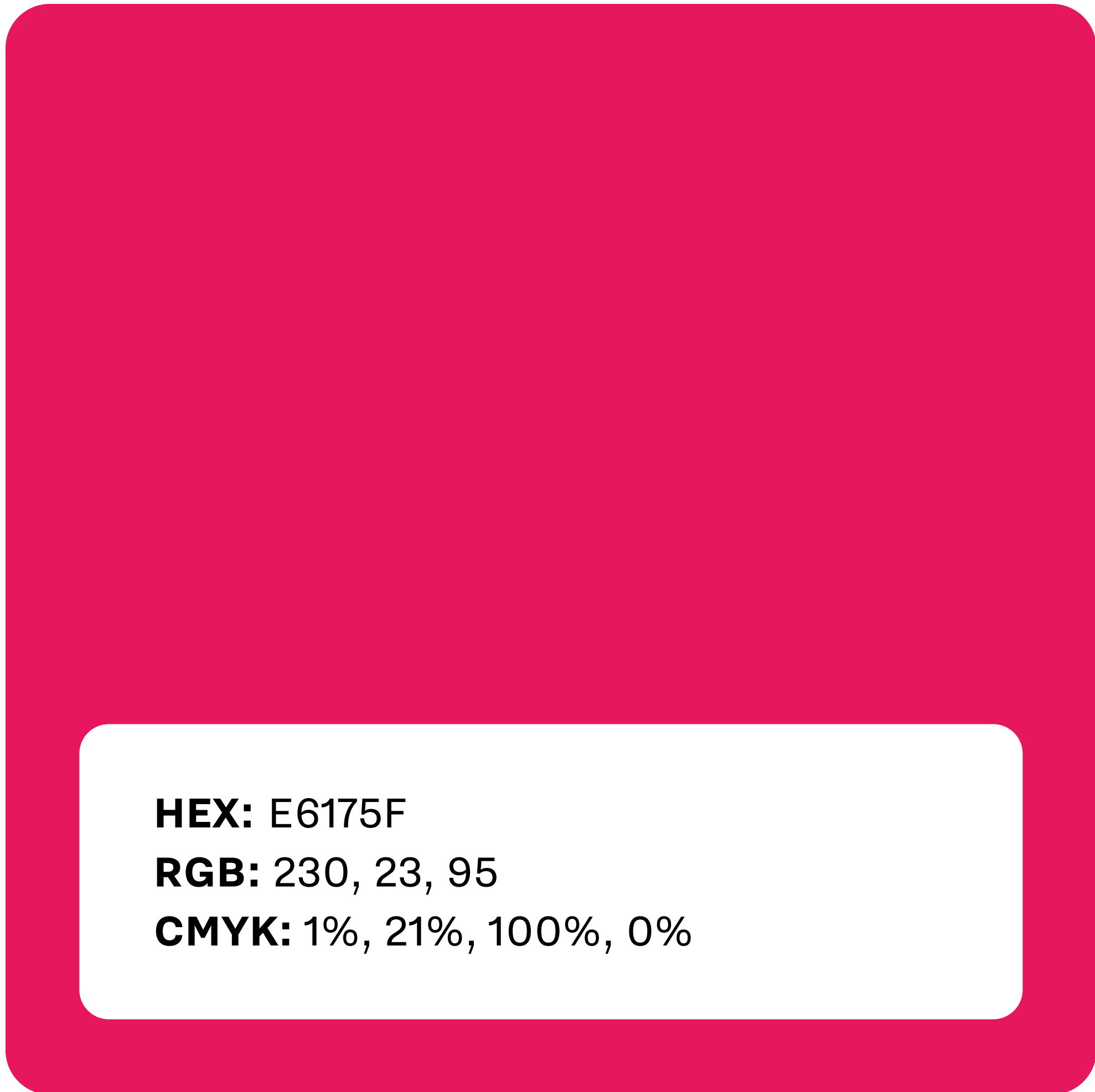


HEX: FCC700
RGB: 252, 199, 0
CMYK: 1%, 21%, 100%, 0%

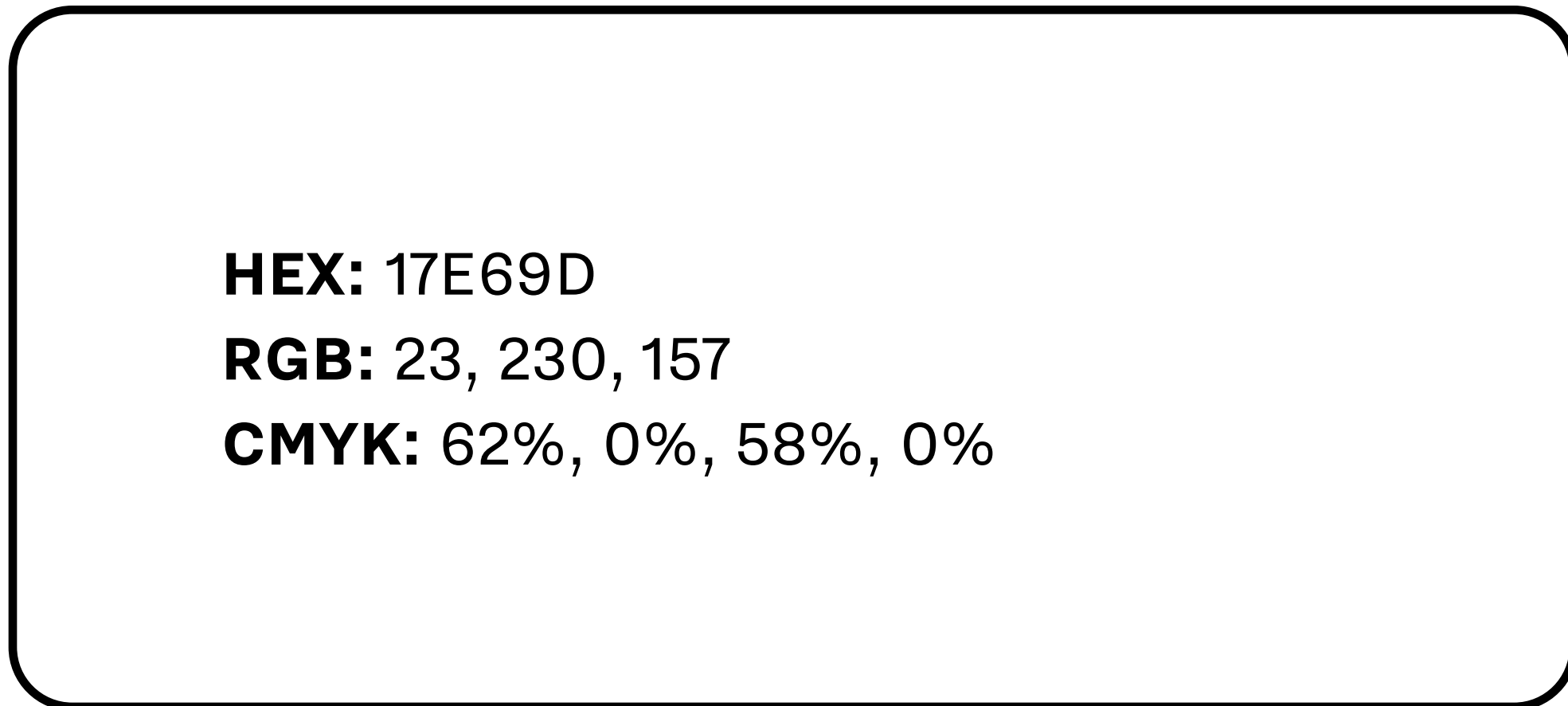


HEX: 17E69D
RGB: 23, 230, 157
CMYK: 62%, 0%, 58%, 0%

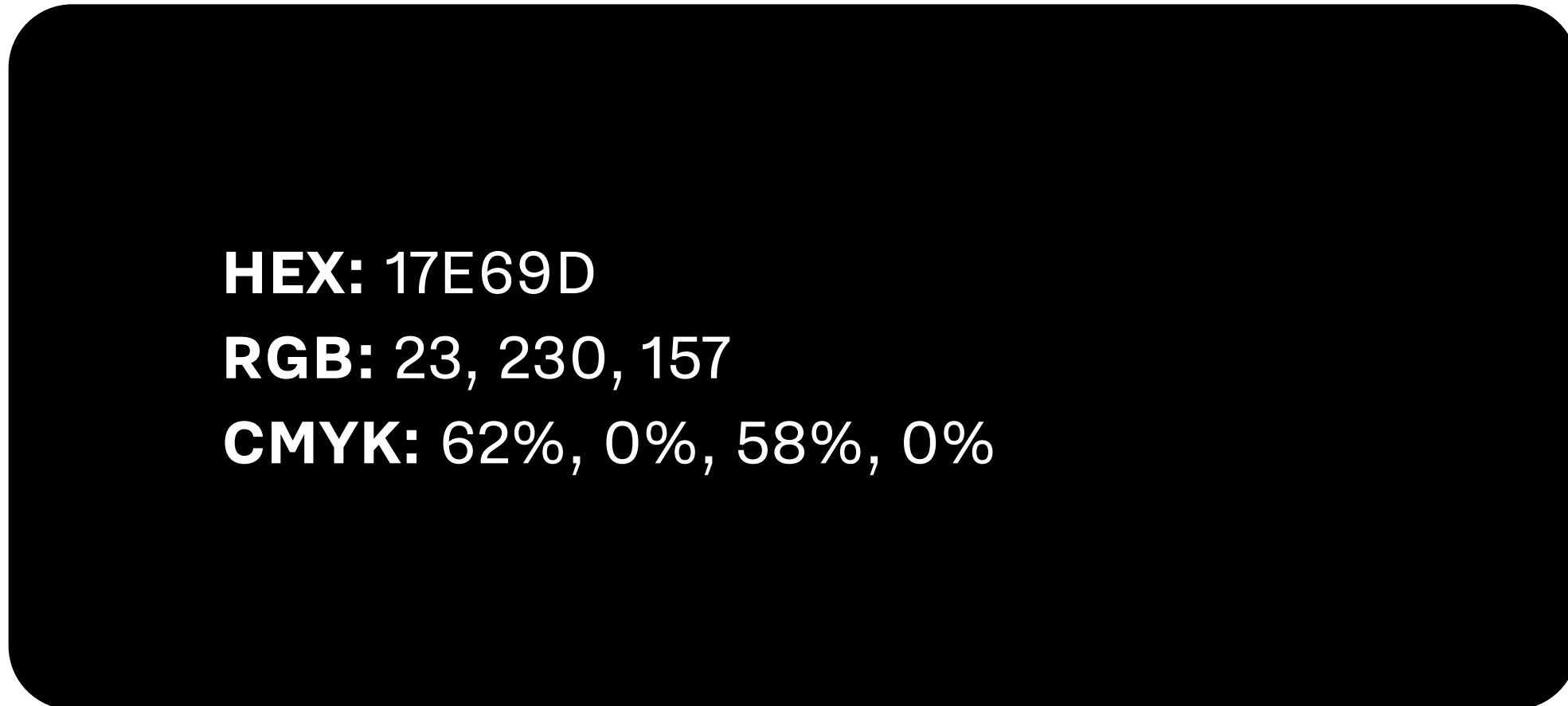
Secondary Palette



HEX: E6175F
RGB: 230, 23, 95
CMYK: 1%, 21%, 100%, 0%



HEX: 17E69D
RGB: 23, 230, 157
CMYK: 62%, 0%, 58%, 0%

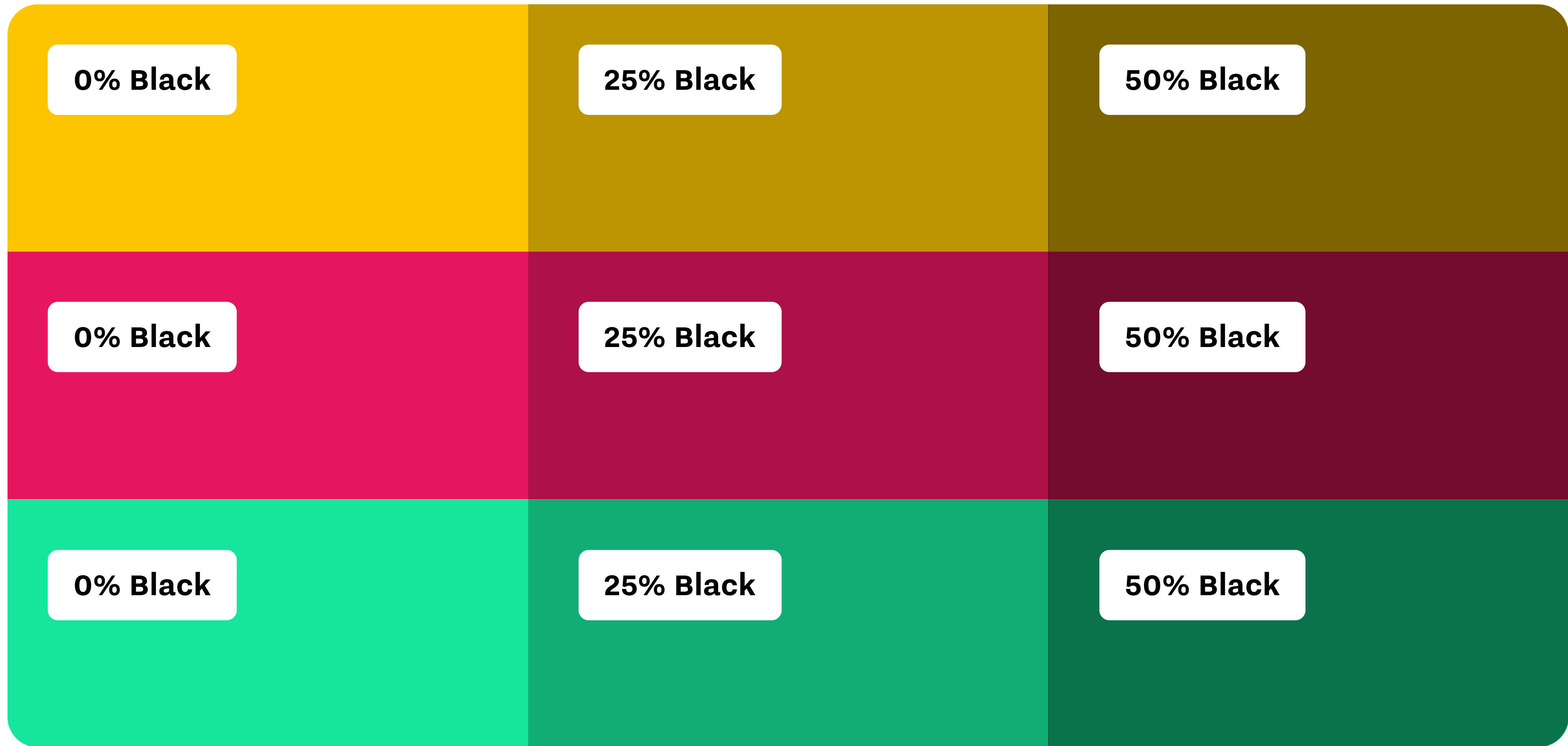


HEX: 17E69D
RGB: 23, 230, 157
CMYK: 62%, 0%, 58%, 0%

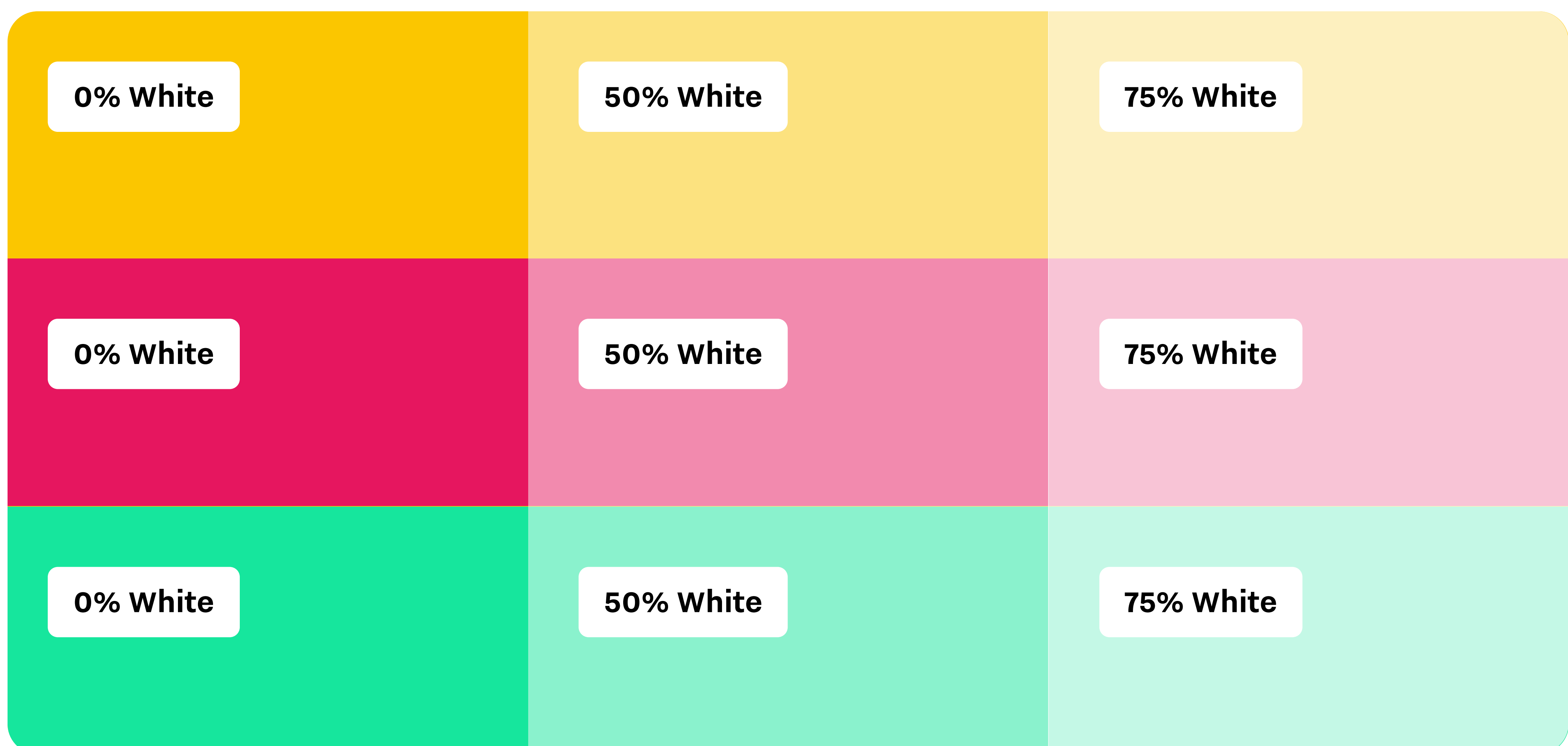
SHADES & TINTS

In addition to our primary and secondary color palettes, we also have a variety of shades and tints that can be employed in situations that require them. They are intended for situations where color is important for differentiating information. They help create the necessary contrast required for organizing content.

Shades



Tints



ACCESSIBILITY

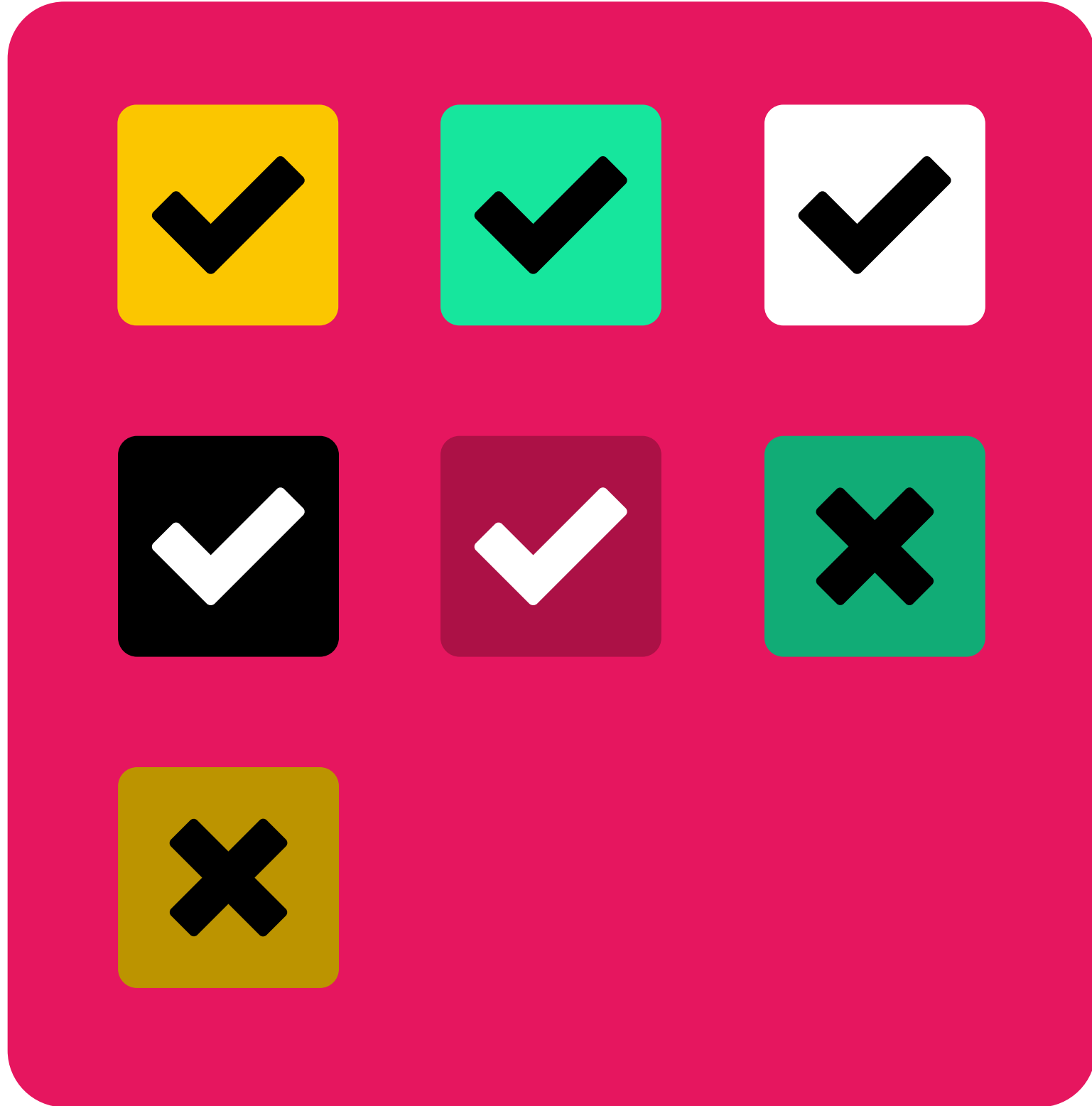
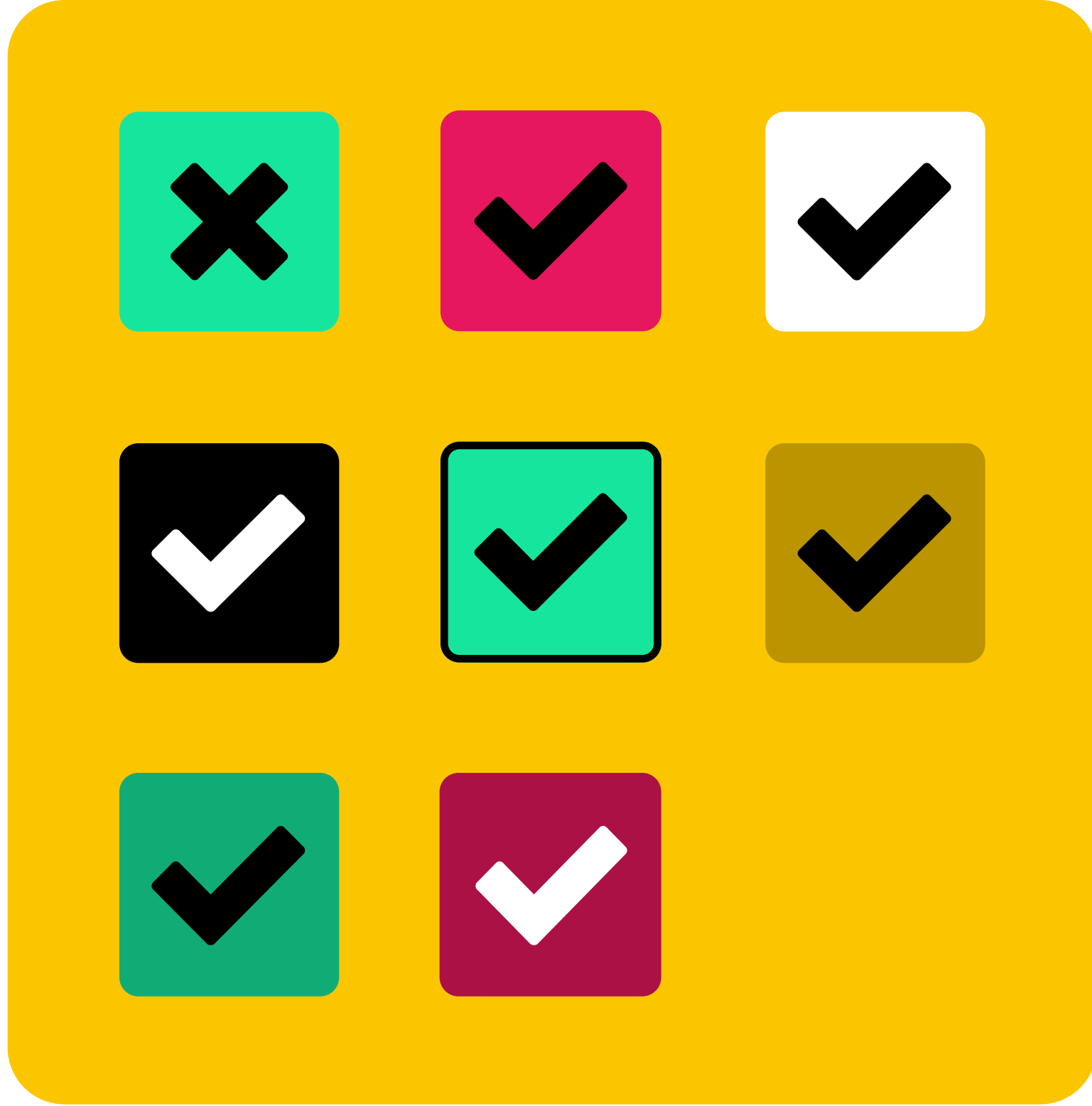
Some people have difficulty perceiving color. These guidelines will help ensure our content and designs prioritize inclusion and accessibility. To be specific, an “X” signifies that the foreground and background color combination does not meet acceptable contrast ratios and will not result in legible text. And by contrast, a “check mark” does meet acceptable contrast ratios and will result in legible text.

The image shows five horizontal bars, each representing a different background color. Each bar contains four icons: an 'X' (indicating poor contrast) or a checkmark (indicating good contrast). The bars and their icons are as follows:

