



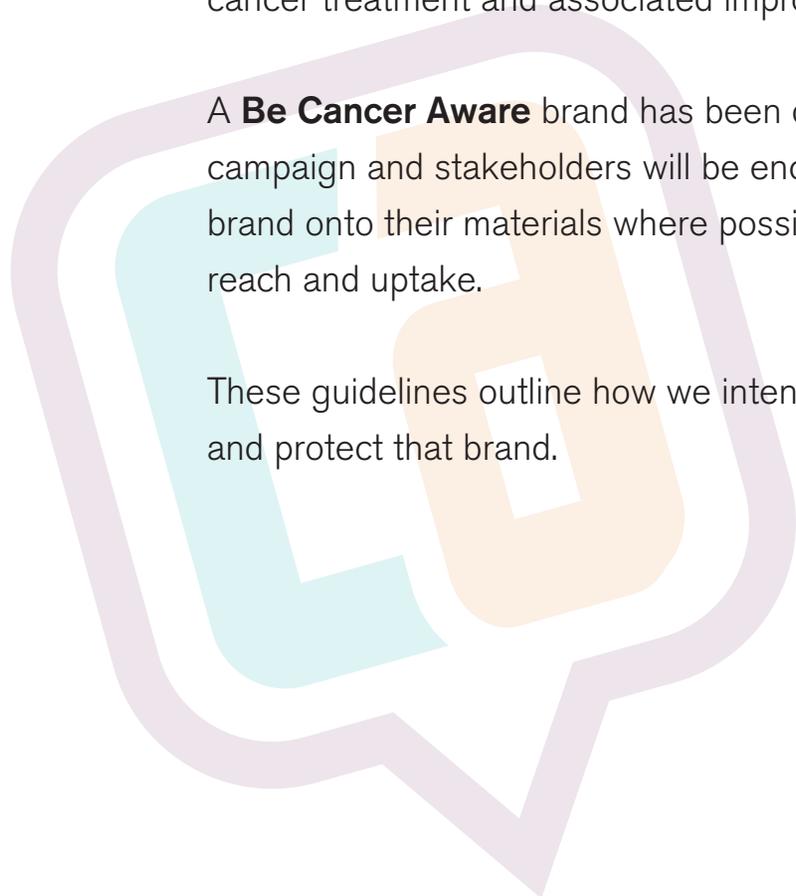
How to use the identity

Cancer is now the main cause of death in Northern Ireland, accounting for 4,134 deaths in 2012. Cancer incidence is continuing to rise, with over 10,000 new diagnoses per annum.

The DHSSPS has instructed the PHA to develop and implement a cancer awareness campaign in 2014-15. The key objectives for the campaign are: to improve knowledge and awareness of the signs and symptoms of cancer; to reduce attitudinal barriers preventing individuals from seeking clinical advice as early as possible when specific symptoms and signs associated with the most commonly occurring cancers are noticed, resulting in earlier presentation; to improve awareness and knowledge of the effectiveness of cancer treatment and associated improved survival rates.

A **Be Cancer Aware** brand has been developed around the campaign and stakeholders will be encouraged to adopt the brand onto their materials where possible, to grow message reach and uptake.

These guidelines outline how we intend to manage, leverage and protect that brand.



The logo



The **Be Cancer Aware** logo has been designed as a clear, cohesive identity to brand the work and materials of the **Be Cancer Aware** campaign.

The icon contains a stylised 'CA' representing cancer awareness, contained within a speech bubble. This reflects the need to be aware of changes in your body and to talk to your GP should you discover any.

