



Brand Guidelines

Introduction:

This document provides guidelines for the permissible use of the Foundation's name, icon, and other communications assets (e.g., images and video) by the Foundation's grantees, volunteers, vendors, media and all other third-parties (herein all referred to as "third-parties/ third-party's/ third-party").

The entry text provides a brief overview of permitted and non-permitted disclosures. However, please review this entire document carefully.

Please note: In the event of a conflict between these guidelines and the terms of any separate agreement with the Foundation, the terms of the original agreement will control.

What's in a brand:

The Foundations branding was the creation of the organizations co-founder William Hodgkinson. Asked to create a visual representation of 'Wilms', William was very deliberate in his methodology and quickly developed a branding theme that represented his feelings of the disease.

The icon/ logo represents a human cell that is cancerous.

The cell is angry (red) and is inherently unhealthy at its core (grey).



Permitted Public Disclosures:

Third-parties may publicly disclose the following information about the award of a grant or the services performed by them for the Foundation:

- The Foundation's name for non-promotional purposes
- The total or maximum amount awarded
- Description of the funded project or event
- Description of the contracted services, provided such description does not disclose information subject to the third-parties confidentiality obligations.

www.WilmsFoundation.com

Wilms Cancer Foundation: Incorporated Charity #S0072415

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Public Disclosures Requiring Approval:

Third-parties must obtain prior written approval before using the Foundation's:

- Name for promotional purposes. Note: Promotional purposes includes press releases, public announcements, case studies, and paid digital media.
- Icon for any purpose

Note: Use of the Foundation's icon may require a written trademark icon permission letter, however those creating materials featuring icons that are solely owned and distributed by or on behalf of the Foundation itself DO NOT require a written trademark icon permission from the Foundation.

- Communications assets (e.g. photography, video footage, infographics, etc.)

Note: Any use of the Foundation's photography and video footage must be for a charitable purpose and requires adherence to our Photography and Video License, except as may be required by the Foundation in a services agreement.

Approval Requests:

If third-parties would like to use the Foundation's name or icon, attribute a report or other document to the Foundation, or acknowledge the Foundation's funding, written permission must be sought.

Prohibited Public Disclosures:

The following are prohibited without written permission from the Foundation:

- Using the Foundation's name or icon for commercial or retail purposes.
- Stating or implying that the Foundation endorses a third-party's product, or services.
- Third-parties stating or implying that the Foundation directly funds or endorses their activities, products, or services.

Specific Guidelines for Use

Foundation Name:

- A third-party may use the Foundation's name in a non-stylized, plain text form to:
 1. Refer to its relationship to the Foundation. Examples of acceptable name use would be a third-party listing our name alongside those of other funders in a printed event program, or listing us as a client on a third-party's website, where the Foundation and the relationship is not specifically singled out or highlighted. An example of unacceptable name use would be using the Wilms Cancer Foundation name as part of an award title, program or initiative name, or for any

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commercial or retail purpose. Authorship, ownership, and control of the Wilms Cancer Foundation name may be falsely implied through such use. Notable exception: Third-parties are not permitted to use the Foundation's name in a manner that creates the impression that they are direct recipients of Foundation funds. Such use could put the Foundation at risk under IRS regulations if it appears that a third-party was actually the Foundation's intended recipient.

2. Credit the Foundation in publications, presentations, or reports commissioned or funded by the Foundation, but not written by the Foundation.
3. Additional guidelines for use of Foundation name:
 - The Foundation may require third-parties to acknowledge the Foundation in materials or publicize the Foundation's work, either through the media or through other communications channels. If information is published such as a grant announcement or press release, it must be reviewed and approved in writing by the Foundation. The third-party is responsible for developing the announcement strategy and documents.
 - Information must remain confidential unless written permission is given by the Foundation and should not be announced publicly until the Foundation has provided written permission.
 - When spelling out the "Wilms Cancer Foundation," please spell it out. Please use "the Foundation" (with a capital "F") in later references, rather than lowercase or abbreviation abbreviating. "Wilms Foundation" can be used when necessary for clarification.
 - The Foundation's boilerplate language should not appear in third-party literature or announcements without prior written permission for the Foundation.
 - The Foundation's icon should not be used in third-party announcements.
 - The Foundation's name should not be used in the headline of any press release unless it is a joint release with the Foundation or prior written permission has been given by the Foundation. However, the Foundations name may be used in a sub-headline.
 - Sentences should lead with the Foundation's name (For example: Correct – The Wilms Cancer Foundation has given a grant to X family / Incorrect - X family receives grant for from the Wilms Cancer Foundation.

