



SUDC
FOUNDATION

Section 1

Brand Introduction



Awareness, Advocacy & Research

Supporting those affected by sudden unexpected or unexplained death in childhood

The SUDC Foundation is the only organization worldwide whose purpose is to promote awareness, advocate for research, and support those affected by SUDC. These characteristics should be represented consistently through a visual brand identity that is warm, trustworthy and informed.

Section 2

Logo System



Section 2: Logo System

On White

Our main logo should be used with our primary brand colors on a white background. The SUDC Blue should always be used for "SUDC" while "FOUNDATION" should be SUDC Yellow.



Single Color

When the primary logo needs to use only a single color, it should be completely knocked out using SUDC Blue.



Knocked Out

When the primary logo is used on a dark or bold color, it should be completely knocked out using a solid white.



Section 2: Logo System

Ambassador

Our Ambassador logo should be used in full color on a white background. This logo should not be used in place of our main logo. It should only be used when referring to an SUDC Foundation Ambassador or the Ambassador Program.



Section 3

Color System



Section 3: Color System

Primary Colors

Our color palette is bold and impactful. The primary colors are minimal and sophisticated and should be used with a fair amount of white space.

Printing Notes

Pantone colors should be used whenever possible to maintain a consistent brand color system on all materials.

SUDC Blue
C=100 M=56 Y=0 K=0
R=0 G=107 B=182
PANTONE 2175 C
HEX: #006BB6

SUDC Yellow
C=0 M=33 Y=89 K=0
R=252 G=179 B=54
PANTONE 1235 C
HEX: #FCB336

SUDC Grey
C=0 M=0 Y=0 K=17
R=216 G=217 B=218
PANTONE 427 C
HEX: #D8D9DA

Section 3: Color System

Secondary Colors

This family of swatches can be used to pair with our Primary Brand Colors to create contrast and a rich color system.

C=100 M=80 Y=39 K=31
R=15 G=55 B=90
PANTONE 2955 C
HEX: #0F375A

C=0 M=56 Y=99 K=0
R=246 G=137 B=33
PANTONE 1495 C
HEX: #F68921

C=51 M=43 Y=42 K=7
R=130 G=129 B=130
PANTONE Cool Gray 8 C
HEX: #828182

C=70 M=15 Y=0 K=0
R=39 G=170 B=225
PANTONE 298 C
HEX: #27AAE1

C=4 M=18 Y=55 K=0
R=244 G=207 B=133
PANTONE 2005 C
HEX: #F4CF85

C=8 M=6 Y=5 K=0
R=231 G=231 B=233
PANTONE Cool Gray 1 C
HEX: #E7E7E9

Complementary Colors

This family of swatches can be used to pair with our Primary and Secondary Brand Colors to create even more contrast in designs that appear to be overusing the greys and blues.

C=70 M=11 Y=100 K=1
R=88 G=166 B=69
PANTONE 148-6 C
HEX: #58A645

C=52 M=78 Y=0 K=0
R=139 G=86 B=163
PANTONE 258 CP
HEX: #8B56A3

Section 4

Fonts



Our Fonts

We use three versions of Nunito Sans. Nunito Sans Black is specifically designed for headline copy.

Nunito Sans SemiBold was designed for sub-headline content.

Nunito Sans Regular was specifically designed for long form body copy. It should be used on content that needs time to be consumed.

Headline

Subhead

Long paragraphs will always read much better when using Nunito Sans Regular. It should be considered the default body copy used for any and all materials with extended information.