- Yellow bar:** Cyan X, Magenta X, Black checkmark, White X.
- Teal bar:** Yellow X, Magenta X, Black checkmark, White X.
- Magenta bar:** Yellow X, Cyan X, Black checkmark, White checkmark.
- White bar:** Yellow X, Cyan X, Black checkmark, Magenta checkmark.
- Black bar:** Yellow checkmark, Cyan checkmark, Magenta checkmark, White checkmark.

COMBINING COLORS

Outside of accessibility/legibility concerns, there are also general color combination guidelines (specifically referring to foreground and background relationships) to follow when generating brand assets. Please follow these guidelines in order to combine foreground brand colors effectively.



FONTS

Nitti Grotesk is a sans serif typeface that is part of a larger collection of Grotesque-inspired typefaces by Pieter van Rosmalen. It is quirky, often idiosyncratic, but also warm and approachable. It is our main brand font.

In addition to Nitti Grotesk, we also use a display variation called Nitti Mostro. It is based on the heaviest weights of Nitti Grotesk but geared to display uses. Nitti Mostro complements the other members of the Nitti series, but at the same time is a design in its own bombastic right.

Nitti Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()_+{}[]

Nitti Mostro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()_+{}[]

FONT FALLBACKS

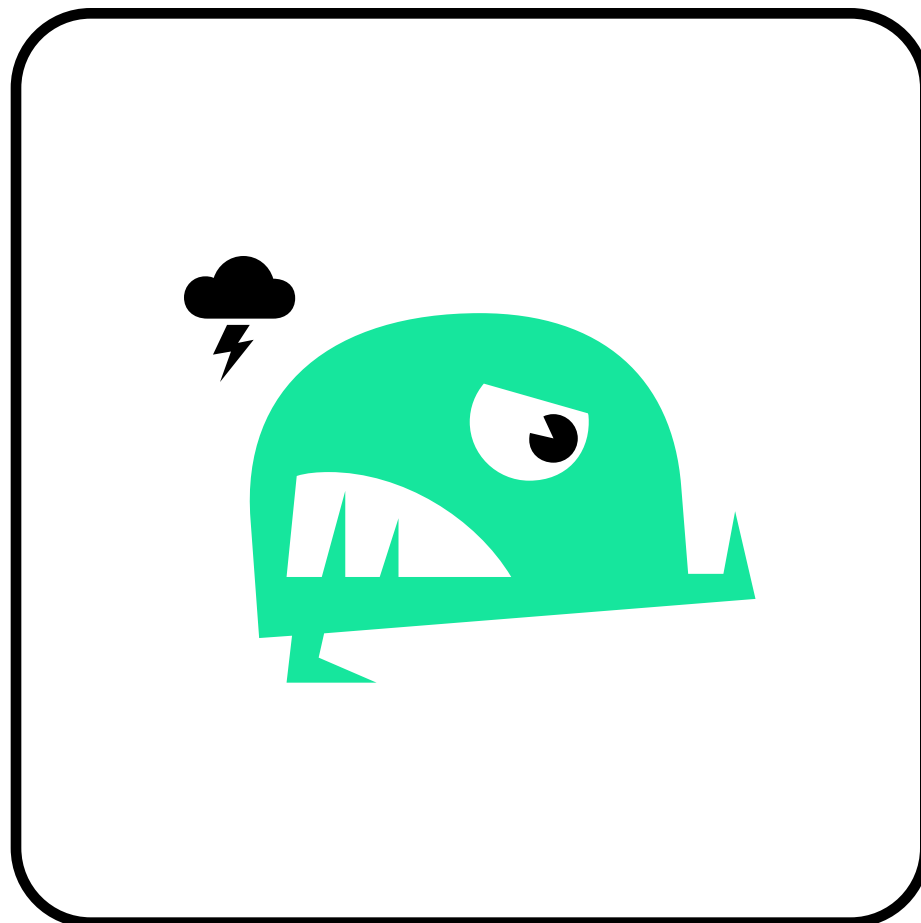
There will be situations, such as email, where our brand fonts can not be used. Please refer to the following font fallbacks in these situations.

