



# Brand Guidelines

## Austin Hatcher Foundation

**V2.1 MARCH 2026**

# Contents

---

<b>INTRODUCTION</b>	Our Story	2
<b>BRAND POSITIONING</b>	Mission, Vision, Values, Approach	3
	Personality	4
<b>BRAND ELEMENTS</b>	Typography	6
	Logo	7
	Color	11
<b>MEDIA GUIDELINES</b>	Photography	14
	Videography	15

To protect the integrity of the Austin Hatcher Foundation brand, it is essential that all partner communications using Austin Hatcher Foundation intellectual property remain consistent with our established brand standards. This includes alignment in messaging, logo usage, imagery, graphic layout, and overall presentation.

This guide outlines the core principles and general guidelines for communications that feature Austin Hatcher Foundation trademarks and brand assets. While it serves as a reference for most situations, each use will be reviewed individually, and final approval rests solely with the Austin Hatcher Foundation.

**UPDATED: MARCH 2026**

# Introduction

---



**The Austin Hatcher Foundation is a nationally recognized leader in psycho-oncology care, providing innovative, evidence-based services for families facing pediatric cancer.**

Through a holistic approach, the Foundation supports the emotional, mental, and social well-being of children, siblings, and parents—ensuring families have the resources to heal and thrive beyond treatment.



## **Our Story**

The Austin Hatcher Foundation was founded in December 2006 by Dr. James and Mrs. Amy Jo Osborn months after their son, Austin Hatcher Osborn, passed away from a very rare and aggressive form of brain and spinal tumors.

After the loss of their son, the Osborns transformed their grief into purpose, recognizing a critical gap in pediatric oncology care: support for the entire family. They founded the Austin Hatcher Foundation to address the physical, emotional, and mental side effects of pediatric cancer from diagnosis through survivorship. The Foundation serves not only the child facing cancer, but the whole family impacted by the journey.

# Brand Positioning

---

## Whole Child, Whole Family

Free, Lifetime Support for Childhood Cancer Families

### Mission

The Austin Hatcher Foundation's mission is to provide a **lifetime of free, comprehensive support to childhood cancer patients and their families** through mental, behavioral, educational, and social services, so they can cope in the present and thrive in the future.

### Vision

We envision a future where every child diagnosed with cancer – and their family – reaches their full potential through education, balance, health, and well-being.

### Values

Integrity, Commitment, Compassion  
Respect, Excellence

### Our Approach

**Pediatric cancer impacts every aspect of a family's life. The Austin Hatcher Foundation provides comprehensive, integrative care for childhood cancer patients, survivors, and their families — supporting cognitive development, emotional well-being, and essential life skills.**

Through a unique blend of therapy, education, and psychological support, we address each family's complex and evolving needs. Our goal is to help families build resilience, restore hope, and thrive through every stage of the cancer journey.

Every family deserves high-quality, no-cost care — not just during treatment, but for life. We're here to ensure they have it.

# Personality

---

## Compassionate

We lead with empathy and understanding, meeting families where they are — listening first, responding with care, and honoring the emotional weight of their journey without judgment.

## Friendly

We are warm, welcoming, and approachable. The Austin Hatcher Foundation feels like a trusted friend — easy to talk to, quick to encourage, and genuine in every interaction.

## Hopeful

In the face of difficult realities, we focus on resilience, joy, and forward momentum, helping families move toward a future filled with opportunity.

## Innovative

We are thoughtful and creative in how we support families, continually developing meaningful programs that meet real needs in new and effective ways.

## Clear

We communicate with honesty and intention. We value transparent messaging that helps families and supporters easily understand who we are, what we do, and how they can engage.

## Playful

We believe preserving the best parts of childhood is essential, even in the midst of cancer. We create space for joy, play, and curiosity — helping kids feel like kids again, not defined by diagnosis.

## Supportive

We walk alongside families for the long haul, offering reliable resources, encouragement, and connection through every stage of the pediatric cancer journey.



# Brand Elements

Typography · Logo · Color

# Typography

---

## Primary:

Gotham is used for headings and body text throughout our brand and used in a mixture of all caps and sentence case for headings

## Gotham Book & **Black**

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**

## Secondary:

Archer Book is used for captions and small details. It is used sparingly across the brand.

