



COMMUNITY ONCOLOGY ALLIANCE
Innovating and Advocating for Community Cancer Care

Brand & Style Guide

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For questions about this guide,
please contact:

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HOW TO USE THIS GUIDE

About This Guide

The Community Oncology Alliance Brand Guide is a comprehensive tool to guide communications of both the COA brand and its initiatives in a unified and consistent manner. The COA seal logo and our related initiative logos are important assets to us and represent the brand quality and consistency that we have developed over the course of many years. In this guide, you'll find information and guidance on the various design elements that make up our visual identity.

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Have Questions or Want to Get in Touch?

If you have any questions or would like to request authorization for using the COA or related logos, please contact us:

Nicolas Ferreyros

Director of Communications

Community Oncology Alliance (COA)

Phone: (713) 377-0689

Email: nferreyros@coacancer.org

Or you can contact the COA offices directly at:

Community Oncology Alliance

1225 New York Ave. NW, Suite 600

Washington, DC 20005

Phone: (202) 729-8147

Email: info@coacancer.org

ABOUT THE COMMUNITY ONCOLOGY ALLIANCE

More than half of America's patients with cancer and survivors receive their treatment in the independent, community oncology setting.

That is, oncology practices that are not part of hospitals or academic medical centers. As a critical part of the nation's cancer care system, community oncology keeps patients close to their homes, families, jobs, and support networks, which lessens the burden of this disease.

Serving as the voice of community oncology in Washington, DC and across the country, **the Community Oncology Alliance (COA) aims to improve patient care, offer professional growth for cancer care providers, and support practice operations.**

Individuals from every level of the cancer care delivery team, including oncologists, hematologists, pharmacists, oncology nurses and nurse practitioners, physician assistants, patients, and survivors, volunteer their time to lead COA and serve on its committees.

COA members regularly meet with state and federal lawmakers to advocate for smart, effective public policies. Members and staff have testified before both chambers of Congress, key federal agencies, and in statehouses to help shape bipartisan policies and legislation.

A Note About Our Name:

Our official name is "the Community Oncology Alliance." Note that we use "the" before our name.

When first referring to COA as an organization in any written materials, please spell the full name out and include the acronym "(COA)" immediately after it.

Future instances in the same document can refer to us simply as "COA."

BOILERPLATE

About the Community Oncology Alliance: The majority of Americans battling cancer receive treatment in the community oncology setting. Keeping patients close to their homes, families, and support networks lessens the impact of this devastating disease. Community oncology practices do this while delivering high-quality, cutting-edge cancer care at a fraction of the cost of the hospital setting. The Community Oncology Alliance (COA) advocates for community oncology and smart public policy that ensures the community cancer care system remains healthy and able to provide all Americans with access to local, quality, affordable cancer care. Learn more at www.CommunityOncology.org.

THE COA SEAL LOGO

The COA Seal logo is our iconic brand and should be respected. Please note the seal logo is a registered trademark of COA and all uses must be approved in writing.

Logos below are provided in different sizes and configurations. Select the logo that best suits the visual design and functionality of what you are producing.

The selected logo should be full and clearly visible, not altered or resized, or covered up in any way.



Large



Small

SEAL & TAGLINE LOGO OPTION



COMMUNITY ONCOLOGY ALLIANCE
Innovating and Advocating for Community Cancer Care

Large



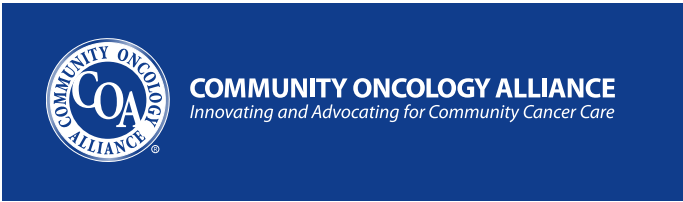
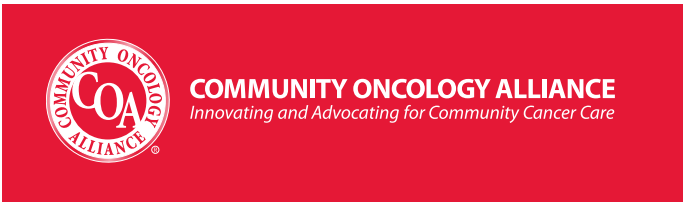
COMMUNITY ONCOLOGY ALLIANCE
Innovating and Advocating for Community Cancer Care

