



POWER OF

**39**

**2016 BRAND  
GUIDELINES**

AVON

**39** THE WALK TO END  
BREAST CANCER

**2 DAYS, 39.3 MILES**

— Amanda, 39er

**I'M A 39ER**

# THE POWER OF 39 ANTHEM

AVON 39 IS THE WALK TO END BREAST CANCER. IT ISN'T EASY, BUT THAT'S WHAT MAKES IT WORTH IT. AS YOU TRAIN TO STRENGTHEN YOUR BODY, AS YOU RAISE FUNDS TO CRUSH BREAST CANCER, AS YOU WALK FURTHER THAN YOU EVER THOUGHT YOU COULD— YOU'LL DISCOVER YOU HAVE **THE POWER OF 39.**

# THE POWER OF 39 IS A CHALLENGE.

WALKING 2 DAYS AND 39 MILES IS HARD.  
BUT IT PALES IN COMPARISON TO CHEMO  
AND RADIATION. YOUR BLISTERS AND SORE  
MUSCLES ARE A BADGE OF COURAGE. A  
REMINDER THAT YOU'RE DOING SOMETHING  
HEROIC.

# THE POWER OF 39 IS A MOVEMENT.

39ERS BANDING TOGETHER IN SOLIDARITY HAVE ONE GOAL: TO TAKE BREAST CANCER DOWN. SO MANY SISTERS AND MOTHERS AND FRIENDS HAVE BEEN LOST. WE SEE A WORLD WITHOUT BREAST CANCER FOR OUR DAUGHTERS AND NIECES. AVON 39 IS A FORCE OF CHANGE THAT CAN'T BE STOPPED, AND YOU'RE PART OF IT.

# THE POWER OF 39 HAS MUSCLE.

THE MILES YOU WALK PROVE YOUR WILLPOWER, BUT THE DOLLARS YOU RAISE VALIDATE YOUR IMPACT. YOUR FUNDRAISING WILL PUT FOOD ON THE TABLE OF A BREAST CANCER PATIENT AND HER FAMILY. IT WILL ENABLE ACCESS TO MAMMOGRAMS AND MEDICINE, FUEL RESEARCH, AND SAVE LIVES. NEED ANY MORE REASON TO GET UP OFF THE COUCH?

# **THE POWER OF 39 IS IN YOU.**

IT IS YOUR URGE TO DIG DEEP AND DO SOMETHING BIGGER, BOLDER, MORE PROFOUND THAN YOU EVER HAVE. IT'S ABOUT CONQUERING THAT VOICE INSIDE THAT SAYS YOU CAN'T. KICKING FEAR AND DOUBT TO THE CURB. THIS IS YOUR MOMENT TO CRUSH IT. YOU'VE GOT THE POWER.

**NOW GO EARN YOUR 39.**

## POWER OF 39 POSITIONING STATEMENT

AVON 39 is The Walk to End Breast Cancer, a 2-day 39-mile challenge that asks for everything you've got — and rewards you with blisters, sore muscles and Hero status. On the road to 39, no matter how far you walk, you'll crush fear, doubt and breast cancer — one persistent step and donation at a time. It's go time. EARN YOUR 39.

Register at [AVON39.ORG](http://AVON39.ORG)

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## VOICE: WHAT THE POWER OF 39 SOUNDS LIKE

AVON 39 is powerful. A force for drastic change. The force needed to crush fears, vanquish doubt — and take down breast cancer. AVON 39 is tough, perhaps the greatest challenge most of our Walkers has ever undertaken. When we talk about the “Power of 39”, we're talking about the strength within the individual to overcome their doubts about their own fundraising and training abilities. We're asking them to raise a minimum of \$1,800 in donations. Walk 39.3 miles. Achieve something they never thought possible. Our words are powerful, not passive. We talk about action, not just inspiration.

## WRITING STYLE EXAMPLES

AVON 39 The Walk to End Breast Cancer is bold. Empowering. Inspiring. Our written messages must be as well. Below are ways in which we speak about the event to participants, donors, the public and to one another.

### LOGO



### OFFICIAL EVENT NAME

AVON 39 The Walk to End Breast Cancer

### GO THE DISTANCE

2 days, 39.3 breast cancer-crushing miles.

### YOU CAN DO IT

39, I will crush you.  
39, You can't stop me.  
I'm not giving up until breast cancer does.