Nunito Sans Black

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890
!@#\$%^&*()

Nunito Sans SemiBold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890
!@#\$%^&*()

Nunito Sans Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

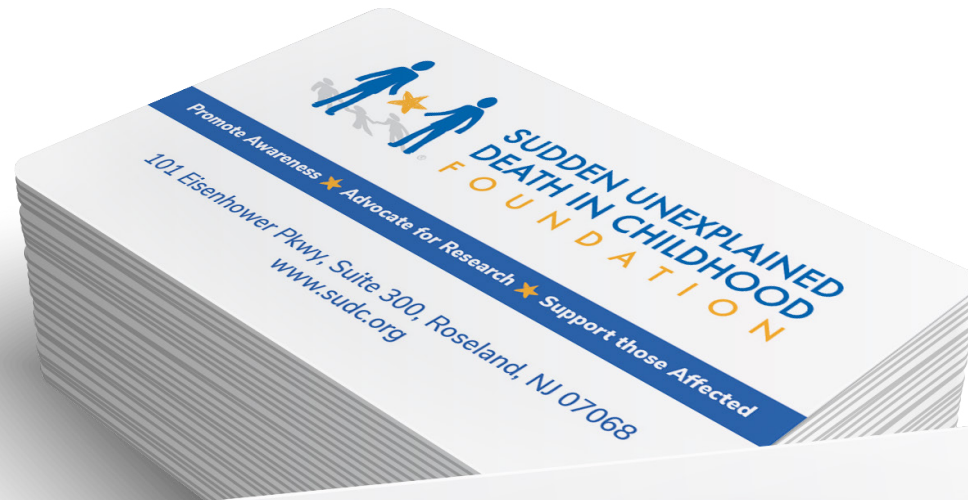
abcdefghijklmn
opqrstuvwxyz

1234567890
!@#\$%^&*()

Section 5

Branded Examples





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President & Co-Founder

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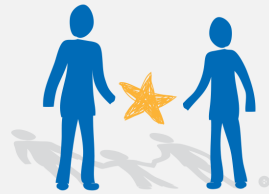
101 Eisenhower Parkway
Suite 300
Roseland, NJ 07068



Ph: 973.795.1257
Fax: 973.559.6191
info@sudc.org



SUDC.ORG



SUDDEN UNEXPLAINED DEATH IN CHILDHOOD FOUNDATION

sudc.org
info@sudc.org
800.620.SUDC



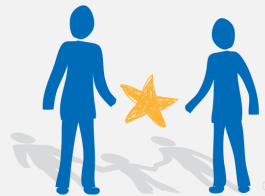
The SUDC Foundation is proud to provide you this complimentary copy of *Unexplained Pediatrics: Investigation, Certification and Family Needs*.

We are the only organization worldwide whose purpose is to promote awareness, advocate for research and support those affected by sudden unexpected and/or unexplained deaths in children. The SUDC Foundation provides all services at no cost.

We value our partnership with you in improving our understanding of these tragedies and developing prevention strategies.

Please contact us with any questions or comments.

-Laura Gould Crandall
President



SUDC and the SUDC FOUNDATION

What is SUDC?

Sudden Unexplained Death in Childhood (SUDC) is a category of death in children between the ages of 1 and 18 that remains unexplained after a thorough investigation, including an autopsy. Most often, a seemingly healthy child goes to sleep and never wakes up. **At this time, we do not know what causes SUDC, how to predict it or how to prevent it.** A medical examiner or coroner can rule a child's death SUDC when s/he completes a thorough evaluation and finds no other cause of death.

SUDC Facts

SUDC is believed to be rare; occurring in about one in every 100,000 children. Every year in the United States, approximately 400 children are lost to SUDC. (R96-R99). It is most common in young children and is the fifth leading category of death among children between the ages of 1 and 4.

We do not know exactly how often SUDC occurs—in the U.S. or around the world. Because the World Health Organization (WHO) lacks a specific way to record sudden and unexplained deaths in children that have been thoroughly investigated, it is impossible to know how widespread the problem is.

The SUDC Foundation

The SUDC Foundation envisions a world where no more children are lost to Sudden Unexplained Death in Childhood. The SUDC Foundation is the only organization worldwide whose purpose is to promote awareness, advocate for research and support those affected by SUDC.

