



STYLE GUIDE 2025

ABOUT THE CHILDREN'S BRAIN TUMOR NETWORK STYLE GUIDE

This style guide defines how the Children's Brain Tumor Network (CBTN) communicates—clearly, consistently, and with purpose—aligning every message around a shared voice, vision, and mission, and ensuring that all teams and partners strengthen a unified, trusted identity.



TABLE OF CONTENTS

BRAND STRATEGY

- 0 Brand & Style Guidelines
 - 0 CBTN Brand Strategy
 - 0 Vision & Mission
 - 0 Brand Story
 - 0 Brand Personality
 - 0 Approach
 - 0 Dos & Don'ts
-

VISUAL IDENTITY

- 0 Logo Usage
- 0 Logo Specifications
- 0 Incorrect Logo Usage
- 0 Color Palette
- 0 Using Color
- 0 Images & Artwork
- 0 Image Selection
- 0 Typography

CBTN unites world-class institutions, researchers, clinicians, advocates, and families in a shared mission to accelerate discovery and improve outcomes for children with brain tumors. Our brand is powered by collaboration, driven by innovation, and guided by a deep sense of purpose and urgency. This section defines the foundational elements of our brand: our value proposition, positioning, personality, and voice. It reflects how we want to be understood and how we deliver on our promise.

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For brand questions, please contact:

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What We Do

**Advance Progress
Toward Cures Childhood
Brain Tumors, Together.**

CBTN is a global community of researchers, clinicians, and families working across institutions to drive bold discovery, advance treatments, and drive real hope for every child with a brain tumor.

How We Do It

**Accelerate Science.
Advance Care.**

By openly sharing rich research resources, healthcare AI tools, and cloud-based technologies, we empower the global research community to unlock insights faster, publish findings, and improve treatments for children everywhere.

Why It Matters

**Because Every Child
Deserves the Chance
to Thrive.**

These diagnoses change lives in an instant. The loss or long-term suffering of a child is unacceptable. United, we cure.

OUR VISION

To create a world where no child faces a brain tumor by transforming how science is done, accelerating cures through collaboration and innovation that redefines what's possible in pediatric brain health.

OUR MISSION

The Children's Brain Tumor Network (CBTN) unites the global pediatric brain tumor community to drive innovative discovery, pioneer new treatments, and accelerate open science that improves the lives of children everywhere.

BRAND TAGLINE

UNITED WE CURE.

CORE VALUES



COLLABORATION



TRANSPARENCY



EQUITY



INNOVATION



URGENCY

POSITIONING STATEMENT

CBTN is the global leader in data-driven, collaborative science for pediatric brain tumors, uniting institutions, researchers, families, and foundations to transform data into discoveries, and discoveries into cures.

BRAND STORY It starts with a question:

What if every discovery were shared?
What if the data from one child's
diagnosis could help save another?
What if we stopped competing and
started collaborating so no idea,
no sample, no moment of possibility
was ever lost?

This is the heart of the Children's Brain Tumor Network.

We believe the answers to curing childhood brain tumors already exist in scattered in the stories of children, in the dedication of scientists, and in the data waiting to be connected. Our mission is to bring those pieces together, uniting people, institutions, and technology in ways never seen before.

CBTN was built with the conviction that no one should face this diagnosis alone. Not the families. Not the clinicians. Not the researchers searching for a cure. Together, we've built a global community that turns compassion into collaboration and information into innovation.

We're changing what's possible for every child. Because when the world shares data, shares innovation, and shares purpose, better outcomes are no longer a matter of if, but when.

United We Cure.

BRAND PERSONALITY

CBTN's tone and demeanor should consistently reflect our mission, values, and the unified power of our network. Use these traits to guide all communications and storytelling.



COLLABORATIVE

We speak in ways that bring people together, attributing success to shared effort.



INNOVATIVE

We lead boldly, leveraging data and developing technology to re imagine what's possible.



URGENT

We never forget that these children don't have time to wait. Our language reflects the pressing need for progress.



HOPEFUL

Our work is grounded in science, but our spirit is guided by optimism for cures, for families, for the future.



