

# Relay logo guide

When you sign up to a Relay For Life you are becoming a part of Cancer Council and our brand. If you would like to show your support by using the Relay For Life logo on your team materials, here is a quick guide on the correct placement.

Ensure that you use at least one star as an indication of clear space for all logo positioning and placement.

## Minimum Size & Relay Colours



33mm width = print  
250 pixels = web



13mm width = print  
120 pixels = web



Purple  
Pantone® 2096 C  
CMYK 75 85 0 0  
RGB 125 70 160  
Hex 7D46A0



Cancer Council Yellow  
Pantone® 123 C  
CMYK 0 15 100 0  
RGB 255 210 0  
Hex FFD200



Cancer Council Blue  
Pantone® 2756 C  
CMYK 100 95 0 25  
RGB 15 30 100  
Hex 0F1E64

## Logo Variations

**The horizontal** version of the Relay For Life lockup is the preferred version for all use.

**The vertical** version of the Relay For Life lockup is only for use where space is restricted and to assist in keeping the logo at a readable size in small space applications.



**Celebrate.  
Remember.  
Fight Back.**

Horizontal Lockup



**Celebrate.  
Remember.  
Fight Back.**

Vertical Lockup

## Logo Variations

**The reversed** version of the Relay For Life lockup is to be used on dark backgrounds to avoid compromising the legibility of the standard logo.



Reversed Horizontal Lockup



Reversed Vertical Lockup