



2023 STYLE GUIDE

S↑

The background is an abstract composition of various geometric shapes, including triangles and rectangles, in a range of orange and red tones. The colors transition from a bright yellow-orange on the left to a deep red on the right. The shapes are layered and overlap, creating a dynamic, modern feel.

INTRODUCTION

TABLE OF CONTENTS

CLICK LINKS BELOW TO JUMP TO SECTIONS YOU NEED

INTRODUCTION

TABLE OF CONTENTS
PURPOSE OF THE GUIDE
THE SU2C MOVEMENT
SU2C'S MISSION
MANIFESTO
SCIENCE FUNDING MODEL

KEY MESSAGING

ABOUT SU2C: COPY & PASTE MESSAGING
SU2C BOILER PLATE
tone
APPROVED TERMS & LANGUAGE
CALLS TO ACTION
DONATION MESSAGING

DIGITAL GUIDELINES

SOCIAL HANDLES & USAGE
"ABOUT SU2C" LANDING PAGE CHECKLIST

APPROVAL PROCESS & LEGAL GUIDELINES

TRADEMARK DESIGNATIONS & PRINT LEGAL LINE
PRODUCT APPROVAL PROCESS

OFFICIAL LOGOS & USAGE GUIDELINES

PREFERRED LOGOS & USAGE
ALTERNATE LOGOS
CHARITY & BENEFITING LOGOS
TRANSLATED & INTERNATIONAL LOGOS
LOCK-UP LOGOS
UNAUTHORIZED USAGE

GRAPHIC DESIGN ELEMENTS & ASSETS

ALTERNATIVE BRANDING GRAPHICS
MESSAGING GRAPHICS
BRANDING LOGO GRAPHIC PRINTS
BACKGROUND BRANDING EXAMPLES
BANNER BRANDING EXAMPLES
BORDER & BAR EXAMPLES
OFFICIAL SU2C COLORS
OFFICIAL TYPOGRAPHY
LOGO BACKGROUND COLOR EXAMPLES

EXTERNAL COLLATERAL

SU2C "I STAND UP FOR" PLACARD
SU2C SIGNING WALL

THANK YOU & CONTACT



PURPOSE OF THE GUIDE

The following **STYLE GUIDELINES** set the standard for communicating Stand Up To Cancer's visuals and verbal identity in order to protect our brand.

This **STYLE GUIDE** provides key messaging, a glimpse at our funding models, digital guidelines, logo usage, graphic elements, external collateral, and legal guidelines.

The **STYLE GUIDE TOOLKIT**, available through the link below, houses high-res and emailable versions of the Style Guide, as well as downloadable links to assets detailed throughout the Guide.

[ACCESS THE DOWNLOADABLE
STYLE GUIDE & TOOLKIT HERE](#)

Any and all uses of the Stand Up To Cancer (SU2C) marks must be pursuant to an agreement with Stand Up To Cancer, and must adhere to this guide. SU2C requires review and advance written approval of any such uses (including uses of materials provided in this guide) prior to production, publication, distribution, display, or use in any manner.

This guide may be amended or modified at any time at SU2C's sole discretion.



THE SU2C MOVEMENT

STAND UP TO CANCER WAS FOUNDED IN 2008 by nine extraordinary women, all leaders in the entertainment field whose lives had been touched by cancer. They were united by a transformative vision: to harness the power of the entertainment industry to advance a more collaborative and multi-disciplinary approach to cancer research and treatment, with the ultimate goal to turn every cancer patient into a long-term survivor.

In a revolutionary launch, SU2C's inaugural televised fundraising special made history by airing simultaneously on the ABC, CBS, and NBC television networks. This extraordinary event featured an array of stars from film, TV, sports, and journalism urging viewers to "stand up" and join the fight against cancer. Since then, SU2C has produced six subsequent "roadblock" telecasts, in 2010, 2012, 2014, 2016, 2018, and 2021. The most recent fundraiser was carried on more than 65 media platforms across the United States and Canada, including all four major broadcast networks in the U.S. To date, more than 900 celebrities supporting SU2C's efforts have participated across these telecasts and in additional awareness efforts.

With a rigorous, peer-reviewed funding model founded on Dream Teams of top cancer scientists from different disciplines and institutions, Stand Up To Cancer continues to change the cancer research paradigm. Beyond its insistence on a collaborative approach to cutting-edge research, SU2C funds high risk, high reward treatment development strategies with the potential to move quickly from laboratory to bedside. SU2C also now requires diversity in its funded clinical trials to ensure new treatments work well for the entire patient population.

In addition to its core Dream Team research projects, other Stand Up To Cancer initiatives include SU2C Convergence, which brings together biological, physical, and computer sciences to better understand cancer biology in order to more quickly tailor treatments for individual cancer patients; SU2C Catalyst, which brings together industry and academic scientists to rapidly accelerate clinical trials of new treatments and combination therapies; and SU2C Cancer Interception, which aims to find and treat cancer at the earliest possible point, perhaps even before a cancer cell has fully formed. These milestone-driven projects are competitively selected and overseen by leaders in cancer research and proactively managed by SU2C.

In 2020, Stand Up To Cancer announced a groundbreaking initiative to increase diversity in its clinical trials. The initiative is guided by SU2C's Health Equity Committee, which was formed in 2018 and is chaired by internationally renowned researcher, Dr. Edith A. Perez. SU2C's Health Equity Initiative has a three-fold approach – requiring all new research grant proposals to address recruitment and retention of patients from racially and ethnically diverse communities; dedicating funding towards innovative research that addresses cancer inequities; and investing in improving awareness about cancer screening, prevention and clinical trials through PSA campaigns and community advocacy efforts. Through its Health Equity Initiative, SU2C is leading a conversation among industry and community collaborators to increase equity across the cancer clinical trials and treatment landscape. Just as it encouraged the research community to make collaboration the norm, SU2C is now engaging researchers, institutions, and funders to increase diversity in all cancer clinical trials and address the myriad issues associated with cancer health equity.

