Why our brand is important 1
Who we are 2
Brand identity 3

Our brand framework
Our vision 5
Our goals and purpose 6
Brand framework 7

Our visual identity
At a glance 9

Using our logo
Logo elements 10
Colour variants 11
Positioning 12
Size and exclusion zone 13
Artwork formats 14

Working with others 15

Using our vision
Colour variants 17
Size and using magenta on blue 18
Positioning 19

Our fonts
Cancer Research UK fonts 20
How to find our fonts 21
Type hierarchy 22

Page layout 23

Our colours
Primary colours 24
Secondary colours 25
Tints 26

Circle design devices
Circle device overview 27
Guiding principles 28
Circle artwork and templates 29

Arrowhead 30
Other design devices 31

Photography 32
Illustration 34

Our tone of voice 35
Online 36
Stationery and templates 39

Bringing it together
Examples of our communications 41

Practical information
Naming 44
Legal requirements 46
The Fundraising Standards Board 46
Help and resources 47
Checklist 48
Sign-off procedure 49

Using these guidelines
Please use these guidelines to help inspire and guide you when creating and producing communications for Cancer Research UK.
You can use the interactive links within the guidelines to take you straight to other sections or to other guidelines and useful information.

Please look out for the throughout this guide to indicate where our brand guidelines may need to be interpreted differently online.

If you have any questions please email the Brand team at brand@cancer.org.uk
Why our brand is important

Every activity that clearly communicates who we are and what we do helps build our brand.

We are a large and complex organisation and we come into contact with various audiences in different ways. Our brand provides a platform for the way we speak and write, the way we manage our physical environments, the way we behave and what we offer as an organisation.

Building our brand will help us achieve our vision.

Our brand helps us stand out from the crowd. This enables us to work more effectively in fundraising and campaigning and helps us to attract and retain people. The associations of trust and good work we build into our brand enable greater access to key people and places and increase the support and loyalty of the public.

In order to inspire people to work with us to achieve our vision, we need to clearly and consistently communicate who we are, what we do and why we do it.
Cancer Research UK is the world’s leading charity dedicated to beating cancer through research.

Our groundbreaking work into the prevention, diagnosis and treatment of cancer has helped save millions of lives. Survival rates have doubled in the last thirty years and we have been at the heart of that progress. But one in three of us will still get cancer at some point and our vital work, funded entirely by the public, will help ensure that millions more people will survive.
Our brand framework
Our vision is a statement of what we aspire to, why we exist and the impact we want to have on society.

Together we will beat cancer

Only through the efforts of all our supporters and in partnership with others can we continue our life-saving work and achieve the greatest impact in our fight against cancer.

Beat shows our ambition, confidence and passion. Millions of people have beaten cancer and we will continue to find new ways to prevent, diagnose and treat the disease, to ensure that millions more will survive.
Our goals and purpose

Our goals

Our goals help to explain our vision and role in beating cancer. Together with our partners, we aim to achieve these goals by the year 2020. They provide measures to assess our progress and the impact we hope to have in the next ten years and beyond.

• People will know how to reduce their risk of cancer.
• The number of smokers will fall dramatically.
• People under 75 will be less likely to get cancer.
• Cancer will be diagnosed earlier.
• We will understand how cancer starts and develops.
• There will be better treatments with fewer side effects.
• More people will survive cancer.
• We will especially tackle cancer in low income communities.
• People with cancer will get the information they need.
• We will continue to fight cancer beyond 2020.

One of the key purposes of the goals is to clearly communicate our ambitions to our supporters and the general public. To have impact they need to become part of our language and integral to our communications.

Our purpose statements

Our purpose statements describe what we do to achieve our vision.

• We carry out world-class research to improve our understanding of cancer and find out how to prevent, diagnose and treat different kinds of cancer.
• We ensure that our findings are used to improve the lives of all cancer patients.
• We help people to understand cancer, the progress we are making and the choices each person can make.
• We work in partnership with others to achieve the greatest impact in the global fight against cancer.

Links

• Find out more about Cancer Research UK
• Find out more about our goals
Our framework is a summary of everything that makes up our brand. It defines the central platform on which all our communications should be built.

**Our vision**

Together we will beat cancer

**Our brand essence**

At the heart of our brand offering, it should be implicit in all our communications.

Giving hope that through our groundbreaking research, we will save more lives in the future.

**Our brand personality**

Underpins our essence. These traits help make us distinctive and should be evident at every touch-point.

- **Groundbreaking**
  
  We are ambitious, innovative and at the forefront of medical advances that have saved millions of lives.

- **Authoritative voice of cancer**
  
  Our world-class research gives us the authority and integrity to influence and inform.

- **Passionate**
  
  We are passionate about beating cancer and this is what unites and inspires us.
Our visual identity
Overview of the key visual elements of our identity

This page shows all the elements that can visually represent Cancer Research UK. They are a set of tools that will enable you to create distinctive and recognisable Cancer Research UK communications which will help to build our brand. There are separate pages demonstrating how to use each of these elements in this section.

