



BRAND STYLE GUIDELINE

THE FOLLOWING IDENTITY AND BRAND SYSTEM
FOR STRIKES AGAINST CANCER® WAS
CREATED TO HELP YOU PRESENT THE BRAND IN A
CONSISTENT AND RECOGNIZABLE WAY.





Fighting Cancer One Strike at a Time![®]

AFTER A REMARKABLE 15-AND-A-HALF-YEAR JOURNEY, THE ORGANIZATION HAS SUCCESSFULLY OBTAINED TRADEMARK RIGHTS FOR THE LETTER “K”, AN ICONIC SYMBOL CHERISHED BY ITS FANS FOR OVER 164 YEARS.

OFFICIALLY THIS HISTORIC ACCOMPLISHMENT ENCOMPASSES ALL THREE K'S ACROSS THREE DISTINCT CLASSIFICATIONS AS OF MAY 30, 2023.

THROUGHOUT THIS MONUMENTAL TRADEMARK ENDEAVOR, STRIKES AGAINST CANCER HAS REMAINED RESOLUTE IN ITS MISSION TO COMBAT CANCER AND RAISE AWARENESS THROUGH THE POWER OF BASEBALL.

THE ORGANIZATION RECOGNIZES THE URGENCY OF ITS CAUSE, AS EVERY THREE MINUTES A WOMAN IN THE UNITED STATES IS DIAGNOSED WITH CANCER.

DURING THE 14-YEAR PROCESS, OVER 2,500,000 WOMEN RECEIVED THIS DEVASTATING NEWS, EMPHASIZING THE BITTERSWEET NATURE OF THIS TRIUMPH.

THANKS TO ALL OF OUR PAST, AND SERVING, BOARD OF DIRECTORS FOR THEIR CONTRIBUTIONS.[®]

THIS IS OUR MOST VALUABLE INTELLECTUAL PROPERTY.

LOVE HOPE

Fighting Cancer One Strike at a Time!



THE BRAND STYLE GUIDE ESTABLISHES THE RULES AND GUIDES TO MAINTAIN A CONSISTENT IDENTITY SYSTEM TO BE USED THROUGHOUT ALL MARKETING. THROUGH USE OF EXAMPLES, THIS GUIDE LAYS THE GROUNDWORK FOR FUTURE DESIGN WORK FOR STRIKES AGAINST CANCER® TO ENSURE ALL MARKETING MAINTAINS THE SAME AESTHETIC.

A WELL MANAGED GRAPHIC IDENTITY IS AN IMPORTANT PART OF STRENGTHENING THE STRIKES AGAINST CANCER®'S VISUAL IDENTITY AS A BRAND AND WILL HELP REACH ITS BROADER GOALS OF STRENGTHENING ITS REPUTATION AND PROMINENCE.

BRAND STANDARDS AND GUIDELINES



OVER 300,000 WOMEN WILL BE DIAGNOSED WITH CANCER THIS YEAR. THROUGHOUT OUR MONUMENTAL TRADEMARK ENDEAVOR, STRIKES AGAINST CANCER HAS REMAINED RESOLUTE IN ITS MISSION TO COMBAT CANCER AND RAISE AWARENESS THROUGH THE POWER OF BASEBALL. THE ORGANIZATION RECOGNIZES THE URGENCY OF ITS CAUSE, AS EVERY THREE MINUTES A WOMAN IN THE UNITED STATES IS DIAGNOSED WITH CANCER.

DURING THE 15-AND-HALF-YEAR PROCESS, OVER 2,500,000 WOMEN RECEIVED THIS DEVASTATING NEWS. THIS WAS A BITTERSWEET TRIUMPH, HOWEVER, A TRIBUTE TO ALL THE WOMEN THAT HAVE FOUGHT WITH DIGNITY AND GRACE FOR THEIR FAMILIES.

