BRAND GUIDELINES AND USAGE
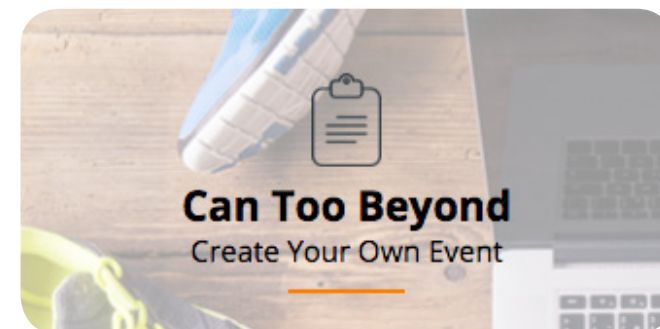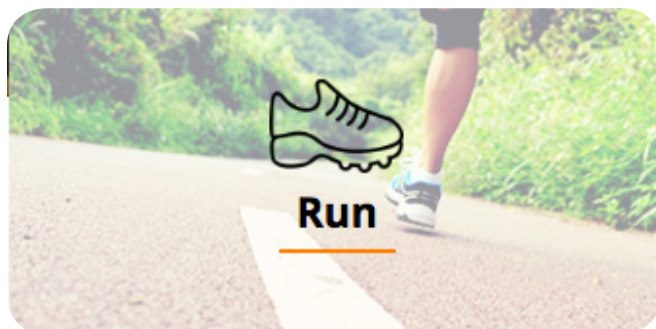
UPDATED SEPTEMBER 2019

NAMING CONVENTIONS

Can Too is about fun, fitness friends and fundraising. Our vision is transforming lives – through improving health and wellbeing in the community and supporting the research, prevention, care and control of cancer.
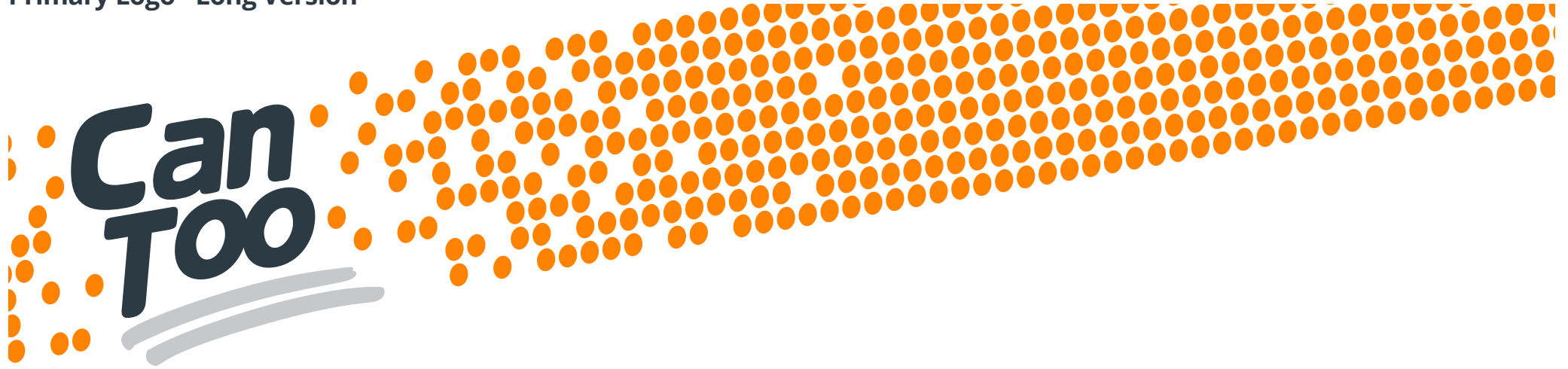
Can Too is to be called: Can Too.
In specific, situations we are referred to as The Can Too Foundation, but this is rare and not our everyday language. The words in our name are separate and must not be used as one word: ~~Cantoo~~ or ~~CanToo~~.

Run

Swim

Trek

Corporate Training

Funding Cancer Research

Can Too Beyond
Create Your Own Event

Primary Logo - Long Version

Secondary Logo - Medium & Short Versions

Type Only - Approval Needed

Spacing & Size

It is important for the logo to have as much space around it as possible.
The size of the "C" is used as a minimum space indicator around the wording of the logo.