## Archer Book

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

## Name Usage

To maintain the integrity of the brand name, it should always be referred to as:

### PRIMARY

Austin Hatcher Foundation for Pediatric Cancer  
Austin Hatcher Foundation

### SECONDARY

The Foundation

### ABBREVIATION

AHF

### USAGE PARAMETERS

- AHF” and/or “The Foundation” should not be used as the sole brand identifiers.
- In copy, “AHF” and/or “The Foundation” should only be used in paragraph form after “Austin Hatcher Foundation” has been established.
- For merchandise, “AHF” should only appear if “Austin Hatcher Foundation” is also present.

# Logo

---



## **Primary - Horizontal**

This is the primary Austin Hatcher Foundation logo and should be used across all core brand applications by both internal teams and external partners.

It is the preferred logo for all branded materials, including advertising, billboards, vehicles, uniforms, brochures, letterhead, and merchandise. When space or production constraints prevent its use, approved alternate layouts or the one-color logo may be used in accordance with these guidelines.

# Logo

[VIEW FULL LOGO PORTFOLIO](#)



**AUSTIN HATCHER  
FOUNDATION**  
*for pediatric cancer*



**AUSTIN HATCHER  
FOUNDATION**  
*for pediatric cancer*

## Secondary - Vertical

The vertical secondary logo should be used in instances where signage and layout is narrow, tall, and if the primary horizontal logo does not work.



**AUSTIN HATCHER FOUNDATION**  
*for pediatric cancer*



**AUSTIN HATCHER FOUNDATION**  
*for pediatric cancer*

## Tertiary - Long Horizontal

The long horizontal logo should be used only in limited circumstances when the primary horizontal logo is not suitable, such as on specialty items including pens or select signage.



## Icons

Only to be used in situations when the full Austin Hatcher Foundation logo is not legible, would be too small on an item, or in addition to using the logo.

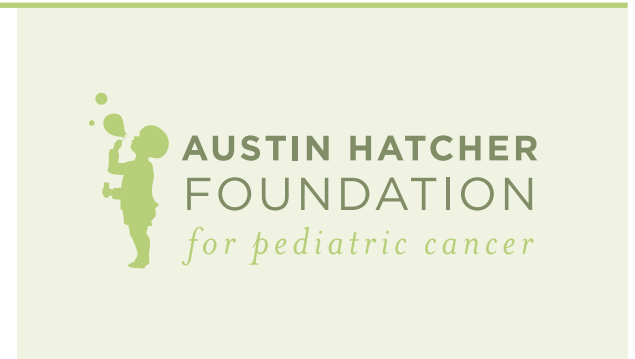
# ✓ Acceptable Usage



One-color white logo on a color background with high contrast.



One-color green logo on a dark background with high contrast.



Two-color logo on a light or white background with high contrast.

## USE WITH IMAGERY



A one-color logo may be used on photography without an overlay when there is sufficient contrast. In most cases, a one-color white logo will provide the best readability.



Use of one-color logo with color overlay to increase contrast.

# ✘ Unacceptable Logo Usage



Do not use the two-color logo on backgrounds that reduce readability. When contrast is limited, switch to a one-color logo in lime green, white, or black.



Do not remove Bubble Boy



Do not remove Bubble Boy or "for pediatric cancer"



Do not stretch or rotate.



Do not change two color logo.



Do not add a drop shadow



Do not blur



Do not change one color logo to anything other than white, black, or green.



Do not add stroke.


# Color

---

## Primary

This is our primary brand color and the core of our visual identity. It should be used consistently across all mediums and platforms.

- **ICONS**
- **HEADLINES**
- **PROPOSALS**
- **FLYERS**




PANTONE 577 C  
CMYK - 31, 8, 62, 0  
R182 G202 B130  
#B6CA82

---

## Secondary

These colors support the primary color and are used for higher level/functional purposes.


- **BODY TEXT & BACKGROUNDS**
- **ANNUAL REPORT**
- **PARTNERSHIP PROPOSALS**
- **GENERAL EDUCATION FLYERS**



PANTONE 7485 C  
CMYK - 8, 2, 13, 0  
R234 G238 B223  
#EAEEDF



PANTONE 5773 C  
CMYK - 51, 35, 67, 10  
R128 G136 B101  
#808865




PANTONE 447 C  
CMYK - 69, 62, 61, 54  
R56 G56 B56  
#383838

---


## Tertiary

These colors are used for more expressive functions and specific campaigns.