- CONSISTENTLY PRODUCE AND DISTRIBUTE THE HIGHEST QUALITY OF INFORMATIVE AND SUPPORTIVE MATERIALS FOR WOMEN AND HEALTH CARE PROVIDERS, INCLUDING UPDATES ON THE MOST PROMISING RESEARCH UNDERWAY NATIONALLY AND INTERNATIONALLY TO CURE THIS DISEASE. RAISING AWARENESS, AND PROVIDING SERVICES AND SUPPORT TO WOMEN THROUGHOUT THE COUNTRY.
- REACH MILLIONS OF ADDITIONAL WOMEN THROUGH EFFECTIVE USE OF SOCIAL MEDIA AND MULTI-MEDIA BROADCAST AND THE EXHIBITIONS OF BASEBALL AND SOFTBALL GAMES THROUGHOUT THE UNITED STATES.
- BE FULLY SELF-SUFFICIENT BY GENERATING OPERATING FUNDS THROUGH CHARITY TOURNAMENTS AND FUNDRAISING METHODS THROUGH OUR INTELLECTUAL PROPERTY TRADEMARKS THAT EMPOWER OUR NATIONAL ORGANIZATIONS: THE LEUKEMIA & LYMPHOMA SOCIETY AND THE NATIONAL OVARIAN CANCER COALITION AS WELL AS OTHER CANCER FOUNDATIONS.
- PROVIDE DIRECT FUNDING TO OUR BENEFACTORS FOR CLINICAL CANCER RESEARCH.

BRAND MESSAGE



THE STRIKES AGAINST CANCER LOGOS IS AVAILABLE IN TWO CLASSIFICATIONS.

1) THE PRIMARY LOGO HAS THE FULL NAME ENCIRCLED WITH ABBREVIATED URL "STRIKES21.ORG"

THIS IS DEFINED AS OUR CORPORATE LOGO AND IS SUPPLIED IN HIGH RESOLUTION FOR YOUR PRODUCTION DEPARTMENTS TO REZ-DOWN ACCORDING FOR SOCIAL MEDIA PURPOSES.



2) THE THREE K'S.

THE THREE "K'S" IS GREATEST ACHIEVEMENT IN INTELLECTUAL PROPERTY.

2A) THE BACKWARD CIRCLE K. 2B) THE BACKWARDS K. 2C) THE FORWARD K.

2B) THE INTELLECTUAL "K" LOGOS MUST FEATURE THE "STRIKES AGAINST CANCER ®" LOCATED UNDERNEATH, OR VERTICALLY ON THE BACK-SIDE OF THE K. PLEASE SEE PAGE EXAMPLE FOR TRADEMARK CLASSIFICATION 36.



DEFINITION OF LOGOS

**IF USED ON MULTI-MEDIA, JUMBO-TRON, TELEVISION OR ELECTRONIC MEDIA,
THE FOLLOWING STATEMENT MUST BE READ IN CONCORDANCE WITH SPONSOR, AND
BENEFACTOR SAC LICENSING: "THE "BACKWARDS K," THE "BACKWARDS CIRCLE K," THE "K,"
ARE REGISTERED TRADEMARKS OF STRIKES AGAINST CANCER 2025, A 501C ORGANIZATION.
THESE TRADEMARKS CANNOT BE REPRODUCED OR BROADCAST WITHOUT THE EXPRESS WRITTEN
CONSENT OF STRIKES AGAINST CANCER 2025."**



CORPORATE LOGO

Transparent PNG
with WHITE ® and
JPEG with Black ®



STYLIZED K'S

Transparent PNG's
with WHITE ® and
JPEG's with Black ®



VECTOR K'S

Vector or Outlined
art in Color ®
and Black ®



VECTOR K'S

Vector or Outlined
on Black or Colored
Background with
WHITE ®



**FILE FORMATS
WITH
REGISTRATION
MARK APPLICATIONS
ON VARIOUS
BACKGROUNDS**

THE CRITICAL ELEMENT IN ALL OF THE ABOVE, TO ENSURE THAT THE REGISTRATION MARK IS VISIBLE IN ANY FILE FORMAT: PNG, JPEG, OR VECTOR.
WE UNDERSTAND THAT THESE OPTIONS DO NOT ALWAYS WORK IN ALL SCENARIOS.



DESIGNATION OF STRIKES AGAINST CANCER TRADEMARK REGISTRATION ON INTELLECTUAL “K’S”



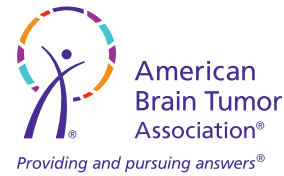
REGISTRATION
TAG-LINE FOR
THE 3 K'S IN
CLASS 36 APPAREL
REPRODUCTION



“STRIKES AGAINST CANCER ®”

Franklin Gothic Book FONT

Examples of Co-Branding with Benefactors and Sponsors.



Designated
Sponsorship
Example
and PSA
Announcement.