BOLD

We don't shy away from challenges. We embrace the hard questions and lead with courage.



GROUNDED

Everything we say is rooted in evidence, lived experience, and the reality of children facing brain tumors.

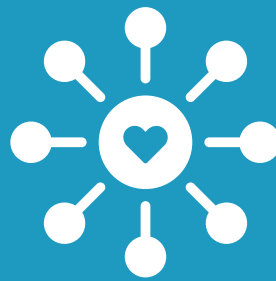
THE BRAND'S STAND

LEADERSHIP & INNOVATION



Setting the gold standard in pediatric brain tumor research.

COLLABORATION



A global alliance moving as one.

DATA & TECHNOLOGY



Turning complexity into clarity and possibility.

COMPASSION



A global alliance moving as one.

DOS & DON'TS

DO

- Use this guide to maintain a unified voice across all content and channels
- Keep CBTN's tone consistent, confident, and rooted in purpose
- Highlight stories and efforts that reflect hope in action, not just what we stand for, but what we're doing
- Reinforce CBTN's mission, values, and commitment to collaboration
- Integrate language and themes from the brand message matrix
- Center the impact: emphasize data, urgency, and the people our work supports
- Do reach out to the communications team when approached for public-facing co-branding opportunities with partners and vendors.

DON'T

- Dilute or contradict our brand values, mission, or tone
- Default to vague, generic, or overly corporate language
- Over promise or sensationalize results—be aspirational, but honest
- Lose sight of the human element: children and families come first
- Create materials that feel disconnected from our collective identity or momentum
- Hesitate to reach out to the communications team for collaboration

The CBTN mark represents the individual networks including foundations, member institutions, and researchers while coming together as a collective whole for the greater good. The type solution and icon exemplify a tech forward vision.

PRIMARY LOGO when printing in full color



BLACK & WHITE LOGO

A solid black and black/white logo are provided for use in black and white applications only. This logo version should not be used on any materials produced in color.



REVERSED LOGO

A reversed version of the logo is provided for use on top of colored background or a dark area of a photograph as long as there is sufficient contrast that the logo can be easily read.



MARK/ICON ONLY

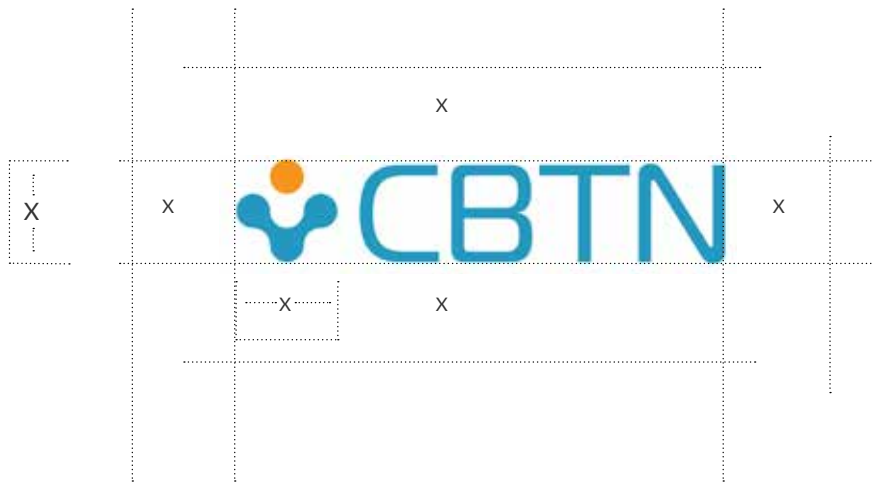
The mark or icon is used in place of the full logo when space is limited or when the logo appears on previous pages. This may also be used in social media avatars, app icons, or favicons. It helps maintain brand presence while ensuring clarity and legibility at small sizes.



SPECIFICATIONS: LOGO SPACING

Clear space should always be provided around the CBTN logo—avoid cluttering the logo with other graphics, partner identities or typography. The negative space around the logo should be maximized to avoid overcrowding layouts.

The required minimum clear space around the logo is equal to the illustrated “X” as shown below.



