



CANSA Relay For Life Logo & Branding Guidebook

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REMEMBER

FIGHT BACK

Toll-free 0800 22 66 22 | www.cansa.org.za

ONE WORLD - ONE HOPE!

Cancer Association of South Africa (CANSA) Relay For Life Standards Guide

1. Brand Strategy

The Cancer Association of South Africa (CANSA) brand is more than just a logo and name. It is about the experience people have when they engage with CANSA staff and volunteers through services, communication and events. This also applies to CANSA Relay For Life activities. A strong, consistent brand helps us engage people in a relationship with CANSA so that we can empower them with the information and support they need. That's why CANSA has made great efforts to protect and use this asset effectively.

Reaching people with our mission depends on being able to clearly identify who we are and what we do. Our many programmes, services and activities such as Relay For Life can capitalise upon the power of a strong brand identity to raise more funds and reach more people, ultimately saving more lives.

Our brand identifies our organisation, both symbolically and literally. So it means more than just a logo, colours, or words; it means the CANSA Relay For Life experience. From a photograph on a poster to a phone call or Relay event, all our "touchpoints" with others have the power to communicate who we are. It may help to keep in mind our key brand components: vision, values, expressive themes, and essence.

2. CANSA's Purpose

Our purpose is to lead the fight against cancer in South Africa.

3. CANSA's Mission

Our mission is to be the preferred non-profit organisation that enables research, educates the public and provides support, to all people affected by cancer.

4. Values

We are committed to the following values, which will be present in everything we do: team work, innovation, integrity, passion, accountability and excellence.

5. How are funds raised at CANSA Relay For Life events used to fight cancer?

Please contact your Sustainability team for a updated donor leaflet providing details (also available in Afrikaans).

6. National Event Standards for CANSA Relay For Life

CANSA Relay For Life piloted its first event in May 2005. Since then Relay has grown to become CANSA's flagship national project with tremendous support from communities all over South Africa and more Relays held each year.

Overnight Event

Relay For Life was originally created as a 24-hour event because cancer never sleeps. Someone who has cancer, battles it 24 hours a day. Those Relays fewer than 24 hours in length (usually 12 to 18 hours) are still overnight. Overnight can be defined as sunset to sunrise.

Opening, Closing and Fight Back Ceremonies

Relays begin with an opening ceremony, which clearly emphasises that Relay For Life is a CANSA event. The opening ceremony includes an opening lap by cancer survivors that sets the tone for the entire event. The closing ceremony provides another opportunity for cancer survivors and their caregivers to walk the track and to celebrate their success. Relayers take pledge during Fight Back Ceremony to take action and spread awareness of cancer education, advocacy, screening as well as care and support programmes - all in helping to build a world without cancer.

Luminaria Ceremony

Luminaria, white paper sacks filled with sand supporting a lighted candle, is a Relay tradition. The luminaria ceremony is often referred to as the "Ceremony of Hope." It is a time to remember those we have lost to cancer and to support and honour those who currently have cancer. The power of this ceremony lies in providing an opportunity for people to work through grief and find hope.

Survivorship Activities

Survivorship activities include hosting a reception, as well as giving a special recognition memento to survivors (a sash, pin or special shirt), and the very special opening lap. Additional survivorship activities are encouraged.

Educational Activities (Mission Delivery)

Educational activities at Relay result in greater awareness of cancer prevention and early detection methods. Relay supporters have evolved into year-round collaborative partners who promote cancer awareness and programmes before, during and after Relay.

Team Registration/Commitment Fee

Teams that pay a commitment fee are more likely to follow through on their participation and fundraising. If nothing else, the commitment fee covers the costs of printing the registration materials and other event overhead costs. There is no nationally recommended fee.

Tobacco-Free Environment

A tobacco-free environment means not allowing the use of tobacco products at the event location, or allowing any tobacco sponsors. People can go outside the location to use tobacco products. Some Relays have 'Relay Police' who fine those who use tobacco as a fun way to earn extra income while raising awareness.

No Alcohol Sold

Relay For Life is a family event and most often held on school property, therefore the sale of alcohol is not permitted. Consumption should be discreet.