Sponsor and or
University Logo



CO-BRANDING AND SHARED SPONSORSHIPS

“ON BEHALF OF ”STRIKES AGAINST CANCER”, “SPONSOR NAME” WILL DONATE FUNDS TO OUR LOCAL “LLS” COMMUNITY FOR EVERY STRIKE THROUGHOUT THIS GAME.

WHEN PARTNERING WITH ANOTHER LOGO, USE ONE OF THE CORPORATE SAC® FULL-COLOR LOGO. IF USING THE INTELLECTUAL K LOGOS, “STRIKES AGAINST CANCER®”, WILL BE PLACE BENEATH LOGO WITH THE REQUIRED REGISTRATION MARK. LOGOS SHOULD BE PLACED SIDE BY SIDE WITH CLEAR SPACE IN BETWEEN BOTH LOGOS AND A THIN LINE OF 1.5 POINT THAT IS EQUAL TO THE HEIGHT OF THE STRIKES® LOGO. THE LOGOS SHOULD BE SCALED DOWN TO SIMILAR PROPORTIONS AND THE STRIKES® LOGO SHOULD BE LOCATED TO THE LEFT. WHEN PARTNERED WITH THE TOGETHER IN THE STRIKES LOGOS SHOULD BE LOCATED TO THE LEFT.



MUST BE READ DURING EXHIBITION OF GAMES AND OR TELEVISION OR MULTI-MEDIA BROADCAST.

“THE “BACKWARDS K,” THE “BACKWARDS CIRCLE K,” THE “K,” ARE REGISTERED TRADEMARKS OF STRIKES AGAINST CANCER 2025, A 501C ORGANIZATION. THESE TRADEMARKS CANNOT BE REPRODUCED OR BROADCAST WITHOUT THE EXPRESS WRITTEN CONSENT OF STRIKES AGAINST CANCER 2025.”

NAMES, MARKS AND PROPER USAGE

- **STRIKES AGAINST CANCER®** - USE INITIAL CAPS AND THE REGISTERED TRADEMARK SYMBOL. ALWAYS USE ON FIRST MENTION OR IN CONTEXTS WHERE THE FULL NAME IS NOT CLEARLY IDENTIFIED.
- **FIGHTING CANCER ONE STRIKE AT A TIME®** - USE INITIAL CAPS AND THE REGISTERED TRADEMARK SYMBOL. ALWAYS USE ON FIRST MENTION OR IN CONTEXTS WHERE THE FULL NAME IS NOT CLEARLY IDENTIFIED.
- **SAC-** USE ALL CAPS WITH NO PERIODS. USE ON SECOND MENTION OR IN CONTEXTS WHERE THE FULL NAME IS CLEARLY IDENTIFIED ELSEWHERE.
- **THE "K'S"**- AT ALL TIMES, THE BACKWARDS K, THE BACKWARDS CIRCLE K, AND THE FORWARD K MUST USE INITIAL CAPS AND THE REGISTERED TRADEMARK SYMBOL. WHEN USING VECTOR ART ON INTELLECTUAL K'S THE APPROPRIATE TRADEMARK TAGLINE MUST ACCOMPANY ART AS SEEN ON PAGE 6.
- IF USED ON MULTI-MEDIA, JUMBO-TRON, TELEVISION OR ELECTRONIC MEDIA, THE FOLLOWING STATEMENT MUST BE READ IN CONCORDANCE WITH SPONSOR, AND BENEFACTOR SAC LICENSING:
"THE "BACKWARDS K," THE "BACKWARDS CIRCLE K," THE "K," ARE REGISTERED TRADEMARKS OF STRIKES AGAINST CANCER 2025, A 501C ORGANIZATION. THESE TRADEMARKS CANNOT BE REPRODUCED OR BROADCAST WITHOUT THE EXPRESS WRITTEN CONSENT OF STRIKES AGAINST CANCER 2025."

STYLE GUIDE: PRINT AND MULTI-MEDIA





CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE IS DEFINED AS THE SPACE SURROUNDING THE LOGO THAT IS REQUIRED TO SET THE LOGO APART WITHOUT COMPETING WITH OTHER GRAPHICS USED. SPACE CAN BE DETERMINED BY THE USE OF THE STARBURST AS A MARKER FOR DISTANCE.

FOR CLARITY, THE LOGO SHOULD NEVER BE SCALED DOWN LESS THAN 2 INCHES OR 600 PIXELS IN LENGTH FOR BOTH PRINT AND DIGITAL MEDIUMS. ONE COLOR JUMBO RESOLUTIONS MAY VARY, HOWEVER, THE ® REGISTRATION MARK MUST BE VISIBLE, IN CLEAR, DEFINED RESOLUTION WHILE RETAINING IT'S BRAND INTEGRITY.



