cholangiocarcinoma
FOUNDATION®

STYLE GUIDELINES

July 2022

CONTENTS

PREFACE

One of the most valuable assets of the Cholangiocarcinoma Foundation is our reputation, the way people know and think about us. The main purpose of the style guidelines is to enhance communication support so that through the effective use of the foundation logo, design, and expression, a positive and professional impact will be generated. It is imperative that all communications representing the Cholangiocarcinoma Foundation follow the style guidelines, creating a unified and strong image, as well as maintaining an image of expertise and leadership in the area of cholangiocarcinoma (bile duct cancer). Our style guidelines cover touch points for both internal and external communications. If you cannot find details on a specific area or if you need assistance with choosing the correct format, please contact the Cholangiocarcinoma Foundation.

OUR FUTURE

The Foundation's communications are built on our strengths, our strategy and our mission.

- The future belongs to those that think big, that connect every touch point of the lifelong journey to the ones they serve both offline and online, anywhere in the world.

- We will strive to share our knowledge and insights in easy-to-understand and helpful formats.

- We will continue to support patients, caregivers and research in an effort to improve lives and find a cure for cholangiocarcinoma.

4 things we stand for:

Collaboration

Understanding

Research

Education

4 things we aspire to do:

Work with researchers, the medical community and other nonprofits

Support patients and caregivers

Fund research throughout the world

Share information and knowledge with all

OUR MISSION

To find a cure and improve the quality of life for cholangiocarcinoma patients.

OUR TONE OF VOICE

The way we write is one of the most powerful ways of communicating our vision and mission, whether to our patients, partners or the medical community. We use a distinctive tone of voice that makes people trust and support us.

We base our tone on characteristics that reflect our foundation mission and our promise to help patients through information and bold thinking: intelligent, confident and compassionate.

Have a clear and useful purpose. Think about your reason for writing before you put pen to paper. Everything you produce must be useful for its intended reader. Whether you're asking someone for a donation, training a volunteer or sharing information about cholangiocarcinoma, be clear about your purpose. That way, you can make sure every sentence supports your reason for writing, and your reader knows what to do next.

Keep your sentences short and focused. To keep our documents easy to follow and act on, use short, simple sentences of up to 20 words or so. Keep paragraphs concise too: around four or five lines maximum. Very short sentences can grab attention – but can also make writing sound choppy, so use these sparingly and only where they make sense

Use conversational and compassionate language. Think about how you would talk to your reader if you were sitting face-to face with them. You might phrase things slightly differently for different people, but you'd explain things clearly and naturally, and you'd keep things easy to follow and appropriate for their needs.

When we talk or write, we always sound: intelligent, confident and compassionate.

Write **intelligently** by:

- Having a clear and useful purpose
- Keeping sentences short and focused
- Saying things as simply as possible

Write **confidently** by:

- Using active language
- Using conversational language
- Using verbs rather than nouns
- Showing examples rather than just making claims

Write **compassionately** by:

- Using supportive words and phrases
- Avoiding jargon and clichés
- Showing an understanding of the importance of the communication

COPY GUIDELINES

Cholangiocarcinoma vs. bile duct cancer
The word cholangiocarcinoma, in reference to the disease, should be used in the first mention of any communication. It can and should be followed by bile duct cancer in parenthesis, for example: 'The Foundation supports those with cholangiocarcinoma (bile duct cancer)'. Each following mention of the disease in the communication can use either cholangiocarcinoma or bile duct cancer interchangeably.

Abbreviations and acronyms
Avoid overusing these. Don't use internal abbreviations in external communication. Where you do use an abbreviation, always spell it out the first time.

Use verbs rather than noun verbs (or 'doing words')
Make your writing more energetic. Instead of using nouns like 'behavior', 'consideration' and 'analysis' use the verbs related to them: 'behave', 'consider', 'analyze'. Your writing will sound more dynamic and confident.

Use active language
Always make it clear who's doing what by using active language, rather than passive verbs. In practice, this means thinking about who the 'doer' is in a sentence and starting with them. Your sentences will be sharper and more dynamic as a result, and you'll naturally use a lot more pronouns like 'you', 'we' and 'our'.