SU2C is committed to maintaining a cancer research portfolio that includes most cancer types. Our funded grants have contributed to the development of nine new FDA-approved cancer therapies for bladder, breast, colorectal, ovarian, pancreatic and prostate cancers, as well as difficult-to-treat leukemias in children and young adults. These new treatments are saving lives now.

Because cancer knows no borders, and breakthrough ideas arise everywhere, Stand Up To Cancer has expanded its reach far beyond the United States. Since 2012, KWF Kankerbestrijding (Dutch Cancer Society) and SU2C have collaborated to fund three research projects and established the Sta op tegen kanker (Stand Up To Cancer) fundraising initiative. That same year, SU2C also worked with Cancer Research UK, which joined forces with Great Britain's Channel 4, to establish Stand Up To Cancer UK with the most successful launch of a charity fundraiser on UK commercial TV. Stand Up To Cancer Canada was established in 2014 and to date, SU2C Canada has launched four Dream Teams. To ensure access to information for Hispanic communities in the U.S., SU2C launched a Spanish-language website, Unidos Contra El Cáncer, in 2008, and social media channels in 2020.

SU2C'S MISSION



STAND UP TO CANCER'S MISSION is to raise funds to accelerate the pace of groundbreaking research that gets new therapies to patients quickly and saves lives now. SU2C brings together the best and the brightest researchers and mandates collaboration among the cancer community. By galvanizing the entertainment industry, SU2C has set out to generate awareness, educate the public on cancer prevention, and help more people diagnosed with cancer become long-term survivors.

WE BELIEVE THAT humanity stands at a tipping point in the struggle against cancer. Scientists have learned so much about the basic nature of the disease, right down to the molecular level, and many are now making breakthroughs and achieving real advances in prevention, diagnosis, and treatment. But researchers still need the support and funding necessary to translate those discoveries into more effective treatments.

Cancer takes more than one person every minute. One life in a moment. They are our brothers, our sisters, our fathers and mothers, our husbands and wives, our best friends, our children, ourselves. Every day in America, nearly 1,700 people die of cancer, and yet the means to save them is within our reach. To wait any longer for someone else to save our lives and the lives of those we love is unforgivable.

Inspired to act by our own personal experiences with cancer, we are calling on the public to invest in a revolution that is changing the way scientists and clinicians work to understand and treat this disease.

MANIFESTO

WE USED TO HAVE SUCH CRAZY DREAMS.

The kind of dreams that brought us together,
Made us not mere mortals, but a movement.

We used to dream we'd get to the moon.
And we were crazy enough, fanatical enough,
Relentless enough, to get there.

We dreamed we'd split the atom.
Make smallpox and polio whispers from
Forgotten history books.
Make technology infinite, individual.
Connect the world.

All the unbelievable and the impossible.
All the can't do and the never will,
We overwhelmed them,
We overpowered them, we conquered them.
They said no and we, well, we said yes.
We stood up.
We stood up and **CHANGED THE WORLD.**

STAND UP when everyone else sits down.

STAND UP when it's easier to turn away.

STAND UP for everyone who can't rise anymore.

When the answer seems impossible, **STAND UP.**
When the dream is right within our reach, **STAND UP.**
When the powerful refuse your call, **STAND UP.**

The moment is now and the time has come to **STAND UP.**
One out of every two men,
One out of every three women,
Will face this disease we call cancer.

Our sisters, our brothers, our fathers, our mothers,
Our husbands, our wives, our children.
Our very best friends and those we've yet to meet.
One person every minute, one person in a moment
Gets lost, gets stolen, gets taken away.

UNFORGIVABLE.

This is where the end of cancer begins.
When together we become a force
unmistakable.
A movement undeniable.
A light that cannot dim.
When we take our wild impossible dreams
And make them possible,
Make them true.
When together we rise as one.

When we **STAND UP.**
When we **STAND UP TO CANCER.**

SCIENCE FUNDING MODEL

SU2C DREAM TEAMS are large, multi-institutional, multi-investigator collaborative projects aimed at bringing an idea from the lab to the clinic in 3-4 years for near term patient benefit.

RESEARCH GRANTS provide funding for two or more senior investigators from different disciplines to address a critical problem in cancer research.

INNOVATIVE RESEARCH GRANTS support high-risk, high-reward projects conducted by early career investigators. Importantly, proposals are not required to have proof-of-concept data, allowing investigators who have newly formed laboratories to compete on a level playing field.

SU2C CATALYST GRANTS provide funding for collaborative signal-finding clinical trials supported by industry.

CONVERGENCE GRANTS bring together the physical and biological sciences to ask fundamental questions about cancer biology that can be rapidly translated for patient benefit.

PHILLIP A. SHARP AWARDS FOR COLLABORATION IN INNOVATION support collaboration across SU2C Teams on the most current, cutting-edge ideas. The application and selection processes are extraordinarily streamlines to accelerate work on the best new concepts.

NAMED AWARDS support targeted collaborations or individual projects that explore an innovative, focused scientific idea.



For any science-related inquiries or additional information, please reach out to your SU2C contact.

The background is a vibrant, abstract composition of geometric shapes in various shades of orange and red. These shapes, including triangles and polygons, are layered and oriented in different directions, creating a sense of movement and depth. The colors range from a bright, sunny yellow-orange to a deep, saturated red.