Foundation Icon:

- You may not use the Foundation icon in association with any third-party trademarks (names or icons) in a manner that suggests co-branding or otherwise creates potential confusion about the source or sponsorship of the materials or ownership of the Foundation icon. All co-branded initiatives must be approved by the Foundation
- The Foundation icon must remain intact, be placed properly in layout, be printed or published in an appropriate color from our palette or reversed to white, and be given adequate clear space around it. Refer to the specification guidelines herein for more detailed information.
- As a general rule, the Foundation icon should be equal in size and profile to those of other third-parties.
- Any use of the Foundation icon should be subtle, legible, and tasteful in appearance.



- Final icon presentation should always be approved by the Foundation. In limited circumstances, you may receive written permission to use the Foundation icon in connection with materials or services not distributed directly by the Foundation, to indicate a funding relationship or sponsorship. Because use of the icon implies the Foundation's sponsorship, affiliation, endorsement, and/or approval of a specific third-party's activities or products, requests for such use will be considered carefully. Such use may also include use in a third-party's website, in a video credit featuring partner acknowledgements, or an event program. Further examples of icon use may include using it in a product advertisement or on a retail item (e.g., a book or t-shirt).

Foundation Communication Assets:

- Video and Images:

With written permission from the Foundation a third-party may use Foundation-owned images or video footage in its materials. Additional guidelines for Use of Communication Assets:

- Foundation-owned images may be used in your materials for charitable purpose as long as the images are used in a reasonable, respectful, and topically appropriate way in the context provided. Any use is subject to Foundation permission
 - Third-parties may not use Foundation-owned video or images of individuals connected with the Foundation without written permission from the Foundation.
 - Non-Foundation-owned imagery should only be used by the Foundation and third-parties if permission has been obtained from the person or organization who owns the copyright to the footage or image. Permission must be granted ONLY by the person or organization that owns the rights to the footage or image. If the owner is not the creator of the footage or image, third-parties need to obtain a copy of the license agreement to guarantee that the owner has the right to redistribute it. Stock photography can be used in accordance with the licenses under which it was purchased.
- The Foundation's shooting approach and style are photojournalistic. The people the Foundation captures are real, not models. Consequently, it is critical that the Foundation retain editorial integrity in all images.
 - Third-parties may only use Foundation photography in its most natural authentic state: full-color or grayscale, with little to no retouching. They may not apply artistic filters, colors, patterns, or textures to images.
 - Acceptable third-party retouching includes slight adjustment for overall technical quality or color/tonal consistency in or across a series of images.
 - Images should never be retouched. A person or his or her clothes, accessories, or personal items in the frame (e.g., mugs, water bottles, and food) should remain the same.
 - Images should never be moved, added to, deleted, combined, altered, flipped, or stretched. Cropping is acceptable as long as the photographer's intent and subjects' experiences are not substantially altered.

If you have questions about these guidelines, please contact the Foundation at:

info@WilmsFoundation.com

www.WilmsFoundation.com

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Typography:

- Avenir Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

- Arial

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ



Colour Palette

Primary Orange:

- f04a24



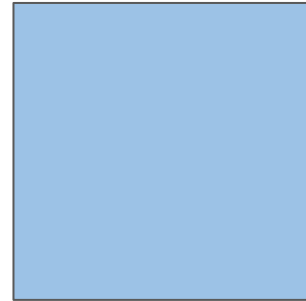
Primary Grey:

- 636363



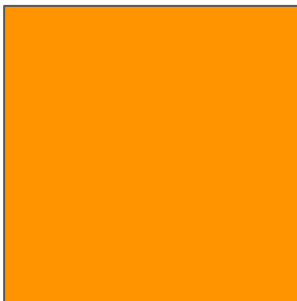
Primary Blue:

- 9cc2e5



Secondary Orange (a):

- ff9300



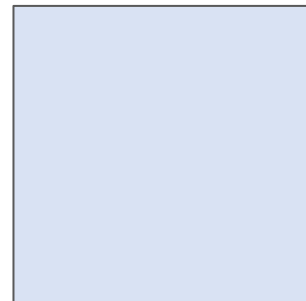
Secondary Orange (b):

- f54c02



Secondary Orange (b):

- d9e2f3





Icon Variations:



Primary Icon



Secondary Icon





Heading and Strapline Variations:

Wilms Cancer Foundation

Primary Heading

Wilms Foundation

Secondary Heading (a)

WCF

Secondary Heading (b)

Defeating Childhood Kidney Cancer

Primary Strapline

Cancer... Beat it

Secondary Strapline



URL Layout:

www.WilmsFoundation.com

Primary URL

email Layout:

info@WilmsFoundation.com

Primary email

www.WilmsFoundation.com

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