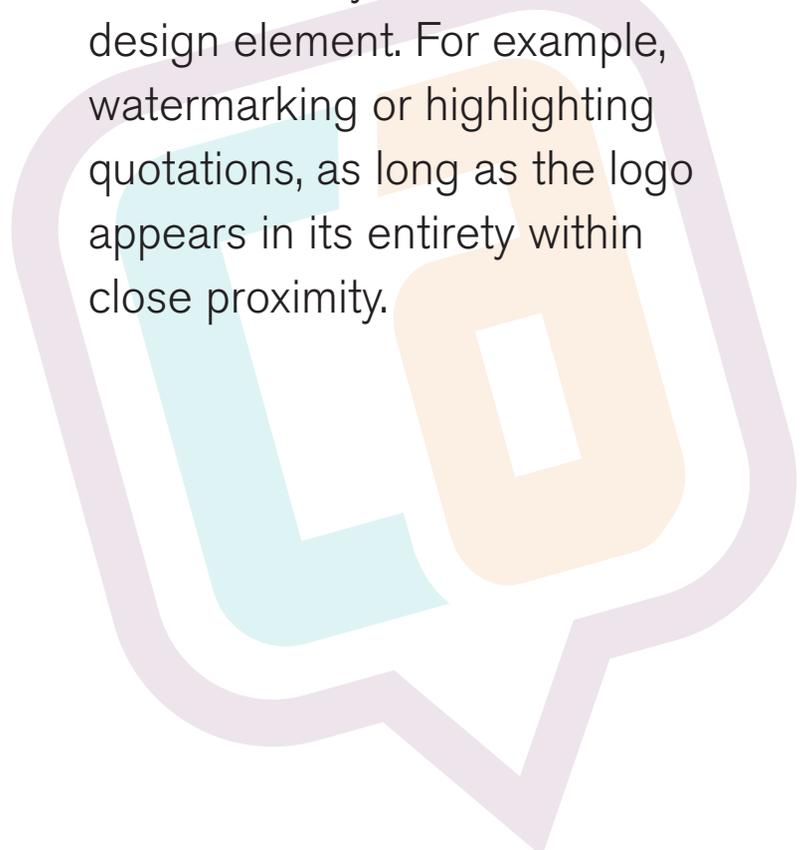
It is intended that the logo can be used by partners and other organisations that are involved in the work of promoting cancer awareness among the population of Northern Ireland.

Variations

It is preferable that the **Be Cancer Aware** logo should appear in full colour on a white or light coloured background. We realise this isn't always possible and have provided examples of usage in different situations.



The logo without the text (the icon) may be used as a design element. For example, watermarking or highlighting quotations, as long as the logo appears in its entirety within close proximity.



Using the website address



When using the **Be Cancer Aware** brand on printed materials the website address must appear alongside the logo at all times (see above).

When using the logo on a website, a link back to www.becancerawareni.info should be provided by clicking on the logo.

Versions of the logo with and without the domain are included in the identity pack.

File formats

The **Be Cancer Aware** logo is available in the following file formats:

EPS

The EPS file is the preferred version to be used for printed materials. It can be used by designers and commercial printers and will give the best quality of all the file formats. EPS files do not lose quality when scaled up or down and have transparent backgrounds.

JPG

The JPG files that are provided are primarily for screens and can be used on websites and in presentations. They do not scale well beyond 20% larger or smaller than original size and do not have a transparent background.

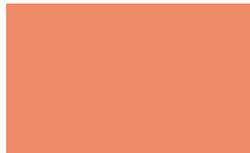
However many people prefer to use JPG files in Microsoft Word documents etc.

PNG

The PNG files are primarily for websites, but can also be used in Microsoft Office documents. Our PNG files will have transparent backgrounds.

Other file formats are available on request.

Colours



Blue

RGB

R - 13
G - 158
B - 181

CMYK

C - 81
M - 19
Y - 25
K - 0

Pantone ref*

Pantone 7703 C

Orange

RGB

R - 241
G - 140
B - 103

CMYK

C - 3
M - 55
Y - 61
K - 0

Pantone ref*

Pantone 1635 C

Purple

RGB

R - 162
G - 109
B - 142

CMYK

C - 41
M - 66
Y - 27
K - 0

Pantone ref*

Pantone 7646 C

* Pantone colour references are not an exact match to other colour libraries.

Font



**BE CANCER
AWARE**

Compacta

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

1234567890

The font for **Be Cancer Aware** is Compacta.

All version of the logo supplied by the PHA will have the logo saved as outline so the purchase of the font isn't necessary.