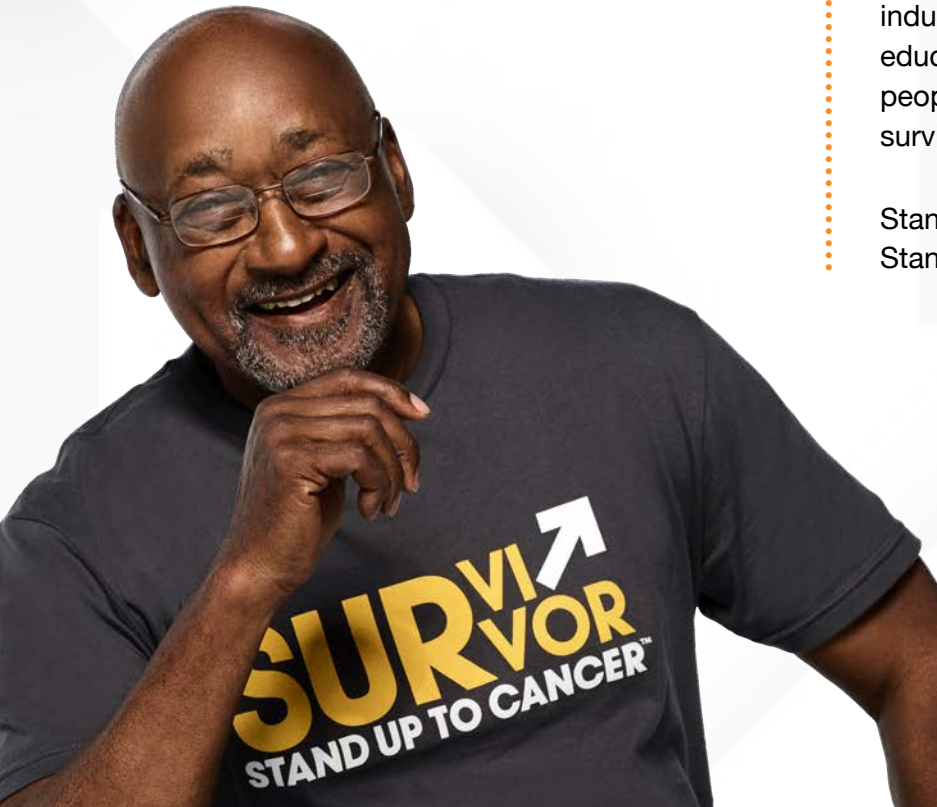
KEY MESSAGING

ABOUT SU2C: COPY & PASTE MESSAGING

IN A TWEET

The mission of @SU2C is to raise funds to accelerate the pace of groundbreaking research that gets new therapies to patients quickly and saves lives now.

Stand Up with us and donate now at StandUpToCancer.org. #StandUpToCancer



IN A PARAGRAPH

Stand Up To Cancer's mission is to raise funds to accelerate the pace of groundbreaking research that gets new therapies to patients quickly and saves lives now.

SU2C brings together the best and the brightest researchers and mandates collaboration among the cancer community. By galvanizing the entertainment industry, SU2C has set out to generate awareness, educate the public on cancer prevention, and help more people diagnosed with cancer become long-term survivors.

Stand Up with us and donate now at StandUpToCancer.org.

IN MORE DETAIL

Stand Up To Cancer's mission is to raise funds to accelerate the pace of groundbreaking research that gets new therapies to patients quickly and saves lives now.

SU2C brings together the best and the brightest researchers and mandates collaboration among the cancer community. By galvanizing the entertainment industry, SU2C has set out to generate awareness, educate the public on cancer prevention, and help more people diagnosed with cancer become long-term survivors.

Cancer takes more than one person every minute. One life in a moment. They are our brothers, our sisters, our fathers and mothers, our husbands and wives, our best friends, our children, ourselves. Every day in America, nearly 1,700 people die of cancer, and yet the means to save them is within our reach. To wait any longer for someone else to save our lives and the lives of those we love is unforgivable.

Stand Up with us and donate now at StandUpToCancer.org.

SU2C BOILER PLATE

BOILER PLATE – U.S.

ABOUT STAND UP TO CANCER

Stand Up To Cancer® (SU2C) raises funds to accelerate the pace of research to get new therapies to patients quickly and save lives now. SU2C, formally a division of the Entertainment Industry Foundation, is a 501(c)(3) charitable organization. Established in 2008 by media and entertainment leaders, SU2C utilizes these communities' resources to engage the public in supporting a new, collaborative model of cancer research, to increase awareness about cancer prevention, and to highlight progress being made in the fight against the disease. As of June 2022, more than 3,000 scientists representing more than 210 institutions are involved in SU2C-funded research projects.

Under the direction of our Scientific Advisory Committee, led by Nobel laureate Phillip A. Sharp, Ph.D., SU2C implements rigorous competitive review processes to identify the best research proposals to recommend for funding, oversee grants administration, and ensure collaboration across research programs.

Current members of the SU2C Council of Founders and Advisors (CFA) include Katie Couric, Sherry Lansing, Kathleen Lobb, Lisa Paulsen, Rusty Robertson, Sue Schwartz, Pamela Oas Williams, and Ellen Ziffren. The late Laura Ziskin and the late Noreen Fraser were also co-founders. Sung Poblete, Ph.D., R.N., serves as SU2C's CEO, and Russell Chew as SU2C's President.

PRESS RELEASES

For press-related inquiries, please reach out to SU2C Communications at press@su2c.org.



Any and all uses of Stand Up To Cancer (SU2C) in press releases requires written approval from your SU2C contact.

TONE

STAND UP TO CANCER's tone projects leadership, innovation, and progress. SU2C is both a pioneer and a unifier, bringing together scientists, doctors, nurses, patients, and advocates worldwide to catalyse major advances in cancer research, build community, and spread awareness. The effectiveness of Stand Up To Cancer's messaging relies heavily on establishing the following key tonal elements:

INNOVATIVE

SU2C is making **groundbreaking strides in cancer research** and our tone demonstrates how SU2C is at the forefront of cancer research and is a thought leader in the cancer community.

URGENT

SU2C remains grounded in our belief that we have reached a tipping point in the field of cancer research, and that **continued, innovative, daring funding is needed** to continue making progress.

COLLABORATIVE

The **power of collaboration and cooperation** are at the heart of SU2C. By encouraging these impactful collaborations, we dramatically accelerate progress and create breakthroughs.