The SUDC Foundation:

- ★ **Funds and promotes research.** The SUDC Foundation provides grants for and conducts research that will further our understanding of the cause(s) and ways to prevent SUDC.
- ★ **Assists Medical Professionals.** The Foundation provides resources to help medical examiners and coroners, pediatricians and other doctors care for and communicate with families experiencing the sudden, unexpected and unexplained loss of a child.
- ★ **Supports Families.** The SUDC Foundation currently supports over 900 families in 18 countries. It provides personalized, comprehensive care from licensed clinical social workers and cultivates a community of support for bereaved families so no one grieves alone. The Foundation also helps families navigate the difficult and often confusing investigation into their child's death by being a liaison between families and the medical examiner or coroner. It also assists families in accessing research and DNA banking services which could lead to answers on what may have happened to their child.
- ★ **Advocates for the SUDC community.** The Foundation supports efforts, including legislative, to ensure comprehensive and standardized death investigations. It also advocates for fair treatment of and appropriate medical care for families and thorough data collection to improve our understanding of SUDC.

The SUDC Foundation provides all services at no cost to the people it serves.



To learn more, please visit SUDC.org ★ 1-800-620-SUDC ★ info@sudc.org

Rev. 2/2016



March is SUDC Awareness Month

Week 1: March 1-7

Share Information with a Friend Week

Join us this week in educating someone on SUDC by sharing our SUDC Fact Sheet with them. Share your efforts on social media, using [#SUDCAwareness](https://twitter.com/SUDCAwareness).

Week 2: March 8-14

Wear Your Heart on Your Sleeve Week

Join us in remembering those lost to SUDC by wearing your favorite awareness shirt, pin, hat, jewelry, or other memorabilia special to you, and then post a photo on social media, using [#SUDCAwareness](https://twitter.com/SUDCAwareness).

Week 3: March 15-21

Kindness Week

Join us in remembering those lost to SUDC by using our Kindness Cards to perform a Random Act of Kindness in their memory. Share on social media, using [#SUDCAwareness](https://twitter.com/SUDCAwareness).

Week 4: March 22-28

Why SUDC Awareness Is Important to Me Week

Join us this week and share why SUDC is important to you on social media, using [#SUDCAwareness](https://twitter.com/SUDCAwareness).

The SUDC Foundation is once again leading efforts to raise awareness of SUDC around the world. The Sudden Unexplained Death in Childhood (SUDC) Foundation is the only organization worldwide whose purpose is to promote awareness, advocate for research, and support those affected by SUDC. SUDC is the fifth leading category of death in children ages one to four; yet SUDC receives no public funding. The SUDC Foundation provides all services at no cost to families. March is all about raising awareness for SUDC and strengthening our community of advocates for the benefit of all children.

"Like" and follow us on Facebook, Twitter and Instagram to stay up to date! And please share our posts including [#SUDCAwareness](https://twitter.com/SUDCAwareness).

Visit SUDC.ORG to learn about all of the ways that you can help us raise SUDC awareness and download our awareness month resources.



[#SUDCAwareness](https://twitter.com/SUDCAwareness)

March is SUDC Awareness Month



SUDC Foundation

@TheSUDCFoundation · Charity Organization

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About

See All

1 We are the only organization worldwide whose purpose is to promote awareness, advocate for research and support those affected by SUDC. www.sudc.org

25,558 people like this including 4 of your friends



25,528 people follow this

<http://www.sudc.org/>

(800) 620-7832

Send Message

info@sudc.org

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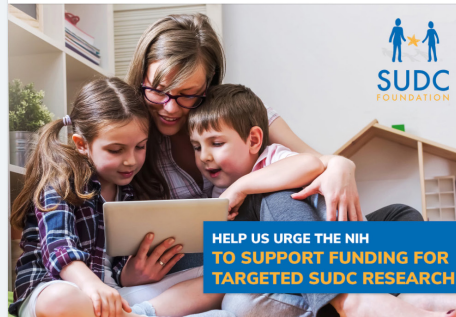
Create Post

Photo/Video

Check in

Tag Friends

SUDC Foundation
4 hrs · 🌐



#SUDCAwarenessMonth
CLICK HERE TO SIGN THE PETITION TODAY!

Like Comment Share ⋮

SUDC Foundation
4 hrs · 🌐

