




Canadian
Cancer
Society

Société
canadienne
du cancer

The Canadian Cancer Society Brand

a story about LIFE

Photo credit: Nosh



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.**



LIFE



Lead cancer research across Canada





Influence public policy to improve the health of Canadians



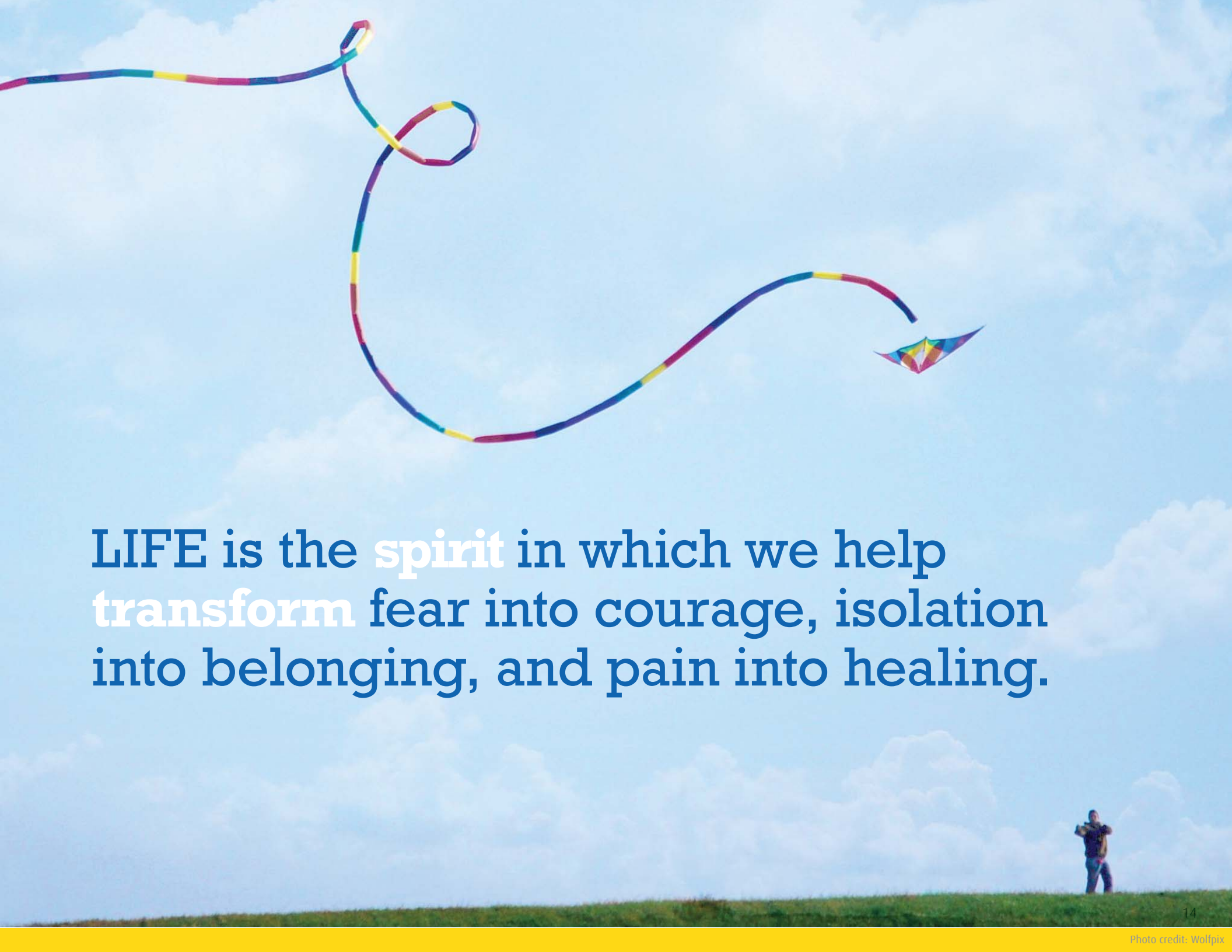


Focus our support programs on the greatest needs of patients and caregivers