INSPIRING

SU2C is driven by patient outcomes, and we remain **dedicated to sharing the inspiring and uplifting stories** of patients, caregivers, researchers, and supporters, bringing together everyone touched by cancer.

HOPEFUL

Now, perhaps more than ever, people are in search of hope, and SU2C incites a **hopeful, inclusive sense of community**, focusing on the positive as we share major milestones and future goals.

TRANSPARENT

Transparency is critical to helping patients gain rapid access to better treatments and SU2C will always remain dedicated to sharing findings and ideas to help further research. **100% of donations received from the public will support SU2C and its collaborative cancer research programs.**

SCIENCE TO SAVE LIVES

SU2C is guided by the latest research, sharing key progress made and providing critical information for patients. **We humanize the cancer experience to create a sense of community, relatability, and empathy.**

APPROVED TERMS & LANGUAGE

“STAND UP TO CANCER” USAGE

- | | |
|-----------------------------|---------------|
| ✓ Stand Up To Cancer | ✓ SU2C |
| X Stand Up 2 Cancer | X SUTC |
| X Stand up to Cancer | |
| X Stand Up to Cancer | |

- “Stand Up To Cancer” is always written with each word capitalized.
- In all verbal call-outs, use full Stand Up To Cancer name.
- The short form name, SU2C, may be used in written text references but must always be preceded by use of the full Stand Up To Cancer name.

LEGAL LINE (U.S.)

- ✓ **Stand Up To Cancer is a 501(c)(3) charitable organization.**

WEBSITES

U.S.

- ✓ **StandUpToCancer.org**
- X standup2cancer.org
- X SU2C.org

CANADA

- ✓ **StandUpToCancer.ca**
- X standup2cancer.ca
- X SU2C.ca

SPANISH

- ✓ **UnidosContraElCancer.org**
- ✓ **StandUpToCancer.org/es**

APPROVED TERMS & LANGUAGE

SENSITIVE PHRASING

- ✓ **“Fight against cancer”** *[okay to use in broad reference]*
- ✓ **“Cancer journey”** *[when referencing an individual’s experience]*
- ✗ **“Battle / Fight”** *[when referencing an individual’s experience]*

- ✓ **“Bringing new treatments to patients faster to save lives now”**
- ✗ **“Beat this disease”**

- ✓ **“End cancer as we know it”**
- ✗ **“End cancer”**

- ✓ **“Make every patient a long-term survivor”**
- ✗ **“Cure cancer”**

- ✓ **Those we have lost to cancer**
- ✗ **Those who have died from cancer / this disease**

CALLS TO ACTION



APPROVED CTAS

- ✓ “Stand Up with us.”
- ✓ “Stand Up and give.”
- ✓ “Stand Up and donate.”
- ✓ “Join the movement.”
- ✓ I Stand Up for _____.”
- ✓ “I’m _____ and I Stand Up To Cancer.”
- ✓ “Learn more at StandUpToCancer.org.”

For specific questions or guidance, please reach out to your SU2C contact.

DONATION MESSAGING

APPROVED MESSAGING

- ✓ **“Donate now to help get new treatments to patients faster.”**
 - ✓ **“Donate now and join the fight to end cancer in our lifetimes.”**
 - ✓ **“Donate now to help make more long-term survivors.”**
- ✓ **“Donate now to help save lives.”**
 - ✓ **“100% of your donation received supports Stand Up To Cancer and its collaborative cancer research programs.”**
 - ✓ **“100% of donations received from the public supports Stand Up To Cancer and its innovative cancer research programs.”**



For specific questions or guidance, please reach out to your SU2C contact.

The background is a vibrant, abstract composition of overlapping geometric shapes in various shades of orange and red. These shapes, including triangles and polygons, are arranged in a way that creates a sense of depth and movement, with some elements appearing to step forward or recede. The colors range from a bright, sunny yellow-orange to a deep, saturated red.