	Web	Print	Email
Title	Nitti Mostro	Nitti Mostro	Impact
Body	Nitti Grotesk	Nitti Grotesk	Helvetica

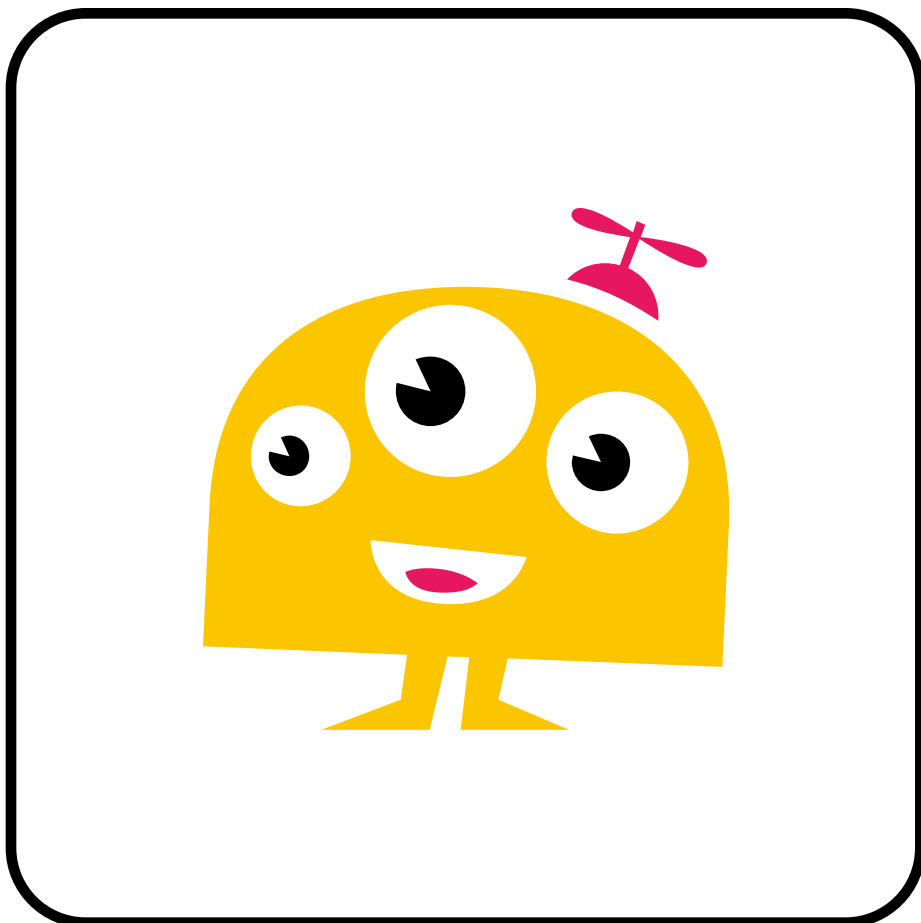
MONSTERS

In addition to the main brand elements, the following “monsters” can be used to bolster designs and add visual interest. They add a whimsical childlike nature to the brand.