**Logo**

CANCER RESEARCH UK

**Colours**

- Blue
- Magenta
- Teal
- Green
- Orange
- Yellow
- Light blue
- Turquoise
- Purple
- Pink

**Fonts**

- CR-UK Just Left Hand
- Gill Sans Light
- Gill Sans Regular

**Vision/strapline**

Together we will beat cancer

**Circle device**

- Solid circle
- Linear circle
- Overlay circle
- Arrowhead
Logo elements

Our logo is the shape of an arrow. It represents the progress we want to make and our ambition to beat cancer.

Our logo is made up of two elements – the word mark and the arrowhead. The size and position of these elements in relation to each other must never be altered. Our word mark is made from specially drawn characters so it can’t be replicated from a standard font. Always use the artwork available on the brand extranet when using our logo, and never stretch or distort the logo in any way.
Our logo is available in five main colour variants. The full colour or white with magenta dot logo should be used whenever possible.

**Colour variants**

- **Full colour logo**
  The full colour logo can be used on white and colours from our colour palette (apart from teal, light blue and purple). It is available in two print formats: spot colour and four colour process.

- **White with magenta dot logo**
  Also known as a ‘reversed out’ logo, this can be used on our blue, secondary colours (apart from purple and teal) and on top of photography.

- **Black logo**
  This version must only be used if you are printing in black and white.

- **Pink logo**
  There is also a pink version of the logo for use only in our breast cancer awareness (BCA) communications. Artwork and BCA visual identity guidelines are available on the brand extranet.

- **White logo**
  This is available for when materials are printed in one or two colours. This version can be used on a colour or photograph where magenta will not show up.

- **Blue logo**
  This is available for when materials are printed in one or two colours.
Using our logo

Positioning

Our logo should be placed top right or bottom right on communications.

Our logo can be used over a photograph, but be careful to make sure it is clear and still has impact.

Our logo should be included on the back of leaflets as well as the front wherever possible.

Online the logo should appear in the top left of the webpage.

Further information

For more about mouth cancer visit www.speakingtopeople.org.

Helplines for people who want to stop smoking:
- Quitline (UK) 0800 0022 00
- NHS (England) 0800 0022 00
- NHS (Welsh) 0800 2000 200
- NHS (Scottish) 0800 2000 200
- Asian Quitline 0800 0023 00

For more about cancer visit our patient information website: www.cancerresearchuk.org/why/cancer-specific.

You can talk in confidence about cancer: call our Information nurses on telephone 0300 0000 050

About Cancer Research UK
- Cancer Research UK is the world’s leading cancer research charity. We want to make a difference to help people live longer and die well.
- The information in this leaflet is up to date as at 09/11/09.
- More information is available at www.cancerresearchuk.org/leaflets

To order your leaflets free online visit www.cancerresearchuk.org/leaflets

Detecting mouth cancer and how to reduce your risk

More Information

For more about mouth cancer visit www.speakingtopeople.org.

Helplines for people who want to stop smoking:
- Quitline (UK) 0800 0022 00
- NHS (England) 0800 0022 00
- NHS (Welsh) 0800 2000 200
- NHS (Scottish) 0800 2000 200
- Asian Quitline 0800 0023 00

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- The information in this leaflet is up to date as at 09/11/09.
- More information is available at www.cancerresearchuk.org/leaflets

To order your leaflets free online visit www.cancerresearchuk.org/leaflets

Don’t use a version of the logo on a background of the same colour

Don’t use a version of the logo on a photograph with a cluttered background

Online
Size and exclusion zone

The size of our logo will vary according to the material it appears on, but it must not be smaller than the recommended sizes below.

The exclusion zone shown makes sure that there is enough clear space around our logo for it to have impact. Nothing – words, charity number – should go inside the logo’s exclusion zone.

Online it may not always be possible to maintain the full exclusion zone, but please give the logo as much space as possible, ensuring that it is clearly legible.
Artwork formats

The artwork for our logos and our vision statement is available in the following formats:

**JPEG** This is a compressed, low resolution file suitable for desktop publishing and PowerPoint®.

**EPS** For professional printing, either litho or digital and embroidery/merchandise, you will need an EPS logo. This is only for use with publishing software such as Adobe® Illustrator, InDesign or QuarkXPress®. If you don’t have this software, you won’t be able to open the files, but you can send them on to a designer.

**GIF** This is a compressed, low resolution file suitable for the web.

Other formats such as **Bitmap** (a non-compressed file) and **TIFF** (a high resolution file) can be used for print, desktop publishing and PowerPoint®. These formats should only be used when EPS or JPEG versions are not available.
Working with others

Working with others is central to achieving our vision

Our brand is extremely important to us and so it is important we use it carefully when working with others. We need to be clear about our role, the role of the organisation or individual we are working with and the nature of the relationship.

The following situations cover the most common types of relationship that we have with other individuals or organisations. We have created special logos and/or set phrases for these relationships for you to use in your communications. If you are discussing a relationship which is not clear, please contact the Brand team.

When we work together with other organisations on a given activity

Our core logo will typically be used on communications alongside the logo of the organisation we are working with.