STRIKES CORPORATE PRIMARY COLORS

TEAL IS CLASSICALLY KNOWN FOR BEING THE AWARENESS COLOR FOR OVARIAN

CANCER **PMS 320** SEEN IN THE GREEN FIELD IN OUR CORPORATE LOGO.

THE RED “BACKWARDS K” IS **PMS 186** FOR ALL BLOOD CANCERS.

WITH OUR MISSION ENCOMPASSING ALL CANCER AWARENESS, PAST BOARD-MEMBER

MR. JEFFERY CARTER PROPOSED A MOTION THAT WE STRIVE TO EDUCATE THE

COMMUNITY OF ALL CANCER COLOR DESIGNATIONS.

MR. CARTER’S COLORS PALETTE

SINCE THE HISTORIC TRADEMARK HARMONY OF ALL THREE “K’S”, THE BACKWARDS K,

THE FORWARD K, AND THE BACKWARDS CIRCLE K, YOU MAY BE USED IN ANY OF THE

“MR. CARTER COLOR CANCER DESIGNATIONS” TO THE RIGHT IN ANY APPROVED

PROMOTIONAL, CO-BRANDING, SPONSORED, AND FUNDRAISING EVENTS.

NEUTRAL COLORS

WHITE, DARK GREY, LIGHT GREY AND BLACK ARE USED AS NEUTRAL COLORS.

USING COLOR

SPOT AND CMYK COLOR VALUES SHOULD BE PRINTED ON MATERIALS.

RGB AND HEX ARE APPROPRIATE FOR ON-SCREEN MATERIALS PRIMARY COLORS

SHOULD BE USED ON ALL COMMUNICATION MATERIALS.

SECONDARY COLORS ARE TO BE USED AS A SUPPLEMENT TO THE PRIMARY COLOR

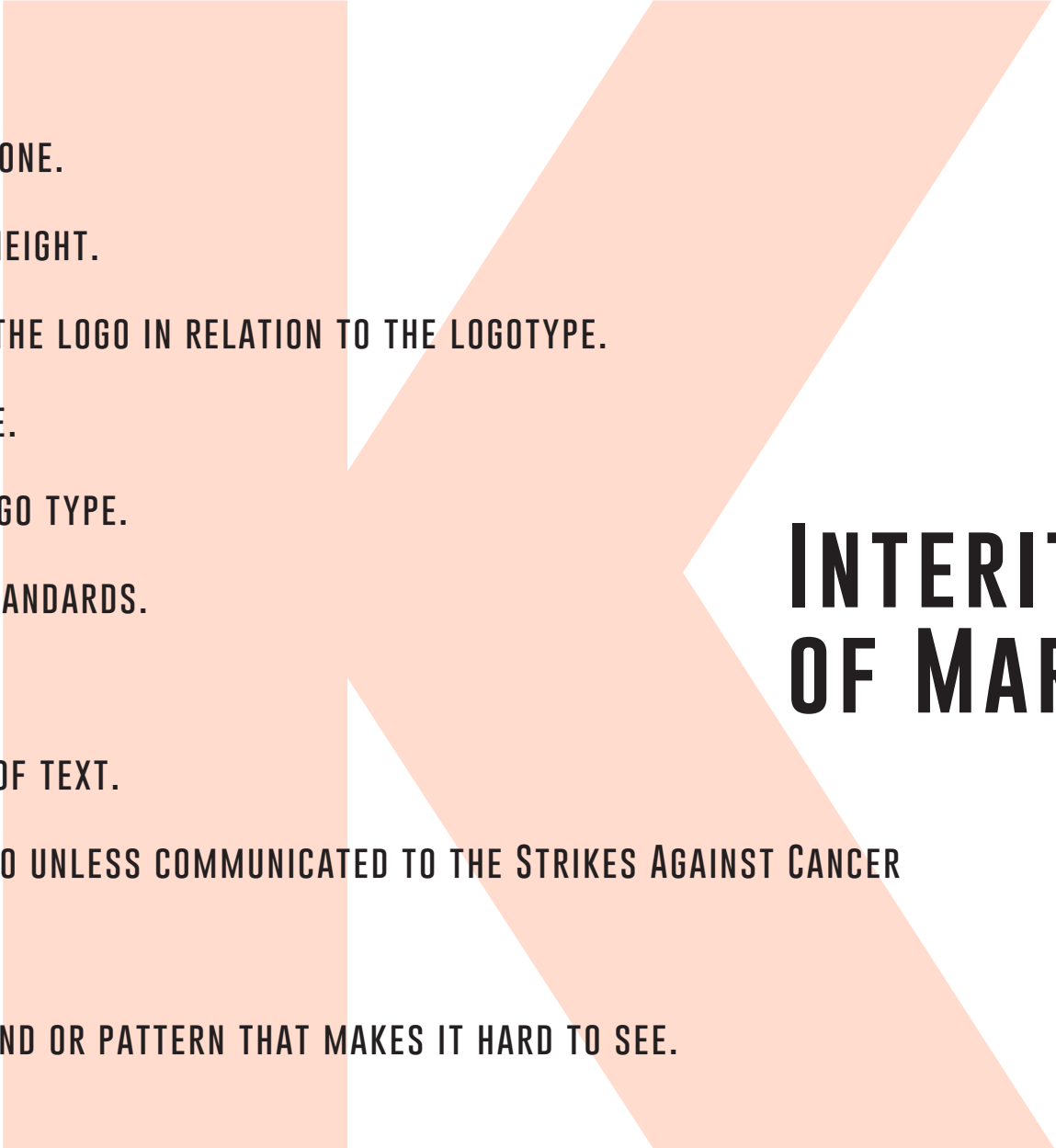
PALETTE AND ONLY ON SECONDARY ELEMENTS IN A LAYOUT.

