

**I AM A BRAND OVERVIEW  
AND I WILL  
HELP SPREAD THE WORD**



We encourage everyone to use the World Cancer Day logo and theme to show your support. That's why we've created this brand overview - a handy guide to help you use the brand in the most impactful way.

It's not meant to be an exhaustive set of guidelines but more of a quick reference, so you can spend more time getting creative and having fun planning your World Cancer Day activities.

**Questions?**

If you have any questions reach out to us at:

[hello@worldcancerday.org](mailto:hello@worldcancerday.org)

## Brand Overview

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### 1. World Cancer Day Logo

This is the brand new World Cancer Day logo. Use it to help spread the message. We may have updated the look, but our story remains the same: the World Cancer Day logo expresses the shared human experience of cancer, featuring a person embracing the world.

### 2. World Cancer Day Theme Lockup

This is what the logo looks like alongside the the World Cancer Day theme.

The 2019-2021 campaign theme: 'I am and I will' is an empowering call-to-action urging for personal commitment and represents the power of individual action taken now to impact the future.

## Logos

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Join us on 4 February



#### Orange

Our logos should only be produced in the World Cancer Day Orange using the following colour values:

**Print** 0 / 63 / 74 / 0

**Screen** 255 / 127 / 77

**Web** FF7F4D

## Brand Overview

### Reverse usage

The logos can be reversed out in white over flat colour or an image. Just make sure there's a strong contrast between the logo and background so that it stays nice and legible.

## Using the logo



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## Brand Overview

### Clearspace & Minimum size

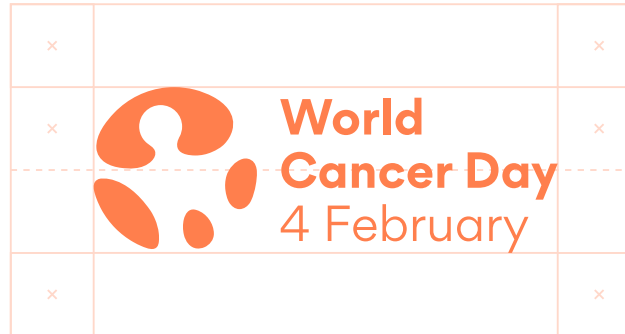
We want the whole world to see our logo!

Help keep our logos legible and impactful by maintaining a clearspace around them and make sure not to make them too small.

### Clearspace

The clearspace is the area surrounding the logo, which must remain free of any visual elements or content.

## Using the logo



### Minimum size

In order to maintain the legibility of our logos they should not be produced below the following sizes:



Print - 35mm  
Screen - 100px

## Brand Overview

### Primary & Secondary Palette

The World Cancer Day colour palette is built around our hero colours, Orange and Navy.



We ask that you give a lot of love to our two primary colours. They should be the hero within any World Cancer Day branded communication.

The secondary colour palette is used only to support and complement the primary palette - remember a little goes a long way.

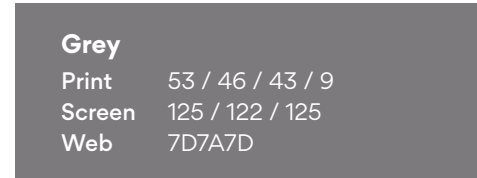
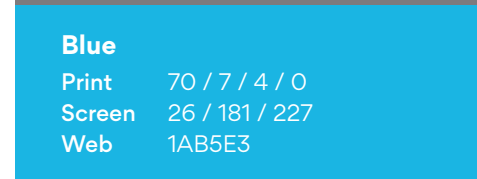
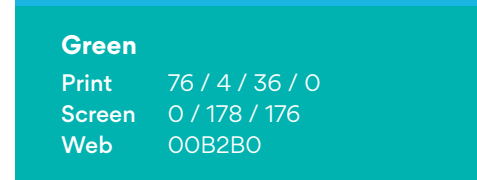
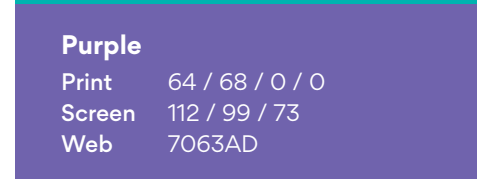
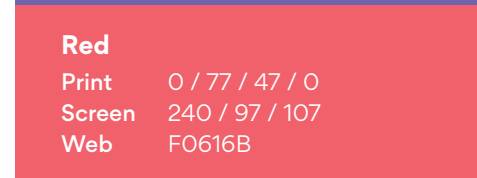
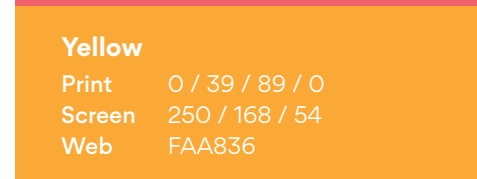
**Important:** The World Cancer Day logo must not be produced using the secondary palette.