When other organisations provide support for our activities

The phrase supported by can be added above an organisation’s logo on communications if they provide financial or other means of support for our activities. In copy, this relationship can be described as supported by and it should be clear how the organisation is working with us. For example, Cancer Research UK’s Run10k supported by Tesco.
When other organisations or individuals organise activities to support us

Our *in aid of* logo should be used for fundraising activities that are organised by others to raise money for Cancer Research UK, but are not orchestrated by us directly.

Our *supporting* logo should be used for relationships that are longer term and involve more than financial support, or more than one activity, eg a long-standing corporate partnership.

In both these cases, communications should reflect the organisations, individuals’ own style and the copy must be clear that the activity or product is raising funds or awareness for us, but that it is not organised by us directly. Guidelines around the use of our logo - positioning, exclusion zone, size – etc still apply.

All logos are available from the Brand team brand@cancer.org

When we fund the activity of an individual or organisation

Our *funded by* logo should be used when this clarity is required eg where we don’t directly employ our researchers but give them grants. It is also useful if we specifically fund something and this emphasis is needed eg a report.
Colour variants

Our vision statement is a very important part of our identity and should be used on our communications wherever possible. For our vision to have maximum impact please always use the artwork.

The vision is available in six different colour variants. As with our logo, please use full colour or white with magenta colour versions wherever possible.

Full colour

Blue

White

Black

This version must only be used if you are printing in black and white.

Links

• Download vision artwork
Size and using magenta on blue

For legibility and impact we have a unique version of the vision for use on blue which incorporates a thickened magenta ‘Together’. The minimum size for the white with magenta vision is 75mm wide; below this size the white vision must be used for clarity.

The minimum size the vision can appear in any colour is 55mm wide.

Online the version should be at least 14pt font size and should always be used as an image.
Using our vision

Positioning

Use of our vision is flexible. It can appear opposite our logo on materials, become a heading or serve as a sign-off following copy. Please do not position our vision and logo too close together; but instead ensure that they counterbalance each other; as in the examples below.

When using our vision online, it should be at least 14pt font size and should always be used as an image.

- Bringing it together – see how our vision works with other elements
Our fonts are a crucial part of our visual identity. They help to pull together a piece of communication and, if used consistently, make it distinctive and recognisable. Gill Sans and CR-UK Just Left Hand are our core fonts and should be used in our design and communications.

Arial can be used as the main font on websites, email, PowerPoint and internal documents, and when writing letters.

Cancer Research UK fonts

CR-UK Just Left Hand
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Our fonts

How to find our fonts

Internal users: Gill Sans and CR-UK Just Left Hand are not standard fonts. If you work at Cancer Research UK, these should be installed on your computer; if not, then you can ask IS to install them.

External users: need to purchase their own fonts under normal licensing laws. Gill Sans can be bought from font companies, such as Agfamonotype. CR-UK Just Left Hand is a unique version of Just Left Hand, which has been modified especially for Cancer Research UK and should be bought from Dalton Maag [www.daltonmaag.com/access/CRUK_JLH](http://www.daltonmaag.com/access/CRUK_JLH)

Colour

Type should be blue, black or white. Magenta can be used to pull out key words or phrases.

But please remember that magenta can be difficult to read on a blue background, so use at a minimum size of 16pt Gill Sans light or 12pt Gill Sans regular. Secondary colours can also be used for type, but only for differentiation in a long document or for ease of navigation when in a suite of products that sit alongside each other.

Minimum size

Please ensure that Gill Sans is not used below 10pt on 12pt.

CR-UK Just Left Hand quotations should not be more than five lines and no smaller than 14pt on 16pt.

Type online

Arial should be used for all body text online. Gill Sans and CR-UK Just Left Hand are not suitable for use online.

Block capitals and bold

We do not use block capitals when communicating our messages as they don’t reflect our tone of voice and can appear to ‘shout’ at an audience. Try to use design or words for emphasis rather than block capital letters. If block capitals are integral to the creative please only use sparingly.

Please do not ‘bold’ CR-UK Just Left Hand or Gill Sans fonts.
Our fonts

Type hierarchy

The example shown illustrates how the use of Cancer Research UK’s fonts can give our communications a distinctive look and feel. Our typefaces help to differentiate levels of information, essential for clear communication.

Headings are prominent and should be limited to a small number of words. They are written in Gill Sans Regular to engage the reader and form the first level of read.

Introductory text paragraphs act as a second level of read and are written in Gill Sans Light to summarise the content of the page.

Subheadings help pull out key information on the page – this is written in Gill Sans Regular:

Body text forms the third level of read and deals with the detail – this is written in Gill Sans Light. Quotes should be punchy and appear in Gill Sans Regular or CR-UK Just Left Hand for added distinction.

Headings and introductory copy are printed in CR-UK Blue or white with keywords highlighted in magenta. All typography is ranged left, not justified or centred.

Supporting our efforts – fundraising

Our supporters are essential in funding our vital life-saving work. You can support our work in many different ways:

Corporate donations
Companies raise funds for us through a variety of activities. These include self-fundraising and volunteering, Gift Aid donations from customers, and customer donations. Many businesses actively promote their support to their staff and all their colleagues.

Rental activities
Through 4,165 retail charity shops across the UK, selling donated and new goods, we make over £4 million from donations. Initiatives such as our joint GoGoGlow campaign with B&Q raised £1.2 million in stock worth over £3 million.