DIGITAL GUIDELINES

SOCIAL HANDLES & USAGE

FACEBOOK

@SU2C

#StandUpToCancer

**Include a link back to StandUpToCancer.org whenever possible*



OTHER CHANNELS

TIKTOK

@SU2C

TWITTER

@SU2C

#StandUpToCancer
(preferable) or
#SU2C if space does
not permit



LINKEDIN

Stand Up To Cancer

INSTAGRAM

@SU2C

#StandUpToCancer



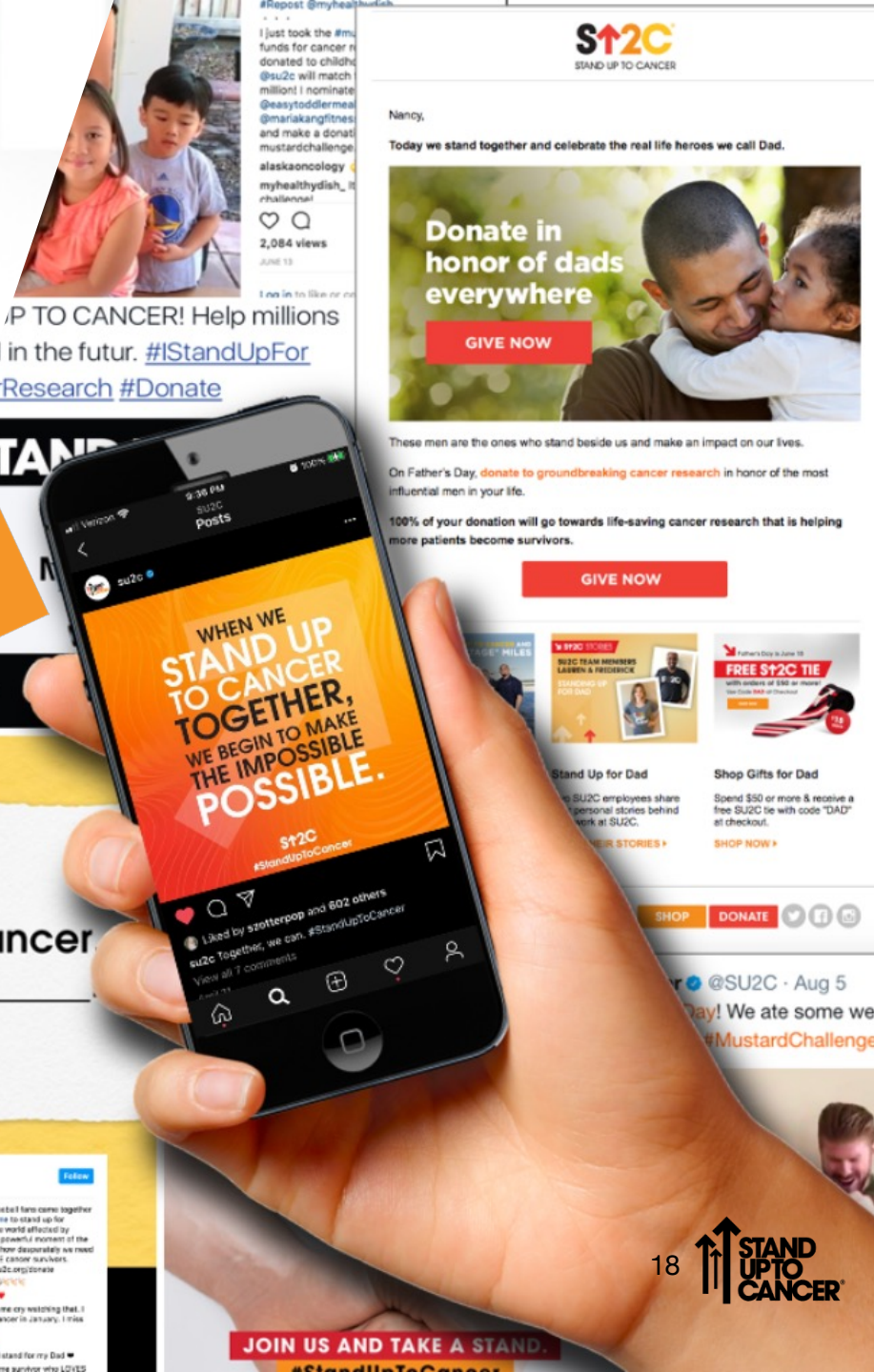
YOUTUBE

Stand Up To Cancer

USAGE GUIDELINES

- ✓ SU2C handle should be tagged and hashtag used in all social posts.
- ✓ SU2C must review all social posts and requires at least 48 hours to review.

For additional questions related to SU2C social media, please reach out to your SU2C contact.



“ABOUT SU2C” LANDING PAGE CHECKLIST

For SU2C-approved supporters who are creating an “**ABOUT SU2C**” LANDING PAGE, it must contain the following and be submitted for written approval:

✓ SU2C PREFERRED LOGO

See page 24, unless otherwise discussed with SU2C.

✓ LEGAL LANGUAGE (U.S.)

Stand Up To Cancer is a 501(c)(3) charitable organization.

✓ ORGANIZATION COLLABORATION

Details on discussing how the organization is supporting SU2C, including any donation details, per collaboration agreement constraints.

✓ MISSION STATEMENT

Stand Up To Cancer’s (SU2C) mission is to raise funds to accelerate the pace of groundbreaking research that gets new therapies to patients quickly and saves lives now.

SU2C brings together the best and the brightest researchers and mandates collaboration among the cancer community. By galvanizing the entertainment industry, SU2C has set out to generate awareness, educate the public on cancer prevention, and help more people diagnosed with cancer become long-term survivors.

For more information visit StandUpToCancer.org

Requires written approval from SU2C. Please reach out to your SU2C contact.

The background features a series of overlapping, semi-transparent geometric shapes in various shades of orange and red. These shapes, including triangles and polygons, are arranged in a way that creates a sense of depth and movement, with some shapes appearing to recede into the background while others come forward.

APPROVAL PROCESS & LEGAL GUIDELINES

TRADEMARK DESIGNATIONS & PRINT LEGAL LINE

TRADEMARK DESIGNATIONS

NEW CAMPAIGN NAMES OR SLOGANS

If your campaign features a name or slogan that you want the public to exclusively associate with SU2C, please consult with your SU2C Representative whether this is something that could/should be used and registered as a trademark.

TRADEMARK DESIGNATION FOR WORDMARKS

In communications and marketing materials distributed in the United States, wordmarks require the ® to follow Stand Up To Cancer and/or SU2C in the first or most prominent use in the body copy or on materials (e.g. Stand Up To Cancer®, SU2C®).

TRADEMARK DESIGNATION FOR LOGOS

In most cases, the ® should be used on the Stand Up To Cancer preferred logos. However, please contact your SU2C Representative for all trademark designation usage guidelines before use.

PRINT LEGAL LINE

All communications and marketing materials distributed in the United States should include the following legal line.

Stand Up To Cancer is a 501(c)(3) charitable organization.

For further details, please reach out to your SU2C contact.

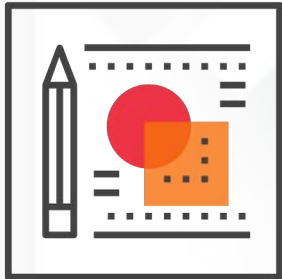
PRODUCT APPROVAL PROCESS

PRODUCT & PROMOTION

All product, packaging, labeling, advertising, web content, and marketing materials using SU2C brand marks and graphics must be sent in to the SU2C merchandise team for approval. If you plan to use SU2C logos on merchandise, please contact the SU2C merchandise team regarding specific guidelines.

PRODUCT APPROVAL STAGES

Stage 1 | Concept



Include all preliminary designs, rough sketches, color renderings, mood and presentation boards.

Stage 2 | Pre-Production



Include all final designs, samples, and pre-production samples.