7. The text standards for Relay For Life are critical:

Name of the event: Cancer Association of South Africa (CANSA) Relay For Life
Short: CANSA Relay For Life
Plural: Relays
Rules: ALWAYS capitalise the “F” in Relay For Life.
Stylistic manuals support the capitalisation of brand or trade names. It is not uncommon in advertising and journalistic writing to capitalise certain key words for emphasis. The marketing benefit of capitalising the “F” is a stronger presentation of the event name.
CANSA Relay For Life when referring to Relay For Life.

Luminaria as in Luminaria Ceremony:
A luminaria is a paper sack filled with a few centimetres of sand supporting a lighted candle. **Do not use “luminary” or “luminaries.”**

Local Identification/Corporate Sponsorship:
Rules: **A community's name should appear after the event name.**
CANSA Relay For Life, Mitchell's Plain”

Do not use “Oudtshoorn's Relay For Life.”
Do not use “Richard’s Bay presents the CANSA Relay For Life.”

A corporate sponsor's name should never appear before CANSA Relay For Life.

A corporate sponsor's name should appear after the event name.
“CANSA Relay For Life supported by XYZ Company.”
“CANSA Relay For Life sponsored by XYZCompany.”

Do not use “XYZ Company's Relay For Life.”

News releases: Please contact your regional Sustainability team or Marketing and Communications for generic news releases to adapt and use for local media.

Approved CANSA Relay For Life Logo



8. Approved Full Colour Logo

The logo is a registered ® trademark of the Cancer Association of South Africa (CANSA). It may only be used in English and must include the words **Research • Educate • Support**. The logo may not be used without the words below it, unless special permission has been granted.

The logo may not be manipulated in any way. No other type treatment, colour schemes, distortions or alterations may be to the logo. The logo should only be reproduced in the colour combinations shown in this manual. No element of the logo can be removed from the logo. The full color logo must always be shown as one of the two accepted designs presented on this page.

Please Note: The ® is a requirement and must appear as per our license agreement with the American Cancer Society (ACS)

NO re-drawing or manipulation of this logo is permitted

Pantone and CMYK Colours



- Pantone 2607 CVC
- 70 Cyan; 100 Magenta; 10 Black

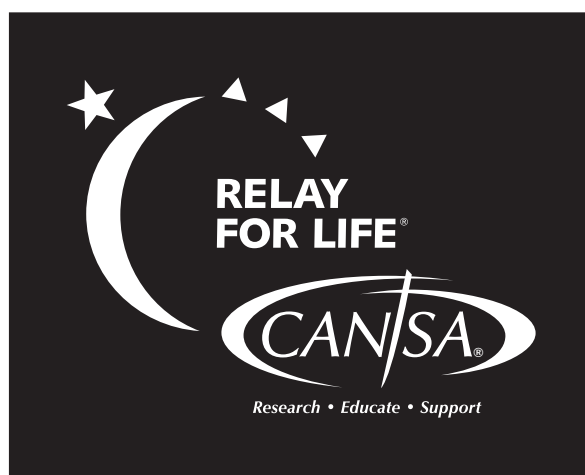
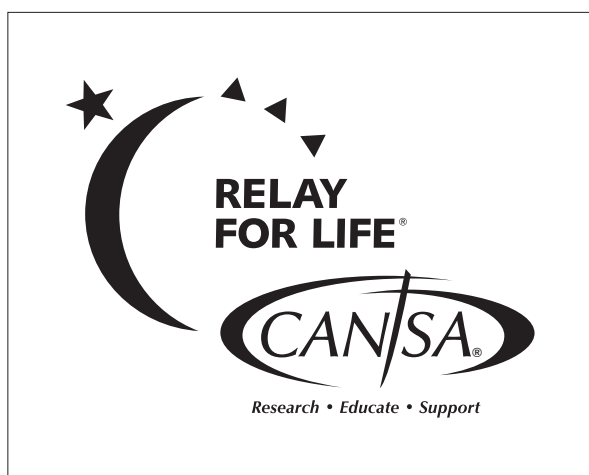


- Pantone 443 CVC
- 9 Cyan; 6 Yellow; 34 Black



- Pantone 3145 CVC
- 100 Cyan; 18 Yellow; 18 Black

Solid colour Logo options



These are the ONLY permitted alternative colour options

(Relay purple, CANSA blue, black or white if on a dark colour)

The Power Of Purple Logo



NO re-drawing or manipulation of this logo is permitted

Pantone and CMYK Colours



- Pantone 2607 CVC
- 70 Cyan; 100 Magenta; 10 Black



- Pantone 443 CVC
- 9 Cyan; 6 Yellow; 34 Black



- Pantone 3145 CVC
- 100 Cyan; 18 Yellow; 18 Black

Approved CANSA Relay For Life Slogans

ONE WORLD - ONE HOPE!

