



**ALK POSITIVE**

WORLDWIDE INFORMATION, SUPPORT & EMPATHY

**2019 BRAND GUIDELINES  
FOR PRESS**

# Messaging

## LOGO TAGLINE:

WORLDWIDE INFORMATION, SUPPORT, AND EMPATHY

## ONE-LINER MISSION:

You will often need an explainer that is as short as possible. Use the below copy.

ALK POSITIVE IS A PATIENT-DRIVEN SUPPORT GROUP,  
DEDICATED TO ADVANCING RESEARCH & ADVOCACY TO  
CHANGE THE FUTURE OF ALK-POSITIVE LUNG CANCER.

## UNIQUE MESSAGING:

WE ARE PATIENT-STRONG  
WE'RE NOT YOUR NORMAL CANCER PATIENTS

# Grammar & Language

## ALK POSITIVE LANGUAGE DISTINCTIONS:

We refer to our main stakeholders (ALK- lung cancer patients and their caregivers) as follows:

"patients/survivors"

"patients/survivors and caregivers"

"patients" by itself is also fine

Organization: ALK Positive (no hyphen) No: ALK+ in any usage

Disease: ALK-positive lung cancer (ALK always capitalized, must have the hyphen, all else lower case)

lung cancer: (lower case)

non-small cell lung cancer (NSCLC): all lowercase

Oxford comma: (Comma before the final 'and' in a list, ie,

"We work with patients, caregivers, and doctors."

Use bold, italics, and underlining (for emphasis) very sparingly

# Logos

## PRIMARY LOGO TO USE



**ALK POSITIVE**



**ALK POSITIVE**

WORLDWIDE INFORMATION. SUPPORT & EMPATHY



**ALK POSITIVE**

(For black & white printing)

The squarer logo is social medial friendly & visually compelling from its symmetry- use it as a default.

## OR, WHEN APPROPRIATE



**ALK POSITIVE**



**ALK  
POSITIVE**

# Logos

## WHEN TO USE LOGO WITH TAGLINE

- DO use on media/collateral that will be viewed for an extended time: business cards, shirts, posters
- DO use on medical-related collateral; applications, brochures, etc.
- DO use in donor-related settings, or introductory settings
- DO NOT use unless the tagline text is clearly large enough to read
- DO NOT use on media that will be scaled smaller, like social media icons

## LOGO NO NO'S



Don't stretch, alter or  
change colors



Do not remove or  
add any features



Contrast with  
background must be high



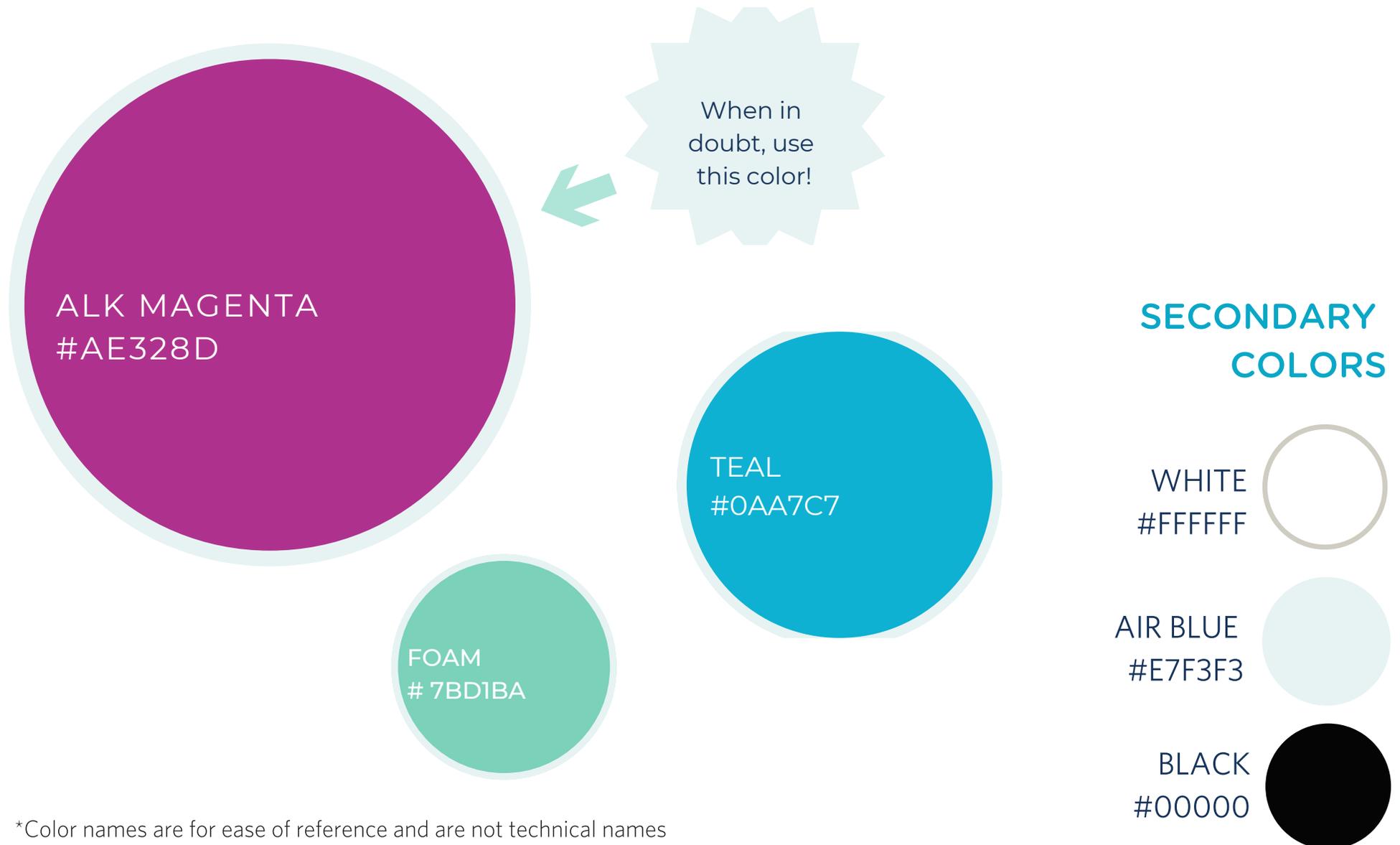
Must be large enough for all  
parts to be clearly legible

ALK Positive

Do not type out logo  
(unless in body of text)

# Brand Colors

ALK Magenta is our primary color. Teal and Foam can be used with Magenta, but should not be used by themselves.



\*Color names are for ease of reference and are not technical names

# Photography



ALK POSITIVE'S BRAND IS  
DEFINED BY ENERGETIC,  
PATIENT-FOCUSED PHOTOS

Yes to:

- Active moments, living life
- Happy people with natural smiles
- Cropping towards people and faces
- Representing the diversity of all our members worldwide
- Individual photos and small groups

No to:

- Grainy or blurry photos- if you don't have
- the photo you need, use a stock photo
- Brand medications labels



ALWAYS CROP FOR IMPACT

