Branding Guidelines for the VHL Alliance

VHLA is dedicated to research, education, and support to improve awareness, diagnosis, treatment, and quality of life for those affected by VHL.

Updated: 2/10/2020
Logos

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.
TYPOGRAPHY

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
#B92D1
C: 11
M: 146
Y: 209

PATIENTS
#46BBE7
C: 70
M: 187
Y: 251

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

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

GET INVOLVED
#F66C54
C: 246
M: 108
Y: 84

SECONDARY ACCENT COLORS

#F2CD56
#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
VHL-Alliance

[Video Authorization and Release]
For Show(s):

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

I hereby consent to participate in the VHL Alliance (VHL4) video and give permission to be photographed, filmed, or recorded for video, photographic and recordings that may involve - VHL4 may use all or some of the recordings and my name, likeness, image, voice, and performance in all media and media other Media Materials. For the VHL4 projects, programs, and related materials for activities related to them, non-commercial missions. I understand that VHL4 projects, programs (including any artistic, business, educational, professional, or fundraising activities) and other materials related to the VHL4 will have an unlimited right to use, management, licensing, Internet, broadcasts, cassettes, and digital memory of any type to publicize and promote them and my participation, any and all rights, title, and interest in and to all media materials for any purpose, in whole or in part, as determined by VHL4.

I hereby waive any rights to inspect or approve the Media Materials, any printed matter that may be used in connection with the Media Materials, in the event use of the Media Materials. In addition, I hereby waive all rights, interests, or claims for payment or other compensation in connection with the Media Materials and all other materials related to the Media Materials. VHL4 and release VHL4 and their Regents, 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.

* Use of photograph: YES ☐ NO ☐

* Use of video: YES ☐ NO ☐

Address: ___________________________

* Signature: ____________________

Return completed form to:
VHL-Alliance
1234 VHL Road, Suite 20
Boston, MA 02134
Fax: 1-800-712-9171
director@vhl.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
617.277.5607 ext. 8012
heidi.leone@vhl.org • vhl.org

Generic Cards for Volunteers

Curing Cancer through VHL

1208 VFW Parkway, Suite 303, Boston, MA 02132
vhl.org

What is VHL?
VHL, or von Hippel-Lindau disease, is a genetic disorder causing the abnormal growth of blood vessels in the body. Patients battle a series of cancers throughout their lives. VHLAA is the lead funder of VHL research, identifying new treatments for VHL and related cancers.

VHL Volunteer:
Email:
Phone:
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

Newsletter Banner template
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.
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.

###

** All press releases need to be coordinated with VHLA.
Common pointers on AP style:

- Use an apostrophe and spell out academic degrees
  - Use abbreviations for degrees only when you need to include a list of credentials after a name; set them off with commas.
- Try not to use acronyms
  - But if you do, spell out acronyms on the first mention (unless very common, e.g., NASA), and refer to general term following the first mention (e.g., “the agency”)
- Generally, spell out numbers one through nine (some exceptions apply, e.g., addresses, ages, dates, etc.).
  - Numbers 10 and over can be represented with their figures.
- For more quick references on AP style, see:

VHLA exceptions:

- Acronyms related to von-Hippel Lindau or the VHL Alliance (see below)
- Don’t use “Dr.” before someone’s name (see MD below)
- Oxford comma should be used
Editorial Style, Cont.

Editorial style:

- Annual Meeting or Annual Family Weekend should be capitalized
- Clinical trials
  - The word “Phase,” when talking about a clinical trial, should be capitalized. The trial number should be a Roman numeral: ex. A Phase I trial has started...
- Curing Cancer through VHL
  - All caps except for “through”
- Healthcare or health care
  - healthcare
- MD
  - Use “,MD” after name, rather than “Dr.” before name; Same for PhD
- MyVHL
  - always one word with small “y”
- Renal cell carcinoma
  - Capitalized “Renal”
  - Acceptable alternatives: kidney cancer, RC
- Pancreatic Neuroendocrine Tumors
  - pNET
Editorial Style, Cont.

- **VHL Alliance / VHL**
  - “the” can be used with the full name written out, but not with VHLA
  - The name should be completely spelled out at the beginning of a paragraph with (VHLA) in parenthesis in the first reference. VHLA can then be used in later parts of the document
  - The organization should always be referred to as the VHL Alliance or VHLA, not the Alliance.

- **VHL Clinical Care Center (CCC)**
  - VHL Comprehensive Clinical Care Center (CCCC)
  - When referring to both, use C/CCC

- **VHL gene**
  - When referring to the gene, VHL should always be capitalized and italic

- **vhl.org**
  - No www should be used when referring to any of our web pages/links

- **von Hippel-Lindau syndrome (VHL)**

- **Tone:**
  - Blogs, newsletters, website copy, etc. should all include a positive, hopeful tone.
Please contact the VHL Alliance for any of these as templates.

VHL Alliance
1208 VFW Parkway, Suite 303, Boston, MA 02132
617.277.5667 x 4 / vhl.org / info@vhl.org

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