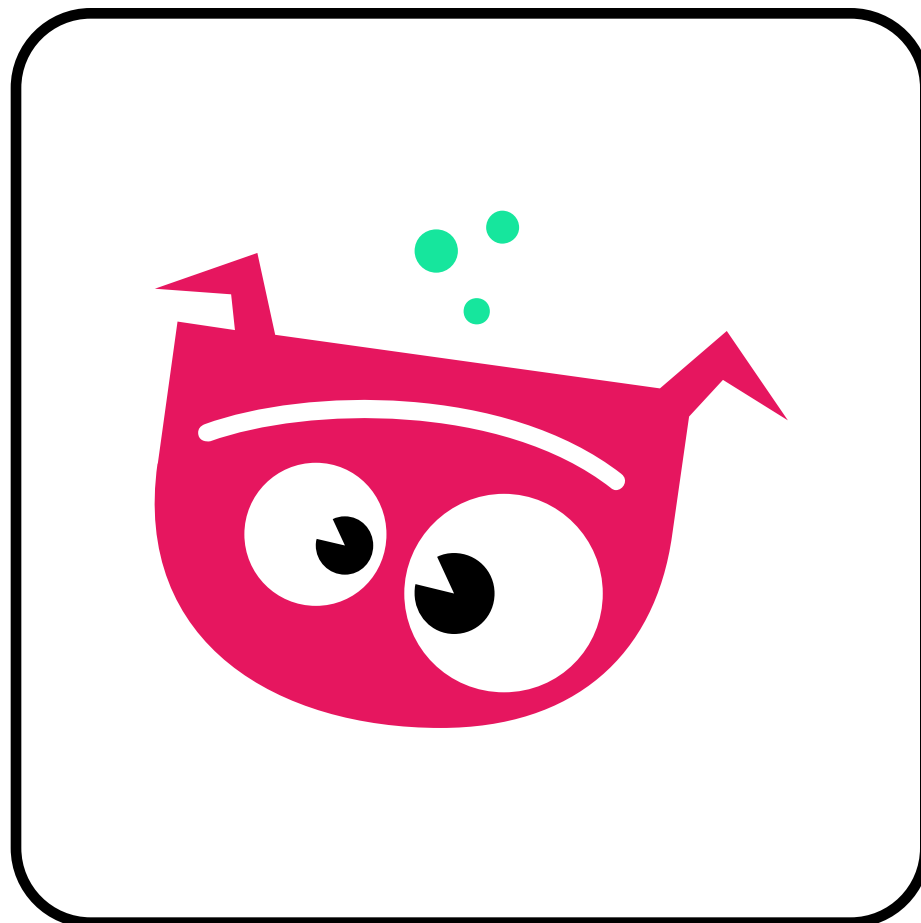
Monster #1



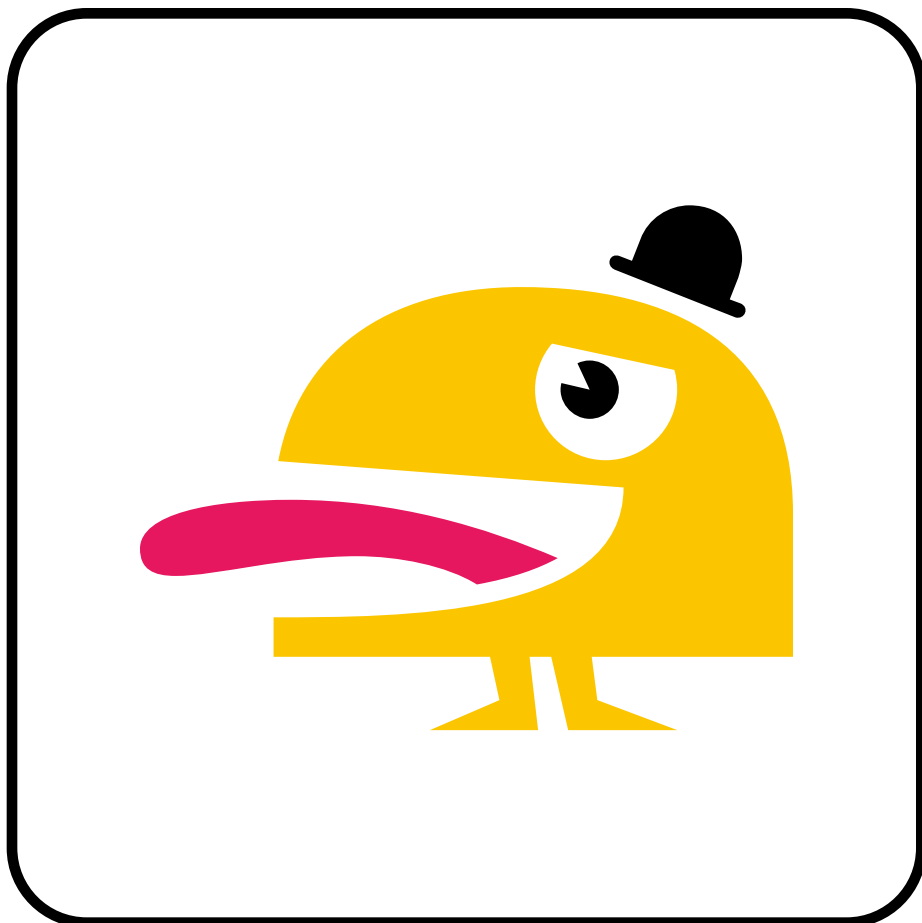
Monster #2



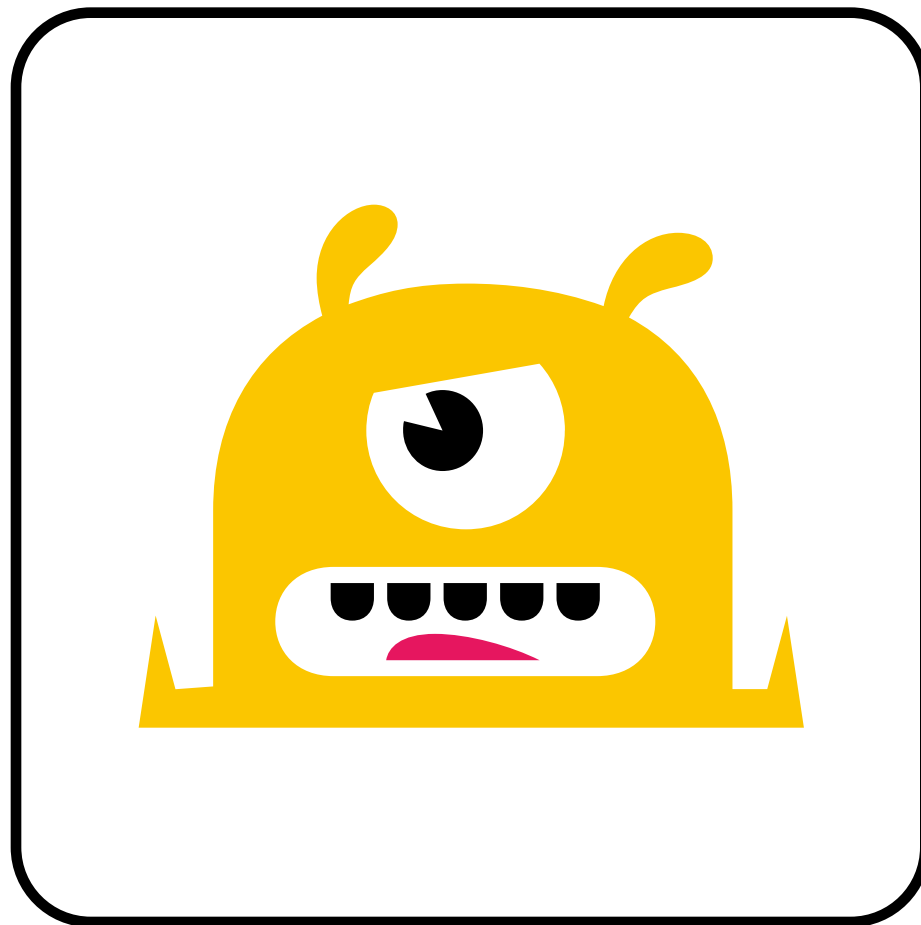
Monster #3



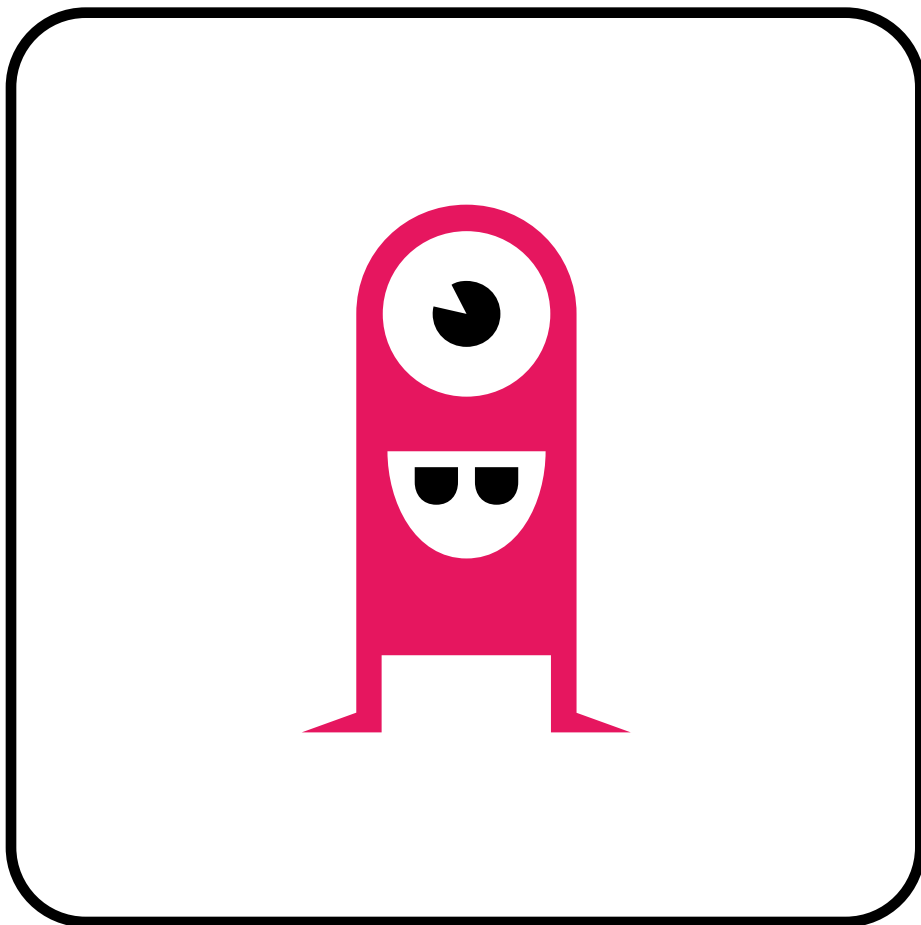
Monster #4



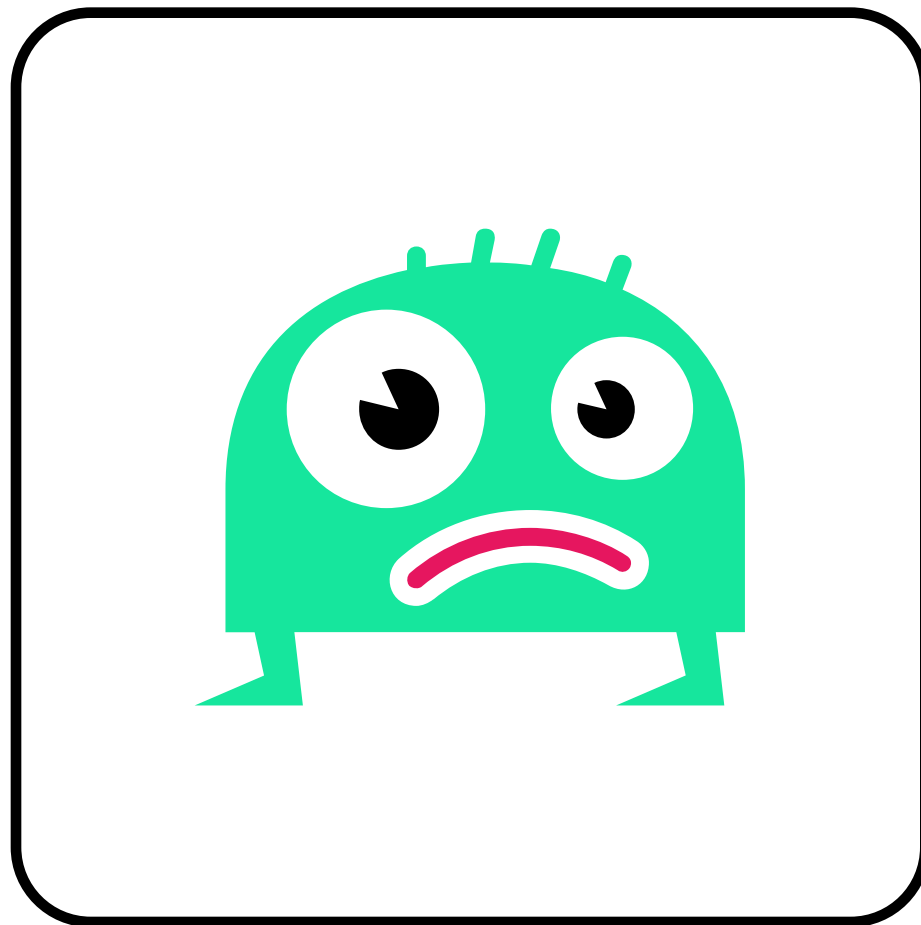
Monster #5



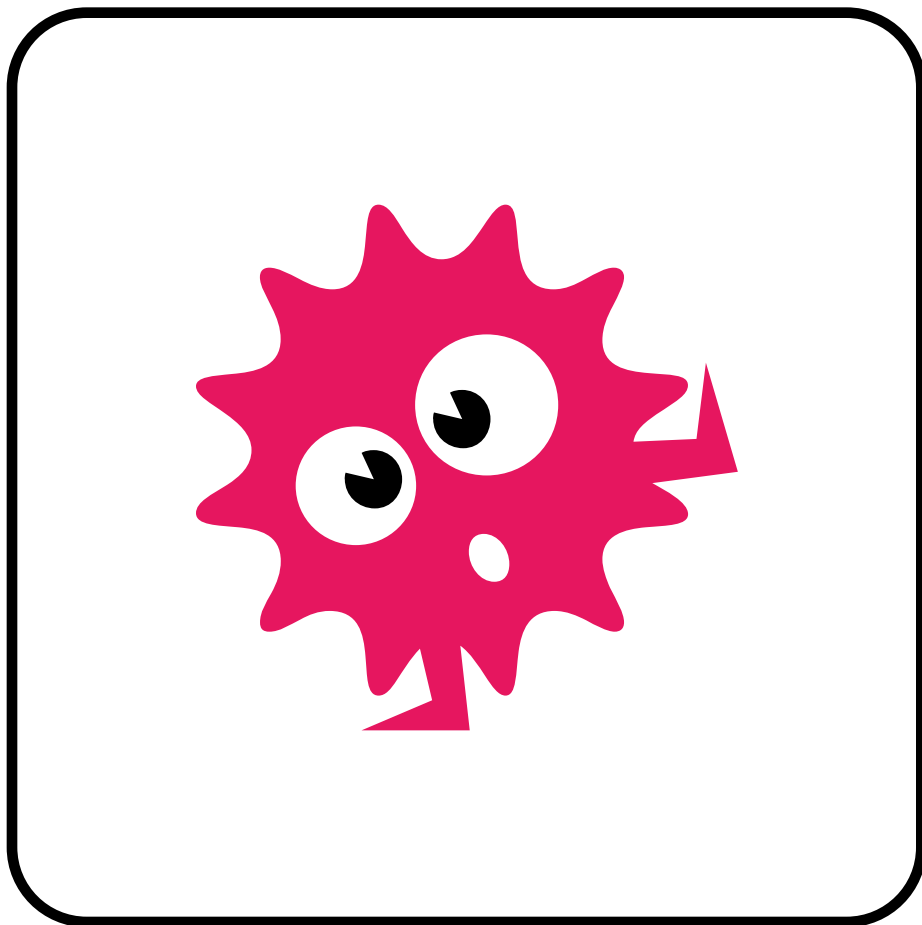
Monster #6



Monster #7



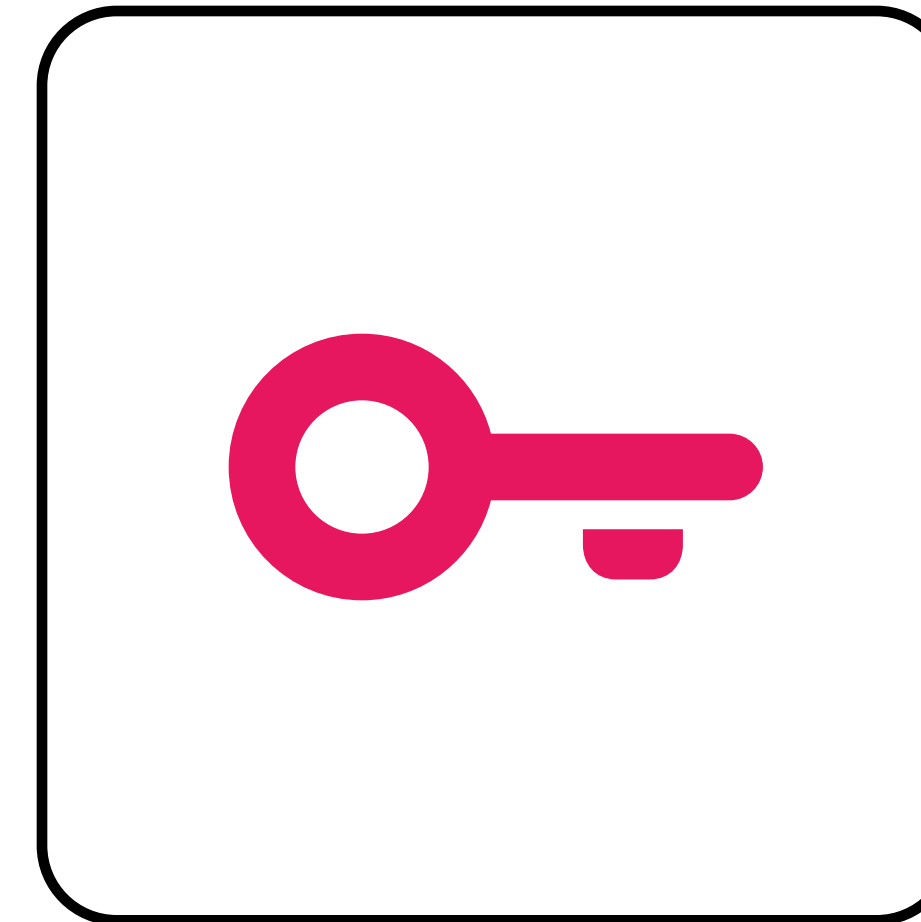
Monster #8



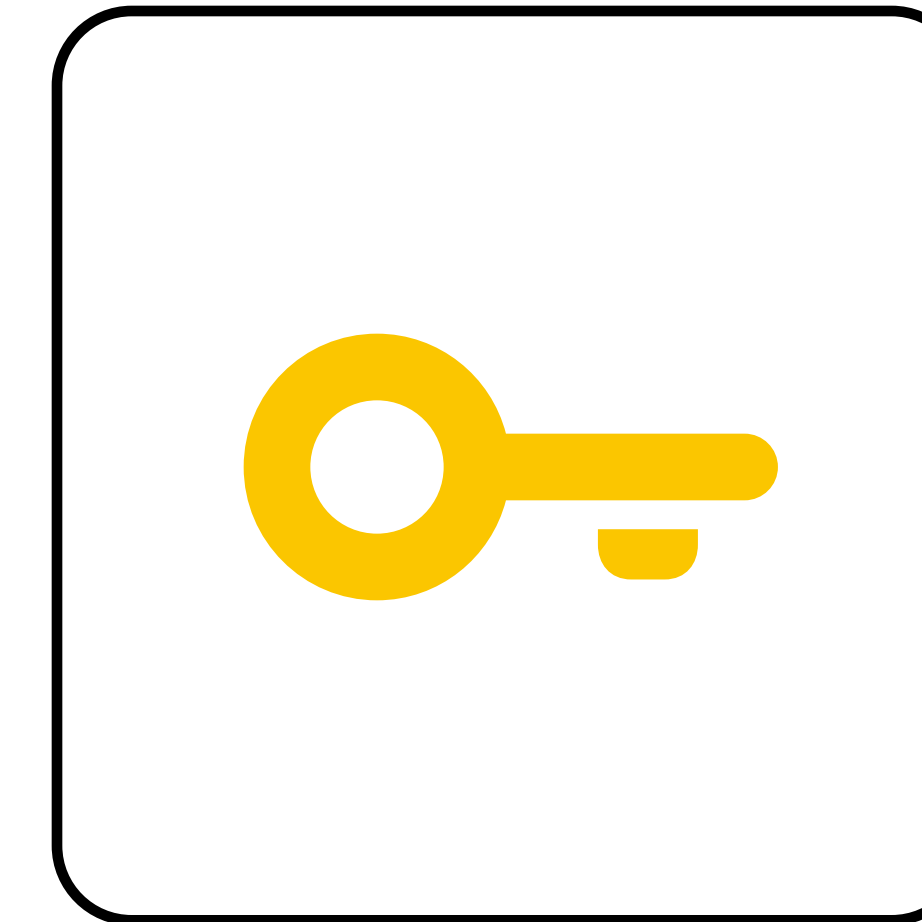
KEYS

Similar to the “monsters”, we also have a variety of “keys” that can be used to supplement designs. They are to be used specifically in instances where our slogan “Research is Key” is present.

