a story about LIFE
More than a name.
More than a logo.
More than a look and feel.

A brand is rooted in beliefs and defined by actions. It tells a story ...
Our story is about LIFE not cancer.
Our **LIFE** story begins with you.
our vision is a world where no Canadian fears cancer.
Cancer reaches **every** community ... And so do we.
our mission is to eradicate cancer and enhance the quality of life of people living with cancer.
We have more impact, against more cancers, in more communities, than any other organization in Canada.

We offer the most meaningful opportunities for you to make the biggest difference.
Lead cancer research across Canada
Influence public policy to improve the health of Canadians
Focus our support programs on the greatest needs of patients and caregivers
Engage more Canadians in the fight against cancers
LIFE is the spirit in which we help transform fear into courage, isolation into belonging, and pain into healing.
It’s LIFE that gives us the power to FIGHT back ... and LIFE is worth fighting for.
Our brand has more impact when we are all in unison, expressing our passion as one voice.

Both in how we look and how we sound.
For full guidelines, see the Visual Identity Guidelines.
Our Logo

Our logo is the primary representation of our brand.

Our organization serves communities all across Canada. With this in mind, whenever possible, our logo should be used in its bilingual form.
Our Daffodil

To some, it’s just a flower. To us, it’s a symbol of life. It’s a reminder that we’ll never give up. That we’ll always fight back. That we will beat cancer.

Our daffodil shouldn’t be altered, colourized or rotated.
Blue and yellow should always be the primary colours in any communication.

There are 5 other colours that can be used in moderation.
Our Photography

Our photographs portray real scenes of life. They feel natural, display diversity, and reflect healthy active lifestyles.
how we sound

For full guidelines, see the Writing Resources.
Our Audience

We have many different audiences – patients, caregivers, volunteers, donors, researchers, policymakers and the general public. Clearly focusing on your target audience will allow you to connect in a way that is meaningful to them. If you try to reach everybody, you may not reach anyone.
Our Voice

Face-to-face. In speech. In print. Online. How we talk with people projects our personality and helps people recognize us. Simple, direct and honest language will help convey our brand. The tone in which we talk with people can be expressed in a variety of ways.
Our Tone

Fight for LIFE

Authoritative  Compassionate  Optimistic
Collaborative  Active  Personal
Firm  Celebratory  Vital
Uniting  Supportive  Dynamic
Empowering  Hopeful  Genuine
Bold  Understanding
Genuine

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Let’s get started.
Here are **3** things you can do right away:

- **Read page 8 again**
  It’s how we tell people what we’re all about.

- **Change your e-mail signature**
  It’s easy to do and shows everyone we’re working together.

- **Share this with someone**
  Tell others about the brand and what it means.
For who you are and what you do

THANK YOU