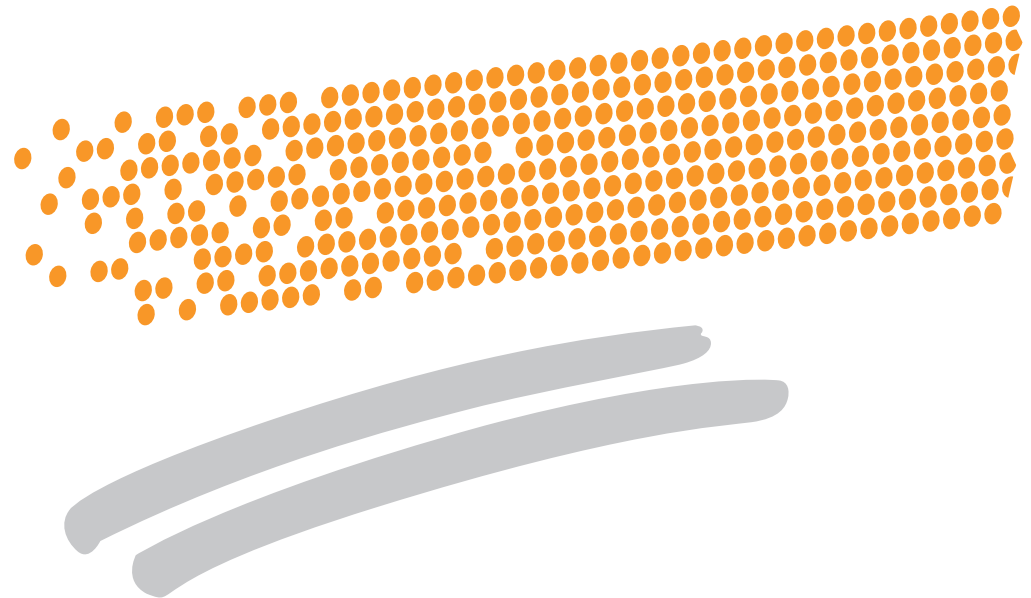The logo should always be clearly legible.

Visual Elements

The Can Too dots are a strong part of our visual identity.

Wherever possible, the dots must be used in conjunction with the logo.
In specific, rare circumstances, the logo may be permitted to exist without the dots. Check with the Can Too Office in this case.

The dots may be used without the logo, as a graphic element.

The Can Too underline can be used as a graphic element under headings or for separation. It is often grey, but can be the Can Too orange, black/dark blue or white.

Orange is one of our greatest distinguishing features.

It is an essential part of our brand identity and heritage. Combined with white, black/dark blue and grey, a distinct style is created which is both simple to use and powerful through its simplicity.

The Can Too logo and colours can be reversed and interchanged, ie:

COLOURS

The orange we use is bright, uplifting, fresh.
It is often referred to as 'fluro'.

PMS 151c is often the best shade of orange, but this depends on the materials being printed on, and the method of printing.
The words 'Can Too' in our logo are dark blue, in some cases, black.

Secondary colours: We often like to use a brighter blue to complement the orange:

C0 M48 Y95 K00
HEX #f89728
Pantone 151C

C80 M64 Y54 K48
HEX #2d3a42
Pantone 432C

C81 M28 Y17 K00
HEX #1992b7
Pantone 7703C

C21 M16 Y17 K00
HEX #c8c8c8
Pantone 420C

C0 M00 Y00 K00
HEX #ffffff

Headings: Open Sans
Body Copy: Arial

For both Open Sans and Arial, the full font family is able to be used.

OPEN SANS Regular	OPEN SANS Bold	Arial Regular	Arial Bold
AaBbCcDdEeFfGg HhIiJjKkLlMm NnOoPpQqRrSs TtUuVvWwXxYyZz	**AaBbCcDdEeFfGg HhIiJjKkLlMm NnOoPpQqRrSs TtUuVvWwXxYyZz**	AaBbCcDdEeFfGg HhIiJjKkLlMm NnOoPpQqRrSs TtUuVvWwXxYyZz	**AaBbCcDdEeFfGg HhIiJjKkLlMm NnOoPpQqRrSs TtUuVvWwXxYyZz**
1234567890 .!?()&@.	**1234567890 .!?()&@**	1234567890 .!?()&@.	**1234567890 .!?()&@**

IMAGERY

Wherever possible, we use photographs, of real people who have done a training program, family and friends, supporters, researchers, staff. **We never use models.** People in their orange training gear, action shots.

We capture a sense of fun, energy and pride – dynamic images that include movement and celebrate the positive. User generated images are great, we aim to convey a sense of 'real'.

Approval Process

When using our logo, we like to approve that it is being used in line with our guidelines. Please email: info@cantoo.org.au for approval

Files Available in .EPS and .JPG

- Can Too Long
- Can Too Long Black
- Can Too Long Black Reverse (White)

- Can Too Short
- Can Too Short Black
- Can Too Short Black Reverse (White)

- Can Too Medium
- Can Too Medium Black
- Can Too Medium Reverse (White)

- Can Too Line
- Can Too – No dots