Avoid jargon and clichés
People worldwide come to us for information, support and help, so we should always avoid clichés in our writing. If you find yourself using one, think of a new way of phrasing things. We prefer simple words to complex ones and don't slow people down with medical jargon.

Show, don't tell
Rather than making an empty claim, try and make your point through a real example. This will be more meaningful and memorable to your reader, and it's a good way of bringing what we do to life. Our foundation is full of stories – so let's share them.

OUR LOGO

Master logo – Print

Use the print master logos for all your printed literature e.g. brochures, infographics, invitations, advertising etc.

There are two versions: a 4-color version for digital and in-house printing and a 5-color version for offset printing large-run print editions.

Master logo – Screen

Use the RGB logo on everything on-screen. That includes all digital media e.g. website, apps, PowerPoint presentations, brand animations, screen savers etc.

DO NOT:

• stretch or compress the master logo vertically or horizontally

• write over the logo

• lock up the logo with any other logo or sub-brand

• use the entire logo as a watermark

• substitute or alter any color in the master logo

Our logo is always 2:1

The master logo should never be used smaller than 6cm (2.35 inches) in width.

Font for "Foundation"
PLANTIN MT PRO
(Kerning at 60, Vertical Height 80%)

Font for "Cholangiocarcinoma"
Century Old Style Std (Kerning at -5)

Brown: #463905, PMS 5815, CMYK 56/59/98/56
Green: #7AC142, PMS 7488, CMYK 57/0/99/0
Light Green: #BBDC96, PMS 7486, CMYK 29/0/53/0

Additional square option if necessary.
Please only use if limited on space.

OUR TYPOGRAPHY

Our Headline Font

Our primary font is Futura Std Bold or Gotham Black.

"SUPPORT THE CHOLANGIOCARCINOMA FOUNDATION TODAY!"

Use Bold or Black for all headlines in print, digital and broadcast.

ALL CAPS is preferred for headlines, but sentence case is also an option. You may also mix ALL CAPS with lowercase to help emphasize a word or a point.

Do not justify large bodies of type; keep long paragraphs flush-left.

Our Text Fonts

For body copy, use Museo Slab (300, **500, and 900**) in sentence case. (All versions of this font in italics may be used.)

"Through the support of donors like **you**, we have funded the following research studies."

For charts or pieces that are copy-dense, use Myriad Pro (Regular and **Bold**). (All versions of this font in italics may be used.)

Do not justify large bodies of type; keep long paragraphs flush-left.

Lengthy body copy may appear as black type on a white background to ensure legibility.

All legal on collateral will be in Helvetica in at least seven point type.

HTML/PPT Fonts

In digital applications where an HTML font is required, use Arial. If your line is short enough, ALL CAPS should be used. A mix of CAPS and sentence case may be used to emphasize a point.

Body copy should be in standard, sentence-case Century Gothic.

Lengthy body copy may appear as black type on a white background to ensure legibility.

Use Century Gothic for PowerPoint. Do not use serif typefaces online.

OUR COLOR PALETTE

Our color is green. It has life and is a calming nature color. *It is also the color of bile.* As our logo is green, it shouldn't be overused. Our color palette also uses brown, gray, orange and blue, which work well with our logo.

A complimenting color is available with a lighter shade of green.

If you need more colors e.g. charts and graphs, use tints of our existing color palettes. Don't use tints of our main color. Keep it pure.

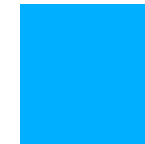Green: #7AC142, RGB 122/193/66, PMS 7488, CMYK 57/0/99/0

Accents:

Gray: #CCCCC, RGB 205/204/203, PMS Cool Gray 2, CMYK 19/15/16/0

Orange: #FF9900, RGB 248/153/29, PMS 151, CMYK 0/47/100/0

Brown: #463905, RGB 75/57/5, PMS 5815, CMYK 56/59/98/56

Blue: #2AAEFF, RGB 42/174/255, PMS 298, CMYK 63/20/0/0

Complimenting:

Light Green: #BBDC96, RGB 187/220/155, PMS 7486, CMYK 29/0/53/0
Note: It is our Green at 50% opacity.