Race for Life gives life force to strength
Race for Life hosted 275 events across the UK last year with 640,536 runners taking part in the 5km, 10km, or jog, walk or run. The unique event raised over £21 million, with women of all ages and abilities coming together to help beat cancer.

Relay for Life gathers momentum
Organised entirely by volunteers, Relay for Life is an inspirational community-based event that celebrates the lives of people touched by cancer. It is an overnight event with teams of people taking turns to walk or run laps. In 2007, 12,135 teams took part in its 655 races and raised over £11.5 million.

Thanking our volunteers
Without our volunteers, we could not run our major fundraising events. They help with everything from setting up race courses and motivating participants to dealing with enquiries. They also staff our shops and encourage even more people to get involved.

To find out more about how you can support us visit our website www.cancerresearchuk.org/support or contact our Supporter Services team on 0300 733 4444.

Hierarchy example

Headings in Gill Sans Regular to engage the reader and form the first level of read.

Introductory text in Gill Sans Light to summarise the content of the page.

Subheadings in Gill Sans Regular

Body text in Gill Sans Light

Quotes in CR-UK Just Left Hand or Gill Sans Regular
Creative use of our typography, imagery and colours is essential to keep our wide variety of materials looking fresh and engaging, while remaining on brand. Materials should be appropriate in terms of their format.

Always lay out the elements in a way that visually guides the reader through a page. Make sure that the hierarchy of the typography – from headline to introduction, subheading to body copy – is clear.

Please use the following principles:

- The headlines keyword is picked out for emphasis.
- Images should relate to the copy and illustrate the subject matter.
- The logo and vision must always appear following the guidance in the logo usage section.
- The circle devices have been used to hold images and pull out key information.
- Consider the white space available and give space around elements for impact.
- Use devices like the arrowhead to vary pace or give direction.
- Tints and secondary colours can be used to pull out information such as quotes or case studies.
Our core, primary colours are blue and magenta

Blue should be the dominant colour used in all materials. Magenta should take up no more than 25% of the total visual area.

You might feel we produce a lot of blue and magenta material, but the people we communicate with often only see a fraction of it.

The references for CMYK, RGB and HEX have been specially adapted for Cancer Research UK. They are not taken from standard Pantone® books so please use these references.

Online remember to always use the HEX values to define colours.

Using white
When producing communications, consider the white space available. A clearly focussed design with adequate space around elements will have more impact than a cluttered one. This also helps our logo and vision to stand out.

Above is an example illustrating the proportions of blue, magenta and white that should be considered in a design.
Our secondary colours complement our primary colours

The secondary colours should only be used to support our primary colours:

• for purposes of navigation eg on websites and through long documents, or
• to provide differentiation eg to distinguish a suite of leaflets that sit alongside each other.

When using the secondary colours in design please think about using the preferred options (top row) first.

As with our core colours, the references for CMYK, RGB and HEX have been specially adapted for Cancer Research UK. They are not taken from standard Pantone® books so please use these references.
Our primary colours and secondary colours can be used at a tint of 20% as a background colour.

When tints are used, the text on top can be black, blue or the corresponding secondary colour, e.g., on a 20% tint of our purple, purple text could be used.

Online remember to always use the HEX values to define colours.
Circle design devices

Circle device overview

The circle device evolved from the circles in the Cancer Research UK logo. The flexibility of the circle devices is vital in promoting the diverse range of communications we undertake while projecting a cohesive identity. With creativity and imagination, the circle device can become as recognisable as our logo.

But this does not mean that every piece of communication must incorporate the circle design device without question. See our other design devices for more ideas.

### Links

• Other design devices

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### Circle device overview

The circle device evolved from the circles in the Cancer Research UK logo. The flexibility of the circle devices is vital in promoting the diverse range of communications we undertake while projecting a cohesive identity. With creativity and imagination, the circle device can become as recognisable as our logo.

But this does not mean that every piece of communication must incorporate the circle design device without question. See our other design devices for more ideas.

### Solid – a circle filled with colour, image or text

### Linear – the outline of a circle shape

### Overlay – overlapping circles
Circle design devices

Guiding principles

The Cancer Research UK circle devices are highly versatile. They can be used independently, in groups of three, layered or outlined.

Circles can overlap onto images, hold headings and add texture. The circles also work as holding devices for images and copy. They can be used in a subtle or dramatic way.

The circles use the primary colour palette in full colour, single colour, translucent overlays or tints. The circles can also be cut-outs, embossed or debossed.

The circle device should interact in a positive way with the typography, message or image.

When producing circle designs

Please use the following principles:

Colour
• The finished design should be predominantly white or blue (072).
• You can use magenta or tints of the primary colours in the circles.
• The circles can be used in secondary colours but only if they are supported by a blue solid circle shown opposite.

Application
• Circles must be cropped off the page, ie part of the circle is always left off the page.
• Circles must not be smaller than 50mm.
• The minimum circle line thickness is 0.5pt, the maximum is 2.5pt.
• Use to contain key messages, hold images or create focus.
• Circles can overlap images but must not block out important areas of the image.
• Circles should not be stretched.
• It is preferable to use no more than two types of circle design device at a time — keep design simple for maximum impact.