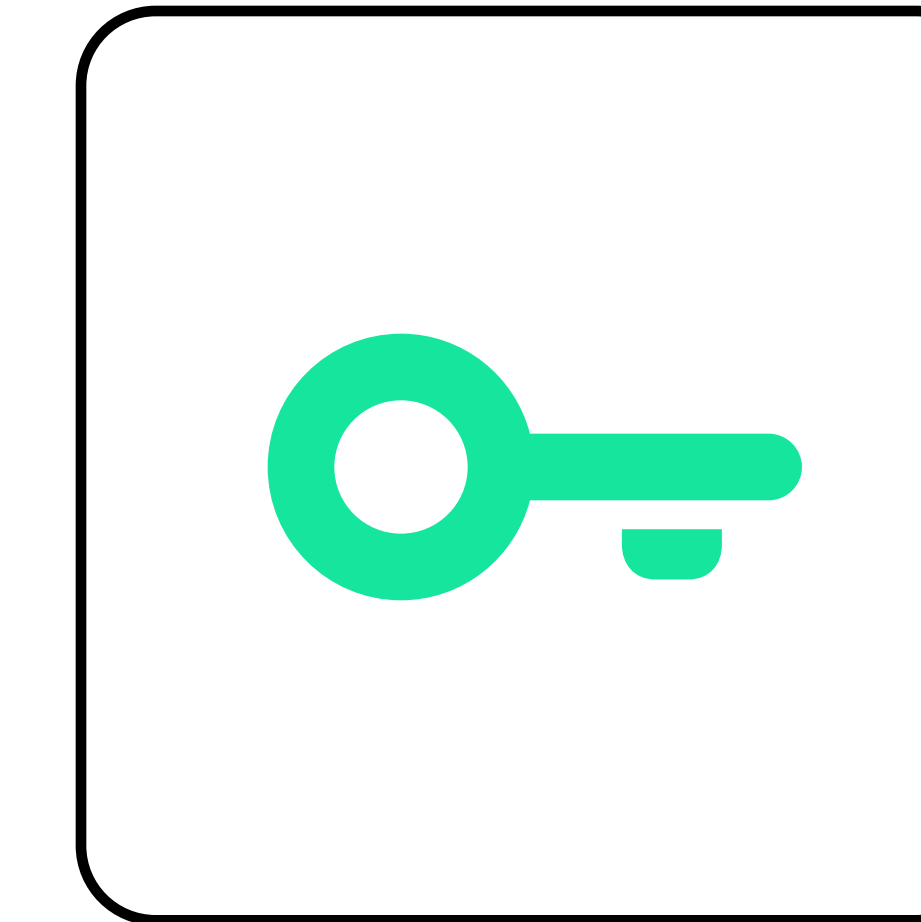
Key #1 - Magenta



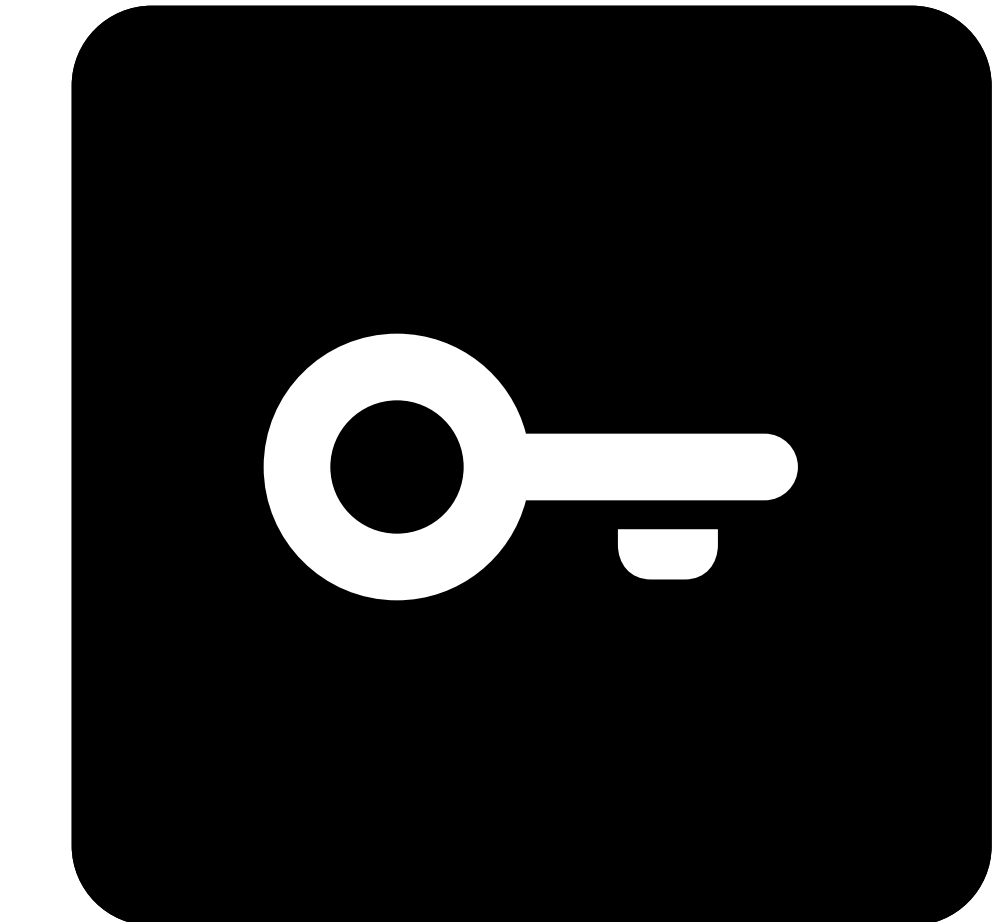
Key #1 - Yellow



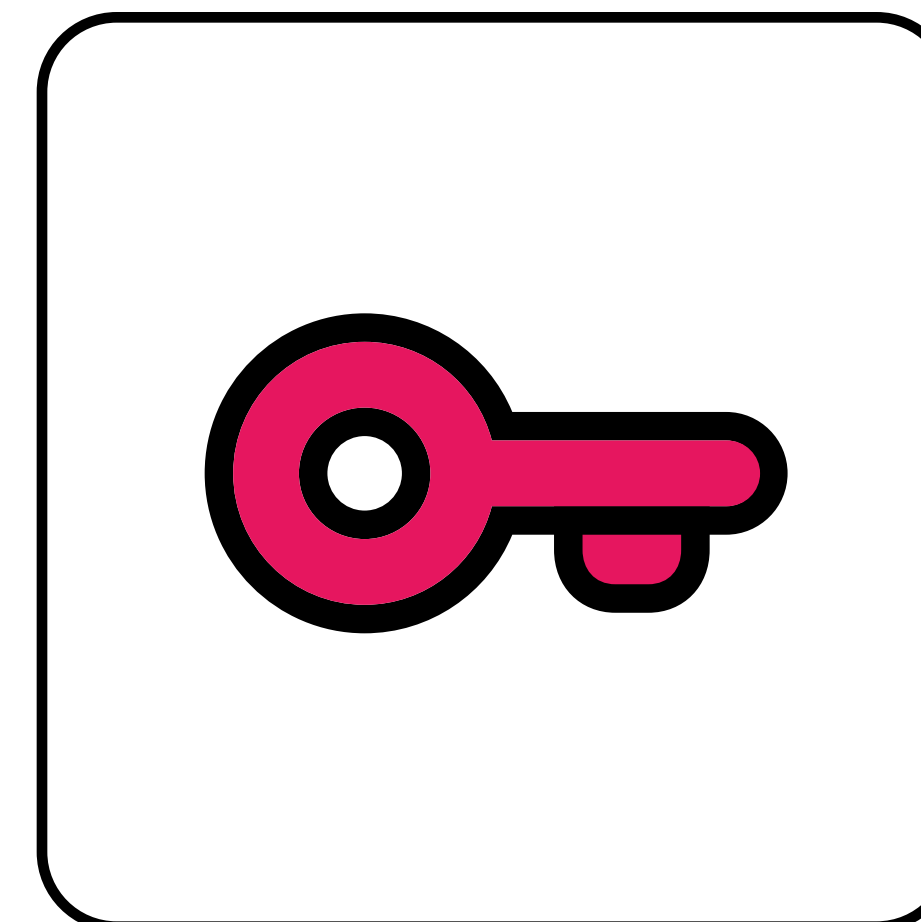
Key #1 - Green



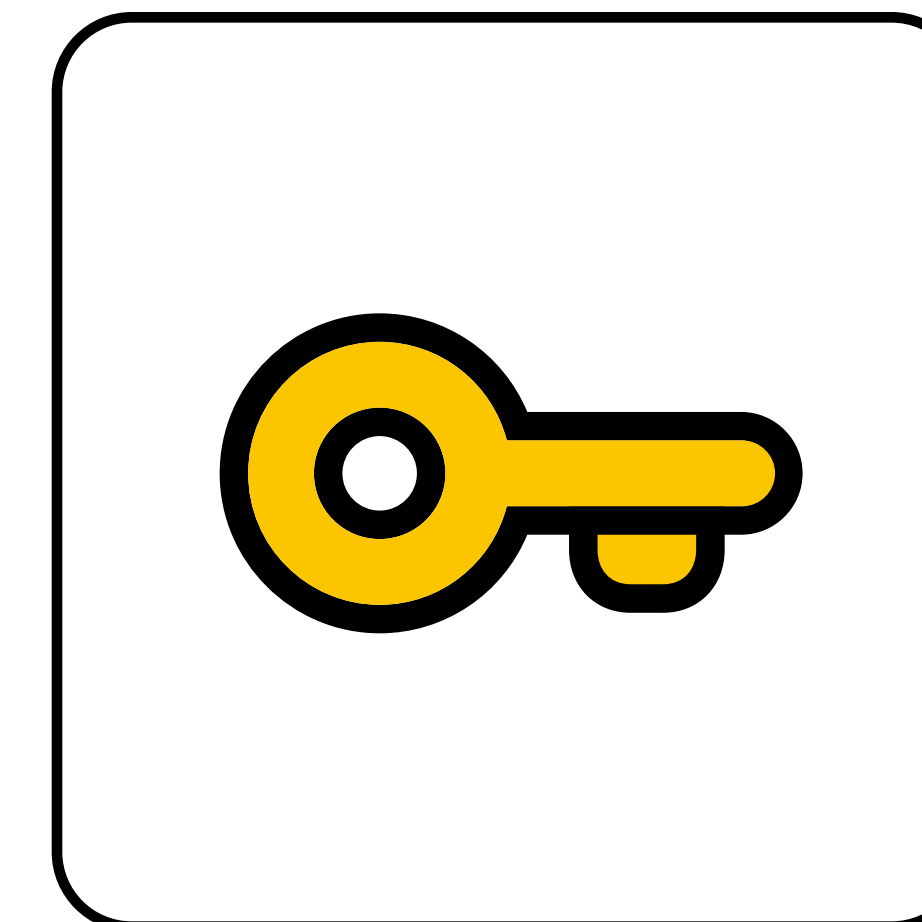
Key #1 - White



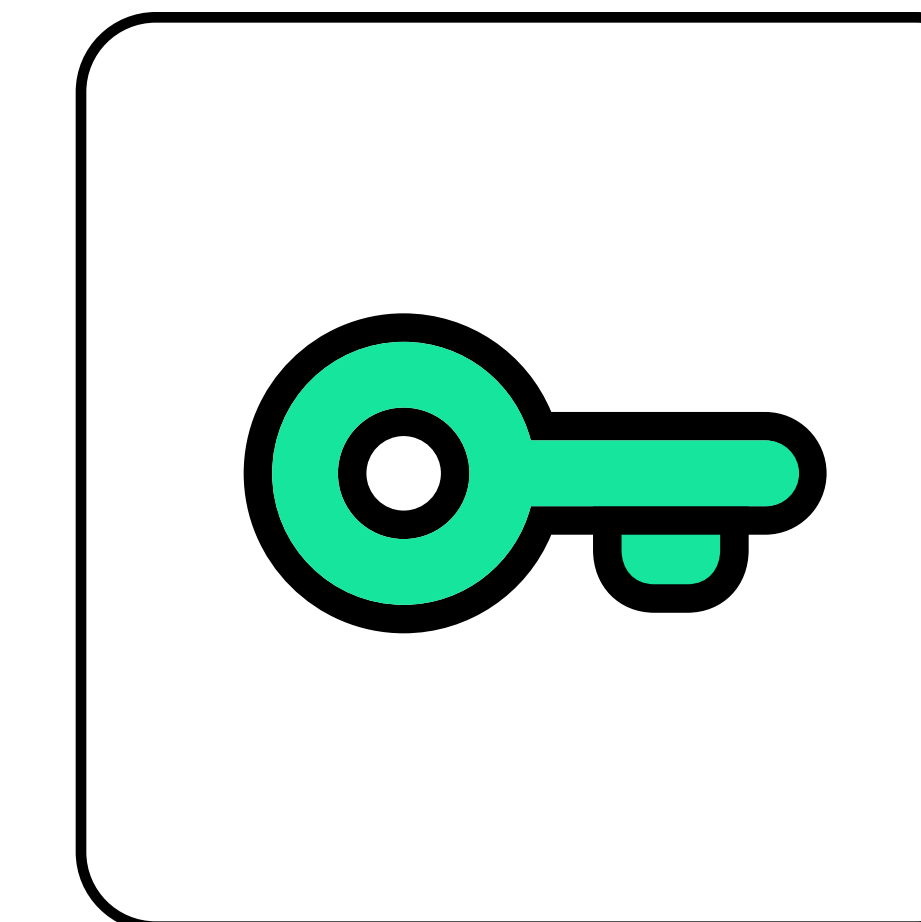
Key #2 - Magenta



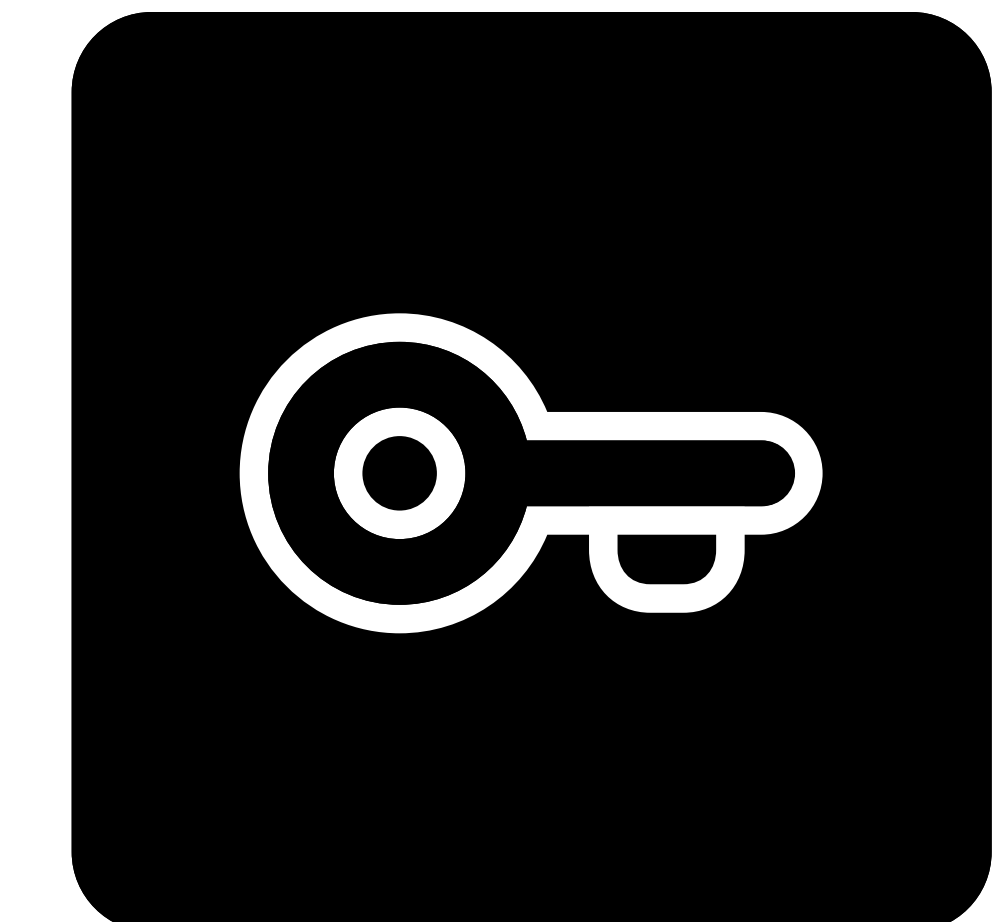
Key #2 - Yellow