### THE POWER IS IN YOU

You'll be inspiring.  
You'll find out what you're made of.

### YOU'RE INSPIRING

Walking 2 days and 39 miles is hard. But it pales in comparison to chemo and radiation.

### CRUSH BREAST CANCER

On the road to 39, no matter how far you walk, you'll crush fear, doubt and breast cancer—one persistent step and donation at a time.

### WHY CAN'T YOU?

Your fundraising will put food on the table of a breast cancer patient and her family. It will enable access to mammograms and medicine, help fuel research, and save lives. Need any more reason to get up off the couch?

## LOGO VARIATIONS

The logo versions were designed to be unique and to complement the Avon brand logo. The relationship between the two elements is precise in terms of positions and size. See proper use of color and style below. The provided artwork should always be used within the following guidelines.

AVON 39 The Walk to End Breast Cancer solid logo is the **preferred usage**. A textured logo variation has been built for use in creative advertising and certain collateral.

## RECOMMENDED LOGO VARIATIONS HORIZONTAL



### LOGO WITH CHARITY LINE

The charity line should appear on every printed piece in a prominent location. We've designed this logo lock up with the charity line included, but you can also include the charity line separate from the logo, as long as it is included at least once on each printed piece.



### LOGO WITHOUT CHARITY LINE

This version of the logo can be used once the charity line has already been included on a printed piece in a prominent location.

## AVON39.ORG

### URL LOGO

Where possible, the **AVON39.ORG** URL should be included on every printed piece in a prominent location, directing to our website to find more information. There are a number of other URLs used for marketing or advertising purposes, but the standard URL is **AVON39.ORG**.

## RECOMMENDED LOGO VARIATIONS VERTICAL



### LOGO WITHOUT CHARITY LINE

This version of the logo can be used once the charity line has already been included on a printed piece in a prominent location.

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### LOGO WITHOUT WALK DETAILS

This logo is used where a constant reminder of the brand is important and when the full lock-up is not necessary.

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### THE POWER OF 39 LOGO

This logo is used for marketing and advertising only.

## ADDITIONAL LOGO VARIATIONS

AVON  
**39** THE WALK TO END  
BREAST CANCER  
2 DAYS, 39.3 MILES

### LOGO WITH WALK DETAILS

This logo was created to include the walk length and distance, and can be used in materials, where appropriate.

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AVON  
**39**  
THE WALK  
TO END  
BREAST  
CANCER  
2 DAYS  
39.3 MILES

### VERTICAL LOGO WITH WALK DETAILS

## ADDITIONAL LOGO VARIATIONS



### LOGO WITH CITY DETAILS

This logo was created to include the city name and year, for use on signage and other city specific materials, where appropriate.

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### VERTICAL LOGO WITH CITY DETAILS

## LOGO USAGE

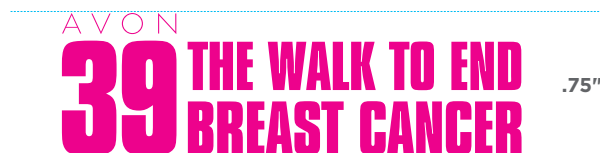
### LOGO CLEARANCE:

Clear space around the logo should be equal to the height of the word AVON in the logo. This represents the X-Height. No other elements should fall within the X-Height clearance.



### LOGO SIZE:

For maximum readability there are minimum size requirements for the logo. Logos should not be smaller than 0.75 inches on the shortest side.



## UNACCEPTABLE LOGO USAGE



Do not reset any of the copy. Use the logo provided with the proper name, charity line and/or URL.



Do not change the colors of the logo.



Do not put the logo over any image.



Do not add or move any elements of the logo.



## COLOR PALETTE

The Primary Color Palette was created to help establish a unique and identifiable look for AVON 39. As such, all high-level design elements and messaging should utilize the Primary Color Palette.

All colors should be used at 100%, with the exception of Gray which is a screen tint that is a minimum of 75% Black.



**MAGENTA**  
PMS: M100  
CMYK: 0/100/0/0  
RGB: 236/0/140  
HEX: ec008c



**BLACK**  
PMS: Black  
CMYK: 0/0/0/100  
RGB: 236/0/140  
HEX: 000000



**GRAY (75%)**  
PMS: Black  
CMYK: 0/0/0/75  
RGB: 96/96/96  
HEX: 606060



**WHITE**  
PMS: White  
CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: FFFFFFFF

## TYPOGRAPHY

The following typefaces were chosen for both readability and a clean, polished look. Only these fonts should be used for all printed materials. See the Copy Elements and Print Sample sections for examples of how these look.

