



Universal Symbol for Colorectal Cancer Usage Guidelines

These guidelines are to be used as a reference tool, providing usage standards for the Universal Symbol for Colorectal Cancer. Because the Symbol is the fundamental element of all Colorectal Cancer identification, these standards have been established in order to ensure that the Symbol remains consistent in its appearance and effectiveness wherever and however it is displayed. While this document contains guidance for most basic applications of the Symbol, it cannot anticipate all possible usages. Any uses of the Universal Symbol for Colorectal Cancer not covered in these guidelines must be referred to:

Mary Doroshenk
American Cancer Society
901 E. St., NW Suite 500
Washington, DC 20004
Tel: 202-661-5729
Email: mdoroshenk@cancer.org

Color Usage

The distinctive use of color helps to increase the impact of the Universal Symbol for Colorectal Cancer. The Symbol is designed to be most effective in a one-color format denoted here. The designated color may not be manipulated in any way. The black version should be utilized only when budgetary restrictions apply.



Preferred Version/Spot Color
Colorectal Cancer Blue
(or PANTONE® 294 C/U)

Process Color Equivalent
(C=100, M=56, Y=0, K=18.5)



Acceptable Version
Black
(C=0, M=0, Y=0, K=100)



Suggested Partner Usage

The suggested placements for partner's name and logo are to serve as guidelines to help reinforce consistency when using the Universal Symbol for Colorectal Cancer. These examples are meant to be used as a framework and guide for placement of any text or graphic near or around the Symbol.



Partner Name Goes Here



Partner Name Goes Here



Clearance Area, Minimum Size & Proportion Grid

"Clearance Area" is defined as the minimum distance allowed between the Universal Symbol for Colorectal Cancer and any other element. This helps ensure legibility, enhances recognition and prevents obstruction of the Symbol. The Clearance Area around the Symbol must never be less than half the height of the "loop" graphic within the Symbol. To ensure legibility, the smallest allowable size for all versions of the Universal Symbol for Colorectal Cancer has been determined to be 0.5" in width. The Universal Symbol for Colorectal Cancer has been specifically arranged in a proportional relationship to retain the characteristics in a variety of applications and sizes. The arrangement should not be altered in any manner. (Please refer to the illustrations below)

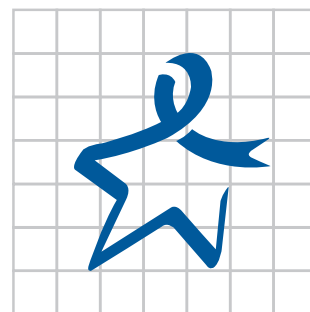


Clearance Area



0.5" in width

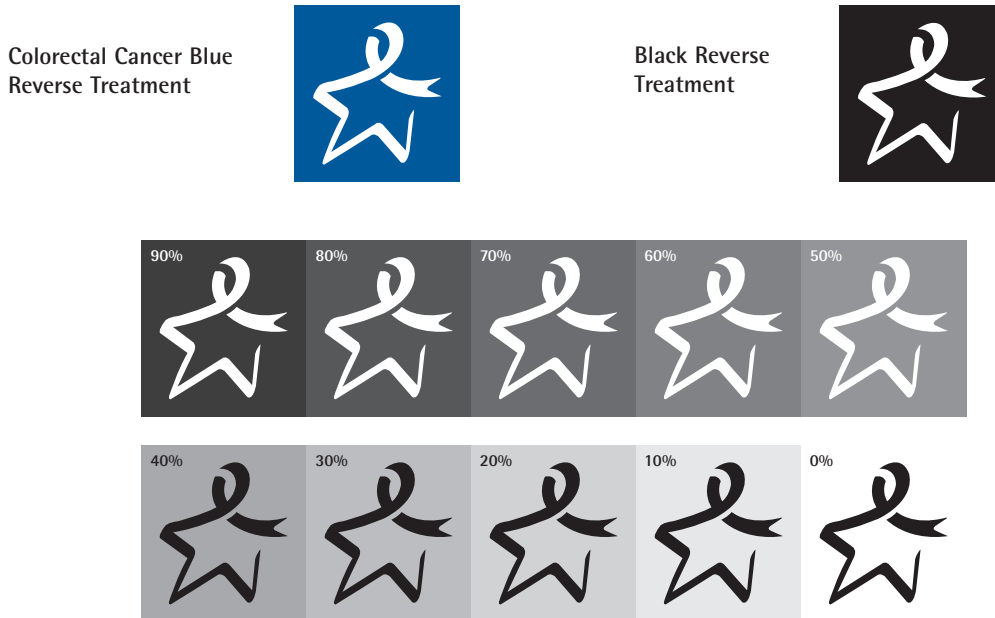
Minimum Size



Proportion Grid

Reverse Treatment

When reversing the Universal Symbol for Colorectal Cancer, sufficient contrast must be maintained. Do not place the reversed version of the Symbol on any background that is less than 50% in value. Backgrounds that compete with the Symbol or reduce its legibility should be avoided. If the Symbol is superimposed or reversed out of a photograph, it should always be placed on an area that has a consistent background and sufficient contrast.



Incorrect Usage

In an attempt to prevent common mistakes when using the Universal Symbol for Colorectal Cancer, several examples of incorrect uses are displayed here for reference. These variations are representative however, not all inclusive. Please refer to the overall standards throughout this guide when considering any form of reproduction or application of the Universal Symbol for Colorectal Cancer.