Use of secondary colours in circles

Supporting our efforts

Our supporters are essential in funding our vital life-saving work. You can support our work in many different ways:

Make a donation
You can make a regular donation by direct debit, gift aid or credit card. To find out more, contact us on 020 7121 6699.

Leave a gift in your will
You can make a bequest to Cancer Research UK. For more information, contact us on 020 7121 6699 or visit our website www.cancerresearchuk.org.

Take part in a race
You can sign up to take part in any of our races. See our website for more information.

Become a volunteer
You will be a key part of our team and help make an impact on our work with patients across the country.

Corporate partnerships
Companies should not just make a donation. Consider ways that you can give back to your team, your customers, your community or your environment as well as to our work. For more information, contact us on 020 7121 6699 or visit our website www.cancerresearchuk.org.

14,400 volunteers regularly give their time, energy and skills to save lives from cancer.

Support for UK patients and families

For more information, contact us on 020 7121 6699 or visit our website www.cancerresearchuk.org.

To contact any of our teams, you are welcome to call us at any time (24 hours a day, 7 days a week) or visit any of our office locations.
Circle design devices

Circle artwork and templates

A series of ready-to-use templates has been created in EPS format. These can be used in Adobe® Illustrator, InDesign, Photoshop and QuarkXPress®. We have also produced Word templates for use in Microsoft Office. If you want to customise a template, please read the information in the guiding principles section.

If you are competent in Adobe® InDesign or Illustrator you can take inspiration from the visuals in this guideline document and produce your own communications using the circle artwork.

Links
• Download the circle artwork
• Download the circle templates
• Bringing it together – find out how the circle design devices can be used
The arrowhead device derives from our logo.

A series of ready-to-use arrowheads have been created in EPS format. These can be used in Adobe® Illustrator, InDesign, Photoshop and QuarkXPress®. We have also produced Word templates for use in Microsoft Office. If you are competent in Adobe® InDesign or Illustrator you can take inspiration from the visuals in this guideline document and produce your own communications.

The arrowhead must use the magenta dot when appearing with images, such as the arrowhead with photography example shown opposite. The arrowhead can be tinted when using only the primary blue. The arrowhead can also be cut-out, embossed or debossed.

**When using the arrowhead device**
Please use the following principles:

**Colour**
- The arrowhead can appear in:
  - blue with magenta dot
  - white with magenta dot
  - 90% blue tint
  - 10% blue tint

**Application**
- The arrowhead can be cropped and be any size, but it must always have all the circles visible.
- The arrowhead can be used to hold images.
- The arrowhead can be used as a highlighting device.
- The arrowhead can be used as a button online.
- Always use the correct artwork and do not attempt to recreate the arrowhead.
- Do not stretch, skew or rotate the arrowhead.
- The arrowhead must not be used with the circle device on the same page.
When designing materials not every piece of communication has to incorporate the circle design device. These examples focus on using Gill Sans, pull-outs or rounded corners.

When producing your non-circle designs
Please use the following principles:

Colour
- Only use primary colours
- The finished design should be predominantly white or blue (072).
- You can use tints of primary colours at 20%.

Application
- Use Gill Sans font when creating a graphic device from a typographic mark, such as quotation marks.
- Use pull-outs to create focus within copy.

Icons
To help build visual consistency across our design devices we have branded icons for use in print and online. Please see the online section or contact the brand team to discuss any requirements.

Other ways of giving impact are through format. Non A4 sizes such as square, DL, landscape or even die-cut circle formats make the material more distinctive.
Photography is an important part of who we are

Photography is a key tool in communicating our identity. Our brand framework – vision, brand essence and personality – should be clearly reflected in our imagery. When using photography it is important to think about how it will work in combination with the other elements of our visual identity.

Checklist
Ask yourself the following questions:

- Will an image add value and help communicate my message?
- Is the image appropriate for Cancer Research UK and our values?
- Will my audience be engaged (or alienated) by the subject and scenario?
- Has the image been cropped for maximum impact?
- Is the image I want to use high-resolution and good quality?
- Have I negotiated the necessary usage rights in writing with the photographer, image library or model/subject?
- Have I sent the image(s) that I have commissioned or purchased to our photo library? pil@cancer.org.uk

Our personality in photography

Groundbreaking
excellence, impact, confidence, ambition and pride

Authoritative
trusted, honest and realistic

Passionate
warm, collaborative and empathetic
Online photographs need to be a minimum resolution of 72 dpi and should be in JPEG format. Please follow the same guidelines for offline photography but make sure that the images you select relate to the content they are going to sit with online. They should enhance the supporter’s understanding of what they are reading on the website.

Further information
For more information on how to select and use photography effectively to build our brand, please read our photography guidelines on the brand extranet.

Our photo library (PIL) has a wide range of images which are available free of charge for staff and key agencies.

For advice on selecting imagery, bespoke image searching, commissioning or briefing a photographer, or for information on our preferred suppliers list, please email pil@cancer.org.uk

Design devices
Circles, arcs, and rounded corners can be used to hold images

Links
• Photography guidelines
• Photo library
• Bringing it all together - see how photography works with our other elements
We don’t have one set style of illustration. But our illustrations should always reflect and build our brand. For example, our primary and secondary colours should be used in illustrations to make sure they reflect our overall identity.

