

# LOGO GUIDELINES

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MEMORIAL SLOAN KETTERING | EQUINOX

## PRIOR USE APPROVAL

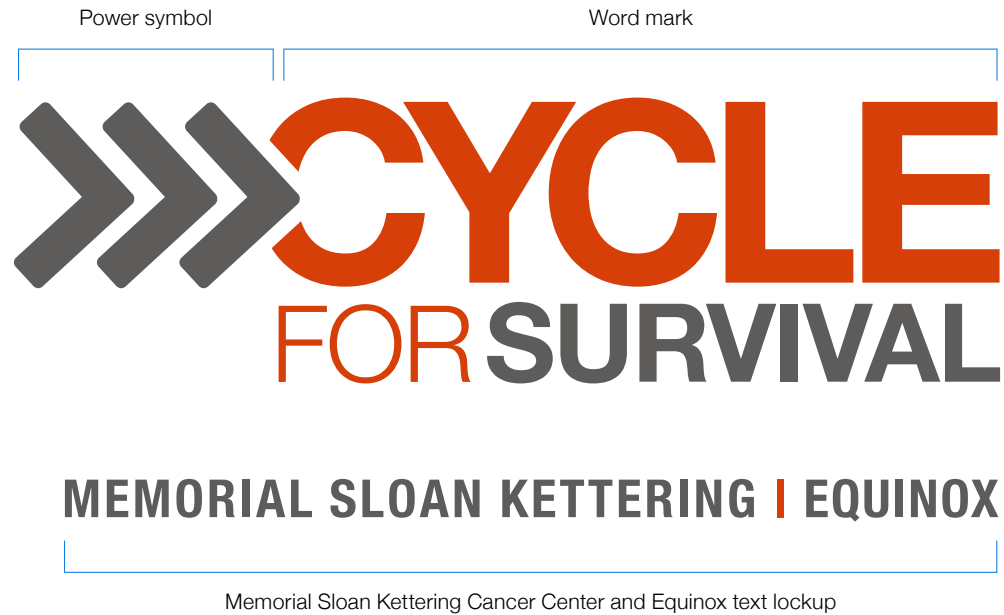
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This guide is a comprehensive resource for usage of the Cycle for Survival name and logo marks. Should unforeseen instances arise, or if you have questions regarding the usage, please email Robert Dodd at [doddr@mskcc.org](mailto:doddr@mskcc.org) for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

## PRIMARY

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.



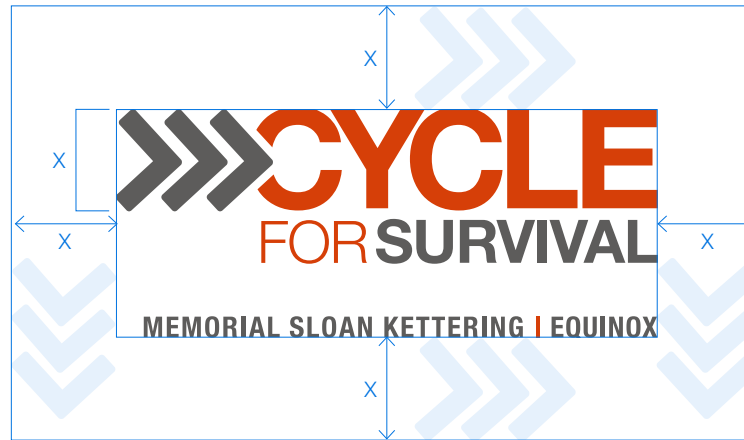
## ENSURING VISIBILITY

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.