LEGAL GUIDELINES

Any and all uses of the Stand Up To Cancer (SU2C) marks must be pursuant to an agreement with the Entertainment Industry Foundation (EIF) on behalf of its charitable division, SU2C, and must adhere to this guide. SU2C requires review and advance written approval on any such uses (including uses of materials provided in this guide) prior to production, publication, distribution, display or use in any manner.

LEGAL LANGUAGE

All communications and marketing materials distributed in the United States should include the following legal lines:

Stand Up To Cancer is a 501(c)(3) Charitable organization.

Use of this language will be on a case-by-case basis and must be approved by SU2C.



OFFICIAL LOGOS & USAGE GUIDELINES

PREFERRED LOGOS & USAGE



FULL LOGO WITHOUT URL



FULL LOGO WITH URL



BRANDING LOGO WITH FULL NAME



BRANDING LOGO WITH URL

For use on all assets and/or materials that require a logo, unless otherwise noted or discussed with SU2C. Examples include, but are not limited to, videos, PSAs, press releases, e-blasts, newsletters, print, event signage, step & repeat, social media, and any other digital assets.

Refer to “Logo Backgrounds” on page 40 on for any logo color variations.

**Please note: Translated and international logos are available on page 28.*

Some text may require a trademark designation.
Please reach out to your SU2C contact for permission and usage guidelines.

ALTERNATE LOGOS



FULL LOGO – ALL BLACK & ALL WHITE



FULL LOGO W/ URL – ALL BLACK & ALL WHITE



BRANDING LOGO – ALL BLACK & ALL WHITE



*Some text may require a trademark designation.
Please reach out to your SU2C contact for permission and usage guidelines.*

ALTERNATE LOGOS

The logo consists of the text 'S↑2CSTANDUPTOCANCER' in a bold, sans-serif font. The 'S' is black, the '↑' is red, the '2' is yellow, 'C' is black, 'STAND' is black, 'UP' is red, 'TO' is black, and 'CANCER' is yellow. A registered trademark symbol (®) is at the end.

HORIZONTAL LOGO – TRANSPARENT BACKGROUND

The logo consists of the text 'S↑2CSTANDUPTOCANCER' in a bold, sans-serif font. The 'S' is black, the '↑' is red, the '2' is yellow, 'C' is black, 'STAND' is black, 'UP' is red, 'TO' is black, and 'CANCER' is yellow. A registered trademark symbol (®) is at the end.

StandUpToCancer.org

HORIZONTAL LOGO WITH URL – TRANSPARENT BACKGROUND

The logo consists of the text 'S↑2CSTANDUPTOCANCER' in a bold, sans-serif font. The 'S' is white, the '↑' is red, the '2' is yellow, 'C' is white, 'STAND' is white, 'UP' is red, 'TO' is white, and 'CANCER' is yellow. A registered trademark symbol (®) is at the end.

HORIZONTAL LOGO – BLACK BACKGROUND

The logo consists of the text 'S↑2CSTANDUPTOCANCER' in a bold, sans-serif font. The 'S' is white, the '↑' is red, the '2' is yellow, 'C' is white, 'STAND' is white, 'UP' is red, 'TO' is white, and 'CANCER' is yellow. A registered trademark symbol (®) is at the end.

StandUpToCancer.org

HORIZONTAL LOGO WITH URL – BLACK BACKGROUND

The logo consists of the text 'S↑2CSTANDUPTOCANCER' in a bold, sans-serif font. The 'S' is black, the '↑' is white, the '2' is black, 'C' is white, 'STAND' is white, 'UP' is black, 'TO' is white, and 'CANCER' is black. A registered trademark symbol (®) is at the end.

HORIZONTAL LOGO – GRAY BACKGROUND

The logo consists of the text 'S↑2CSTANDUPTOCANCER' in a bold, sans-serif font. The 'S' is black, the '↑' is white, the '2' is black, 'C' is white, 'STAND' is white, 'UP' is black, 'TO' is white, and 'CANCER' is black. A registered trademark symbol (®) is at the end.

HORIZONTAL LOGO – YELLOW BACKGROUND

*Some text may require a trademark designation.
Please reach out to your SU2C contact for permission and usage guidelines.*

CHARITY & BENEFITING LOGOS

CHARITY LOGOS

For use on all assets where SU2C is contractually designated as the Official Charity. Preference of logo differs based on needs; please discuss with SU2C prior to each use.



FULL LOGO - OFFICIAL CHARITY



BRANDING LOGO - OFFICIAL CHARITY

Sample Asset:



BENEFITING LOGOS

For use on all assets connected to approved DIY community fundraisers. Preference of logo differs based on needs; please discuss with SU2C prior to each use.



FULL LOGO - BENEFITING



BRANDING LOGO - BENEFITING

Sample Asset:



*Some text may require a trademark designation.
Please reach out to your SU2C contact for permission and usage guidelines.*

TRANSLATED & INTERNATIONAL LOGOS

Usage guidelines depend on application; check with your SU2C contact prior to developing materials.
For the complete Spanish usage guide, please reach out to your SU2C contact.



SPANISH LOGO WITHOUT URL



SPANISH LOGO WITH URL



LOCKUP LOGO – FOR SOCIAL ASSETS



CANADIAN LOGO



UNITED KINGDOM LOGO

*Some text may require a trademark designation.
Please reach out to your SU2C contact for permission and usage guidelines.*

LOCK-UP LOGOS

USAGE

Co-branded logos may be used only on materials for approved campaigns, promotions and events conducted throughout the term of a collaboration agreement.

GUIDELINES AND RESTRICTIONS

- ✓ Must use the preferred SU2C full logo found on page 24.
- ✓ Co-branded logo design must be approved in writing by SU2C prior to use.
- ✓ All assets using the co-branded logo require written approval in advance of use.
- ✓ Refer to “Logo Backgrounds” on page 40 for any SU2C logo color variations.

POSITIONING



SU2C full logo should always lead first, with collaborator logo on the right side.

Each logo should be the same size horizontally, with a single black line (2 pt) between the logos.

