



Branding Guidelines

Rev. March 2021



About Us

P.O. Box 1293 • Mount Pleasant, MI 48858
www.pcups.org

Our **Mission**

Ensure the quality of men's everyday lifestyle & save lives. P.C.U.P.S. continues to promote awareness through sport & recreation, with a focus on prostate cancer.

Our **Vision**

P.C.U.P.S. is a charitable organization dedicated to promoting men's health and wellness through early detection screening and knowledge of symptoms, treatments, and care.

Important **Events**

March

Hunting for Health

June

Men's Health Month

September

Prostate Cancer Awareness Month
Men's Health Event

November

P.C.U.P.S. Birthday!

December

Giving Tuesday



Logo Usage

Always use the P.C.U.P.S. logo in the proper way.



This means:

Do Not Rotate

Do Not Flip, Squish, Stretch, or Skew

Do Not Change the Colors

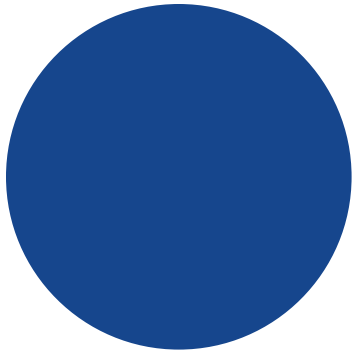
Do Not Place on Image or Color that Obstructs the Logo

NEVER use the P.C.U.P.S. Foundation logo without permission from the P.C.U.P.S. Board or CEO.

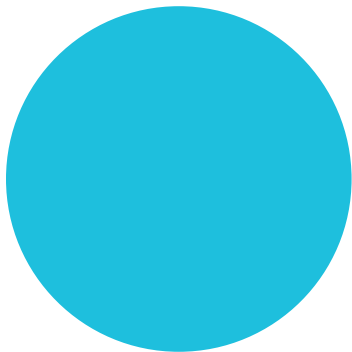
examples:



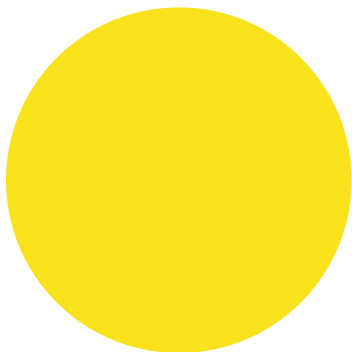
Color Palette



Pantone 286C
R 25; G 70; B 141
C 100; M 84; Y 12; K 3
Hex# 19468d



Pantone 311C
R 0; G 191; B 221
C 70; M 0; Y 11; K 0
Hex# 00bfdd



Pantone 107 C
R 252; G 223; B 27
C 3; M 7; Y 95; K 0
Hex# fcdf1b

Typography

Main Body & Headings: Roboto Family

Roboto Condensed
Roboto Condensed Italic

Roboto Bold Condensed
Roboto Bold Condensed Italic

Roboto Thin
Roboto Thin Italic

Roboto Light
Roboto Light Italic

Regular
Italic

Medium
Medium Italic

Bold
Bold Italic

Black
Black Italic

Accent: *Brush Script MT*

Note: If you do not have access to these fonts, please contact marketing@pcups.org & they will be sent to you with authorization from the board, or please use a standard font such as Arial.

Social Media



P.C.U.P.S. Foundation uses Facebook, Twitter, Instagram, LinkedIn, and Youtube to feature all promotions and information.

Here are the image sizing guidelines for

Facebook:

Shared Image: 1200 pixels by 630 pixels
Event Cover Photo: 1920 pixels by 1080 pixels
Profile Picture: 180 pixels by 180 pixels

Twitter:

Header Photo: 1500 pixels by 500 pixels
Profile Photo: 400 pixels by 400 pixels
Shared Images: 1024 pixels by 512 pixels

Instagram:

Profile Pic: 320 px by 320 px
Square Image: 1080 pixels by 1080 pixels
Vertical Image: 1080 pixels by 1350 pixels
Horizontal Image: 1080 pixels by 566 pixels

LinkedIn:

Business Profile Photo: 400px by 400px
Cover Photo: 1536px by 768px
Post Images: 1200px by 627px

Stories (Facebook, Twitter, Instagram, LinkedIn):

1080 pixels by 1920 pixels
9:16 Aspect Ratio

YouTube:

Profile Picture: 800px by 800px
Cover Photo: 2560px by 1440px
Video Thumbnail: 1280px by 720px, with a recommended ratio of 16:9

For more in-depth sizing, please visit:

<https://blog.hootsuite.com/social-media-image-sizes-guide/>

P.C.U.P.S. Hashtags

#PCUPS
#SaveTheBoys
#LiveToPlay
#PlayToLive
#ProstateCancerAwareness
#HaveYouBeenChecked