## Colour Palette

### Primary Palette

	
<b>Orange</b> Print 0 / 63 / 74 / 0 Screen 255 / 127 / 77 Web FF7F4D	<b>Navy</b> Print 100 / 81 / 43 / 41 Screen 0 / 46 / 77 Web 002E4D

### Secondary Palette


<b>Grey</b> Print 53 / 46 / 43 / 9 Screen 125 / 122 / 125 Web 7D7A7D

<b>Blue</b> Print 70 / 7 / 4 / 0 Screen 26 / 181 / 227 Web 1AB5E3

<b>Green</b> Print 76 / 4 / 36 / 0 Screen 0 / 178 / 176 Web 00B2B0

<b>Purple</b> Print 64 / 68 / 0 / 0 Screen 112 / 99 / 73 Web 7063AD

<b>Red</b> Print 0 / 77 / 47 / 0 Screen 240 / 97 / 107 Web F0616B

<b>Yellow</b> Print 0 / 39 / 89 / 0 Screen 250 / 168 / 54 Web FAA836

## Brand Overview

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### Primary Typeface - Latin Languages

The World Cancer Day primary typeface is Gordita. It should be used to produce all languages which use a Latin alphabet.

If you don't have access to Gordita please substitute it for the freely available Poppins. You can download it here [fontsquirrel.com/fonts/poppins](https://fontsquirrel.com/fonts/poppins)

### Non Latin Languages

If you are producing content in a non Latin alphabet such as Arabic or Japanese, please use Noto Sans as your primary typeface.

Noto Sans is freely available and supports all languages. You can download it here [google.com/get/noto](https://google.com/get/noto)

## Typefaces

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**Impact**  
**Action**  
**Empower**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@\$!&#\*

世界癌  
症日

세계  
암의 날

Παγκόσμια Ημέρα  
κατά του Καρκίνου

Всемирный день  
борьбы против рака

יום הסרטן  
בינלאומי

### Creating hierarchies

When creating content Gordita's family of weights and variations in type sizes should be used to create a clear hierarchy within the content.

The following example shows some recommended type weights and sizes.

The type sizes can be varied proportionally to suite the size and context of the application being produced.

**Create a future**  
**without cancer.**  
**The time to act**  
**is now.**

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**Headline**  
Gordita Bold  
36pt

**Be part of**  
**our world**

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**Heading**  
Gordita Bold  
22pt

Each year on 4 February, World Cancer Day empowers communities and individuals across the world to show support, raise our collective voice, take personal action and press our governments to do more.

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**Body Copy**  
Gordita Regular  
10pt

World Cancer Day is the only day on the global health calendar where supporters unite and rally under the one banner of cancer, in a positive and inspiring way.



## Brand Overview

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### Global reach

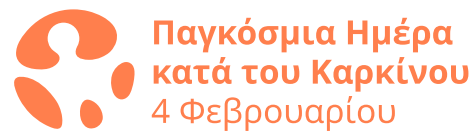
To help as many supporters around the world get involved, we have translated our logos into countless languages. Find the translated logos here [worldcancerday.org/materials](https://worldcancerday.org/materials)

The examples shown here are just a handful of the available translations.

Can't find the logo in your language on our website? We are always looking for help translating into new languages. Please email [hello@worldcancerday.org](mailto:hello@worldcancerday.org) with your translation.

## Languages

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## Brand Overview

### How to cobrand

We love when our partners and members cobrand with us.

Here's how our logos can be placed together with a subtle keyline.



#### Navy

When cobranding, our logos may be produced in the World Cancer Day Navy using the following colour values:

**Print** 100 / 81 / 43 / 41

**Screen** 0 / 46 / 77

**Web** 002E4D



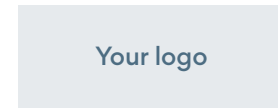
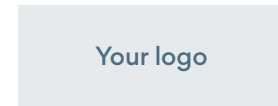
#### Creating the key line

The keyline used to separate our logos can be created using 50% of the World Cancer Day Navy.

It should be centered between our two logos and be positioned according to the logo clearspace.

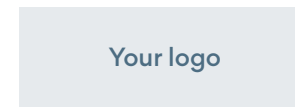
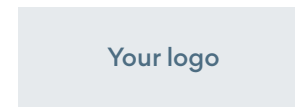
## Cobranding

### Horizontal cobranding lockup



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### Vertical cobranding lockup



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## Brand Overview

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### Cobranding examples

Here are some examples of effective cobranding with our logo.

Our logo may be reversed out in white and placed on a background of one of your brand colours providing it is easily legible.

## Cobranding

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# Thank you for supporting World Cancer Day.

For more information and the latest news, sign up to our newsletter at [worldcancerday.org](https://worldcancerday.org)

Have questions? Email us at [hello@worldcancerday.org](mailto:hello@worldcancerday.org)



[facebook.com/worldcancerday](https://facebook.com/worldcancerday)



[instagram.com/worldcancerday](https://instagram.com/worldcancerday)



[twitter.com/uicc](https://twitter.com/uicc)

World Cancer Day is an initiative of the Union for International Cancer Control.



Visionary partner



Champion partners

