



CHILDREN'S ONCOLOGY CAMPING ASSOCIATION

BRAND STANDARDS GUIDELINES

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MESSAGING

It's not how long you live, but how deep you live. For children with cancer and their families, oncology camp offers a chance at living. Living a life where they feel normal, where they experience happiness and where they aren't alone. Children's Oncology Camp Association (COCA) is the foremost professional organization whose mission is to support, educate and connect individual oncology camps, staff and volunteers. Through knowledge-sharing, innovative best practices, partner development and the Gold Ribbon Accreditation program, COCA is committed to continuously improving and serving oncology camps, so that camps may continue to serve and improve the lives of children and families fighting and surviving cancer.

3 KEY MESSAGES

STANDARD OF EXCELLENCE

Children's Oncology Camp Association has defined the standard of excellence for oncology camp programs through the development of its premier Gold Ribbon Accreditation program. The program, which ensures the highest level of safety practices, educational development and professional support, is seen by health care providers and community partners as a critical component to the health and welfare of the children and families who participate in camp.

COMMUNITY AND PROFESSIONAL DEVELOPMENT

Children's Oncology Camp Association understands the passions and pains of the men and women who dedicate their lives to developing programs so that sick kids may experience happy moments. In an effort to better support these servant leaders, COCA offers affordable educational programming, peer-to-peer forums and critical funding to aid in the continued credibility and longevity of oncology camps.

SHORT SOUND BYTE

Children's Oncology Camp Association is a member-first organization committed to providing innovative, educational and professional best practices to oncology camp professionals, while supporting and promoting the long-term benefits of oncology camps worldwide.

BRAND IDENTITY

PRIMARY LOGOMARK

The word “camp” can mean so many things, because there are all different types of camps involved with Children’s Oncology Camping Association (COCA). But the one thing these camps all have in common is that they are a shelter, a safe haven for kids to be kids.

In this mark, the crossbar is removed from the “A” to hint at this idea of shelter, and it makes the mark feel open and refreshing.

Atop the shelter, a gold ribbon (representing childhood cancer) has been transformed into a gold flag that can be raised proudly.

This logo is a balance between professional and friendly, corporate and compassionate. It’s very type-driven, with a modern sans serif font that has subtle rounded edges which add to its friendly nature.

While it’s important to know what COCA stands for, the COCA acronym is front and center and is treated with the most importance, since it is the most commonly used title.



COLOR ALTERNATES

It is recommended that the primary logomark is used whenever possible. However, there are times due to cost, print requirements, or other specifications when the one-color or reversed versions of the logo may be used.

For communication pieces restricted to one color, the logomark should appear only in Charcoal or white.

COLOR REVERSE



ONE-COLOR: CHARCOAL



WHITE



STACKED LOGOMARK

A secondary, stacked logomark has been created for instances when space is limited. It may be used interchangeably with the primary mark.

For communication pieces restricted to one color, the stacked logomark should appear only in Charcoal or white.

FULL COLOR



COLOR REVERSE



ONE-COLOR:
CHARCOAL



WHITE



WORDMARK

The primary logomark should be used whenever possible. However, there may be times due to space constraints where the wordmark is the best solution.

For communication pieces restricted to one color, the wordmark should appear only in Charcoal or white.

**CHILDREN'S ONCOLOGY
CAMPING ASSOCIATION**

COLOR REVERSE

**CHILDREN'S ONCOLOGY
CAMPING ASSOCIATION**

ONE-COLOR:
CHARCOAL

**CHILDREN'S ONCOLOGY
CAMPING ASSOCIATION**

WHITE

**CHILDREN'S ONCOLOGY
CAMPING ASSOCIATION**

ACRONYM MARK

The primary logomark should be used whenever possible. However, there may be times due to space constraints where the acronym mark is the best solution.

For communication pieces restricted to one color, the acronym mark should appear only in Charcoal or white.