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**ONE WORLD -
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Approved Slogans

The slogans may not be manipulated in any way. No other type treatment, colour schemes, distortions or alterations may be done. The slogans should only be reproduced in the colour combinations shown in this manual. No element of the slogans can be removed. The slogans must always be shown as one of the designs presented on this page.

Approved CANSA Relay Recess Logo and Slogan



Please Note: The ® is a requirement and must appear as per our license agreement with the American Cancer Society (ACS)

NO re-drawing or manipulation of this logo is permitted

Do NOT use Relay Recess on it's own

Pantone and CMYK Colours



- Pantone 2607 CVC
- 70 Cyan; 100 Magenta; 10 Black



- Pantone 443 CVC
- 9 Cyan; 6 Yellow; 34 Black



- Pantone 3145 CVC
- 100 Cyan; 18 Yellow; 18 Black

Approved CANSA Bark For Life Logo



BARK FOR LIFE™ A CANINE EVENT TO FIGHT CANCER

Please Note: The ® is a requirement and must appear as per our license agreement with the American Cancer Society (ACS)

NO re-drawing or manipulation of this logo is permitted

Do NOT use Bark For Life on it's own

Pantone and CMYK Colours



- Pantone 2607 CVC
- 70 Cyan; 100 Magenta; 10 Black



- Pantone 443 CVC
- 9 Cyan; 6 Yellow; 34 Black



- Pantone 3145 CVC
- 100 Cyan; 18 Yellow; 18 Black

Approved CANSA Bark For Life Slogan



BARK FOR LIFE™ A CANINE EVENT TO FIGHT CANCER



Celebrate



Remember



Bark Back

Approved Slogans

The slogan may not be manipulated in any way. No other type treatment, colour schemes, distortions or alterations may be done. The slogan should only be reproduced in the colour combinations shown in this manual. No element of the slogan can be removed. **The slogan can only be used with the CANSA Bark For Life Logo.**



Celebrate



Remember



Bark Back

The slogan can only be used with the CANSA Bark For Life Logo

Typefaces (Fonts)

Zaph Humnst BT

This typeface to be used for headings/sub-headings and as the predominant font used for banners and posters as a bold font version

Zaph Humnst Dm BT

This typeface to be used for headings/sub-headings and as the predominant font used for banners and posters as a light font version

Zurich BT

This typeface to be used for all main (body) copy, Not to be used for headings or sub-headings

Bell Centenial Name & Number BT

This typeface to be used as an alternative font for sub-headings (bold font)

Bell Centenial Add BT

This typeface to be used as an alternative font for sub-headings (light font)

10. Designed elements

You may view the designed elements below. You can drop in a regional or local community sponsor's logo or adapt but please have your final design approved by your Sustainability Team or Marketing and Communications team before printing. If you leave the design the same, you do not need approval to print. It is only if you adapt it or add new elements that you need approval. This is to ensure the brand is maintained.

- **Track signs** - Supplied as a high resolution Printers PDF
- **Poster** - Supplied as a high resolution Printers PDF
- **Golf shirt** - Supplied as a high resolution Printers PDF
- **T-shirt** - Supplied as a high resolution Printers PDF
- **Bow head/Telescopic banner** - Please contact CANSA Head Office to place your order
- **Large horizontal banner** - Please contact CANSA Head Office to place your order
- **Roll up/Pull up banner** - Please contact CANSA Head Office to place your order
- **Wall banner** - Please contact CANSA Head Office to place your order
- **Electronic material** - Team, survivor and programme templates are provided for your use

Refer to Staff Partner or Sustainability Team for approval of all marketing material before production