



Gold In September (G9) Brand Guidelines

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# Full-Color Logo

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Below is our primary logo. This logo can be used with different media and executions, such as brochures, envelopes, t-shirts, pins, social media, and print ads.

- G9 Logo must be used in its complete, unmodified form and cannot be placed on top of, behind, integrated with, or directly touching any other logos or graphics.
- G9 logo colors and shapes cannot be manipulated or changed in any way, and should never be distorted, filtered, ghosted, tilted, or otherwise modified in any way that detracts from the original appearance. Resizing should always be proportional.
- G9 logo cannot be reproduced without explicit permission from G9. All logo reproductions must be approved by G9. Contact us for approval at [info@goldinseptember.org](mailto:info@goldinseptember.org).
- When writing out or referring to the brand by name, always use the official name Gold In September (G9). The first letter in each word must be capitalized.



G9 Logo



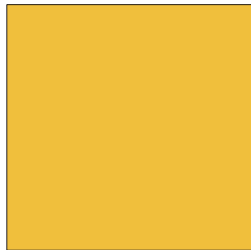
G9 logo on black background

# Color palette and usage

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Throughout G9 marketing and materials the colors gold, white, and black are primarily used to represent G9. Gold is the foundation color, while black and white are accent colors.

Primary:



G9 Gold

C= 6  
M= 24  
Y= 88  
K= 0

PMS: 7406  
HEX:  
#f0c21f

R= 240  
G=194  
B= 31



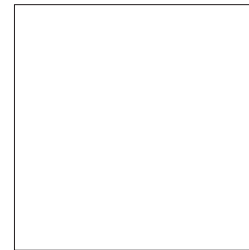
Black

C= 0  
M= 0  
Y= 0  
K= 0

HEX: #000000

R= 0

G= 0  
B= 0



White

C= 0  
M= 0  
Y= 0  
K= 0

HEX:  
#ffffff

R= 255  
G= 255  
B= 255

# Fonts

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G9 primarily uses sans serif fonts, but there are also decorative serif fonts that can be used for special occasions, callouts, or campaigns to draw attention to them specifically. Below are screen shots of the main fonts that are used on the Gold In September website and throughout the marketing materials for G9.

Primary fonts:

ABCD  
abcd  
1234

Calibri

ABCD  
abcd  
1234

Aleo

ABCD  
abcd  
1234

Gotham (Logo font)

Decorative font



**ABCD**  
**ABCD**  
**1234**

Nexa Rust Black  
Shadow

# Marketing materials

This is a sampling of the ways G9 has come to life visually. Using a wide variety of marketing and branding materials G9 has taken different, yet cohesive approaches to getting the word out and bringing attention to pediatric cancer.



# Imagery

G9 uses a variety of images that depict hope. G9 has focused typically on Annie, the founder of G9, however, as she moves forward in her life, there is opportunity for G9 to feature additional faces of G9 and childhood cancer.



**GROW GOLD IN SEPTEMBER**  
BY TEAMING UP WITH RANDALL AND AIYDA COBB IN THE FIGHT AGAINST CHILDHOOD CANCER.

Randall Cobb has been wearing gold with pride since coming to Green Bay. Now he and his wife Aiyda know how meaningful and powerful gold can be outside the stadium. Since 2013, Gold in September (G9) has been committed to raising funds for childhood cancer research. G9 directly funds early-stage trials, bringing the newest, most promising treatments to kids faster. Your support is needed now more than ever. Join Randall and Aiyda Cobb as they work to raise awareness and inspire action in support of G9.

**DONATE TODAY! GOLDINSEPTEMBER.COM/GROW-GOLD-WITH-US**

**Jack**  
"You can't win the fight against this awful disease with just the people who are trying to fight it. That's like trying to win a war with only the wounded."  
Annie Bartoz

Annie Bartoz lost her twin brother Jack to cancer in 2012 and her father (also in 2016) to the long-term effects of cancer treatments he received when he was in his early twenties. Annie and her mother Sarah created Gold in September (G9) with a major commitment to increase funding for childhood cancer research by raising public awareness and to inspire people to take action.

Annie and Sarah have united the country through the color gold in September—the nationally recognized color and month for childhood cancer—in honor of all kids battling this horrible disease. It will take all of us, working all year long, to raise the funds that will bring new and improved treatments to those who need it most. So remember all the kids and families spotlighted in the G9 Grow Gold collab. They are counting on you.

With your donation, you can provide hope for the children and families battling this disease. With your donation, you can change the future for all children with cancer. With your donation you can make an impact and **growGOLD**.

**Sarah Annie**  
**Myhenna**  
**Ryan**  
**Eli**  
**Keegan**  
**Elysia**  
**Cate**  
**Lyla**



# Merchandise with logo representation

These are a few merchandise options that G9 has available. With most of the merchandise G9 utilizes the gold color whenever possible, however, a secondary palette of grey, black, and white are also utilized throughout as needed.





