PRIOR USE APPROVAL

This guide is a comprehensive resource for usage of the Cycle for Survival name and logo marks. Should unforeseen instances arise, or if you have questions regarding the usage, please email Robert Dodd at doddr@mskcc.org for clarification prior to use.
Use the Cycle for Survival primary logo whenever possible.

Cycle for Survival’s logo is the cornerstone of our identity. It represents the vitality and confidence of our brand’s purpose. To maintain the integrity of the brand, the power symbol and the word mark are connected and should never be altered or redrawn in any way. The primary logo also contains the text lockup including both Memorial Sloan Kettering Cancer Center and Equinox.

Power symbol

MEMORIAL SLOAN KETTERING | EQUINOX

Word mark
ENSURING VISIBILITY

Use the height of the power symbol as a consistent measurement to determine the minimum clear space around the logo. The power symbol’s height is labeled as X in the diagrams. The clear space is the area surrounding the logo, which must remain free of any visual elements or content.

Preferred clear space
The ideal margin of clear space is equal to X all around the logo.

Avoid
Avoid placing text or graphics within a clear space that’s less than half of X.

Minimum clear space
The minimum clear space is half of X all around the logo.

Minimum size
Modify the size of the logo relative to its context. In signage and promotional materials, the logo is used larger to introduce the brand. The minimum size listed below is only a guideline. Always use the logo prominently, at a legible size, on communications.

Print: 0.875”
Screen: 200 px
APPLICATION OF THE LOGO AND ALTERNATE LOGOS

Preferred application
The primary logo, using orange and gray on a white background, is preferred.

Acceptable applications and alternate logos
These are acceptable alternatives: a white-and-orange logo against a dark background, a solid white logo against a dark background, or a solid orange logo. Below are examples of the only variations on the logo that are allowed.

Avoid
Avoid using the logo on backgrounds or images that impact the legibility of the logo.

Don’t
Don’t apply any effects to the logo or change the colors of the logo.
If you’d like to use the power symbol separately from the logo, Cycle for Survival must provide prior approval.

**POWER SYMBOL**

**Preferred application**
The power symbol should only appear in Cycle for Survival’s brand colors: dark orange, medium gray, dark warm gray, or white.

Avoid
Avoid using the power symbol on backgrounds or images that impact the legibility of the symbol.

Don’t
Don’t apply any effects to the power symbol or change the colors of the symbol.
When the logos for Memorial Sloan Kettering Cancer Center and Equinox are used, they should always be paired with the Cycle for Survival logo. This emphasizes that the brand’s strength comes from the combination of Cycle for Survival, Memorial Sloan Kettering, and Equinox.

**MEMORIAL SLOAN KETTERING CANCER CENTER AND EQUINOX LOGOS**

Memorial Sloan Kettering Cancer Center and Equinox logos
The Memorial Sloan Kettering Cancer Center and Equinox logos can be used in place of the text lockup.

Don’t
Don’t alter the size or placement of either the Memorial Sloan Kettering Cancer Center or Equinox logos.

Memorial Sloan Kettering Cancer Center and Equinox text lockup
Typically, the Memorial Sloan Kettering Cancer Center and Equinox text lockup appears below the Cycle for Survival power symbol and word mark.

Don’t
Don’t remove the text lockup in part or in whole without both logos to replace it, and don’t alter its size or placement.
## BRAND COLORS

The brand colors are an essential component of our identity and should be reproduced as exactly as possible. The use of color codes in the standard systems — HEX, RGB, CMYK, and PMS — ensures that Cycle for Survival is represented consistently.

Please note that the primary dark orange color will look noticeably darker in screen RGB/HEX than in print CMYK. This provides optimal accessibility to screen readers.

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>MEDIUM GRAY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DARK ORANGE</strong></td>
<td><strong>MEDIUM GRAY</strong></td>
</tr>
<tr>
<td>HEX: #D63F08</td>
<td>HEX: #5D5C5B</td>
</tr>
<tr>
<td>RGB: 214, 63, 8</td>
<td>RGB: 93, 92, 91</td>
</tr>
<tr>
<td>CMYK: 0, 74, 100, 0</td>
<td>CMYK: 0, 0, 0, 69</td>
</tr>
<tr>
<td>PMS: Pantone 1665 C</td>
<td>PMS: Pantone 424 C</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECONDARY</th>
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<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DARK WARM GRAY</strong></td>
<td><strong>WARM GRAY</strong></td>
<td><strong>PALE WARM GRAY</strong></td>
<td><strong>WHITE</strong></td>
</tr>
<tr>
<td>HEX: #272524</td>
<td>HEX: B5B2AD</td>
<td>HEX: FBF9F7</td>
<td>HEX: FFFFFF</td>
</tr>
<tr>
<td>CMYK: 0, 0, 0, 92</td>
<td>CMYK: 31, 24, 30, 0</td>
<td>CMYK: 3, 3, 6, 0</td>
<td>CMYK: 0, 0, 0, 0</td>
</tr>
<tr>
<td>PMS: Pantone Black 4C</td>
<td>PMS: Pantone 421 C</td>
<td>PMS: 15% of PMS 421 C</td>
<td>PMS: Pantone Black C</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>SECONDARY</th>
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<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHITE</strong></td>
<td><strong>BLACK</strong></td>
<td><strong>WHITE</strong></td>
<td><strong>BLACK</strong></td>
</tr>
<tr>
<td>HEX: 000000</td>
<td>HEX: 000000</td>
<td>HEX: 000000</td>
<td>HEX: 000000</td>
</tr>
<tr>
<td>RGB: 0, 0, 0</td>
<td>RGB: 0, 0, 0</td>
<td>RGB: 0, 0, 0</td>
<td>RGB: 0, 0, 0</td>
</tr>
<tr>
<td>CMYK: 0, 0, 0, 100</td>
<td>CMYK: 0, 0, 0, 100</td>
<td>CMYK: 0, 0, 0, 100</td>
<td>CMYK: 0, 0, 0, 100</td>
</tr>
<tr>
<td>PMS: Pantone Black C</td>
<td>PMS: Pantone Black C</td>
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<td>PMS: Pantone Black C</td>
</tr>
</tbody>
</table>

**PRIMARY**

**SECONDARY**

**WHITE**

**BLACK**