### PRINT USE:

COMPACTA: Bold. For headline use. Please note that kerning may need adjusting between each letter to maintain consistent spacing.

**BOLD:**                    **ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789**

Gotham Family: Light, Book, Medium, Bold, Black. Obliques are available for each of these font weights. Medium weight is the preferred for use in body.

Light:                    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                              abcdefghijklmnopqrstuvwxyz0123456789

Book:                    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                              abcdefghijklmnopqrstuvwxyz0123456789

Medium:                ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                              abcdefghijklmnopqrstuvwxyz0123456789

**Bold:**                    **ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                              **abcdefghijklmnopqrstuvwxyz0123456789****

**Black:**                    **ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                              **abcdefghijklmnopqrstuvwxyz0123456789****

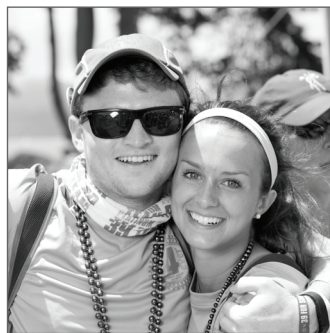
## CAMPAIGN PHOTOGRAPHY

Primary brand photography consists of black and white portraits of AVON 39ers with strong, fierce expressions. If using campaign photography, please be sure to use only retouched images from the image library.



## EVENT/WALK PHOTOGRAPHY

The selected event photography is available for use in materials to show the Power of 39 in motion at the Walk.



## COPY AND GRAPHIC ELEMENTS

The following elements are standard pieces within the 2016 campaign. The design look should stay consistent within every printed piece.

### AVON 39 THE WALK TO END BREAST CANCER

For external purposes, always use the full event name “AVON 39 The Walk to End Breast Cancer” the first time the event is mentioned. In subsequent references, refer to the event as “AVON 39”. **Refrain from referring to the event as “the AVON 39” or writing it in lower case: “Avon 39”.**

### CALL TO ACTION

The URL should always be a dominant visual and does not use www. The phone number should always include a 1 and the last four digits always appear as letters, to spell out the word WALK. The URL should always be written in all caps.

**AVON39.ORG**  
1 888 608 WALK

### BREAST CANCER AWARENESS MESSAGE

This line of copy should appear on every communication piece, unless specifically approved. The preferred usage appears in the Gotham font and style.

**KNOW YOUR RISKS. KNOW YOUR BODY. TALK TO YOUR DOCTOR.**

### CHARITY LINE

The charity line should appear on every printed piece. If not using the logo lock up with the charity line included, please be sure to including the line in a prominent place.

**A PROJECT OF THE AVON BREAST CANCER CRUSADE**

### WALK DATES

The preferred usage appears in this format and chronological order of events. Months should be abbreviated using the first three letters of the word.

HOUSTON	APR 23-24
WASHINGTON, D.C.	APR 30-MAY 1
CHICAGO	JUN 4-5
BOSTON	JUL 9-10
SAN FRANCISCO	JUL 23-24
SANTA BARBARA	SEP 10-11
NEW YORK	OCT 15-16

## COPY AND GRAPHIC ELEMENTS [CONT'D]

### ADVERTISING HEADLINES

The following are approved headlines used in the 2016 Advertising Campaign.

I WILL CRUSH THIS

RESILIENT.  
DETERMINED.  
FIERCE.

WHY CAN'T YOU

I GOT THIS

YOU CAN'T STOP ME

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The following are approved for use in inspirational messaging.

BLISTERS ARE TEMPORARY, FIERCE IS FOREVER

SORE MUSCLES ARE TEMPORARY, FIERCE IS FOREVER

OWN IT EARN IT

NO DOUBT NO EXCUSES

I WILL CRUSH YOU

YOU CANT STOP ME

FROM EXHAUSTION TO ELATION

39 MILES IS TOUGH YOU'RE TOUGHER

EARN YOUR 39

## RESOURCES

To download appropriate AVON 39 logos, sponsor logos, email headers and photography please go to: **AVON39.ORG/STYLEGUIDE**