Small

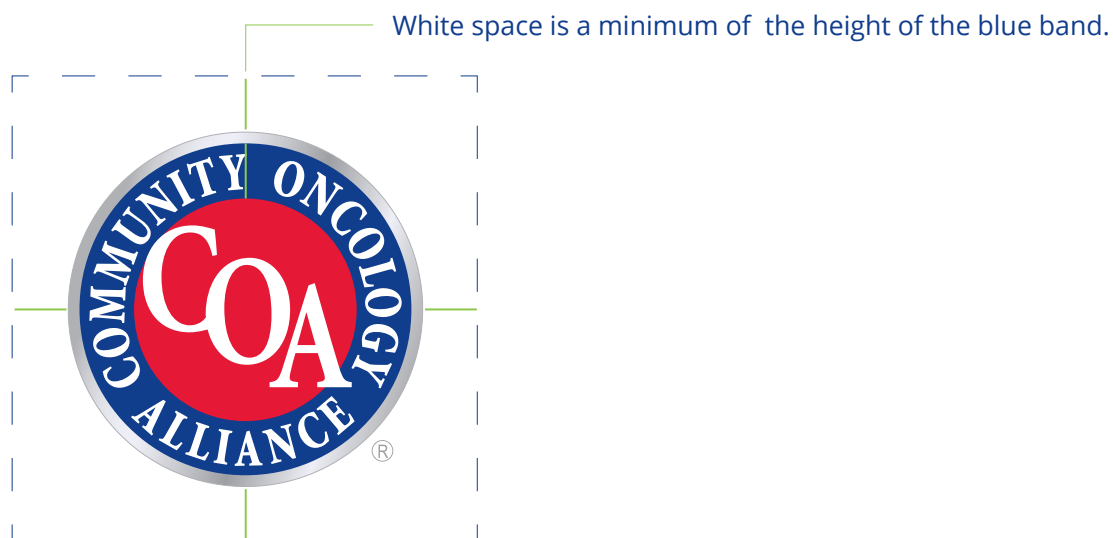
THE COA SEAL LOGO [ONE COLOR]



SEAL & TAGLINE LOGO OPTION [ONE COLOR]



WHITE SPACE



FAVICON LOGO

A favicon (pronounced “fave-icon”) is a specific logo to be used in instances when the seal is too small to read the name and text in it.

Favicons are usually use for instances that are 48x48 pixels in size or less.

If you are unsure about whether or not to use the favicon please contact us.



TYPOGRAPHY

Use Open Sans font for COA print collateral, emails, presentations (slides), and any Word docs:
<https://fonts.google.com/specimen/Open+Sans>

Styles

Type here to preview text

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PRIMARY COLOR PALETTE



PMS 186
R227 G24 B55
CO M100 Y81 K4
E61B37



PMS 2747
R19 G61 B141
C100 M85 Y0 K13
173372

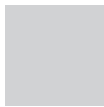
Secondary Color Palette



PMS 425
R88 G89 B91
K80
58595B



PMS Cool Gray 7
R148 G149 B152
K50
949598



PMS 427
R209 G211 B212
K20
D1D3D4



PMS 425
R65 G128 B190
C80 M43 Y0 K0
4180BE

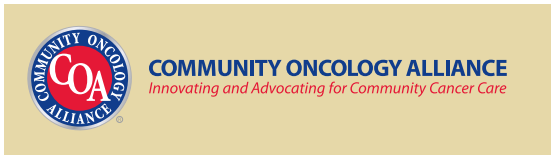
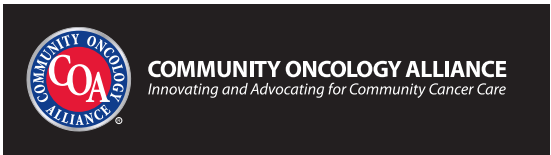
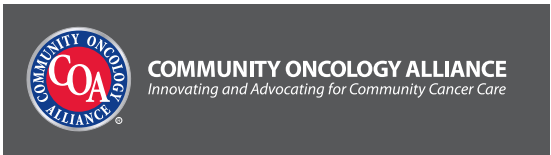
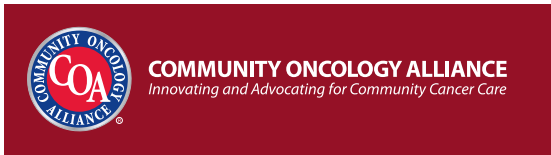


PMS 7427
R137 G34 B43
C26 M100 Y87 K25
89222B



PMS 7499
R228 G216 B174
C10 M11 Y38 K0
E4D8AE

Examples of use





WORLD OF COA LOGOS AND THEIR FAVICONS

These modified logos are to be used only as a favicon for websites and in instances when the full logo would be too small to read.



COMMUNITY
ONCOLOGY
PHARMACY
ASSOCIATION



Oncology Medical Home™