Engage more Canadians in the fight against cancers

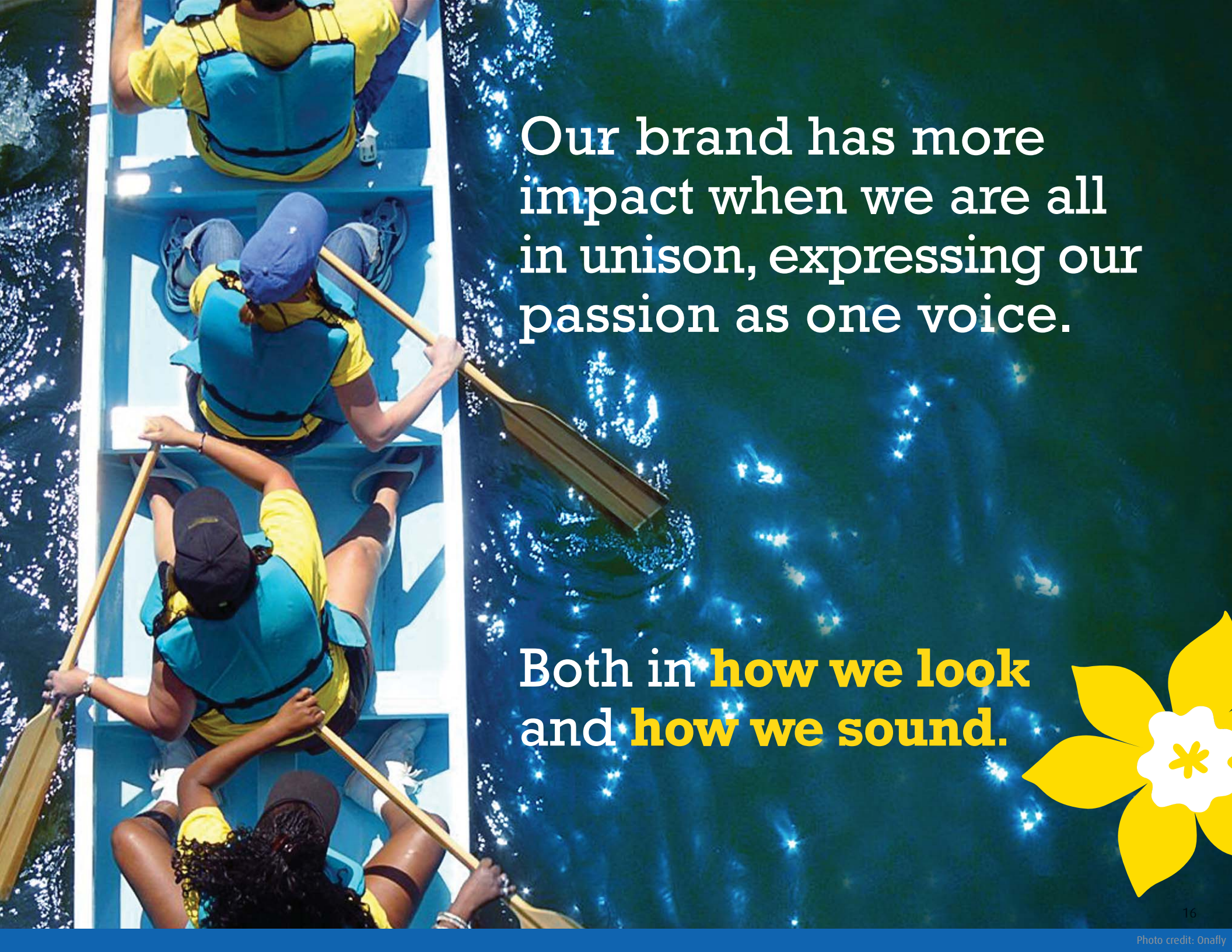




LIFE is the **spirit** in which we help **transform** fear into courage, isolation into belonging, and pain into healing.



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.**



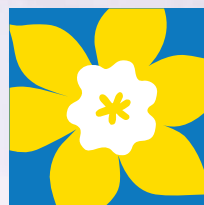
how we look

For full guidelines, see the
Visual Identity Guidelines.

