

Irish Cancer Society's

Relay For Life



## Branding Guidelines

Name of the event: 'Relay For Life', (R, F and the L should always be in capital letters) or 'Relay' for short.

Events should be referred to as Relay For Life XXX,  
e.g. Relay For Life Dundalk

Our Name: 'Irish Cancer Society', (I, C and the S should always be in capital letters) after the first mention we can be referred to as 'the Society', we do not use any other abbreviations.

### Irish Cancer Society Relay fonts:

- 'Hand of Sean' font, Hand of Sean is free from the following site;  
<http://www.dafont.com/hand-of-sean.font>
- 'Verdana' font, Verdana and is widely available on any PC or MAC

### Irish Cancer Society Relay colours:

- Purple (PANTONE® 2607, C87 M100 Y0 K9, R43 G0 B113)
- Orange (PANTONE 1655, C 0 M 65 Y87 K 0)
- White
- Black (text Colour)

### Irish Cancer Society Relay logo:



Full Colour

White on colour backgrounds

Always place the Relay logo in an isolated position that allows it to be clearly visible. Don't place sponsor logos opposite the Relay logo. Designate a special (but secondary) location for the sponsor logo(s) and include text that clearly indicates the sponsorship status of the company or individual.

**The logo cannot be changed in any way, as this will breach the terms of our licence for Relay For Life in Ireland.**