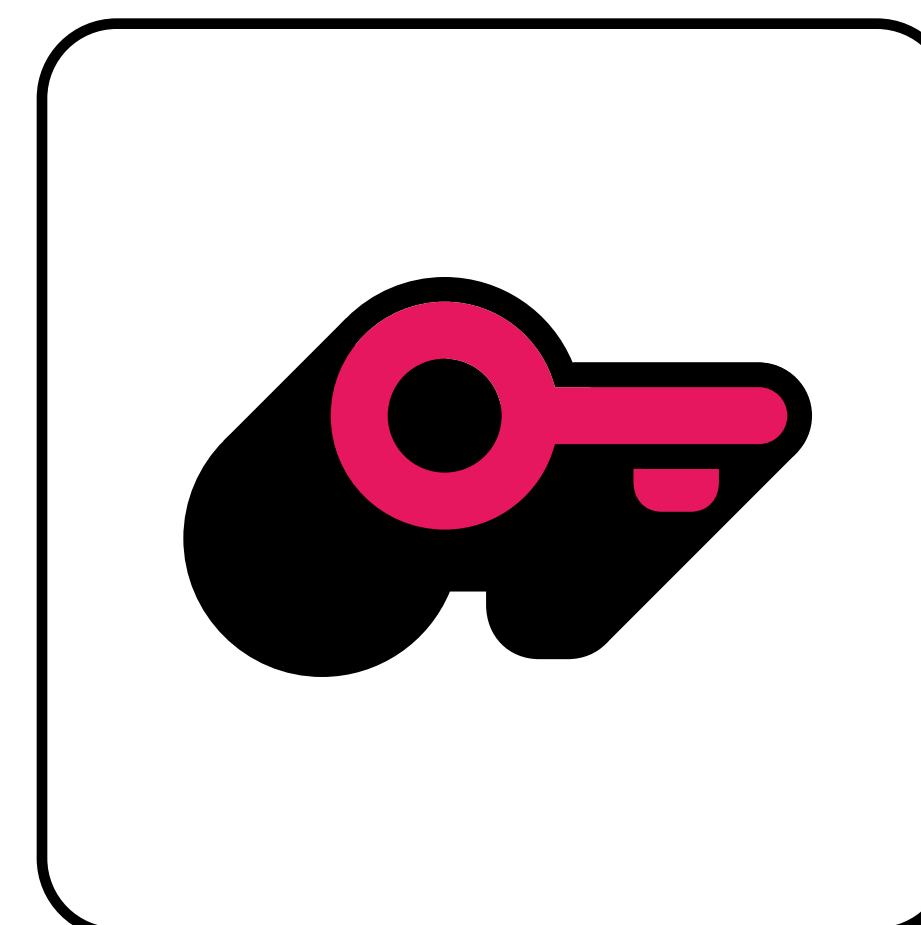
Key #2 - Green



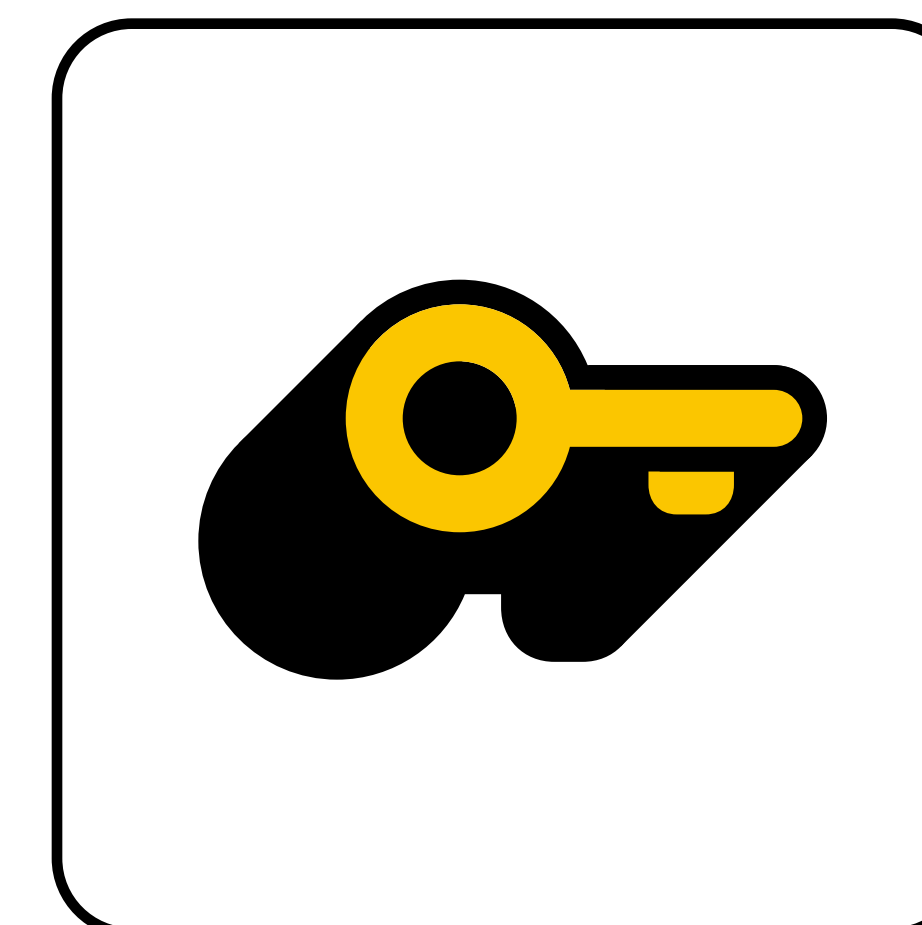
Key #2 - White



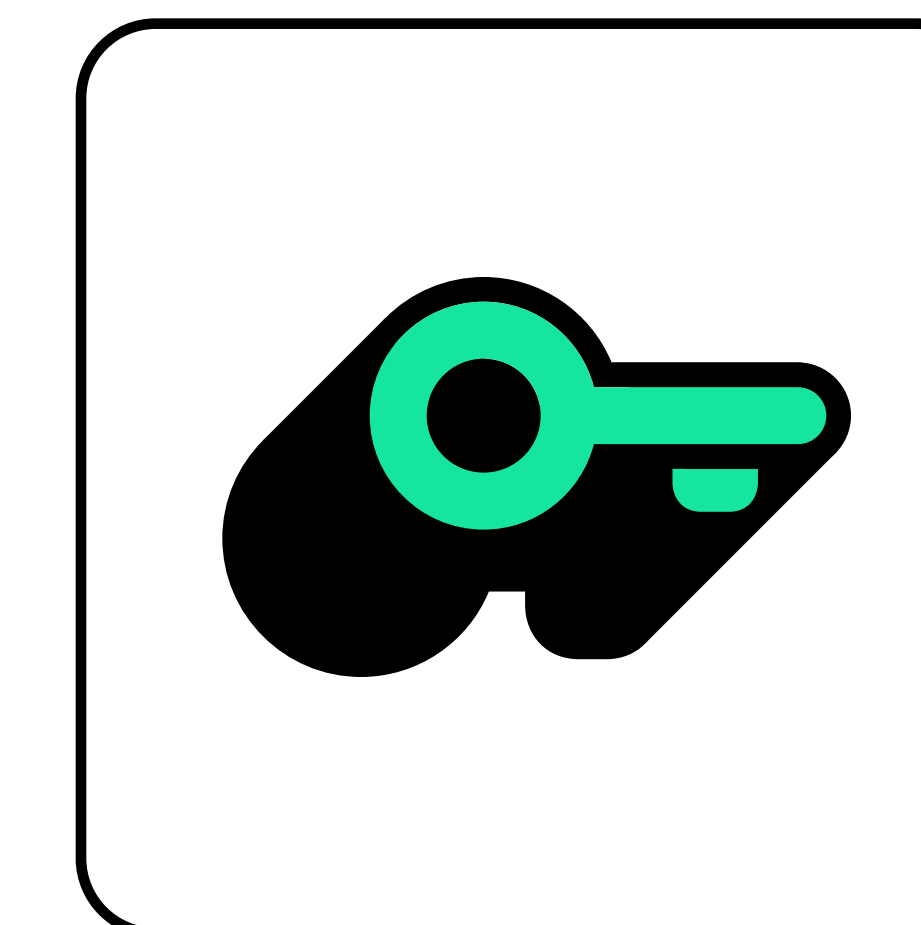
Key #3 - Magenta



Key #3 - Yellow



Key #3 - Green



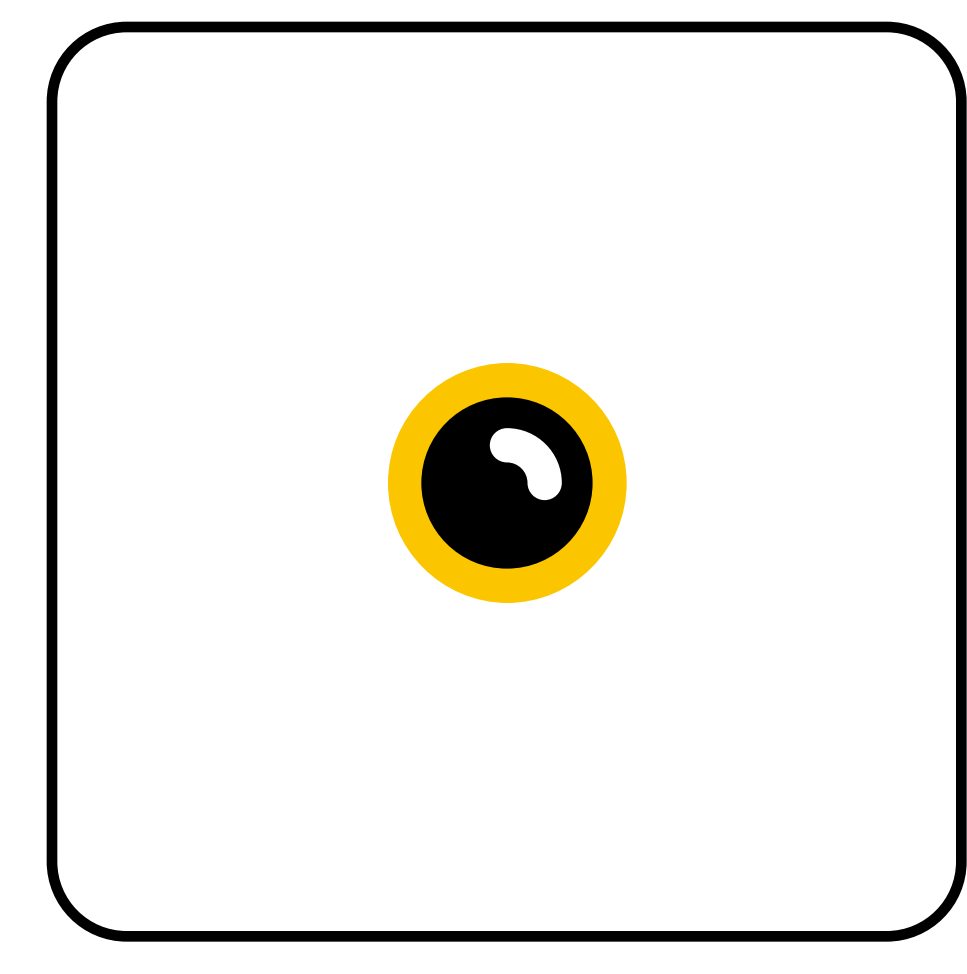
Key #3 - White



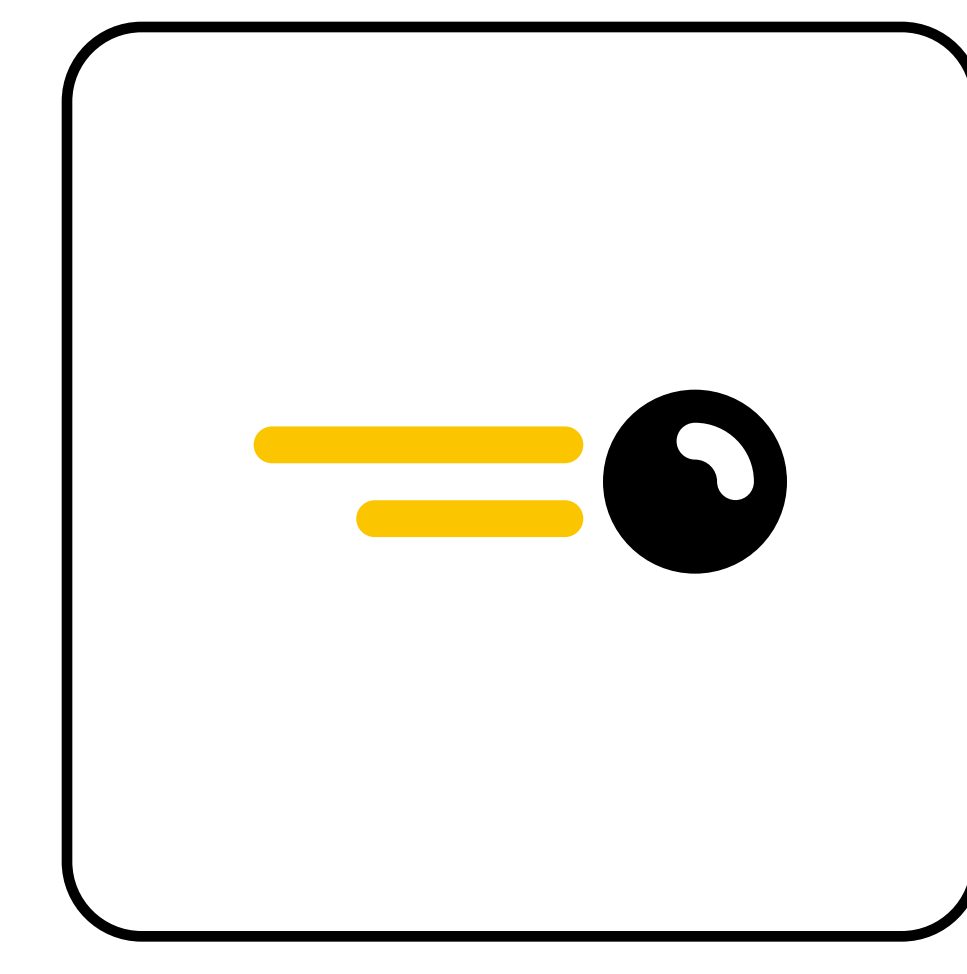
CANNON BALLS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

