



THE  
**SSO**  
FOUNDATION

*Research. Education. Innovation.™*

## **BRAND** GUIDELINES

The essential information you need to properly communicate The SSO Foundation brand.

## ABOUT THESE **GUIDELINES**

These guidelines have been created to protect a consistent and strong image in all brand communications, both internal and external of The SSO Foundation. Employees, partners, vendors and others who produce, represent or advertise the master SSO Foundation brand and/or its sub products must adhere to the guidelines.

The logo presented here is the official and only logo to be used to identify The SSO Foundation. These guidelines are rooted in legal, commercial and communication considerations and should be applied to all written correspondence and mailings; Society literature and publications; events; advertising and public relations; ad specialty and promotional items; and office signage pertaining to The SSO Foundation brand.

If you have any questions regarding the Brand Guidelines, please contact The SSO Foundation marketing department at [dgoldberg@davidjamesgroup.com](mailto:dgoldberg@davidjamesgroup.com) or 630-305-0003 x302.

## THE SSO FOUNDATION **BRAND STORY**

In October 2014, the James Ewing Foundation was rebranded as The SSO Foundation in order to more closely align its name with SSO.

Along with the name change, a new logo and brand identity was crafted for The SSO Foundation to illustrate the pillars of the Foundation: research, education and innovation. The logo features The SSO Foundation in a clean, modern typeface, accompanied by an icon accented with the recognized cancer awareness ribbon in the shape of “S” signifying SSO. The spherical shape of the icon, along with the ribbon’s added subtle reference to the equator, represent SSO and the Foundation’s contributions to global efforts to overcome cancer and inspire hope among cancer patients.

## THE SSO FOUNDATION **COPY GUIDELINES**

### **CAPITALIZATION**

- The entire phrase should always be capitalized, including “The.” Example: The Clinical Investigator Award was presented by The SSO Foundation.

### **SSO ACRONYM USAGE**

- SSO should never be spelled out. Always use the SSO acronym in The SSO Foundation name. Never reference the organization as The Society for Surgical Oncology Foundation.

### **FIRST REFERENCE**

- When first referencing, the entire phrase should always be listed in full: The SSO Foundation.

### **SUBSEQUENT REFERENCES**

- In subsequent references, the organization may be referred to as the Foundation. Always capitalize Foundation. When referring to the organization as the Foundation, do not capitalize “the” unless beginning a sentence. Example: The surgical oncology community benefited from generous contributions from the Foundation.

### **ABBREVIATIONS**

- Never abbreviate by listing the organization as SSO Foundation (do not eliminate “The”).

## THE SSO FOUNDATION BRAND STATEMENT

The SSO Foundation, the fundraising arm of the Society of Surgical Oncology (SSO), was established in 1978 as a 501(c)(3) organization to advance Dr. James Ewing's legacy as a pioneer cancer researcher and clinician. The Foundation, which relies on contributions from SSO members, patients, private individuals and organizations, provides SSO funding for the continuing education of surgical oncologists around the world. Through the initiatives of the Society, the Foundation helps ensure that future generations of surgical oncologists obtain necessary skills and competencies. The Foundation also supports translational and clinical cancer research and sponsors lectureships and awards that recognize excellence in, and contributions to, the advancement of surgical oncology.

Because the Foundation helps drive and recognize clinical excellence and innovation among surgical oncologists, it is a key contributor to global efforts to overcome cancer and inspire hope among cancer patients.

## PRINT AND ONLINE APPLICATIONS

The SSO Foundation logo was originally created as a vector-based art file, meaning it can be reproduced at any acceptable size without compromising quality. Various formats are available, such as .eps, .jpg, and .png files, from the The SSO Foundation marketing department.

### LOGO DOS

- Always reproduce the logo in four color process (4C) or 2-Color on a white or light colored background whenever possible.
- If 4C is not an option, use one of the approved other options shown here.
- Whenever production constraints do not allow the use of a color option due to the background the logo is over, use the reverse logo.
- You can find artwork for these logos at [surgonc.org/about-ssso/ssso-foundation](http://surgonc.org/about-ssso/ssso-foundation).

### LOGO DON'T

- Do not place any of the color logos over a patterned background which impairs readability.

### 2-COLOR & 4-COLOR (CMYK) OPTION

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### REVERSED OPTION

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### BLACK & WHITE OPTION

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## IMPROPER USE OF LOGO

- Do not attempt to recreate any portion of the logo.
- Do not separate the logomark from the logotype
- Do not combine the logo with any other element—such as logos, words, graphics, photos, slogans or symbols—that might seem to create a hybrid mark.
- Do not rotate, skew, redraw, reproportion, or otherwise alter or distort the logo or its elements in any way.
- Do not place the logo on a patterned background



## THE SSO FOUNDATION BRAND COLOR PALETTE

Color is a critical component of The SSO Foundation brand image. In most cases, the logo should be printed using 4-color process. However, when the logo is printed in 2-color, please print them in the solid PANTONE® colors shown here.

- Use 4C wherever possible, with C/M/Y/K breakdowns defined as indicated here.
- Always use the color palette shown here and on page seven whenever creating any printed or online applications for The SSO Foundation.
- Drop shadows should always appear in screens of 431 or screens of black. There is no drop shadow on the reversed out version of the logo.



**Pantone® 7690**

### PROCESS CMYK

CYAN—92%  
MAGENTA—47%  
YELLOW—15%  
BLACK—1%

### RGB

RED—0  
GREEN—118  
BLUE—168

### WEB

0075a8



**Pantone® 431**

### PROCESS CMYK

CYAN—66%  
MAGENTA—52%  
YELLOW—45%  
BLACK—17%

### RGB

RED—92  
GREEN—102  
BLUE—111

### WEB

5c666f

## THE SSO FOUNDATION BRAND FONTS

The SSO Foundation logotype is set in the Gibson Font Family. Only original artwork supplied by the SSO Foundation marketing department should be used; the logo should not be re-created in any way.

The SSO Foundation tagline is set in Gibson Light Italic.

Type used in communications pieces for The SSO Foundation must be consistent with these guidelines in order to maintain a strong brand. Arial and Arial Bold is to be used for HTML and applications such as Microsoft Word® and PowerPoint®.

### PRINT FONT USAGE

#### HEADLINES: Gibson Bold and Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;&!?\$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;&!?\$%

**BODY COPY: Gibson Light** unless reversing copy than copy should be Regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;&!?\$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;&!?\$%

#### TAGLINE: Gibson Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;&!?\$%

**Any form of the Gibson Font family can be used.**

### ONLINE FONT USAGE

#### HEADLINES & BODY COPY: Arial Bold and Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;&!?\$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;&!?\$%

#### BODY COPY: Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;&!?\$%



## THE SSO FOUNDATION BRAND RIBBON

The ribbon icon is an essential part of the design of the logo and can be used as an art element to add interest to the design.

The ribbon icon can be produced using the official brand colors, any of the cancer awareness colors or other colors depending on the use of the piece it is appearing on. Solid or screens of the ribbon are acceptable uses of the icon.

Since the ribbon is cropped off on the top right it is best to have it bleed off the page or crop to fit a shape. See example below. Ribbon artwork can be found at [surgonc.org/about-sso/sso-foundation](http://surgonc.org/about-sso/sso-foundation).