PRINT MINIMUM SIZE



PRINT MINIMUM SIZE with tag



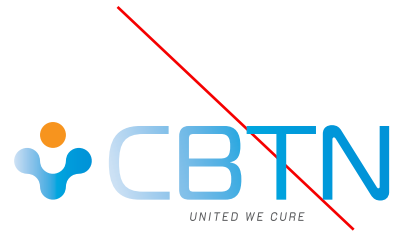
INCORRECT
LOGO USAGE



DO NOT:
Alter the sizing
or placement of the wordmark



DO NOT:
Alter the logo colors



DO NOT:
Replace the logo with
a gradient



DO NOT:
Apply a drop shadow



DO NOT:
Outline the logo



DO NOT:
use the logo as a
background pattern

COLOR PALETTE

COLOR

Color is an integral element of our visual identity. Because different printing processes and on screen displays handle color differently, each color in the palette is shown with several breakdowns. Always make sure to work closely with print vendors to achieve accuracy, especially on high-value pieces.

PRIMARY PALETTE

Our primary color palette reflects the colors of our full color logo as well as large color fields in print and digital components (ads, websites, brochures, etc).



PMS 299c
cmyk 77, 24, 14, 0
rgb 30, 153, 193
hex #1d99c0



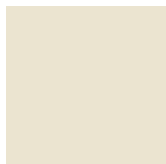
PMS 151c
cmyk 0, 50, 100, 0
rgb 255, 128, 0
hex #f7931d



BLACK

SECONDARY PALETTE

Our secondary color palette is used to add flexibility and visual interest to the brand without overwhelming the primary palette. These colors could be applied to supporting elements— backgrounds, charts, illustrations—where variety is needed with still maintaining overall brand consistency.



cmyk 7, 7, 18, 0
rgb 235, 238, 208
hex #ede6d0



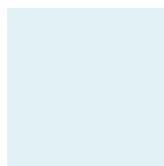
cmyk 16, 16, 40, 0
rgb 215, 202, 162
hex #d7caa2



cmyk 64, 56, 52, 27
rgb 89, 89, 92
hex #59595c



cmyk 95, 67, 21, 5
rgb 16, 90, 141
hex #13598c



cmyk 10, 0, 2, 0
rgb 225, 242, 246
hex #e1f2f6

ICON
SELECTION



scientific
publications



research
projects



patients & families
participants



countries
represented



member
institutions



family
foundations



biosamples




investigators

BRAND
EXAMPLES

CHILDREN'S BRAIN TUMOR NETWORK
CBTN Operations Center
2716 South Street, 19th Floor
Philadelphia, PA 19146
research@cbtn.org
cbtn.org



 Children's Hospital
of Philadelphia
Center for Data Driven
Discovery in Biomedicine
CHILDREN'S BRAIN TUMOR NETWORK
CBTN Operations Center
2716 South Street, 19th Floor
Philadelphia, PA 19146
research@cbtn.org
cbtn.org



Branded Letterhead

Co-Branded Letterhead

FIRST LAST

Title

email@cbtn.org

CBTN Operations Center
2716 South Street, 19th Floor
Philadelphia, PA 19146

cbtn.org



Business Card

SOCIAL
TEMPLATES



Research Spotlight



Foundation Spotlight



Welcome + Announcements



Quote-
can also be orange palette



General posts



IMAGE SELECTION



Hero images have an graphic treatment on an edge or top line that represents the tech components role in the CBTN data. This graphic element is to be used sparingly, for instance a cover or front page image.



Secondary images reflect a feeling of compassion, hope and collaboration. These images capture a moment in time and are not staged. Tech and research images do not always need to be shown in a lab, but rather individuals working on laptops in office like setting to reflect the diverse partnerships of CBTN.



TYPOGRAPHY

MAGISTRAL

<https://fonts.adobe.com/fonts/magistral>

MAGISTRAL BOOK- Logo Font only

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

K2D

<https://fonts.adobe.com/fonts/k2d>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

K2D LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

SUBSTITUTE FONTS- to be used when primary fonts are not available

LATO

<https://fonts.google.com/specimen/Lato>

LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789