Our Logo

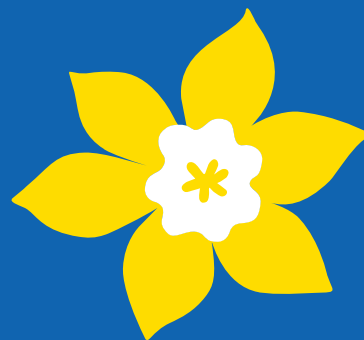
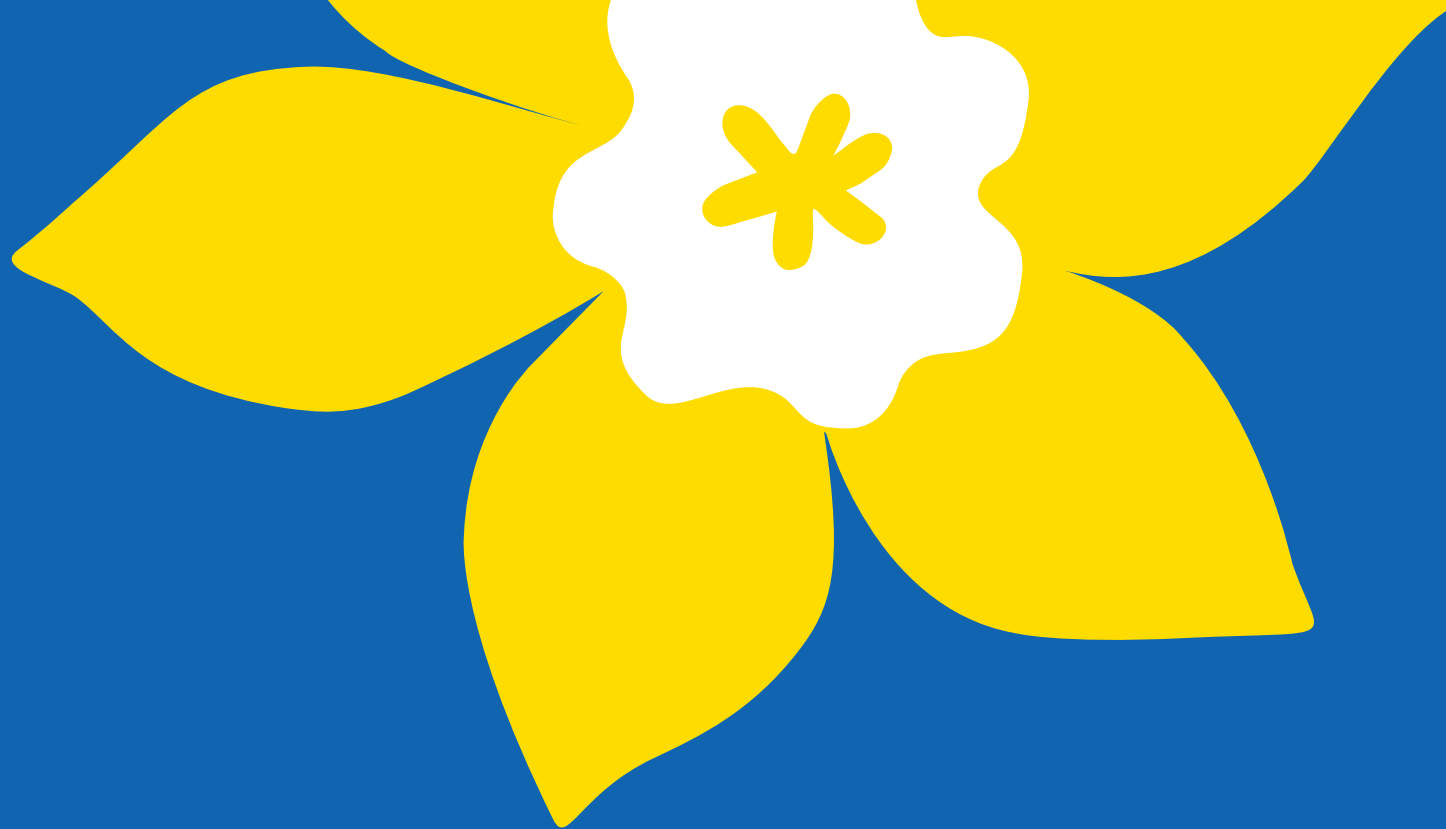
Our logo is the primary representation of our brand.

