

Relay For Life Logo Use Guide

The Relay For Life logo serves as a powerful symbol of the American Cancer Society's premier nationwide event. Therefore, when using the Relay For Life logo, adherence to the following standards is essential:



- 1)** The Relay For Life logo must be used in its complete and unaltered form. The position and relative distance between the elements that comprise the Relay For Life logo may not be changed in any way, nor should they be used separately as individual graphic elements.
- 2)** The Relay For Life logo should never be tagged with text or joined together with marks, symbols, icons, or other logos.
- 3)** Color formulas and combinations other than those specified in the previous section are not allowable.
- 4)** The Relay For Life logo should never be distorted, filtered, ghosted, tilted or otherwise modified in any way that detracts from its original appearance. Scaling should always be proportional.
- 5)** Use of the primary full-color Relay For Life logo is always preferred.
- 6)** The Relay For Life logo should be presented on a white to near-white background. It may be embossed or debossed on any color.
- 7)** Because the masterbrand logotype and Sword of Hope must always appear white, reproduction of the Relay For Life logo on color paper is not allowable except when embossing or debossing.
- 8)** Always observe clear space guidelines.
- 10)** Individualized, custom logos for any purpose are not allowable.

Relay For Life Logo Clear Space

When using the Relay For Life logo, a certain amount of clear area around the mark must be maintained. This area should be free from other imagery, type and any other graphic element, page trim, or screen edge. The minimum clear space is proportional and is based on the width of the panel in the masterbrand. This is only the minimum; more clear space is always recommended.



Area inside dotted line must be kept clear.