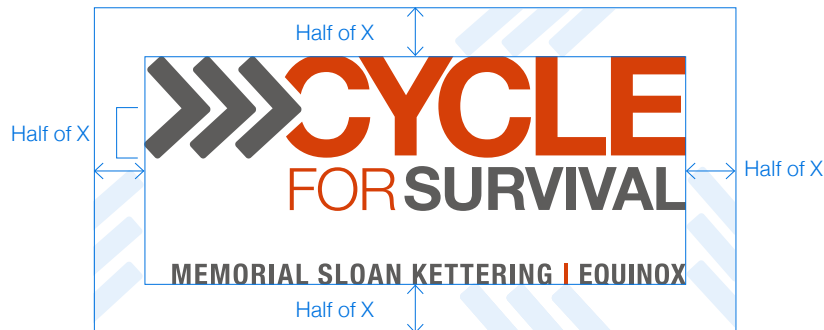
### Preferred clear space

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



### Minimum clear space

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



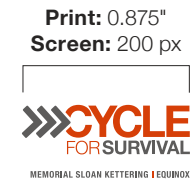
### Avoid

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



### 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.



# APPLICATION OF THE LOGO AND ALTERNATE LOGOS

Proper and consistent staging of our logo in every application is key to our brand identity. Our logo should always be placed on backgrounds that provide good contrast for clear readability and immediate recognition. We have created positive and reverse logo artwork for use on light or dark backgrounds.

### Preferred application

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



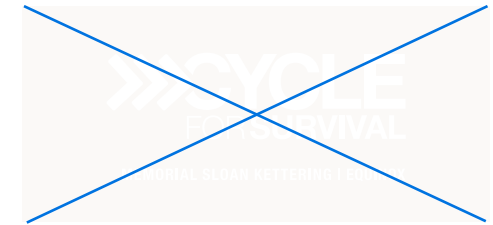
### Acceptable applications and alternate logos

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.

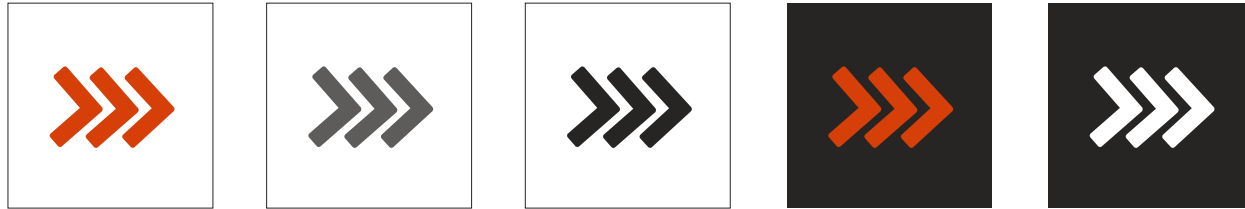


## POWER SYMBOL

If you'd like to use the power symbol separately from the logo, Cycle for Survival must provide prior approval.

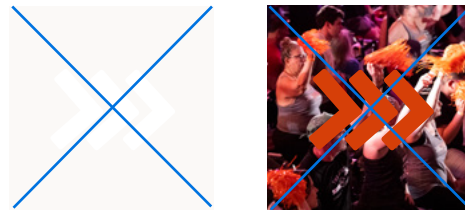
### Preferred application

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



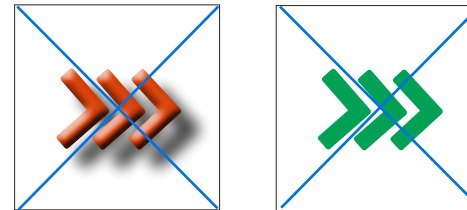
### Avoid

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.



# MEMORIAL SLOAN KETTERING CANCER CENTER AND EQUINOX LOGOS

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

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.



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## 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.

PRIMARY

**DARK ORANGE**

HEX #D63F08  
RGB 214, 63, 8  
CMYK 0, 74, 100, 0  
PMS Pantone 166 C

PRIMARY

**MEDIUM GRAY**

HEX# 5D5C5B  
RGB 93, 92, 91  
CMYK 0, 0, 0, 69  
PMS Pantone 424 C

SECONDARY

**DARK  
WARM  
GRAY**

HEX #272524  
RGB 39, 37, 36  
CMYK 0, 0, 0, 92  
PMS Pantone Black 4C

SECONDARY

**WARM  
GRAY**

HEX# B5B2AD  
RGB 181, 178, 173  
CMYK 31, 24, 30, 0  
PMS Pantone 421 C

SECONDARY

**PALE  
WARM  
GRAY**

HEX# FBF9F7  
RGB 251, 249, 247  
CMYK 3, 3, 6, 0  
PMS: 15% of PMS 421 C

SECONDARY

**WHITE**

HEX# FFFFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

SECONDARY

**BLACK**

HEX# 000000  
RGB 0, 0, 0  
CMYK 0, 0, 0, 100  
PMS Pantone Black C