



LOGO USAGE GUIDELINES

We're proud to stand with fundraisers, advocates, and partners across the country. Our logo represents the voices and lived experiences of millions of people impacted by cancer, and we ask that it's used with care and respect.

When you can use the Cancer Nation Logo:

- Promoting a personal or community fundraiser benefiting Cancer Nation.
- Sharing your fundraising page on social media, email, or text.
- Creating simple materials for an event supporting Cancer Nation (flyers, signs, slides).
- Showing your connection to Cancer Nation as a supporter or fundraiser.

If you're fundraising for Cancer Nation, you're part of this movement—and we want you to feel confident sharing that.

Please:

- Use the official Cancer Nation logo provided by our team.
- Keep the logo clear, legible, and unaltered.
- Leave space around the logo so it's easy to read.
- Place the logo on a clean, uncluttered background.

Please don't:

- Change the colors, stretch, crop, or redraw the logo.
- Add effects like shadows, outlines, or animations.
- Combine the logo with other logos in a way that suggests a formal partnership.
- Use the logo in a way that could confuse people about who is hosting or sponsoring an event.

Uses That Require Permission

Please contact us before using the logo:

- For commercial purposes (merchandise, products, or promotions for sale).
- In political ads or endorsements.
- In media, press materials, or paid advertising beyond your fundraiser.
- In ways that imply Cancer Nation's official sponsorship of another organization or campaign.

What the Logo Should Never Represent

The Cancer Nation logo should not be used in ways that:

- Misrepresent our mission or values.
- Promote products, services, or viewpoints unrelated to cancer survivorship and care.
- Include language or imagery that is misleading, discriminatory, or harmful.

Questions? We're Here.

If you're unsure whether a use is okay—or want help getting it right—reach out to us at kwilson@canceradvocacy.org. We'd much rather answer a quick question than have you worry.



We are cancer nation. And we are here to be heard.