



**BRAND &  
MESSAGING  
GUIDE**



# Brand Statement

## Who is DPCA?

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At its core, the Danville–Pittsylvania Cancer Association is a service organization. The people we serve are mothers and fathers; they are brothers and sisters; they are neighbors, friends and family. They are survivors and fighters. They fight in times of strength and in times of weakness, and we are here to serve them as much or as little as they need any given day, week, month or year.

We serve these survivors financially, emotionally and physically. We lessen the burden of traveling to appointments, we give them wigs and clothes, we hold their hands, and we listen as they cry. But what we really do is give them strength to keep moving forward. We help shoulder their burden so they can focus on healing. We are in their corner urging them on, leading them to the next milestone, all to help them progress on the path to recovery even if it's one inch at a time.



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# **CONTENT & MESSAGING**



# Content & Messaging

## Mission & Vision

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### Mission Statement

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Danville-Pittsylvania Cancer Association (DPCA) is a nonprofit organization serving Danville and Pittsylvania residents diagnosed with cancer. As a community-based nonprofit, we use all donations received to support our mission of providing cancer-related prescriptions, travel reimbursement, and medical supplies and equipment for cancer-afflicted individuals living in our service area.

### Vision Statement

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Together, with the support of our Danville-Pittsylvania County community, we aspire to be a beacon of hope for those navigating the challenges of cancer. Through caring, compassionate services and unwavering support, we strive to make a significant positive impact on the lives of those affected by cancer.



# Content & Messaging

## Messaging Overview

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### Tagline

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Danville-Pittsylvania Cancer Association is your local ally in the fight against cancer.

### Keywords

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- Community
- Journey
- Progress
- Recovery
- Remission
- Strength
- Support

### Tone Words

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- Altruistic
- Caring
- Compassionate
- Genuine
- Hopeful
- Invested
- Personal
- Supportive

### Values

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- Community-Focused
- Compassionate
- Supportive
- Inclusive



# Content & Messaging

## Messaging Overview

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### People

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- DPCA is a community organization supported and powered by our community.
- The people behind DPCA have been impacted by cancer, either as survivors themselves or through loved ones who have also fought.
- DPCA exists to serve local cancer patients in ways that complement patients' medical treatments.
- DPCA's support is genuine and driven by our team's desire to lend strength to fellow cancer patients and survivors.

### Services

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- Seeking help during a cancer journey takes strength. Be strong enough to ask for help.
- DPCA helps patients address the emotional, physical and financial challenges of cancer treatment at all stages, from diagnosis to remission.



# Content & Messaging

## Audiences

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### Primary Audiences

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- Cancer Patients
- Family Members of Cancer Patients

### Direct Support to Organization

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- Donors (individual)
- Donors (business & organizations)
- Survivors

### Referral to Organization

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- Healthcare providers (both inside & outside Danville and Pittsylvania County)
- Churches
- Fire departments
- Rotary clubs
- Service organizations
- Support groups



# Content & Messaging

## Communications Channels

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### Communications Channels

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- Brand Collateral (flyers, rack cards)
- Events
  - DPC Bridge2Bridge 5K/10K/Half Marathon
  - Gala
  - Golf Tournament
- Intake form
- Media (near Lynchburg & Roanoke markets)
  - Chatham Star-Tribune
  - Danville Register & Bee
  - WDBJ CBS 7 (Roanoke)
  - WFXR Fox (Roanoke)
  - WSET ABC 13 (Lynchburg)
  - WSLS NBC 10 (Roanoke)
- Social Media
  - Facebook
- Website
- Word of Mouth



# Content & Messaging

## External Messaging

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### Elevator Pitch

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DPCA is a community-based team who help cancer patients overcome the emotional, physical or financial challenges of cancer treatment. Our team is made up of people who have been impacted by cancer in some way and understand first-hand the ups and downs of the cancer journey, from diagnosis to remission.

### Content Pillars

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- DPCA's services (travel reimbursement, prescription aid, supplies, etc.)
- Survivor stories ("From diagnosis to remission")
- DPCA staff/team spotlight
- Facts and figures ("Cancer by the numbers') - both locally and globally focused



# Content & Messaging

## External Messaging

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### Style Guide

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- On first mention, use the full organization name: Danville-Pittsylvania Cancer Association. On subsequent mentions you may use “DPCA”.
- Always list cities and counties in alphabetical order.
- Always hyphenate Danville-Pittsylvania when referring to the coverage area.



# Content & Messaging

## Frequently Asked Questions

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### What prescriptions can DPCA help me get?

