Branding Guidelines for the VHL Alliance

Updated: 1/23/2019
The VHL Alliance logo should be primarily used with the clear no background (blue color on white background). If the logo is going to be placed on a dark background then the reversed white logo should be used. The “bug” alone can be used sparingly. It is preferred to have VHL Alliance included.
The Open Sans font family is to be used for headings and body copy, both in print and online.

Open Sans
Open Sans Extrabold
Open Sans Light
Open Sans Semibold

The Akkurat font family should be used for accents and headings.

Akkurat
Akkurat-Bold
AKkurat-Light
Logo Colors

VHL LOGO COLORS

#1A3461
C: 26
M: 52
Y: 97

#6A7397
VHL Color Palette

HOME & ABOUT
#6B92D1
C: 11
M: 146
Y: 209

PATIENTS
#468BE7
C: 70
M: 187
Y: 251

PROFESSIONALS
#00BCB4
C: 0
M: 188
Y: 180

RESEARCH
#FFA13B
C: 255
M: 161
Y: 59

GET INVOLVED
#F68C54
C: 246
M: 108
Y: 84

SECONDARY ACCENT COLORS

#F2CD55
#6A7397
Photography Style

Good photography evokes emotions and reactions before anything is even said.

Getting a good image requires careful planning, execution and selection.

Our photography style reflects and reinforces our mission by spotlighting people, is clean, compelling and real, and the subject is always the hero — the primary focal point, caught in a moment that resonates with the viewer.

Attributes that make our images memorable:

• A person or people prominently featured
• Natural lighting (avoid harsh light and color gels)
• Poses and facial expressions that are appropriate for the subject, including candid shots or personality poses
• The use of action, artistic representations, asymmetrical cropping, shallow depth of field, camera angles and saturated color to add visual interest
Media Release Form

VHL-Alliance

VIDEO-AUTHORIZATION AND RELEASE
For Show/Program

13th International VHL Medical/Research Symposium -
October 4-6, 2018

I hereby consent to participate in the VHL Alliance (VHL) video and give permission for the photographs, films, or records or use photographs and recordings that vary in - VHL may use or share some of the recordings; and my name, likeness, image, voice, and performance in all manners and media at the “Media Materials.” For the VHL Alliance projects, programs, and related materials for all purposes related to research, non-commercial missions, I understand that VHL Alliance projects, programs (including any and all business, educational, professional, or fundraising activities), and other materials that the VHL Alliance may make to promote the VHL Alliance, including, but not limited to, Internet broadcasts, cassette, and digital memory storage devices, and their packaging, on the Internet, and any new media and particularly, the use of the Media Materials for any purpose or in any manner, in whole or in part, at the discretion of VHL.

I hereby waive any right to inspect or approve the Media Materials, any printed matter that may be used in connection with the Media Materials, or any event-related materials. In addition, I hereby waive all rights, interests, or claims for payment or other compensation in connection with the Media Materials, including any work done, distribution, publishing, display, exhibition, or release of the Media Materials by VHL and release VHL and their Agents, officers, agents, and employees from any and all liability in connection with the Media Materials.

My signature verifies that I have read and understood this information and agree to the above stated terms.

[Check box]

- Use of photograph
- Use of video

[Signatures]

Name:
Signature:
Address:

Return completed form to:
VHL Alliance
1289 VHL Parkway Suite 30w
Boston, MA 02139
Fax: 617-742-7471

email: donate@vhlaffiliation.org
Heidi A. Leone, Director of Advancement

1200 VFW Parkway, Suite 303 // Boston, MA 02132
Office: 617.277.5667, ext. 4
Cell: 772.696.0770
Heidi.Leone@vhl.org / vhl.org

Help us Cure Cancer through VHL at vhl.org/MyVHL

VHLA does not engage in the practice of medicine. It is not a medical authority, nor does it claim to have medical knowledge. In all cases, VHLA recommends that you consult your own physician regarding any course of treatment or medication.
Business Cards

Staff Cards

Heidi A. Leone
DIRECTOR OF ADVANCEMENT

1208 VFW Parkway, Suite 303, Boston, MA 02132
617.277.5667 ext. 680 · Cell: 772.606.6770
heidi.leone@vhl.org · vhl.org

Generic Cards for Volunteers

Curing Cancer though VHL

1208 VFW Parkway, Suite 303, Boston, MA 02132

vhl.org

What is VHL?

VHL is a genetic condition involving the abnormal growth of blood vessels in 10 parts of the body. Patients battle a series of cancers throughout their life. VHLRA is the sole funder of VHL research, identifying new treatments for VHL and related cancers.
The VHLA letterhead should remain updated with current Board of Directors and Staff listings. It contains the logo and mission at the top with the address, tax ID number and accreditation logos at the bottom.
Newsletter/Annual Report

Annual Report Banner template

Volume 26, Number 4
ISSN 1066-4130
Fall 2018

ANNUAL REPORT 2017-2018

The quarterly newsletter of the von Hippel Lindau Alliance

Newsletter Banner template

NEWSLETTER OF THE

VHL ALLIANCE
VHLA agendas should include the title of the committee meeting, the date and time (including all time zones represented by members) as well as the conference call information in the footer of the document.
FOR IMMEDIATE RELEASE
January 23, 2019

TITLE: Your 60-80 Character Headline Goes Here in Title Case, Not All Caps

SUBTITLE: Although it’s optional, your sub-head can go here in sentence case

BOSTON, MA – Your lead, consisting of strong 5W content kept short, sweet, and interesting, should start off the body of your release – all of your most important information should be here. Keep it to a sentence, maybe two. If your lead summarizes the entire release, you’re gold.

Now you move on to the body of your release. Remember the inverted pyramid. Each paragraph should consist of three to six sentences written in the third person. The average press release consists of 500 words or less. This press release template consists of about 300 words.

"A great press release should include a great quote from a company executive or industry expert," says eReleases President Mickie Kennedy. "An important thing to know about quotes is that the media generally won't use them unless they are evocative, fresh or state something in a way that would be very difficult to paraphrase."

A press release can be used to announce a new or updated product. Other press release topics can include a partnership with a company or organization, as well as being issued an industry award. For additional press release topics, visit: http://www.ereleases.com/prfuel/press-release-topic-ideas/. As you just saw, you may include a url in your press release. vhl.org

About the VHL Alliance

The VHL Alliance (VHLA) is the preeminent resource and clearinghouse for those affected by von Hippel-Lindau disease, including patients, caregivers, researchers, and the medical community. VHLA is a 501(c)(3) non-profit organization founded in 1993, which is dedicated to research, education, and support to improve awareness, diagnosis, treatment, and quality of life for those affected by VHL. VHLA is the leading funder of VHL research, funding $2 million in grant to support studies designed to find a cure. The VHL Alliance's vision is Curing Cancer through VHL.

For more information about the VHL Alliance, please visit vhl.org.

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The VHL Alliance is a 501(c)3 non-profit organization – Tax ID: 04-3180414