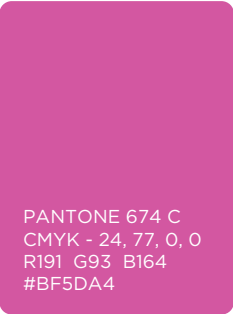
- **FUNDRAISING EVENTS**
- **WEBSITE**
- **INTERNAL CAMPAIGNS**
- **SOCIAL MEDIA**



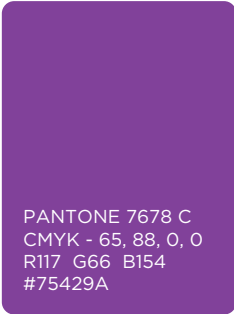
PANTONE 660 C  
CMYK - 74, 41, 0, 0  
R67 G133 B197  
#4385C5



PANTONE 310 C  
CMYK - 55, 0, 13, 0  
R101 G202 B220  
#65CADC



PANTONE 674 C  
CMYK - 24, 77, 0, 0  
R191 G93 B164  
#BF5DA4



PANTONE 7678 C  
CMYK - 65, 88, 0, 0  
R117 G66 B154  
#75429A

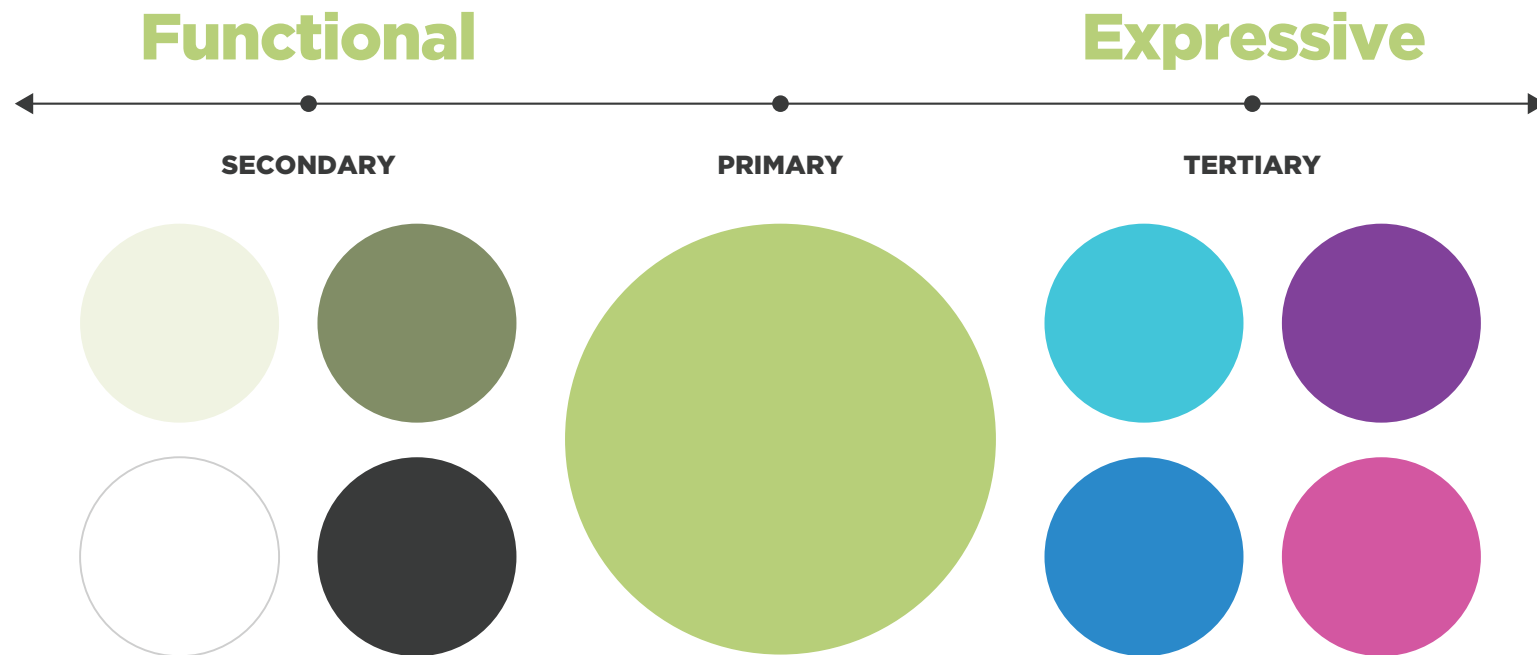
## Color Palette

Our Foundation encompasses many different divisions and functions. Multiple colors work together to create individual identities while maintaining a cohesive brand.