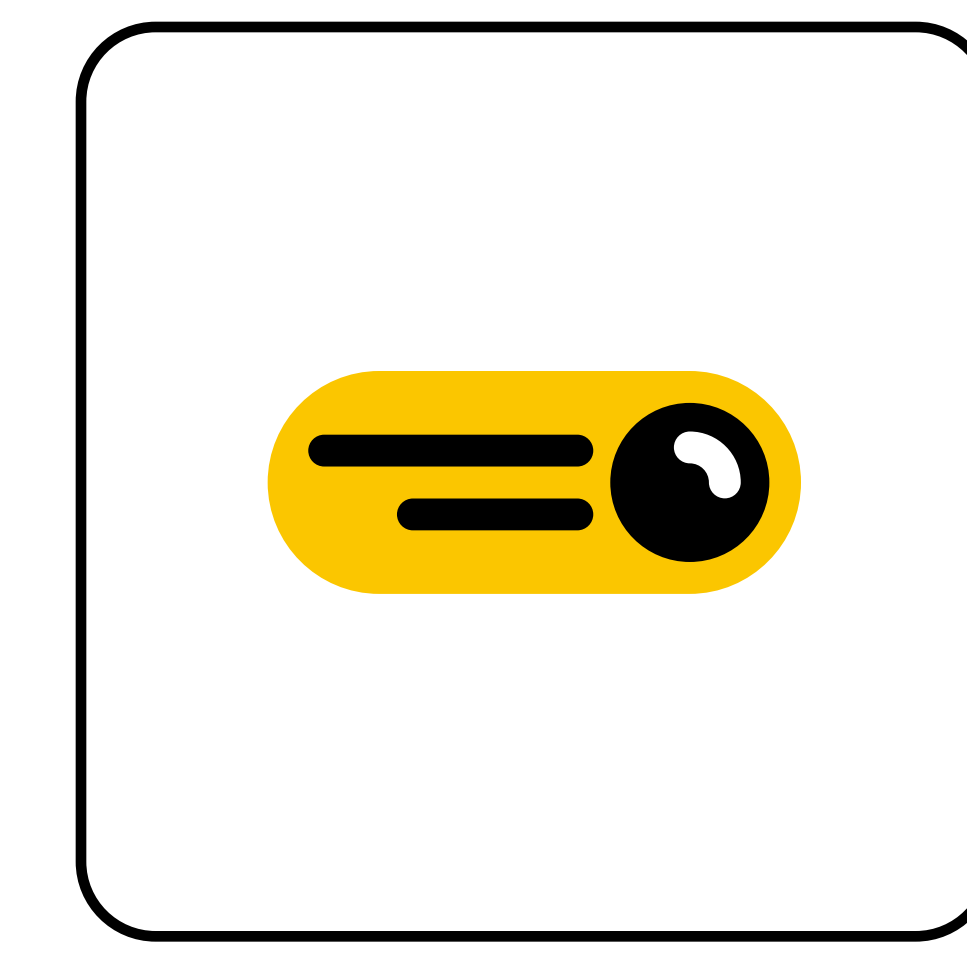
CB #1 - Yellow



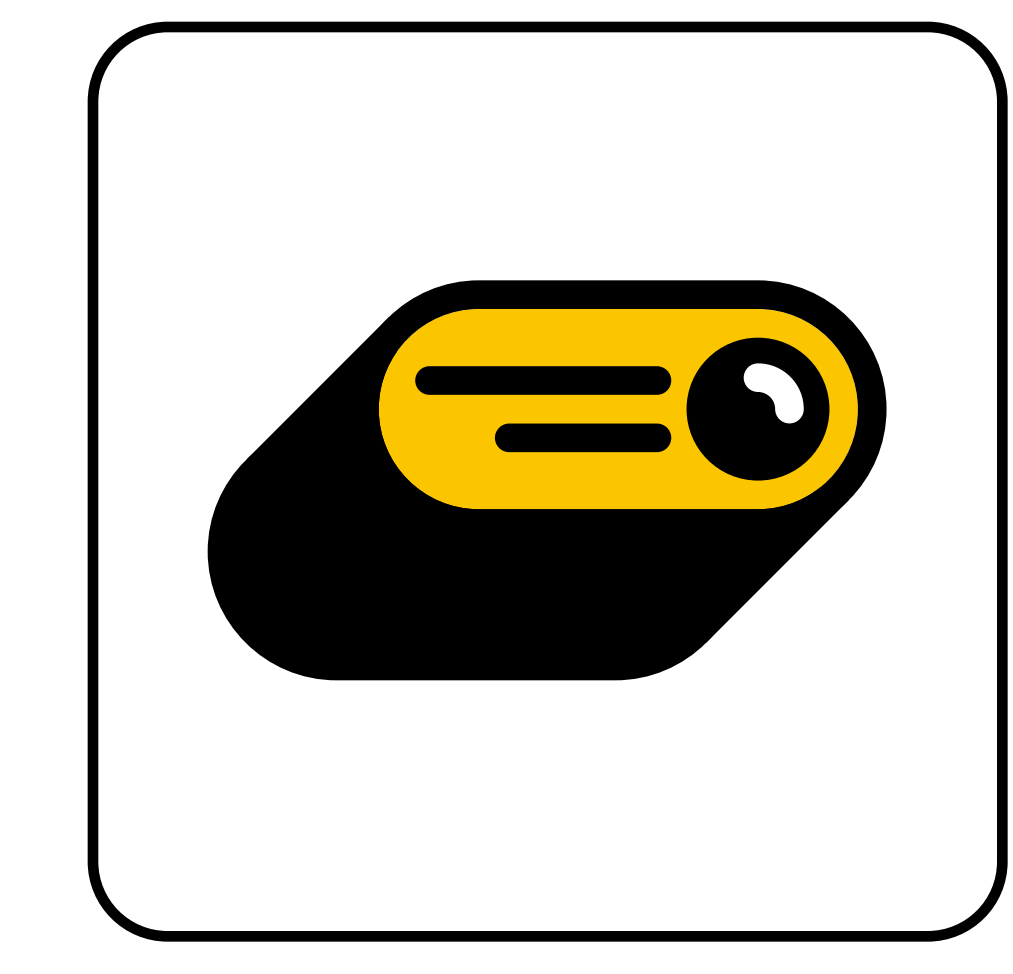
CB #2 - Yellow



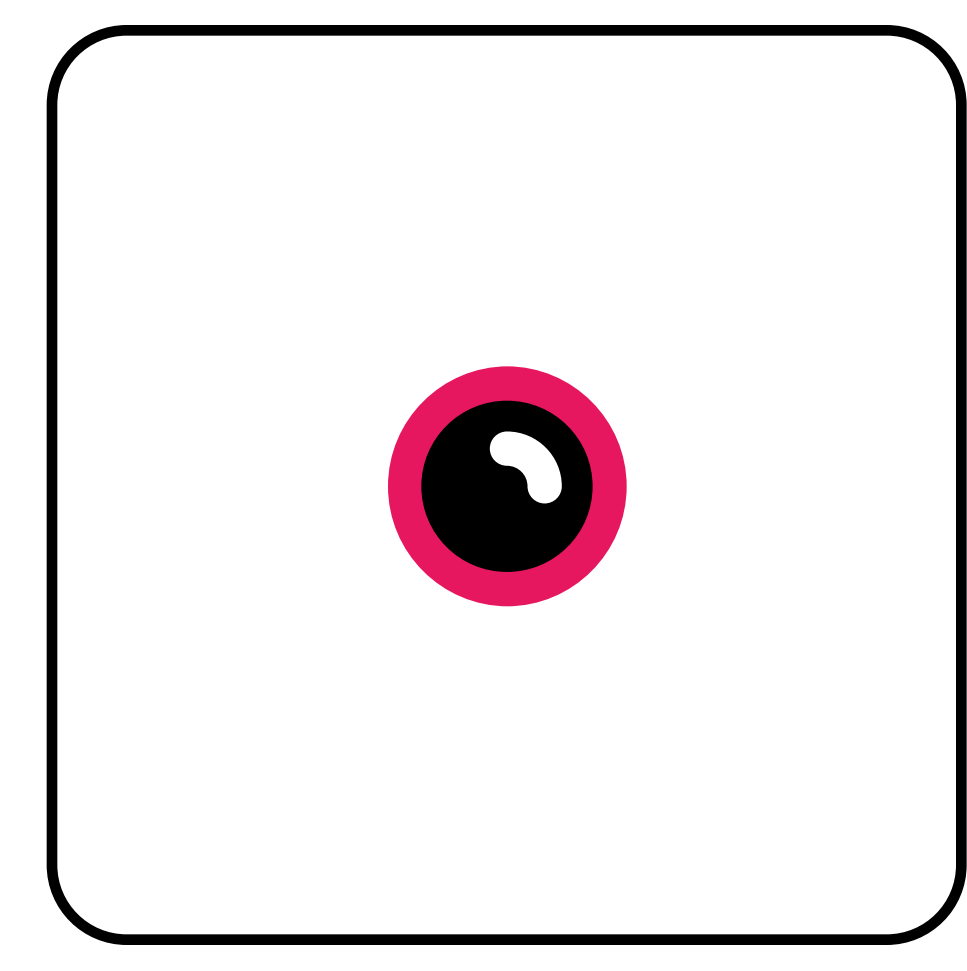
CB #3 - Yellow



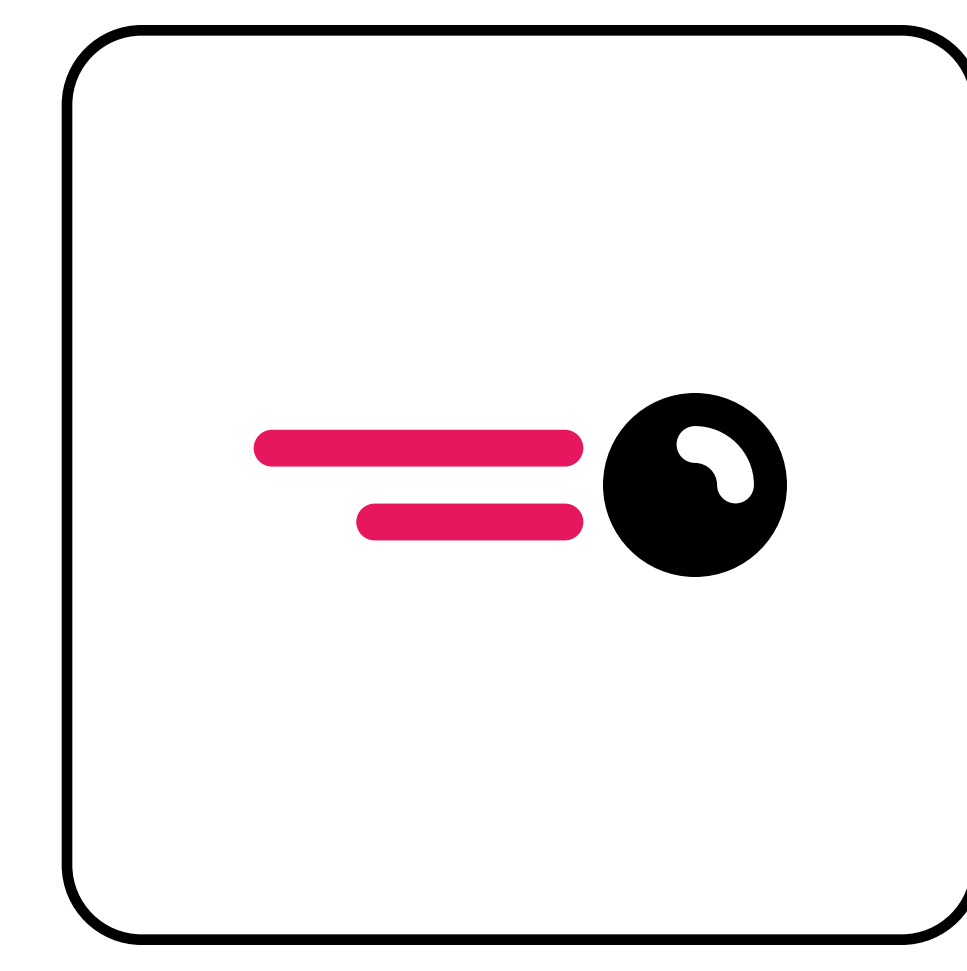
CB #4 - Yellow



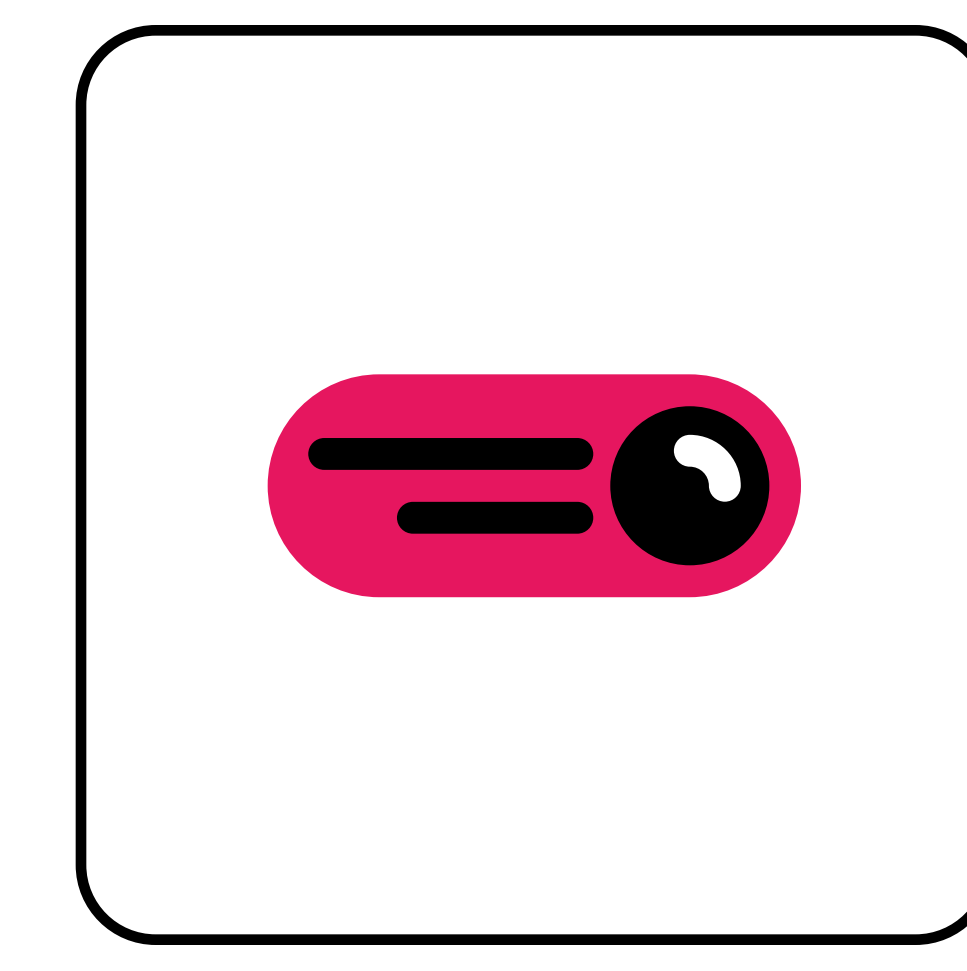
CB #1 - Magenta



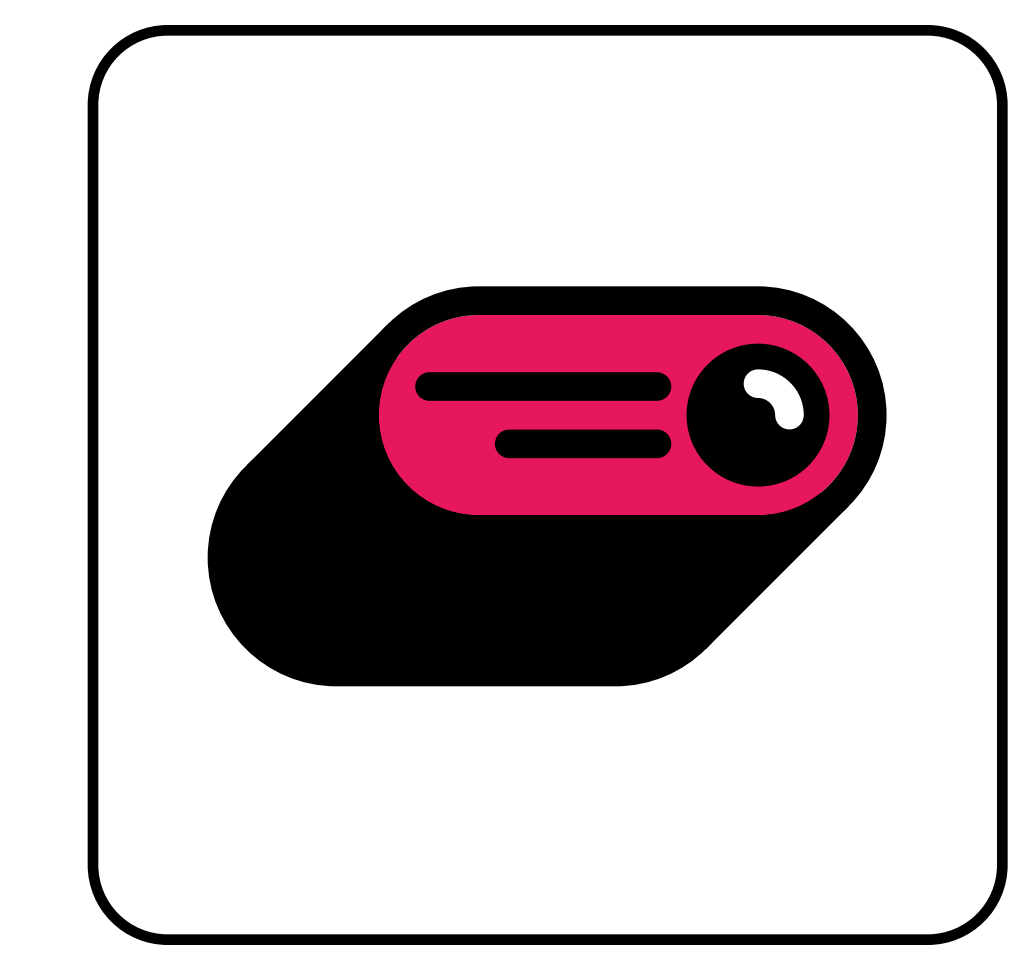
CB #2 - Magenta



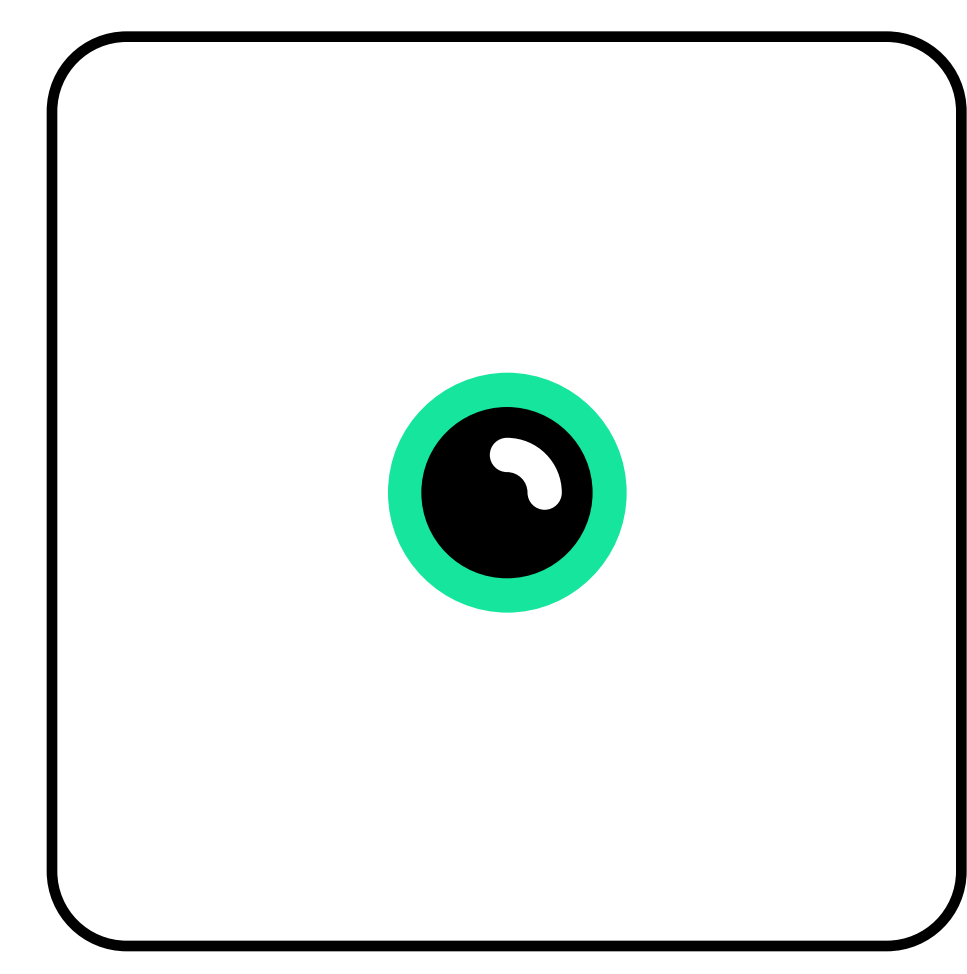
CB #3 - Magenta



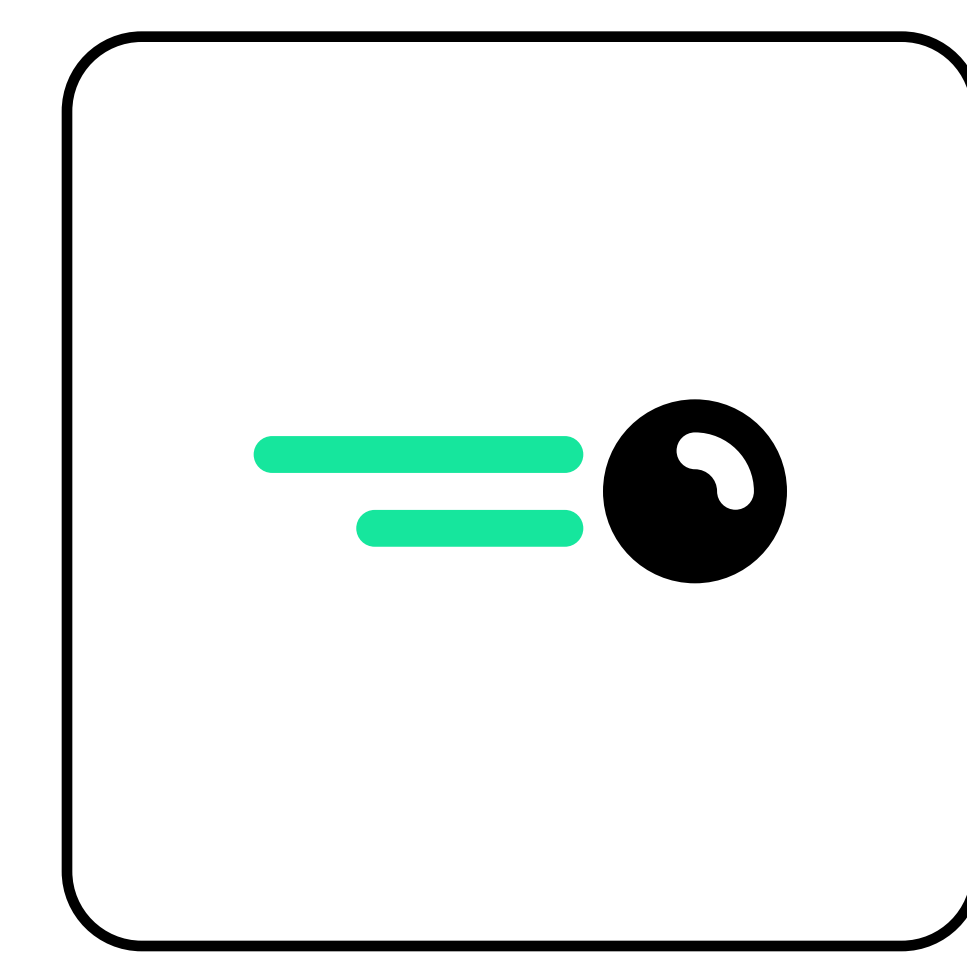
CB #4 - Magenta



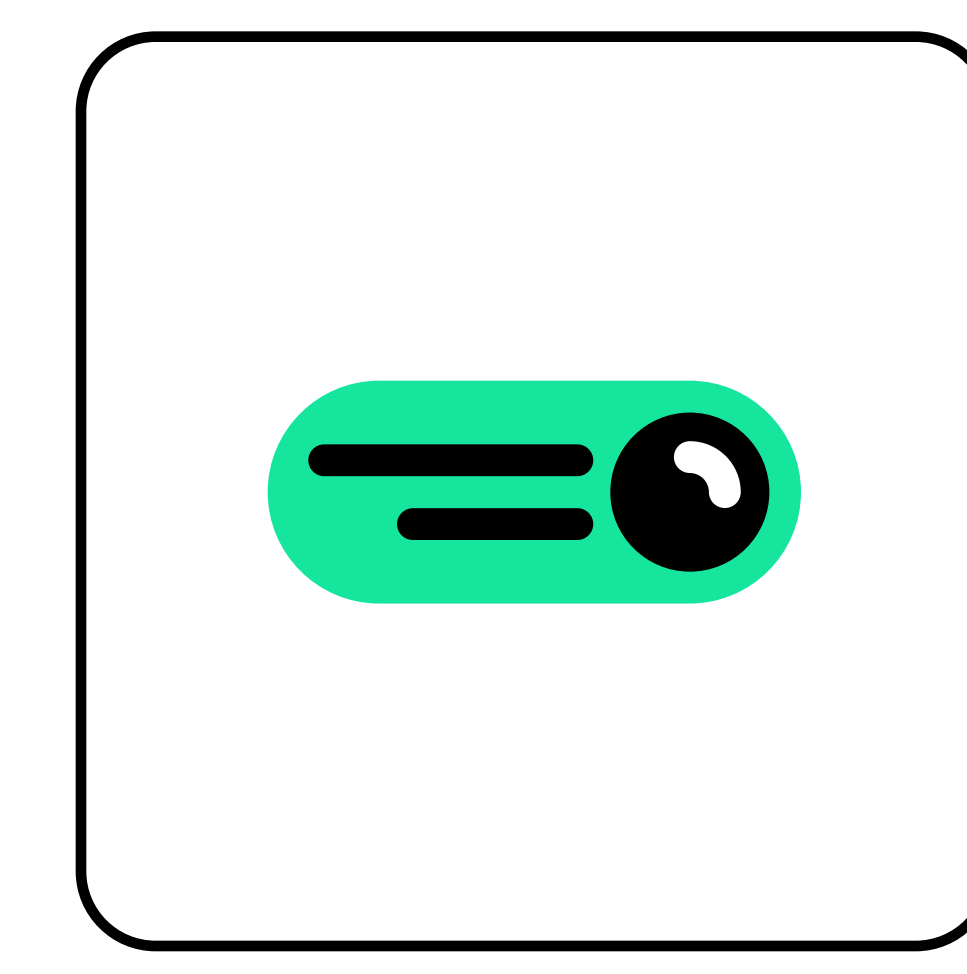
CB #1 - Green



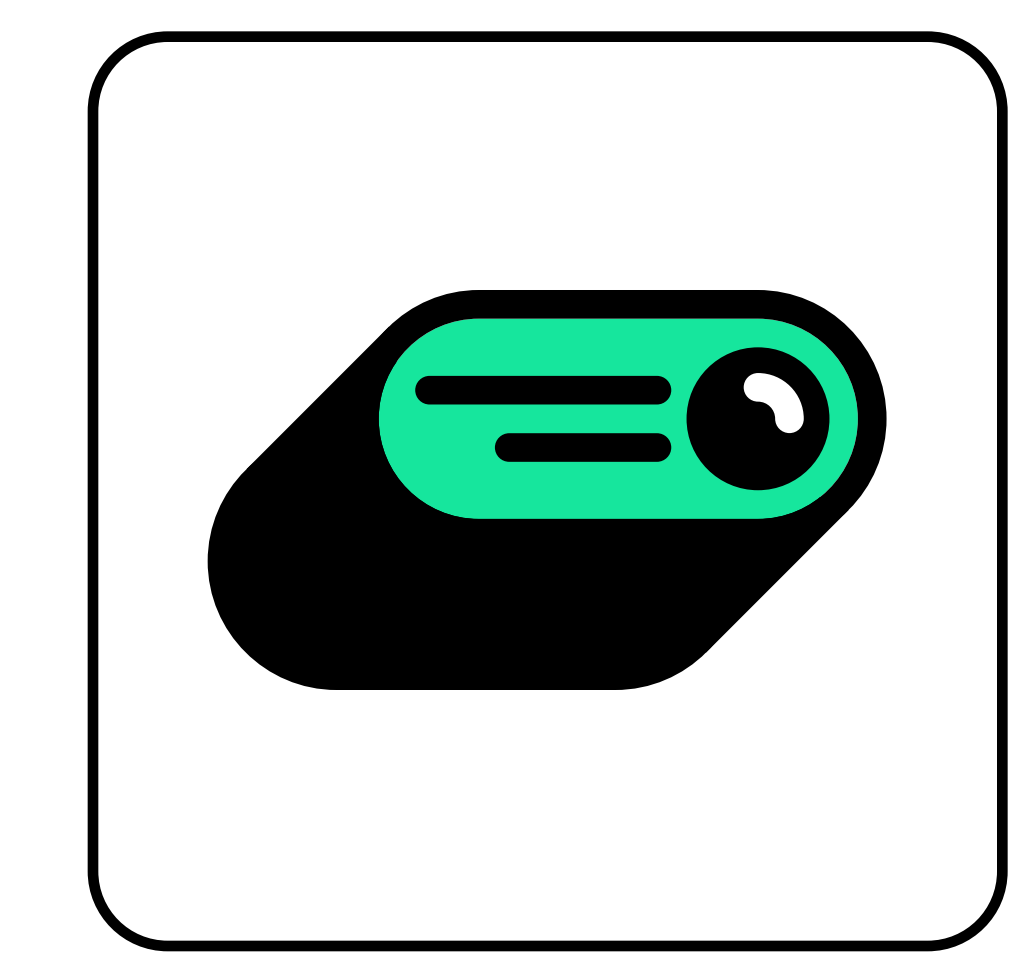
CB #2 - Green



CB #3 - Green



CB #4 - Green

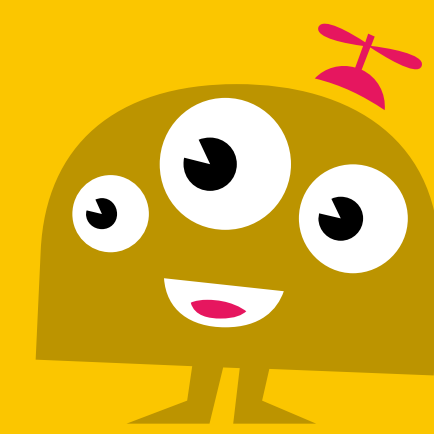


PHOTOGRAPHY

Photography is a key element of the CKC brand. It helps humanize the problems we face and the solutions we are working towards.