Prescriptions ordered by an oncologist that have an out-of-pocket co-pay are eligible for reimbursement. We have accounts with several local pharmacies that allow clients to pick up medication without needing to pay. If you use one of those pharmacies, you simply need to give them your prescription and tell them you are a client of DPCA. If you choose to use one of these pharmacies (listed below), the pharmacy will contact us to verify the information. They will bill us at the end of the month for your medications.

- Commonwealth Pharmacy - Chatham
- Commonwealth Pharmacy of the River District
- Gretna Drug - Gretna
- Inman Pharmacy - Brosville
- Modern Pharmacy - Danville
- Piedmont Pharmacy - Danville



# Content & Messaging

## Frequently Asked Questions

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### **How do I qualify for DPCA services?**

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The only qualification you need to receive assistance from DPCA—financial or otherwise—is living in the Danville-Pittsylvania region. We do not withhold our services to any individual based on income, race, gender, type or severity of illness, or stage of treatment.

### **What services does DPCA provide?**

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DPCA uses its funding to help defray the cost of cancer-related prescriptions, equipment, supplies, transportation reimbursement, nutritional supplements and other special needs. We take pride in being an ever-present support group for cancer fighters and survivors, from diagnosis to remission.

### **Who funds DPCA?**

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DPCA is a nonprofit organization funded entirely through private donations and fundraisers. We do not receive any federal grants or other government funding.



# Content & Messaging

## Frequently Asked Questions

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### Who runs DPCA?

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DPCA is made up of three staff members and a volunteer board of more than a dozen individuals who live in the Danville-Pittsylvania area. Every single member of our organization has been impacted by cancer, either as a survivor themselves or the relative of someone who was diagnosed. Our work with DPCA is truly driven by our passion and desire to support our neighbors and community members impacted by cancer.

### How do travel reimbursements work?

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Once you sign up as a client of DPCA, you simply need to submit paperwork showing you attended your cancer-related appointment. Our staff will utilize MapQuest to determine the mileage from your home to the facility and back. There is no need to track your mileage; simply turn in the paperwork. If we receive your paperwork in our office by Tuesday at noon, we are typically able to mail a check by the end of the week.

# VISUAL BRAND



## Primary

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**Secondary**

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**Danville-Pittsylvania  
Cancer Association**

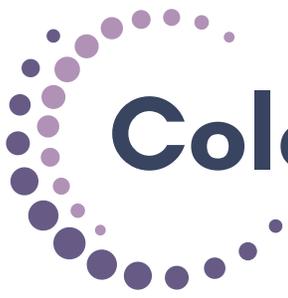
**Danville-Pittsylvania  
Cancer Association**



## Social Icon

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# Colors & Fonts

## Colors

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Deep Navy  
#394460  
CMYK  
RGB



Lavender  
#B192B7  
CMYK  
RGB



Blue  
#526E96  
CMYK  
RGB



Yellow  
#F9C54D  
CMYK  
RGB



Purple  
#675B86  
CMYK  
RGB

## Headlines

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**Glacial Indifference, Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Body

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Glacial Indifference, Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# Photography

## Guidelines on Image Selection

- Preference goes to actual organization photography.
- If stock photos are utilized, choose photos that are representative of clients and the geographic region.
- Photo releases are recommended for all events, especially on photos where faces are prominent.
- Children under 18 must have a signed photo release from a parent or legal guardian to be featured in DPCA communications. This includes all communications originating from DPCA channels, such as social media posts and DanPittCancer.org content.

# TARGET PERSONAS



# Target Persona | Jane

## Jane was recently diagnosed with cancer

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At 46 years old, Jane never thought she would be dealing with a cancer diagnosis. But after seeing her doctor for uncharacteristic fatigue and persistent headaches, she has now been thrust into a world of unfamiliar medical terms, ongoing appointments and emotional distress – all in addition to the physical pain she has already been dealing with.

Jane trusts her doctors but only sees them during appointments and is wary of bombarding them with questions. She turns to the Internet for answers and reassurance, only to be overwhelmed by information and personal stories from strangers with varying outcomes.

In this early stage of her cancer journey, Jane needs stability and guidance from somebody who has been through what she is facing. That person needs to be accessible to Jane, answer her questions without judgment, and keep her focused on the right things so she can overcome the challenges on the horizon.

## How to reach Jane

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The best way to get Jane connected with DPCA is through the recommendation of her doctor. She has been bombarded with pamphlets and paperwork about her diagnosis, treatment and even outlets for support (including DPCA) but doesn't know where to start. If her doctor were to emphasize that her next step should be to reach out to DPCA, she would be more likely to do so.