They should emphasise our personality and be clear and authoritative. Illustrations are typically used in our science, health and patient communications.

Before – Illustration that is not on brand, due to incorrect colours

After – Example of the same illustration on brand. The colours have been adjusted to fit to the primary and secondary palettes

Illustrative diagram example
Building our brand through language

Building our brand through visual elements is only part of how we communicate as an organisation. We also need to build our brand through the way we sound.

Because words are so important to us, we have a separate Tone of voice guide to the way Cancer Research UK sounds.

The guide gives you information on:
• bringing our brand values to life in words
• how to write about cancer
• the type of grammar we want to use.

Our words need to work particularly hard for us. They explain complex ideas, create pictures, explain science. Our words capture powerful human emotions and get across the personality of a unique organisation – us.

Our Tone of voice guide is available to download on the brand extranet.
Online is a crucial brand-building channel

Where possible, you should apply the same brand principles online as in print. However, there are also some extra considerations to bear in mind when producing communications for the web. Here are some of the things to think about:

**Usability** – how are our supporters going to get the best out of our online materials?

**Navigation** – what are our supporters looking for and how are they going to find it?

**Accessibility** – will supporters of all ages and abilities be able to engage with our online communications?

**The user journey** – how can you make the transition from our offline communications to online seamless for our supporters?

Please look out for the [ ] throughout this guide to indicate where our brand guidelines may need to be interpreted differently online.

**Web standards guidelines**

For a full explanation of best practice for online, please contact the Internet and New Media team.
Using our brand with impact online

Our website
Our website address is www.cancerresearchuk.org
The word ‘research’ may appear in bold.

Icons and buttons
Icons and buttons are a key element of online media, as well as having uses offline. Opposite are examples from the approved set of icons and buttons for Cancer Research UK. Please see our icons and buttons guide for more information.

The icons have been designed to cover most eventualities, but if they do not and you need a new icon, please contact the Brand team to discuss your requirements.

- Primary blue button
  This is our core button - it should be used in most circumstances.

- Secondary blue button
  This is used to indicate the lesser of two options - such as ‘cancel’ on online forms.

- Magenta button
  This button should be used to flag up essential or highly desired user-actions, such as logging in or donating money.
Online

E-newsletter

April 2009 Newsletter

Get a Heads Up
Donate now

Shop with us to help beat cancer

Cancer Research UK is one of the UK’s leading cancer charities with around 90 charity shops nationwide and 400 local branches.

Our shops play a vital role in our research and our local communities. Supporting our Local Cancer Research UK shop either by donating goods or shopping for our new ranges is a great way to help fund our lifesaving work.

You can also shop online at our online shop, which has great gifts and perfect presents for every occasion.

Latest news

Run 10k for Cancer Research UK

Run 10k: Cancer Research UK this Saturday and take part in the biggest 10k race in the UK. Help us raise money to beat cancer. There’s a great atmosphere to enjoy, world class athletes and a fantastic finish line. Registered Charity Number: 251796

Science fact or science fiction?

There are lots of stories about cancer in the media. Storytelling can help inform public understanding. Our new website will help you make sense of media messages.

2010 Virgin London Marathon

The world’s biggest charity running marathon is nearly here. Get your running shoes on and sign up for the marathon of your lifetime in aid of Cancer Research UK.

Our latest podcast

Hear more about the new Cancer Research UK Centre in Birmingham and the latest advances in nanotechnology. And find out all the dangers of cancer and what to do about them.

In the press

This winter, more than 150,000 people have been affected by cancer. That’s why Cancer Research UK is appealing to change the way we look at cancer. It’s time to change our thinking. It’s time to beat cancer.

Did you know?

Placenta is life in your baby’s first recovery room. It’s one of the body’s natural defence systems from the moment of birth, protecting your baby’s gut from harm until it’s ready to feed.

Donate form

Race for Life external advert

Brand guidelines 2009

Contents

38
Stationery and templates

Please use the PowerPoint® template available on our intranet for all of your presentations – internal and external.

If using CR-UK J ust Left Hand in PowerPoint, please make sure this is on the computer you are using for the presentation or embed the fonts in the presentation by creating a PDF.

Stationery
Standard Cancer Research UK stationery - letterhead, compliment slips, business cards, envelopes - can be ordered from stores.

Templates
The following standard Cancer Research UK templates are available on the intranet:
• PowerPoint
• letterhead for electronic or direct print-out
• pre-printed letterhead paper
• agenda
• minutes
• memo
• fax
• Word templates

Links • Download templates
Bringing it together
This section illustrates how the visual elements work together to build our brand

Try to use the visual elements to capture something of the spirit of Cancer Research UK in your communications. The following examples combine a range of elements to create engaging and on-brand communications. In each, principles around the use of our logo, vision, imagery, type hierarchy and design devices have been followed.
Practical information
If you want to name a product, event or campaign, the first thing you need to do is a six-stage name check. This will give you a good idea of whether or not the name or words are already in use by another party. You will also need to identify which goods or services you want to use the words for; both now and in the future.