At any size, use the width of the red arrow in the full logo as the horizontal spacing between the divider line and each logo. The divider line should never be taller than the logos.

UNAUTHORIZED USAGE



Do not distort logo proportions.



Do not use framing devices around the logo.



Do not transpose elements of the logo such as the arrows and words.



Do not vertically or horizontally stretch the logo.



Do not place the logo on any background colors that approximate the colors present within the logo.



Do not add drop shadows to the logo.



Do not outline the logo.



Do not place the logo on patterned or textured backgrounds.



Do not rotate or alter the position of the logo in any way.



Do not use any alternate typefaces for the logo.

The background is a vibrant, abstract composition of overlapping geometric shapes in various shades of orange and red. The shapes include triangles, squares, and polygons of different sizes, creating a dynamic and layered visual effect. The colors range from a bright, sunny yellow-orange to a deep, saturated red, with many intermediate tones in between. The overall impression is one of modern, energetic design.

GRAPHIC DESIGN ELEMENTS & ASSETS

ALTERNATIVE BRANDING GRAPHICS



TRIPLE ARROW LOGO



GRADED BRANDING LOGO



ARROW LOGO



BRANDING LOGO w/ RED ARROW

MESSAGING GRAPHICS



"SURVIVOR" GRAPHIC



"IN THE FIGHT" GRAPHIC



"I STAND UP FOR" GRAPHIC



"IN MEMORY OF" GRAPHIC

BRANDING LOGO GRAPHIC PRINTS



BRANDING LOGO PRINT 1



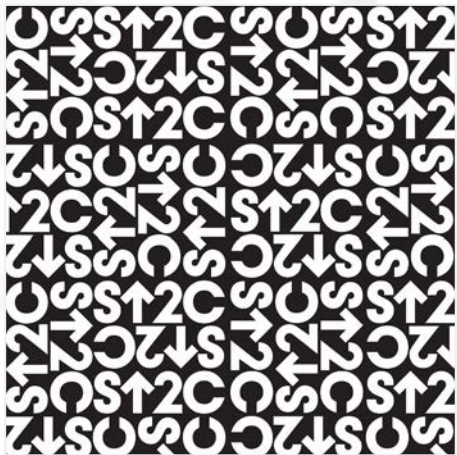
BRANDING LOGO PRINT 2



BRANDING LOGO PRINT 3



BRANDING LOGO PRINT 4



BRANDING LOGO PRINT 5



BRANDING LOGO PRINT 6

BACKGROUND BRANDING EXAMPLES



GRAPHIC PRINT 1



GRAPHIC PRINT 2



GRAPHIC PRINT 3



GRAPHIC PRINT 4



GRAPHIC PRINT 5



GRAPHIC PRINT 6



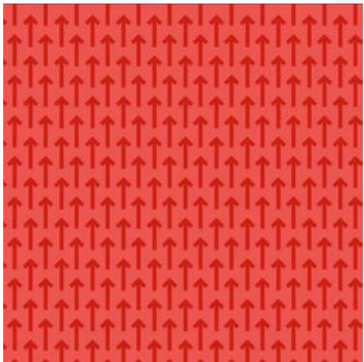
GRAPHIC PRINT 7



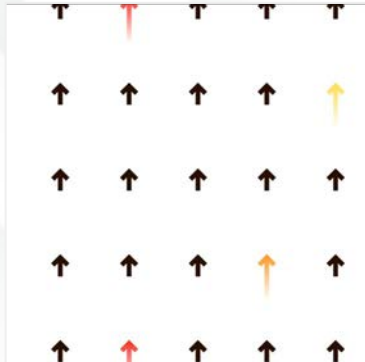
GRAPHIC PRINT 8



GRAPHIC PRINT 9



GRAPHIC PRINT 10



GRAPHIC PRINT 11



GRAPHIC PRINT 12



GRAPHIC PRINT 13



GRAPHIC PRINT 14



GRAPHIC PRINT 15



GRAPHIC PRINT 16



GRAPHIC PRINT 17



GRAPHIC PRINT 18

BANNER BRANDING EXAMPLES



GRAPHIC PRINTS 19—21

BORDER & BAR EXAMPLES



GRADIENT BORDER



ORANGE BAR



GRADIENT BAR



COLORBLOCK BAR

OFFICIAL SU2C COLORS



ORANGE

Hex#: FF8E00
CMYK: 0/53/100/0
RGB: 255/142/0
PMS: ORANGE 021U



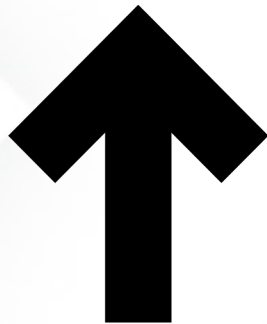
RED

Hex#: EF4135
CMYK: 0/90/86/0
RGB: 238/65/53
PMS: RED 186C



YELLOW

Hex#: FFC325
CMYK: 0/24/93/0
RGB: 255/195/37
PMS: YELLOW 123C



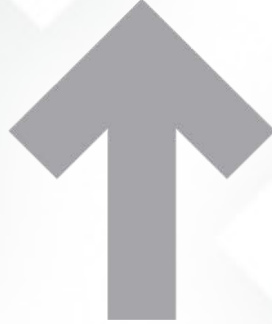
BLACK

Hex#: 231F20
CMYK: 70/67/64/74
RGB: 35/31/32



GREY 1

Hex#: 555759
CMYK: 65/56/53/29
RGB: 85/87/89
PMS: 425C



GREY 2

Hex#: A5A5A9
CMYK: 38/31/28/0
RGB: 165/165/169
PMS: COOL GREY 6

OFFICIAL TYPOGRAPHY

AVANT GARDE
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
The quick brown fox jumps over the lazy dog.

AVANT GARDE
BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
The quick brown fox jumps over the lazy dog.**

JOSE
FERNANDEZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
The quick brown fox jumps over the lazy dog.

HELVETICA NEUE
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
The quick brown fox jumps over the lazy dog.