General Guidelines: The images we use should be candid, natural, and people focused. They should always be high resolution, well framed, and in focus. Finally, they should, as a whole, showcase diversity (race, socioeconomic status, ability, age, gender...).

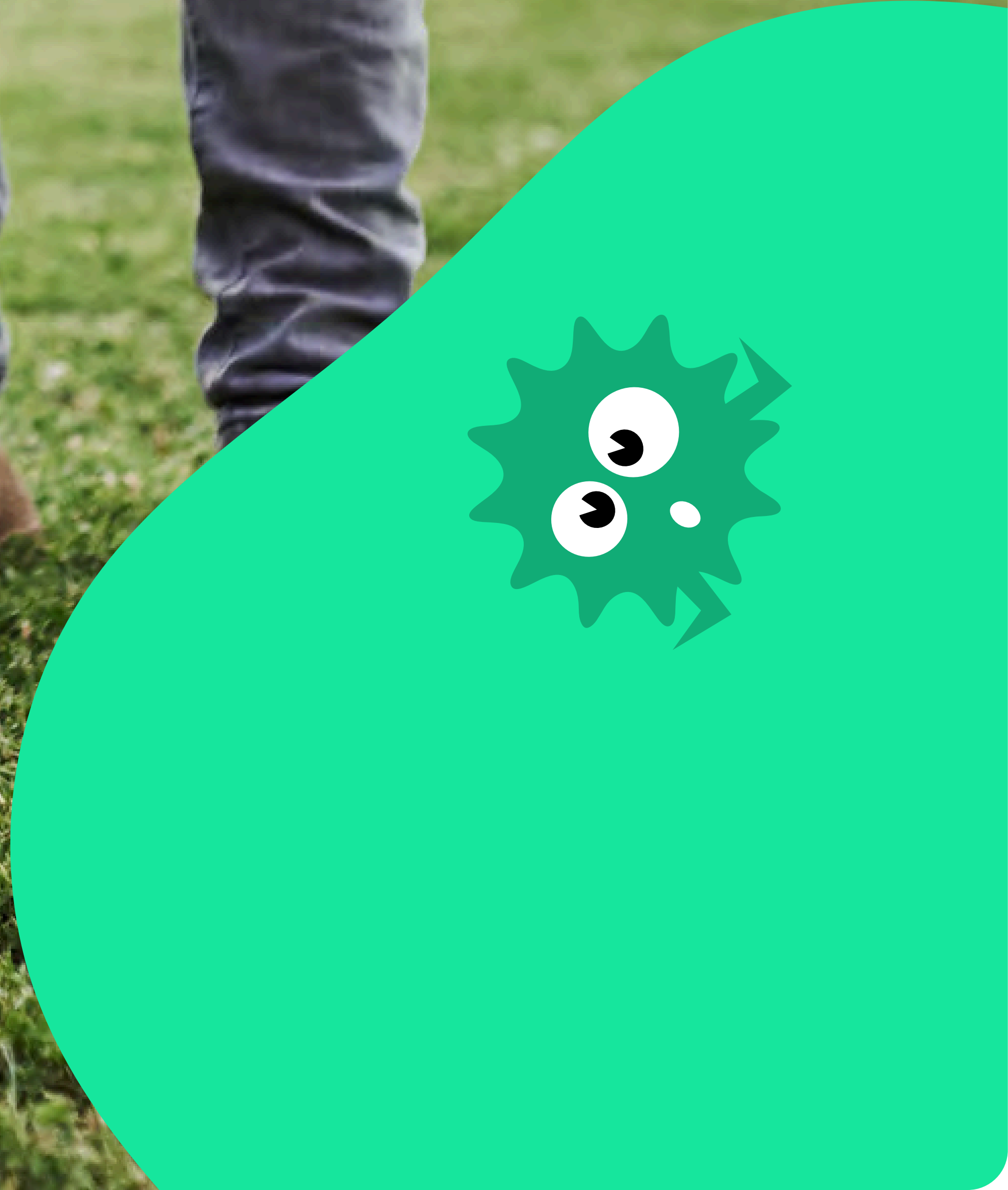


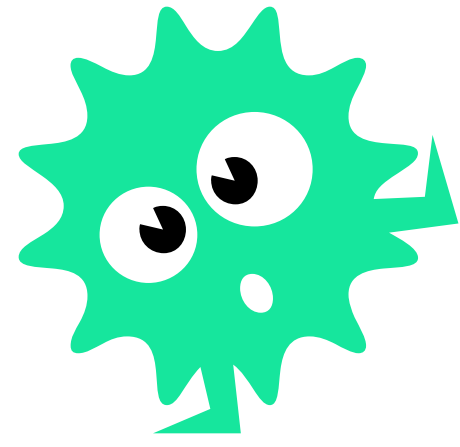


YOU CAN MAKE A DIFFERENCE TODAY!!

Funding pediatric cancer research isn't just a nice thing to do... it's necessary to save the lives of children who need us to fight for them. And we need your help!

[Donate Today!](#)






Our Vision:

**CREATE CURES
FOR ALL
CHILDHOOD
CANCERS**

[Learn More](#)



A CANCER  DIAGNOSIS CAN BE CONFUSING AND SCARY...

We Can Help!

Brand Expressions

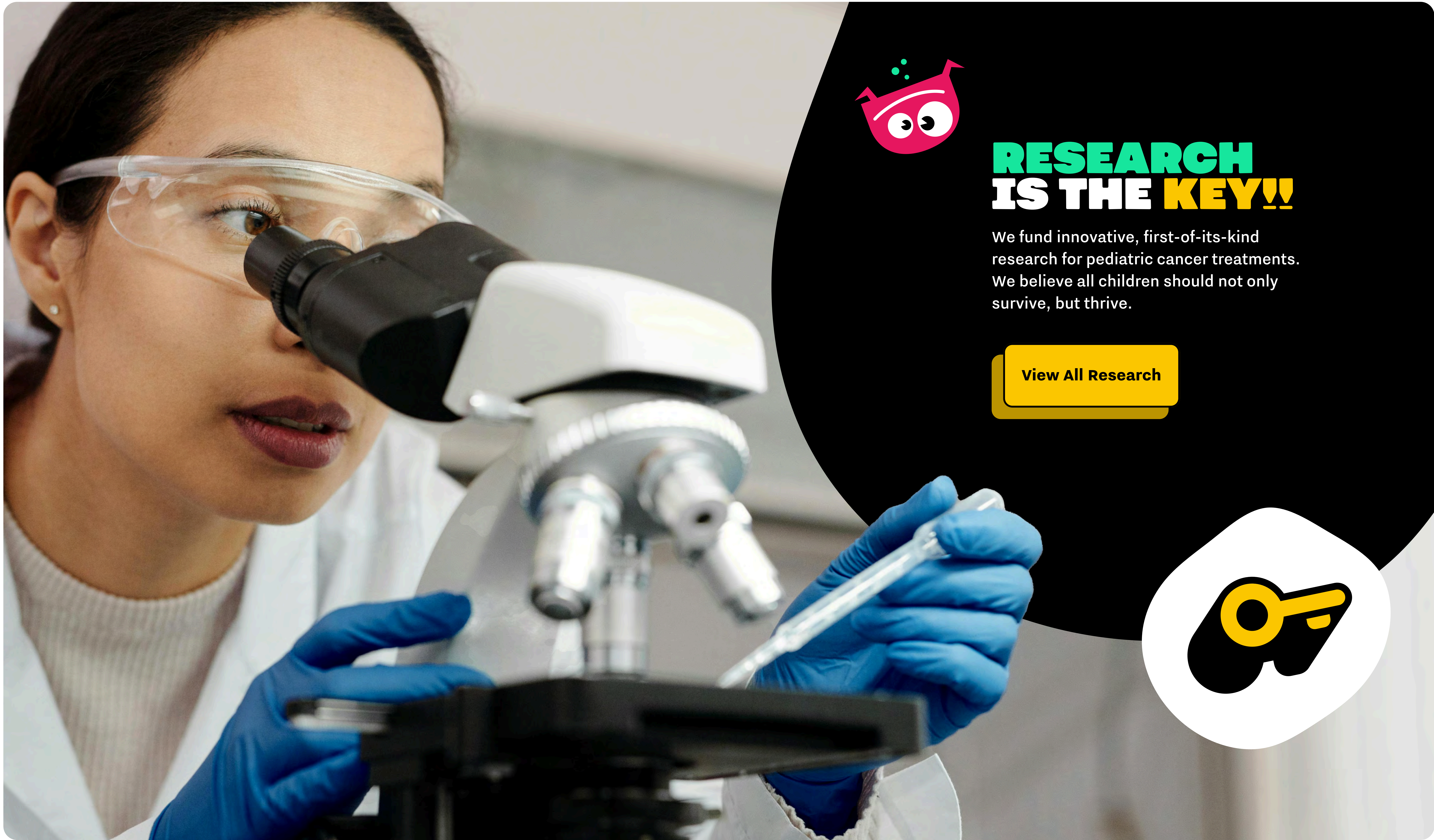


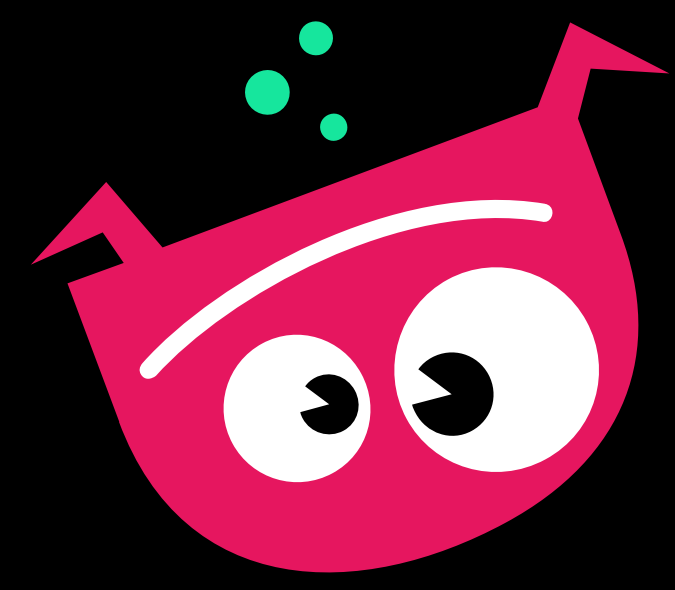
CKC FUNDS INNOVATIVE RESEARCH AND EDUCATES FOR CHANGE

Learn More



Brand Guidelines





**CANNONBALL
KIDS' CANCER**

BRAND GUIDELINES

2025