**The six-stage preliminary name check**

**One: Internet check**
Check the internet using all of the search engines listed below to see what comes up. Remember to search your proposed work with the word 'cancer'.

- Google: [www.google.com](http://www.google.com)
- Yahoo: [www.yahoo.com](http://www.yahoo.com)
- Ask Jeeves: [www.askjeeves.com](http://www.askjeeves.com)
- MSN search: [search.msn.com](http://search.msn.com)
- AllTheWeb.com: [www.alltheweb.com](http://www.alltheweb.com)
- HotBot: [www.hotbot.com](http://www.hotbot.com)
- AltaVista: [www.altavista.com](http://www.altavista.com)
- Gigablast: [www.gigablast.com](http://www.gigablast.com)
- LookSmart: [www.looksmart.com](http://www.looksmart.com)
- Lycos: [www.lycos.com](http://www.lycos.com)

**Two: Phone book check**
Check the Yellow Pages and the trade pages in local phone books.

**Three: Trade magazines check**
Check trade magazines for the subjects you are looking at.

**Four: Trademark check in the UK**
Go to [www.ipogov.uk](http://www.ipogov.uk). Click on Trademarks, under ‘Find Trademarks’ click on ‘By mark text’. Type the words you want to check in the ‘Trademark text’ box. You will then see all the trademarks that have been registered or are in the process of registration.

Trademarks are registered in certain ‘classes’. There are 45 classes covering different areas of work and services.

Cancer Research UK’s trademarks tend to be registered in classes 16, 25, 36, 41 and 42. You can find a full list of classes in the ‘Applying to register a trademark’ booklet which is available under ‘How to apply for a trademark’ on the website.

You will need to check the name or words you want to use against the appropriate classes. Check against the classes that the existing trademarks are registered in/being applied for.

**Five: Companies check**
The Companies House website has a free name check option on their website [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk). Go to ‘WebCheck’

**Six: Domain name check**
Check [www.netnames.co.uk](http://www.netnames.co.uk) to see if the domain name is available with a minimum of the following extensions: .org, .org.uk, .net, .co.uk and .com.
If your six-stage name check does not reveal any other users, you should consult the legal team who can:

• Analyse your findings and provide further advice
• Arrange in-depth searches at cost
• Arrange for an investigator to help you if your chosen name or words are being used by someone but they are not yet trademarked.
• You will also need to consult the Brand team to ensure the proposed name fits with brand architecture and brand strategy.
• If you are looking to create a url please contact the IS team or follow the procedure on the name request form on the intranet.

Trademarks
A wide range of signs that businesses may use to distinguish their goods or services from those of others can be protected by registration as trademarks. Generally a trademark must distinguish one person’s goods or services from those of another. Ownership of a registered trademark gives exclusive rights in it, which would be infringed by someone using an identical or a similar trademark in the course of trade.

Initially a trademark is shown by the ® mark to show registration. After a period of time this changes to a ™ trademark.

There are some design devices and trademarks that we are unable to use. If you are considering using: a red cross, jigsaw, footprint, or the words ‘think pink’ please contact the Legal or Brand teams first.
The registered charity number for Cancer Research UK is 1089464

This should be included on official documents like headed paper, entry forms, invoices and receipts. It should be on fundraising materials and anything used to encourage people to give money or other goods in support of Cancer Research UK, like posters, sponsorship forms and advertisements.

The registered charity number does not need to appear alongside our logo and it should not impact upon the design of your communication. Where brand awareness is the key purpose, eg on pens and T-shirts, there is no need to include it.

The registered company number for Cancer Research UK is 4325234

The company number and registered address should be included on our business materials like headed paper, compliment slips, invoices, emails and websites as follows:

Registered as a company limited by guarantee in England and Wales no. 4325234

or:

Company no. 4325234

Registered address: 61 Lincoln’s Inn Fields, London, WC2A 3PX.

Our VAT number is 788138678

This must be included on all invoices and receipts.

Trading company activities

When materials are produced on behalf of Cancer Research UK Trading Limited, it is important that the Charity’s name, charity number and company number are not used.

The trading company name is Cancer Research UK Trading Limited. The trading company number is 4355631. All other details for the trading company, like the address and the VAT number, are the same as for the Charity.

Cancer Research UK letterhead and third parties

Our letterhead must not be given to any third party unless an appropriate contractual agreement is in place to regulate its use. We could be held legally/financially responsible for any negative consequences resulting from its misuse.

The Fundraising Standards Board (FRSB)

The FRSB is an independent body for the self-regulation of fundraising. Its purpose is to ensure that member charities stick to the Institute of Fundraising Codes of Fundraising Practice and Fundraising Promises. We should include the FRSB logo on all our fundraising materials and our organisational communications as far as possible. This includes online communications and our fundraising websites. The inclusion of the FRSB logo signifies our commitment to the Donors’ Charter and the Institute of Fundraising Codes of Fundraising Practice and that we offer fundraisers and the public a clear complaints procedure.

Guidelines and artwork for the FRSB logo are available on the brand extranet. To find out more about the FRSB visit www.fsboard.org.uk
**Brand guidelines**
In this document you will find everything you need to understand and use the Cancer Research UK brand and its visual elements.