HELVETICA NEUE
BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
The quick brown fox jumps over the lazy dog.**

LOGO BACKGROUND COLOR EXAMPLES

FULL LOGO BACKGROUNDS



FULL LOGO-BLACK



FULL LOGO-WHITE



FULL LOGO-ORANGE



FULL LOGO-GREY



FULL LOGO-YELLOW



FULL LOGO-RED

BRANDING LOGO BACKGROUNDS



BRANDING-WHITE



BRANDING-WHITE, GREY "S"



BRANDING-GREY GRADIENT



BRANDING-BLACK, WHITE "S"



BRANDING-GREY, WHITE "S"



BRANDING-YELLOW



BRANDING-RED



BRANDING-ORANGE



BRANDING-GREY

The background consists of several overlapping geometric shapes in various shades of orange and red. These shapes include triangles, squares, and polygons of different sizes, creating a complex, layered pattern. The colors range from a bright, saturated orange to a deep, dark red, with some lighter, more translucent areas where the shapes overlap.

EXTERNAL COLLATERAL

SU2C “I STAND UP FOR” PLACARD

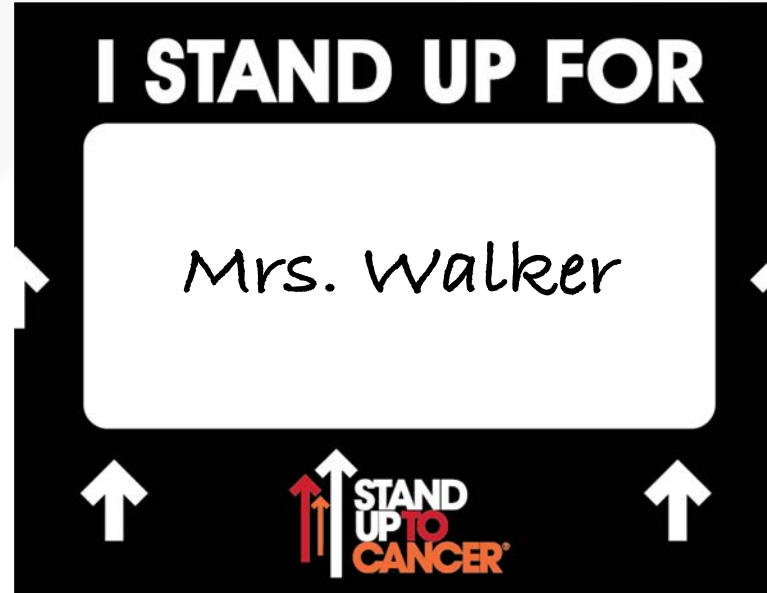
SU2C PLACARD

PLACARD MOMENTS, where everyone holds their placards in the air simultaneously, are a moving way to acknowledge those who are fighting and those we’ve lost and these moments are a signature of Stand Up To Cancer.

The **SU2C “I STAND UP FOR” PLACARD** is designed for use at approved third-party events and on product to allow the public to personalize their fight against cancer. Supporters are able to create a tribute with the name of those whom they stand up for by filling out the placard.

Participants can also create a digital version to share on social media using the **SU2C Placard Generator** at StandUpToCancer.org/IStandUpFor.

Users enter their name, download, and share on Facebook. Hashtags recommended for the posts: #IStandUpFor #StandUpToCancer.



PLACARD TEMPLATE

PRINTING SPECIFICATIONS

Card stock: 16-pt. coated stock
 Size: 8.5 x 11 inches
 Print: matte coating
 Font colors: Red: PMS 186C,
 Orange: PMS 021U, and Black

USAGE

- ✓ The placard may be used only at third-party events that have been approved by Stand Up To Cancer.
- ✓ The event organizer should provide SU2C with a list of intended uses for the placard at the event. In all cases the event organizer will be responsible for printing the placards in accordance with the guidelines and restrictions outlined here.

GUIDELINES & RESTRICTIONS

- ✓ Stand Up To Cancer will provide the placard artwork in a PDF and .ai art file to the event organizer. No modifications may be made to the artwork or to the front of the placard without permission from SU2C.
- ✓ Instructions for use of the placard at the approved event may be printed on the back of the placard. The instructions must be submitted to Stand Up To Cancer for approval prior to printing.
- ✓ No other modifications to the back of the placard will be permitted.

SU2C SIGNING WALL

SU2C SIGNING WALL

The **SU2C SIGNING WALL** is a freestanding wall to be used at approved third-party events as an integral way of engaging the public. Attendees are encouraged to sign a message of support for loved ones or for themselves.

The wall becomes filled with signatures, and it hangs as a display of dedication throughout the event.

SU2C will work with you to create customized assets for your events.



SIGNING WALL TEMPLATE

PRINTING SPECIFICATIONS

Gloss finish

Grommets on every edge

Font colors: Red: PMS 186C, Orange: PMS

021U, Yellow: PMS 123C, Gray: PMS Cool

Gray 6 and PMS Cool Gray 3, and Black

USAGE

- ✓ Signing wall size is customizable; individuals may request size of their choice from vendor, dependent on SU2C approval.
- ✓ Third party will work with SU2C to determine the best size for specific event needs.
- ✓ Size preference varies by event, with customizations ranging from 8 x 5 feet to 12 x 8 feet.

GUIDELINES & RESTRICTIONS

- ✓ SU2C will provide the 'I Stand Up For' signing wall artwork for individuals to create or print their own signing wall.
- ✓ SU2C reserves the right to prohibit any brand logo from being placed on the front of the signing wall artwork.
- ✓ SU2C will work with third-party to help customize assets, when applicable.
- ✓ SU2C approval of all assets is required in advance of use. If needed, SU2C can provide vendor for production.

THANK YOU

MEDIA

press@su2c.org

DIGITAL

digitalcontact@su2c.org

MARKETING

partnerships@su2c.org

CREATIVE SERVICES & MERCH

partnerships@su2c.org