IMAGERY/DESIGN

Images should be powerful, evoke emotion, create interest and engagement. They should help support the text by illustrating concepts quickly. Choose photos, illustrations, icons and graphics that are appropriate for the communication and distinguish us. Sometimes there is no need to use an image at all. If you have a good headline, it can stand on its own. In that case, let the headline be your image.

Iconography

Iconography can communicate quickly and be memorable. Use it when appropriate especially in lists, infographics and digital design.

Photography

When using photographs, use real people in real events if at all possible. The best photos are the unexpected and candid.

When selecting stock photos, choose images that stand apart from clichéd nonprofit/medical imagery and ensure they are active, genuine, and happy with a sense of positivity. They shouldn't feel staged or posed.

Make sure the photographs tell a story and are thought-provoking. They do not need to include people in every shot.

Design helps support the brand, the concept and the goal of the communication. Our design must reinforce our mission. Keep it simple. Clean. Clear. Compassionate. The right design makes our work stand out and communicates our message in an effective way.

When designing leave plenty of white space (especially around the logo), white space can be powerful, resist the need to fill it.

SOCIAL MEDIA - GUIDELINES

Active Accounts

- facebook.com/cholangiocarcinoma

- twitter.com/curecc

- instagram.com/cholangiocarcinoma

- youtube.com/c/CholangiocarcinomaFoundation

- linkedin.com/company/1903154

Social Media Voice

Who we are: Educational. Supportive. Engaged. We put patients first and want to help them navigate the disease as best they can.

Our tone: We believe in what we do. We're optimistic but realistic. We tell the truth.

Ownership of Posts

All messages on all central media platforms are posted in the character voice described above. We DO NOT attach names or initials to public posts.

Positivity and Transparency

We present our messages with a positive attitude, but are honest and transparent in the information we share.

Cadence

- Twitter: 6 to 9 posts daily

- Instagram: 2 posts/week

- Facebook: 3 to 4 posts daily

- YouTube: Varies

- LinkedIn: 1 to 2 posts weekly

Imagery

- All avatars should be similar and align with Style Guide

- Cover images should be similar across ALL platforms

Regularly Used Hashtags

- #CCA

- #CURECCA

- #CCF

SOCIAL MEDIA - GENERAL STYLE GUIDELINES

Other Accounts/Sources

- We always do our best to reference another account (when appropriate or available) in any message we share.
- When possible, reference the account mid-message as opposed to the end.

Dates and Times

- For times, use am and pm (lowercase, no periods). 3pm, 10am.
- Use "to" between times (2pm to 4pm) unless space is needed. Then use a dash. (2-4pm).
- Write out full words for days of the week (Monday, Tuesday) and use dates (5/19) to save space or reference dates in advance. Months can also be abbreviated (Jan., Feb.) for space.

Instagram

- Edit photos and apply filters in third-party software or apps (such as VSCO Cam, Lightroom, or iPhoto).
- Images should be artsy but not unnatural—effects should never compromise image quality (i.e. avoid effects that create intense sharpening, contrast, strange color casts, or overexposure.)
- Avoid using similar effects or color palettes consecutively.

Twitter

- Replace "and" with ampersand (&), NOT plus (+) to save characters when necessary
- Include any relevant mentions, as long as the account is active.
- Avoid using more than 3 mentions in a single post.
- When quoting tweets always add something new before the RT.
- Try for 1-2 native RTs (not quoting) per day.
- Try to include at least one hashtag per post. Avoid using 3+ hashtags in a single post.
- Cite the source of an article or news item by tagging the relevant account at the end of the message in brackets.

Facebook

- Use line breaks
- Include any relevant mentions, as long as the account is ACTIVE and the names of the mentioned accounts aren't so long as to be cumbersome.

YouTube

- Give videos descriptive names to support SEO
- Include relevant hyperlinks after description

QUESTIONS?

Our image is important to us, and we are happy to help you. Please don't hesitate to contact us.

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