

Use of the Relay For Life Logo for Team Fundraisers

If you are conducting a team fundraiser such as a yard sale, bake sale, or car wash, you may want to include the American Cancer Society's Relay For Life logo on flyers or posters you distribute in the community. Please follow the Society's graphic standards for using the logo correctly.

Sales of items with Relay For Life and/or American Cancer Society logo as fundraiser

The sale of any items with either logo is prohibited. There are complicated tax laws that prohibit the sale of items with the RFL logo by teams. Please talk to your staff partner if you have more questions.

Why graphic standards?

Our Relay message competes with thousands of other marketing and advertising messages for the attention of potential supporters. Using the Relay logo in a consistent manner will reinforce it in the minds of the public, and make it more likely that they'll remember that logo. Each Relay is local, but it's also a part of a worldwide fundraising effort. Large international brands like Coke, Nike, and McDonald's have standards for the use of their logos – and Relay does, too. Your staff partner can provide you with a copy of the Relay For Life logo as jpeg file.

The information below is excerpted from the American Cancer Society Relay For Life Standards Manual. Please talk to your staff partner if you are interested in seeing the full manual for more details.

Ink colors

- Printing the logo in full color (purple, blue, and red) is best, if you have access to a color printer or copier. The ink colors specified are Pantone Matching Systems (PMS) 200 red, 286 blue, and 2607 purple.
- For two-color printing, use black and purple (the American Cancer Society logo grayscale and the other elements purple).
- For one-color printing, use all black.

White paper

- Only white paper may be used to reproduce the Relay For Life logo.
- The sword logo and words "American Cancer Society" must always appear white. If purple paper were used, for example, these elements would appear purple, which is contrary to our graphic standards and is not acceptable.

Design and placement

- It's best to place the logo in one of the corners of the poster or flyer, so it "stands apart" and does not get lost among text, photos, or other elements.
- In general, simple messages are most effective. A poster with a large, straightforward headline dominating the layout will be more effective than one cluttered with many small phrases or clip-art. Try to keep your materials simple, direct, and eye-catching to get the message across most effectively.

Clear space around the logo

Take note of the width of the rectangle containing the American Cancer Society's sword symbol. That amount of clear space should be left on all sides of the Relay For Life logo. Text or other elements should not enter that space.