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



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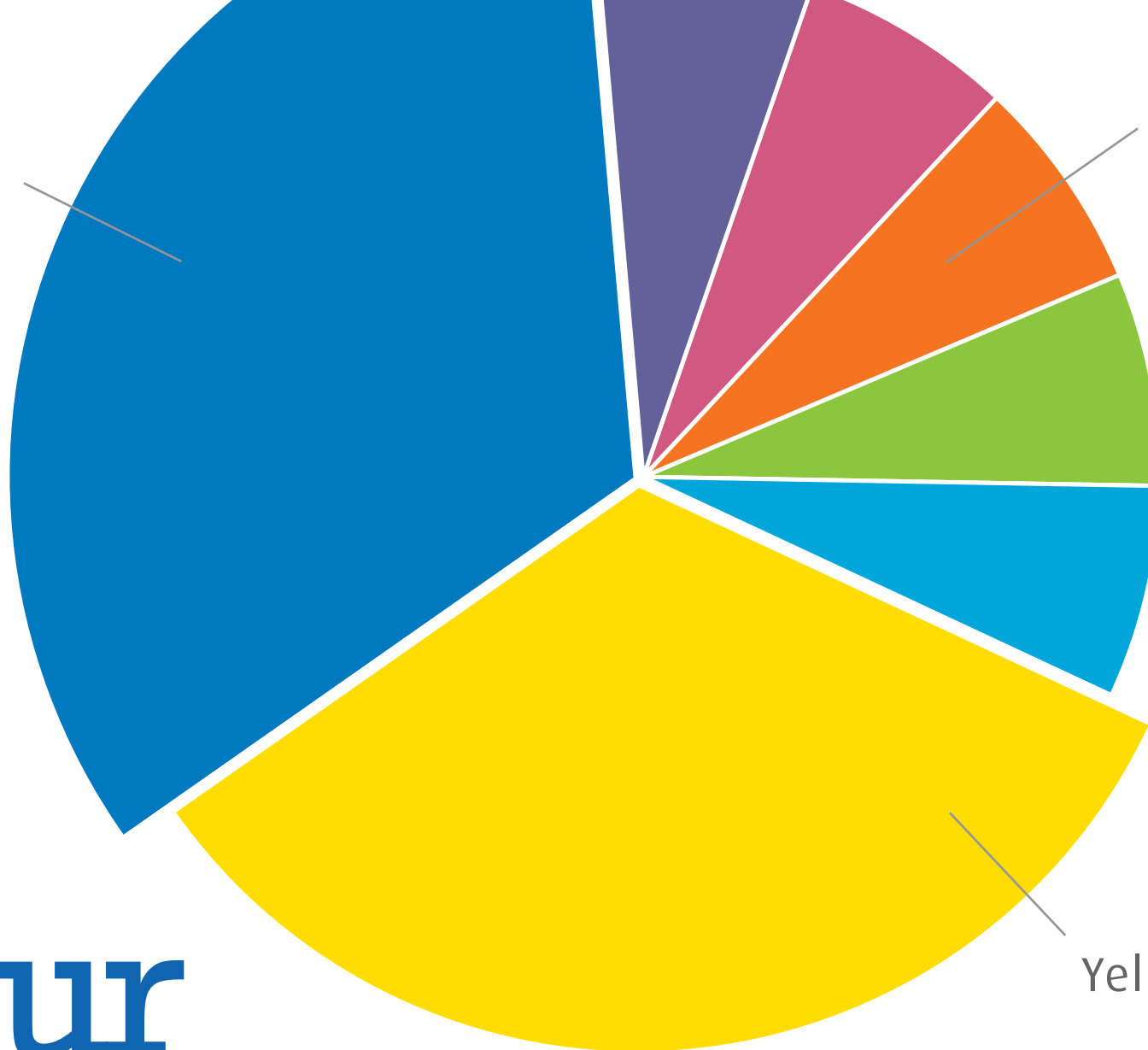
Our Daffodil

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.

Our Colours

Blue



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

Yellow

Blue and yellow should always be the primary colours in any communication.

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.



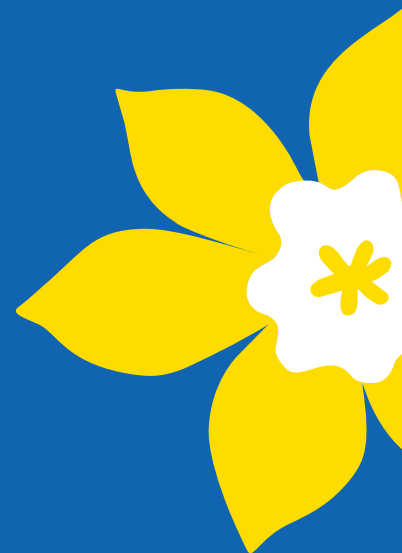
Photo credit: John Williams



Photo credit: Peter J. Hallis

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



A person is captured mid-stride, running barefoot through a lush green field filled with yellow daffodils. The person is wearing a purple long-sleeved shirt and blue jeans. The background is a soft-focus landscape with more greenery and trees. The overall mood is one of freedom and joy.

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.



Photo credit: Chris Zerbes



Photo credit: Chris Zerbes



For who you are and what you do

THANK YOU