**The brand extranet address is**
www.cancerresearchukbrand.org
Username: external Password: brandsite

**Photography guidelines**
This document explains how to select and use photography to communicate our brand.

**Tone of voice guide**
This document explains how we can use words to communicate our personality.

**Other guidelines**
Other guidelines are available for specific areas of our work. All guidelines and any artwork connected to them are available on the brand extranet. For example:
- Breast Cancer Awareness guidelines
- Bobby Moore Fund guidelines
- Race for Life guidelines.

It is essential that you get permission from the relevant team as well as the Brand team before using any of these.

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**‘Who We Are’ statements**
Statements of varying lengths that include our key messages and should be used when describing the Charity.

**Headline facts about Cancer Research UK**
Approved headline statements for use in our communications to highlight the work that we do and the impact we have made on people’s lives.

**‘Our achievements so far’**
This contains detailed information about our achievements and the impact Cancer Research UK continues to make.

**Our strategy**
This document outlines our achievements, vision, purpose, goals and three core purpose activities for 2009-2014.

**Always try and work together**
Always check to see if any of your colleagues have produced something you could use eg the retail Christmas visuals are available for the whole organisation to use each year.

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**Creative services**
For advice on a range of creative services from selecting and briefing creative suppliers, negotiating rates or usage rights, to videography queries, please email brand@cancer.org.uk

For help selecting images or an appropriate photographer please email pil@cancer.org.uk

If you are designing a t-shirt for a campaign or event we have a framework that can help guide you. We also hold signed-off opening and endframes for video which can be supplied in a variety of formats.

**Photo library**
The photo library has an extensive collection of images available for use by Cancer Research UK staff and key agencies.

**Help?**
- **Brand champions**: these are colleagues trained in the use of these guidelines and should be your first contact for help
- **brand@cancer.org.uk**: you can email the Brand team with any brand query or for sign-off of new creative work within two working days
- **Brand clinics**: you can book time at these meetings by emailing the Brand team.
Does it build our brand?

This list is intended to be a quick, final checklist when creating and signing off communication materials.

Ask yourself the following questions:

**Our brand framework**
- Does the communication reflect our vision, essence and personality?
- Does the communication show our impact, have personal relevance and highlight the need for support?

**Our visual identity**
- Is the logo the correct shape, size and colour?
- Have the recommendations on logo size, position and exclusion zone been maintained?
- Is the vision statement the correct shape, size and colour?
- Are the Cancer Research UK fonts used appropriately?
- Are the colours used correctly?
- Have the design device guidelines been considered?
- Is the photography/illustration appropriate?
- Is the copy in line with our tone of voice?

**Practical information**
- Is the registered charity number correct?
- Is the FRSB logo included if necessary and positioned appropriately?
- Is our web address correct and in lower case?
- Is our name used properly and not split over any lines of text?

**Sign-off**
If a new creative concept or initiative, has it been signed off by the Brand team?
- Remember to include the Brand team at the earliest possible stage of the creative process.
- Minor changes to existing materials can be signed off by a brand champion.
Sign-off procedure

Sign-off for any new external communication or initiative about the Charity should always go through the Brand team and, if appropriate, one or more of the following departments at the same time:

**Brand:** to ensure correct use of the visual identity, tone of voice and organisational messages, as well as helping to maximise the communications’ impact. Any new ideas or creative executions must be seen by the Brand team as early as possible in the process. All new names for campaigns or initiatives should also be sent. Contact: brand@cancer.org.uk

**PR:** to ensure reputation management and consistency of key messages, and to maximise the PR potential of a campaign or initiative. Any materials being used for media purposes - whether verbal or written - must be seen by the relevant press and PR teams before use. Contact: your usual PR contact or pressoffice@cancer.org.uk

**Legal:** to ensure compliance with legal or statutory (charity) rules. Contracts, trademarks, naming or relationships formed should go to the legal team. Contact: legalhelpdesk@cancer.org.uk

**Cancer Information:** to ensure statements about our science or statistical information are accurate. Cancer Information is split into two teams:

i) **Science Information:** to ensure the science is accurate, including information on the Charity’s research and its impact. Contact: your usual Science Info contact or email science.info@cancer.org.uk

ii) **Statistical Information:** data and statistical information, as well as key facts, are available on the News and Resources website info.cancerresearchuk.org/cancerstats or, if unsure of interpretation, then contact: stats.team@cancer.org.uk

**Health Information:** to ensure information around prevention and early detection is accurate. Contact: Health Information Manager health.info@cancer.org.uk

**Information Nurses:** to ensure copy that uses case studies, or describes a clinical situation, treatment or the impact of cancer, is empathetic, clear and correct. Any reference to the nurses’ service or CancerHelp is also approved by this team. Contact: Cancer information nurses on: cancer.info@cancer.org.uk For information: www.cancerhelp.org.uk

**Internet and New Media:** to ensure that best practice for online in terms of usability, accessibility, search engine optimisation and the user journey is maintained across all of our websites and online communications. Contact: webeditors@cancer.org.uk
Together we will beat cancer