CANCER COLOR DESIGNATIONS

BLADDER CANCER	YELLOW	PMS 114
BONE CANCER	WHITE	WHITE
BLOOD CANCER	RED	PMS 186
BRAIN CANCER	GRAY	PMS 7538
BREAST CANCER	PINK	PMS 1767
CANCER	PURPLE	PMS 2593
CHILDHOOD CANCER	GOLD	PMS 136
COLON CANCER	BROWN	PMS 464
ESOPHAGEAL CANCER	LIGHT BLUE	PMS 292
GYNECOLOGICAL CANCER	PURPLE	PMS 2593
KIDNEY CANCER	ORANGE	PMS 158
LEUKEMIA	ORANGE	PMS 158
LYMPHOMA	PURPLE	PMS 2593
NON-HODGKIN LYMPHOMA	LIME GREEN	
MULTIPLE MYELOMA	BURGUNDY	
OVARIAN CANCER	TEAL	PMS 320
PANCREATIC CANCER	PURPLE	PMS 2593
PROSTATE CANCER	LIGHT BLUE	PMS 292
STOMACH CANCER	PERIWINKLE BLUE	
TESTICULAR CANCER	LIGHT PURPLE	PMS 1767
THYROID CANCER	TEAL, BLUE, PINK	
LIVER CANCER	YELLOW	PMS 114
LUNG CANCER	GRAY	PMS 7538

MR. CARTER’S COLOR PALETTE



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- DO NOT VIOLATE THE SIGNATURE CLEAR ZONE.
 - DO NOT SKEW OR SCALE THE WIDTH OR HEIGHT.
 - DO NOT ALTER SIZE OR PROPORTIONS OF THE LOGO IN RELATION TO THE LOGOTYPE.
 - DO NOT ROTATE THE LOGO TO ANY DEGREE.
 - DO NOT ADD OR CHANGE TYPEFACE OF LOGO TYPE.
 - DO NOT ALTER COLOR FROM ACCEPTED STANDARDS.
 - DO NOT SCREEN THE LOGO.
 - DO NOT PLACE THE LOGO WITHIN A LINE OF TEXT.
 - DO NOT ADD VISUAL EFFECTS TO THE LOGO UNLESS COMMUNICATED TO THE STRIKES AGAINST CANCER
CEO FOR APPROVAL AND SIGNOFF.
 - DO NOT PLACE THE LOGO ON A BACKGROUND OR PATTERN THAT MAKES IT HARD TO SEE.

INTERITY OF MARKS



WE ARE A SYMPATHETIC VOICE THAT PROVIDES HOPE AND ENCOURAGEMENT TO THE WARRIOR WITHIN EACH SURVIVOR, TEMPERED WITH THE HARSH REALITIES OF THE DISEASE. WITHIN OUR PERSONA, WE ARE A KNOWLEDGEABLE ALLY TO THE SURVIVOR, THE CAREGIVER, AND THE MEDICAL/RESEARCH COMMUNITY. THIS PASSIONATE, INFORMED VOICE IS WHAT GIVES OUR DONORS THE CONFIDENCE TO INVEST IN OUR ORGANIZATION AND THE COMMUNITY WE SERVE. ALL OF OUR BOARD-MEMBERS, SEVERING OR PAST, HAVE LOST A BELOVED ONE TO THIS DEVASTATING DISEASE.

