

## **Guidelines for use of the American Cancer Society (ACS) logo**

### **Logo Standards**

- 1)** Always place the logo on background colors that allow good contrast.
- 2)** Always allow a generous clear zone around the logo. Keep text and other elements out of this space.  
Color Relay logo should be used on white background with appropriate white space around it. Do not distort size proportions.

Relay Purple is C87 M100 Y0 K9

### **Text Standards**

The text standards for Relay For Life are critical:

**Name of the event:** American Cancer Society Relay For Life

**Short name:** Relay For Life (Relay)

**Plural name:** Relays

**Rules:** *Always* capitalize the "F" in Relay For Life. Stylistic manuals support the capitalization of brand or trade names. It is not uncommon in advertising and journalistic writing to capitalize certain key words for emphasis. The marketing benefit of capitalizing the "F" is a stronger presentation of the event name. *Use American Cancer Society as often as possible when referring to Relay For Life.*

### **Corporate Sponsorship/Local Identification Standards**

- 1)** A corporate sponsor's name *should appear after* the event name:

"The American Cancer Society Relay For Life presented by XYZ Company."

"The American Cancer Society Relay For Life sponsored by XYZ Company."

- 2)** A community's name *should appear after* the event name:

"The American Cancer Society Relay For Life of Jefferson Township."

- 3)** A corporate sponsor's name should *never* appear before American Cancer Society Relay For Life:

**Do not use** "XYZ Company's Relay For Life."

**Do not use** "XYZ Company's American Cancer Society Relay For Life."

**Do not use** "XYZ Company presents the American Cancer Society Relay For Life."

**4)** A community's name should *never* appear before American Cancer Society Relay For Life:

**Do not use** "Jefferson's Relay For Life."

**Do not use** "Jefferson Township's American Cancer Society Relay For Life."

**Do not use** "Jefferson County presents the American Cancer Society Relay For Life."