If the font is required for complementary design work, it can be purchased from www.myfonts.com

The letters in the icon were created by the designer and don't belong to a font family.

What not to do



**BE CANCER
AWARE**

The integrity of the logo must be maintained at all times, consistency of use across media and materials is vital.



Do not distort the logo by stretching or squeezing it, the original proportions must be maintained at all times without exception.



Do not change the colours beyond what is permitted in this identity guide.



Do not add to, or change the lettering in any way to subvert the meaning of the brand.



Do not use the colour logo on low contrast or dense, cluttered backgrounds.

Do not use the logo to promote fundraising. The brand cannot be used as an endorsement for fund raising and must maintain its independence and neutrality.

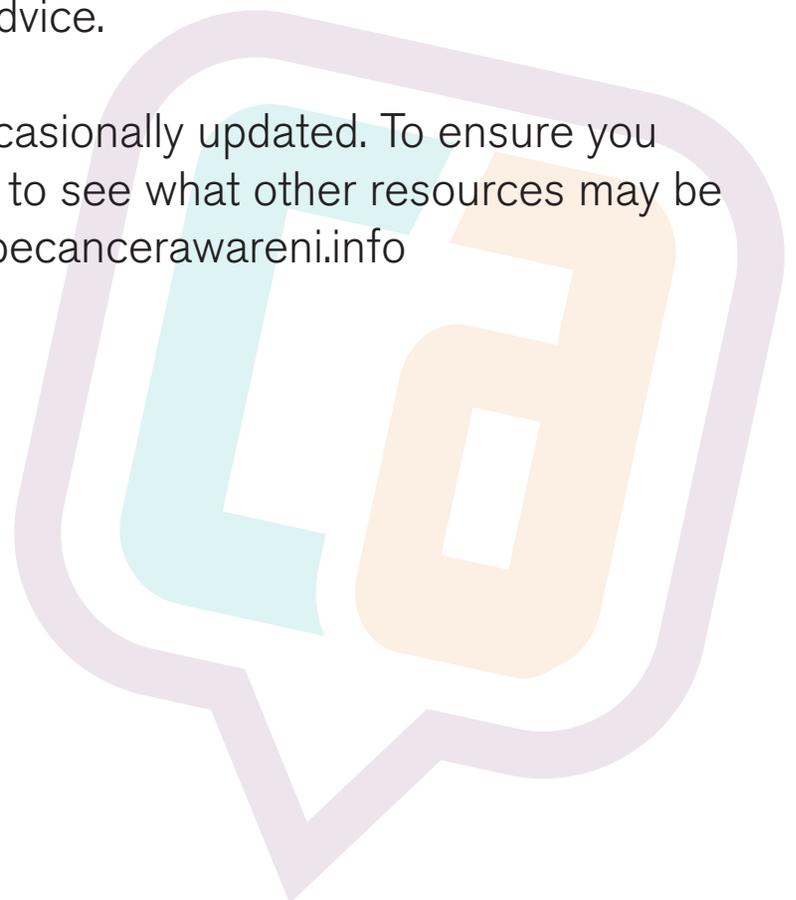
Spread the word

We want as many people as possible to be aware of the signs and symptoms of cancer. Please help us by spreading the word, using the logo and linking back to the website as often as possible.

This identity has been developed to be used by everyone. It is all our responsibilities to help the people of Northern Ireland discover how they can reduce their risk and how and when to seek help.

These guidelines should be enough to get the best from the **Be Cancer Aware** logo. However, if you have an unusual issue concerning use of the logo, require a different file format or have any other queries about the identity, you can contact alan.martin@hscni.net for advice.

These guidelines will be occasionally updated. To ensure you have the current version, or to see what other resources may be available, please visit www.becancerawareni.info



Key information:

The **Be Cancer Aware** brand must always maintain its independence and neutrality.

It is not to be used for any commercial purposes, eg it must not be used as an endorsement for fundraising of any kind.



Public Health Agency
Linenhall Street Unit
12-22 Linenhall Street
Belfast BT2 8BS

Tel: 0300 555 0114
Web: www.publichealth.hscni.net



www.becancerawareni.info