TONE OF VOICE

BE BRAVE AND COURAGEOUS, JOSHUA 1:9 ALTHOUGH OUR MESSAGE TOPICS CAN BE HIGHLY EMOTIONAL, WE WANT TO SUPPORT THOSE WHO ARE STRUGGLING BY INSPIRING HOPE IN AN OTHERWISE DARK SUBJECT MATTER. HOWEVER, WE ALSO VALUE THE HONESTY OF DELIVERING A HARD-HITTING MESSAGE WHEN APPROPRIATE TO EMPHASIZE THE SERIOUS AND DEADLY NATURE OF THE DISEASE AND TO ENCOURAGE URGENT ACTION TO BE TAKEN TO PREVENT IT.

COMPASSIONATE AND KIND, PSALMS 91:4 WE ARE CONTINUALLY CHEERING FOR THOSE CAUGHT IN THE FIGHT AGAINST CANCER AND REMINDING THEM OF THEIR STRENGTH. WE WANT EVERYONE, ESPECIALLY WOMEN, TO CONFIDENTLY BELIEVE THEY CAN WIN THEIR BATTLE.

GOODNESS AND KNOWLEDGE, 2 PETER 1:5 IT IS IMPORTANT FOR US TO MAKE OURSELVES ACCESSIBLE TO EVERYONE. WE WANT EVERY HUMAN TO FEEL SAFE COMING TO US FOR SUPPORT AND TO FEEL WELCOME INTO OUR COMMUNITY. WE WANT TO ENCOURAGE EVERYONE TO GET INVOLVED IN RAISING AWARENESS AND BE EMPOWERED TO BE ACTIVE IN THE COMMUNITY. WE TRY TO MAINTAIN A PERSONABLE AND CONVERSATIONAL FRONT SO INDIVIDUALS ARE NOT INTIMIDATED, BUT FEEL COMFORTABLE ENGAGING WITH US WHILE REGARDING US AS A TRUSTED VOICE IN THE OVERALL CANCER AWARENESS.

PURPOSEFUL AND DEVOTED, EPHESIANS 2:10 WE ARE SINCERE AND DETERMINED IN OUR FIGHT TO ELIMINATE ALL FORMS OF CANCER AND HAVE A WARRIOR ATTITUDE THAT DOESN'T EASILY GIVE UP. WE SYMPATHIZE WITH THE EMOTIONS AND STRUGGLES OF THOSE WE SERVE AND ARE INTENTIONAL ABOUT TELLING THEIR STORIES TO THE WORLD. VITAL: WE ARE AWARE OF THE GRAVITY OF THE SUBJECT MATTER WE ARE INVOLVED IN AND STRIVE TO DO OUR BEST TO STRESS THE IMPORTANCE OF EDUCATION AND AWARENESS OF CANCER. WE KNOW THAT THE INFORMATION WE RELAY HAS THE CAPACITY TO SAVE LIVES AND WE TAKE OUR MISSION VERY SERIOUSLY SPREADING THROUGH THE VENUE THAT OUR; MOTHERS, SISTERS, GRANDMOTHERS, AUNTS, FATHERS, BROTHERS, UNCLES, GRANDFATHERS, AND BELOVED ONES SO PASSIONATELY LOVED AND SHARED WITH US... BASEBALL. ❤️

BRAND PERSONALITY AND TONE





1 Corinthians 13:4-8

4 LOVE IS PATIENT, LOVE IS KIND. IT DOES NOT ENVY, IT DOES NOT BOAST, IT IS NOT PROUD.

5 IT DOES NOT DISHONOR OTHERS, IT IS NOT SELF-SEEKING, IT IS NOT EASILY ANGERED, IT KEEPS NO RECORD OF WRONGS.

6 LOVE DOES NOT DELIGHT IN EVIL BUT REJOICES WITH THE TRUTH.

7 IT ALWAYS PROTECTS, ALWAYS TRUSTS, ALWAYS HOPES, ALWAYS PERSEVERES.

8 LOVE NEVER FAILS.

STRIKES AGAINST CANCER

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