The **functional palette** is used for formal and corporate applications, including donor communications, partnership proposals, annual reports, and other high-level materials.

The **expressive palette** captures the playful side of the Foundation and is used for internal family programs, the website, marketing campaigns, and social media.

Both palettes are grounded in our primary brand color.





# Media

Photography · Videography

# Photography

## Guidelines

All images should focus on capturing content that aligns with the tone of our brand - **compassionate, friendly, playful, hopeful.**

### SUBJECT

- Capture a mix of **posed portraits with direct eye contact** and **natural, candid moments** where subjects are forward-facing but not looking directly at the camera.
- Prioritize imagery of families, individuals, and donor interactions that highlight authentic human connection.
- Favor **close-up compositions** that emphasize expression and connection.

### LIGHTING

- Prioritize **natural, even lighting** when available.
- Lighting inside the Foundation's building may be challenging; use flash only when necessary.

### EQUIPMENT

- Images should be captured on **high-quality cameras** (rather than cell phones) whenever possible.

### EDITING

- Slightly increase **exposure and contrast** to enhance natural tones
- Maintain **true-to-life color balance** (avoid overly warm or cool filters)

## APPROVALS & MEDIA RELEASE VERIFICATION

All content must receive final approval prior to use.

For media release confirmation and content approval, please contact:

- Morgan Brummel, Creative Director
- Katey Koon, Director of Marketing & Communications



# Videography

## Guidelines

All video content should reflect our brand: **compassionate, genuine, hopeful, and human-centered.**

### CAPTIONS & TITLES

- Use brand fonts: **Gotham** or **Archer** (available upon request)
- Alternatives: **Poppins** or **Montserrat**
- Keep text minimal, clear, and easy to read

### EDITING & COLOR

- Slightly increase **exposure and contrast** to enhance natural tones
- Maintain **true-to-life color balance** (avoid overly warm or cool filters)
- Avoid heavy filters or stylized effects that distract from the subject
- Keep transitions simple and clean

### MUSIC & AUDIO

- Use only **royalty-free or properly licensed music**
- Music must be **family-friendly and non-explicit**
- Ensure music supports—not overpowers—dialogue

### CONSENT & PRIVACY

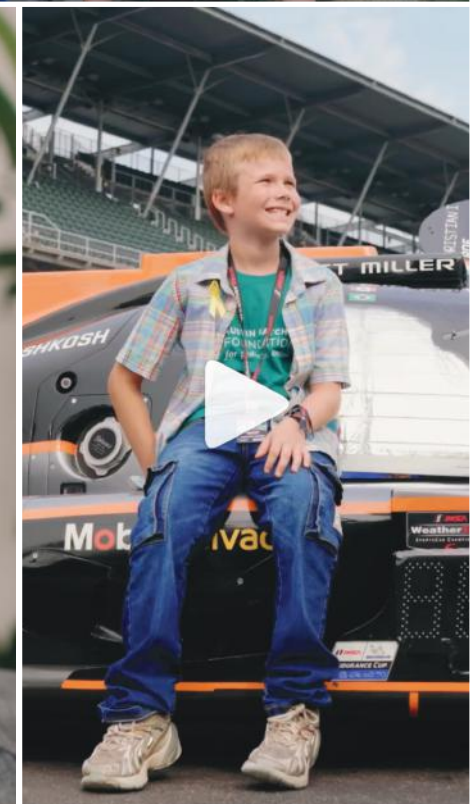
- **Media releases are required for all individuals featured**
- For minors, a parent or legal guardian must provide consent
- Do not capture or use content without proper consent

### APPROVALS & MEDIA RELEASE VERIFICATION

All content must receive final approval prior to use.

For media release confirmation and content approval, please contact:

- Morgan Brummel, Creative Director
- Katey Koon, Director of Marketing & Communications





**THE AUSTIN HATCHER FOUNDATION** provides free, integrative, evidence-based, comprehensive care to children with cancer and every individual family member navigating the challenges of pediatric cancer. The Foundation empowers families to succeed beyond a cancer diagnosis through innovative mental, behavioral, and social therapies, educational resources, and family-centered programs.

**[hatcherfoundation.org](https://hatcherfoundation.org)**

1705 S HOLTZCLAW AVE, CHATTANOOGA, TN 37404