COCA[^]

COLOR REVERSE

COCA[^]

ONE-COLOR:
CHARCOAL

COCA[^]

WHITE

COCA[^]

ICON

The full color icon should be used whenever possible. However, there are times due to cost, print requirements, or other specifications when the one-color or reversed versions of the symbols may be used.

For communication pieces restricted to one color, the icon should appear only in Charcoal or white.

FULL COLOR



COLOR REVERSE



ONE-COLOR:
CHARCOAL



WHITE



SPACING

To ensure visibility and prevalence, a minimum amount of space around the logo should remain clear of text, symbols, other logos and graphics at all times. The minimum required clear space is defined by the measurement of the height of the icon found in the logomark.

SPACE DEFINED BY HEIGHT OF ICON



MINIMUM SIZE

There are certain limitations to the size in which the logomark should be displayed. Violating this standard compromises the integrity and legibility of the logomark. When printed, please adhere to the minimum standard widths provided below.

PRIMARY LOGOMARK



WIDTH: 2" OR 192PX

STACKED LOGOMARK



WIDTH: 1" OR 96PX

ACRONYM MARK



WIDTH: .625" OR 60PX

WORDMARK

CHILDREN'S ONCOLOGY
CAMPING ASSOCIATION

WIDTH: 1" OR 96PX

ICON



WIDTH: .25" OR 24PX

BRAND
COLORS

PRIMARY PALETTE

COCA's color palette was intentionally selected to capture the professional yet welcoming character of the organization.

The palette is led by a bright and invigorating gold ribbon color, paired with a deep charcoal to create a bold contrast.

These hues are joined by a moss green earth tone and a sky blue to help the palette stay refreshing and airy.

RIBBON

PMS 142C
C4 M27 Y83 K0
R243 G189 B72
#F3BD48

CHARCOAL

PMS 627C
C85 M55 Y69 K64
R16 G49 B43
#10312B

SKY

PMS 290C
C26 M6 Y3 K0
R184 G216 B235
#B8D8EB

MOSS

PMS 5773C
C48 M32 Y69 K7
R137 G143 B101
#898F65

TYPOGRAPHY

COCA BRAND FONTS

Font choice can strongly influence the personality of a brand. Because of this, careful attention has been paid to COCA’s brand fonts. The primary fonts – Brandon Grotesque and Aleo – were selected for their legibility, professionalism and friendly details. Their mix of crisp edges and geometric shapes create a corporate feel, while rounded edges and open forms foster a nice, welcoming balance. When these fonts are not available, Century Gothic is an acceptable universal font substitution for Brandon Grotesque, and Courier New is an acceptable universal font substitution for Aleo.

BRAND FONTS

BRANDON GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

ALEO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

UNIVERSAL FONT ALTERNATIVE

CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

COURIER NEW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

TYPOGRAPHIC HIERARCHY

It is important to see how font size, color and weight can work together to create a hierarchy of information within a document. The example to the right shows the recommended ways to use the brand fonts when formatting copy. In instances where brand fonts cannot be used, please use the recommended universal fonts, Century Gothic and Courier New, as listed on the previous page.

XL CALL-OUTS – BRANDON GROTESQUE REGULAR

H1 – BRANDON GROTESQUE BOLD, ALL CAPS

H2 – BRANDON GROTESQUE MEDIUM, ALL CAPS

H3 – BRANDON GROTESQUE MEDIUM, ALL CAPS

H4 – Brandon Grotesque Bold

Body Copy – Aleo Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur nec sollicitudin elit. Curabitur sit amet lacus vulputate, molestie dui id, imperdiet velit. Duis quis nisi quis magna ullamcorper mattis faucibus massa. Fusce sed purus elit.

“Quotes or call-outs in Aleo Italic. In lobortis esse nullaplaga torqueo jugis exerci nostrud ingenu.”

- BULLETS IN BRANDON GROTESQUE
- BULLETS IN BRANDON GROTESQUE

THANK YOU

Usage of COCA's logomarks is managed by the COCA Executive Director. For further brand usage questions and marketing, please contact:

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Rhyme & Reason Design