Branding Guidelines
for the VHL Alliance

Updated: 2/10/2020
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
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
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Help us Care 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.
Letterhead

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

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