**PLEASE DIRECT QUESTIONS TO THE APPROPRIATE CONTACT LISTED BELOW.**

### **DESIGN, STYLE, PHOTOS**

**Ken Blake** ken@leaddogmarketing.com

### **EMAIL BLASTS, FIELD OFFICE STYLE GUIDE**

**Sam Morris** sam@leaddogmarketing.com

### **SPONSOR USAGE**

**Layne Werner** layne@leaddogmarketing.com

### **SOCIAL MEDIA**

**Amin Tehrani** amin@revunami.com

### **FOR ALL OTHER QUESTIONS**

Inquiries@AVON39.ORG

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## GLOSSARY

**BLEED** A printing term that refers to printing that goes beyond the edge of the sheet after trimming. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper and design inconsistencies. A bleed ensures that no unprinted edges occur in the final trimmed document.

**BRAND** The immediate image, emotion, or message people experience when they think of a company or product.

**BRAND EQUITY** The value a consumer places on the brand. If it is trusted, the brand has positive equity. If it is not credible, the brand has negative equity. Brand equity is more than the intrinsic value placed on the product or service, and encompasses everything that a consumer thinks, feels, and knows about the brand.

**BRAND IDENTITY** The way a brand is perceived by its customers and constituencies.

**CMYK** Cyan (blue), Magenta (red), Yellow, Key (black). Used in offset and some digital printing, these four inks are mixed to reproduce colors that are printed on paper or other surfaces.

**COATED & UNCOATED** The paper stock used for printing. Coated paper is glossy (e.g., magazine) and can be dull, matte, coated, or gloss. Uncoated paper contains no gloss (e.g., copy paper). Inks appear differently on different paper stock.

**EPS** Encapsulated Post Script. Graphic file format best used for offset printing. Can be vector (line) or pixel (dots) based. Usually created in Adobe Illustrator or Photoshop.

**GIF** Graphics Interchange Format. An 8-bit-per-pixel bitmap image format used for simple images. An older file format created for web use, it has largely been replaced by .jpg and .png. Use this format for Internet Explorer 6 and earlier.

**GRAPHIC IDENTITY** A family of marks, typefaces, and colors used in a consistent fashion by a company or organization to identify itself and build brand recognition among its constituencies.

**HEX** The hexadecimal number system is a way of representing web colors in HTML. Each successive digit or number represents a multiple of a power of 16. It uses the digits 0-9 plus the letters A, B, C, D, E, and F.

**JPG** Compressed image format standardized by the Joint Photographic Experts Group (JPEG). Commonly used for storing digital photos since the format supports up to 24-bit color. Therefore, most digital cameras save images as .jpg files by default.

## GLOSSARY

**LOGO (OR MARK)** A logo is a graphical element, often locked with a logo lock-up, that forms an immediate visual recognition of an organization's brand.

**LOGO LOCK-UP** A standardized graphic representation of the name of a company, institution, or product name used for purposes of identification and branding.

**NON-BLEED** A printing term that refers to printing that does not go beyond the edge of the sheet before trimming. A non-bleed ad can have white space between the ad and the edge of the page.

**PARTIAL BLEED** Some design elements go beyond the edge of the paper after trimming, but not all.

**PMS** Pantone Matching System. A standardized color reproduction system used by graphic designers and printers. Each color has a number, such as PMS 273, and a formula for reproducing that color in ink. These colors can be Spot, an ink specifically mixed to this color, or Process, which means the color is mixed on the printing press using four or more ink fountains.

**PNG** Portable Network Graphics. The .png format is a popular alternative to .gif, using better compression and not limited to 256 colors. Not suitable for professional photo images. Transparent backgrounds will remain transparent instead of appearing white in your document or presentation.

**RGB** Red, Green, Blue. Additive colors used by electronic displays, such as televisions and computers, to reproduce colors. Color can vary from screen to screen unless all monitors are uniformly calibrated.

**SERIF** In typography, a smaller line used to finish off a main stroke of a letter, as at the top of a W. A typeface that has serifs is called a serif typeface. A typeface without serifs is called a sans-serif typeface, from the French "sans," meaning "without." For body copy, serif fonts are generally considered more readable in print, while sans-serif is considered more legible on computer screens.

**STAGING** The placement of graphic and typographic elements within a defined space.

**TYPE FIELD** The spaces and relationships of typographic elements in a confined area.

**TYPE TREATMENT** The selection and disposition of existing type choices for specific communication needs.