Given the time she spends searching the Internet for information about her diagnosis, a geo-targeted Google Search Ad would also increase the likelihood that Jane becomes aware of DPCA.



# Target Persona | Darrell

## Darrell is months into treatment and feeling financial pressure

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Darrell has been undergoing treatment for three months and is making progress toward recovery. However, between his appointments, travel, and physical as well as mental fatigue, his small landscaping business hasn't been able to take on as many jobs. As a result, he's starting to feel financial pressure.

As a small business owner, Darrell prides himself on self-sufficiency and resourcefulness and has always been reluctant to receive help — particularly financial help — from others. He makes his business loan payments on time and charges his customers a fair rate. However, simply affording gas to get back and forth to his appointments has become a challenge he can no longer ignore.

Travel reimbursement is a small but impactful service DPCA could provide to Darrell. To address his reluctance to receive "free" financial assistance, DPCA should suggest to Darrell that as a business owner, he could become a DPCA donor once his business gets back on stable ground. They should also educate him on DPCA's financial structure and how DPCA's funding is dependent on its spending.

## How to reach Darrell

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As a small business owner, Darrell is also a member of the DPC Chamber of Commerce. He doesn't attend CoC events but is connected with the Danville small business community. If DPCA attended a CoC luncheon to share their mission and invite businesses to become donors, Darrell would be likely to learn about DPCA from a fellow business owner concerned about his health.

Darrell is also frequently on the road in and around Danville driving from job to job. A local billboard placed on a prominent roadway would increase his chances of learning about the organization.



# Target Persona | Donna

## Donna is a nurse at a regional cancer treatment facility

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Donna is an oncology nurse at a local healthcare facility. As a nurse, Donna often has more face time with cancer patients than their doctors and has come to see her role as more than just a medical professional. She has learned that while patients may be more likely to ask their doctor technical questions about their treatment, they are more likely to open up and confide to her about their emotional, physical and mental struggles.

Because of that relationship – which is equal parts medical professional, confidant and cheerleader – Donna’s patients view her as a trusted advisor and friend. She is a perfect candidate to provide referrals to the DPCA.

By connecting with Donna and her fellow nurses, DPCA can share information about exactly what services they provide, their Danville-Pittsylvania community focus and the personal mission that drives their staff to do what they do. This would appeal to Donna on two fronts: First, and most obviously, DPCA’s services would be of immense benefit to her patients. Second, connecting her patients with DPCA would give Donna more peace of mind that her patients continue to receive emotional and physical support between the time she sees them at appointments.

Lastly, making a direct appeal to Donna and other nurses like her would differentiate DPCA from other cancer support organizations they’re likely familiar with.

## How to reach Donna

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Donna and many of her co-workers are likely members of the Virginia Nurses Association’s South Hills Chapter. Connecting with the chapter president to discuss opportunities to share DPCA’s mission would allow DPCA to connect with many nurses in the area; albeit, not all of which would live in the Danville-Pittsylvania area or practice oncology. However, sharing at a virtual or in-person membership meeting would increase overall awareness about DPCA.



# Target Persona | Patrick

## Patrick is the son of a cancer patient

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Patrick is a 47-year-old father of two whose aging parents have come to depend on him more and more as they have gotten older. His 76-year-old father was diagnosed with cancer last year and, after undergoing treatment, was recently classified as in remission.

However, that treatment is still ongoing and requires monthly doctor visits and trips to the pharmacy, in addition to the other appointments Patrick often drives him to. Patrick is more than willing to care for his parents and doesn't mind driving them around, bringing them groceries and visiting. Patrick's father raised him to believe that family takes care of family. But with gas prices as high as they are, Patrick and his family now have to account for additional transportation costs related to his father's care.

DPCA would be a budgetary lifeline for Patrick and his family through the travel reimbursement program. All Patrick would need to do is submit paperwork showing where he drove his father for appointments, and DPCA will reimburse him for the mileage.

## How to reach Patrick

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While Patrick is heavily involved in his father's care and transportation, he may not be reachable solely through existing methods of marketing. While he's driving around the area and may even be present during a doctor's appointment, the best way to reach Patrick is likely through word-of-mouth and strong, reliable branding. He is more likely to be exposed to DPCA through a more saturated, multi-platform branding approach. Having material available for Patrick to run into multiple times could plant the seed in his mind and ultimately lead him to take action and reach out. Some things that could grab his attention:

- A billboard or sign on the DPCA building
- Brochure at his kids' school, doctor's office or pharmacy counter
- A flier in the stack of papers sent home for sports registration
- A social media ad or boosted post

# **Danville-Pittsylvania Cancer Association**

## **For Questions Contact**

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