

Proud Community Supporter Brand Guidelines



Thank you so much for supporting Breast Cancer Foundation NZ!

As a fundraiser for the Foundation, you are able to use our Proud Community Supporter logo. We have included some guidelines about our logo and its use.



Our Proud Community Supporter logo

The Proud Community Supporter logo is to be used only by those fundraising for Breast Cancer Foundation NZ in the community.

Please make sure you check in with the fundraising team prior to distributing any collateral with our logo – we just want to make sure it aligns with our brand and has been used appropriately.

Please refer to the Foundation as “Breast Cancer Foundation NZ” on all collateral.

How to use our logo

Our Proud Community Supporter logo is available in PNG and PDF file format.

We recommend using the PNG file format for all digital collateral and PDF for all high quality printing.

Our logo colours



BCF Logo Pink

Pantone: **PMS 183 C**
CMYK: **00, 49, 10, 00**
RGB: **245, 161, 187**
HEX: **#F5A1BB**



BCF Grey

Pantone: **PMS Cool Gray 10 C**
CMYK: **40, 30, 20, 58**
RGB: **097, 099, 102**
HEX: **#616366**

Proud Community Supporter Brand Guidelines




Please only use the official logo files supplied in their original format and colours.

Please do not change our logo in any way or recreate it using images found online.


Please keep all logo elements together and never use the Pink Ribbon on its own.

ALLOWED



Drop shadow 



Coloured or photo background 

NOT ALLOWED



Do not recolour our logo



Do not stretch or distort our logo



Do not recreate our logo



Do not use logos from other charities

When using our logo on any collateral, please ensure it is clear and visible at all times.

No other Breast Cancer Foundation NZ logos are allowed to be used.

Get in touch

0800 902 732 | fundraising@bcf.org.nz | www.breastcancerfoundation.org.nz