



Against Breast Cancer Brand Guidelines

Quick Reference* for external suppliers

Issue date: 26 May 2011

These brand guidelines explain how to use our logo, words and pictures to make sure that people understand what we're about. By using them correctly you'll ensure that we look, sound and feel consistent at all times.

This document is both a technical guide for designers, volunteers and external creative suppliers, and a 'go-to' guide for staff to ensure their own communications reinforce the public perception of who we are and what we do.

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* a **Full Brand Guide** (including this Quick Reference section) is also available (Z:\Brand\Brand Guide) and includes **More on Brand**, **A Word about words** and **More on Writing for Against Breast Cancer**

Quick Reference Section

Brand

There are around 600 cancer charities in the UK. Against Breast Cancer's brand helps to differentiate us from other charities raising money for breast cancer, like Breast Cancer Care and Cancer Research UK, but it's our offering that really makes us different: Against Breast Cancer is the only charity that is entirely dedicated to breast cancer research to improve detection and survival after diagnosis.

Our brand vision is a simple, vivid description which creates passion and conviction amongst everyone who touches the brand from employees, to funders, to volunteers and the media. We have to give people a rational and emotional justification to donate to Against Breast Cancer above any other good charity.

Our brand is made up of a number of elements which include: our visual identity (logo, colours, fonts, images), communications messages, and tone of voice. Our brand also includes our behaviour and ethos as a team and a brand: 'warm, friendly, quick to respond, approachable, ground breaking etc'.

Strapline, mission statement & vision

Strapline

Dedicated research to improve detection and survival

Mission Statement (20 words)

Against Breast Cancer is dedicated to funding research to improve detection and increase survival after breast cancer diagnosis.

Vision (180 words)

Against Breast Cancer is a charity dedicated to funding ground breaking research to improve detection and increase survival after breast cancer diagnosis. Our expert scientists use one of the largest collections of breast cancer patient samples in the UK to look for vital information that could identify the spread of the disease.

More women are surviving breast cancer every year. Against Breast Cancer's research looks at the whole woman through three interlinked areas of research - biochemistry, immunology, and diet and lifestyle. The charity's research is studying new ways that could help doctors identify and treat secondary breast cancer faster and more effectively and our ultimate aim is to find a vaccine. Our national Diet & Lifestyle study is one of the largest in the world looking at the effects of diet, lifestyle and complementary treatments on breast cancer and long-term survival. Your support is vital for Against Breast Cancer to continue its innovative research to develop ways to improve detection and survival after diagnosis so women and men can look forward to a future free of breast cancer.

Key Messages

Shorter comms messages:

- Against Breast Cancer funds ground breaking research by expert scientists, using one of the UK's largest collections of breast cancer patient samples to identify vital information that could improve detection and lead to increased survival after diagnosis.
- Cancer survival rates have doubled in the last 30 years. Against Breast Cancer is a charity that is dedicated to researching breast cancer with the aim of improving detection and increasing survival after breast cancer diagnosis. Our research looks at the whole woman through three interlinked areas of research - biochemistry, immunology, and diet & lifestyle. The charity's research is making great progress and your support can help us achieve our aim of helping doctors identify and treat breast cancer faster and more effectively.
- One in eight women in the UK will be diagnosed with breast cancer every year¹. Against Breast Cancer is a charity that is dedicated to research with the goal of improving detection and increasing survival after breast cancer diagnosis.

¹ Cancer Research UK (2011). CancerStats report – breast cancer, Cancer Reserch UK

In the UK, around 130 women per day are diagnosed with breast cancer¹. That's over 47,000 women per year. Although over the last 40 years more women have survived breast cancer, sadly the disease still claims the lives of around 12,000 women, and around 70 men a year. Against Breast Cancer is dedicated to research to improve detection and increase survival after breast cancer diagnosis. We're working hard for a future free of breast cancer and we couldn't do it without your help.

¹ Cancer Research UK (2011). CancerStats report – breast cancer, Cancer Reserch UK

- Against Breast Cancer's research looks at the whole woman through three interlinked areas of research - biochemistry, immunology, and diet and lifestyle. The charity's research is studying new ways that could help doctors identify and treat breast cancer faster and more effectively, with the ultimate aim of developing a vaccine.
- Breast cancer is now the most common cancer in the UK. Around 130 women a day in the U K are diagnosed with breast cancer so every £1 you raise really does make a difference to our progress. With more funding the charity could do more and your support is vital for Against Breast Cancer to continue its innovative research to develop ways to improve detection and survival after diagnosis so women and men can look forward to a future free of breast cancer.

- More women are surviving breast cancer every year. Our national Diet & Lifestyle Study of breast cancer survivors (DietCompLyf) involves over 3,000 women in 56 hospitals across the UK and is one of the largest clinical trials of its kind in the world with the aim of providing information on the link between diet, lifestyle and improved breast cancer survival.
- Around 340 men are diagnosed each year in the UK with breast cancer¹. Against Breast Cancer's research could benefit men, too. The treatment of male and female breast cancer is practically the same. Male and female breast cancers behave in the same way and respond to the same treatment. Our objective, to find specific breast cancer cells to target for immune therapy, could be of benefit to men as well as women.
¹ Cancer Research UK (2011). CancerStats report – breast cancer, Cancer Reserch UK
- The money you raise will support Against Breast Cancer's dedicated research into breast cancer. You can be part of our innovative work to improve detection and increase survival after diagnosis.
¹ Cancer Research UK (2011). CancerStats report – breast cancer, Cancer Reserch UK
- Against Breast Cancer receive no government funding and rely entirely on the generosity of people like you to carry on our work.

Research statements (bullet points)

- Against Breast Cancer's research looks at the whole woman through three interlinked areas of research - biochemistry, immunology, and diet & lifestyle.
- Against Breast Cancer funds ground breaking research by our team of expert scientists and researchers.
- Against Breast Cancer's research team use one of the largest collections of breast cancer patient samples in the UK to identify markers that can detect the re-appearance of breast cancer in women already treated for the disease.⁽²⁾
- Our national Diet & Lifestyle Study of breast cancer survivors (DietCompLyf) involves over 3,000 women in 56 hospitals across the UK and is one of the largest clinical trials of its kind in the world.⁽²⁾
- Our researchers are investigating the low level of natural immunity in breast cancer patients and how it can be stimulated to fight secondary spread of the disease and whether this could ultimately lead to a vaccine.
- Our biochemists are identifying cancer 'markers' so that we can start developing new antibody therapies. These 'magic bullets' will target specific breast cancers. Based on this work a vaccine could be developed.
- Against Breast Cancer's biochemists are studying aggressive breast cancers to find out why they spread to other parts of the body (this is known as 'secondary spread') and how this can be prevented.
- Our research has identified complex sugars produced by the body which coat breast cancer cells and are associated with their ability to travel. Our work could lead us to create a blood and urine test to screen for these destructive cells, and ultimately to a vaccine against breast cancer.
- Against Breast Cancer's research group has already discovered unique differences in the aggressiveness of laboratory-grown cancer cells. The next step is to confirm

whether there is a consistent link between these variations and their degree of aggression.

- Preliminary results published by Against Breast Cancer's Diet & Lifestyle Study group have shown that British women make significant changes in diet and supplement use after breast cancer diagnosis.⁽⁸⁾

Against Breast Cancer research group published papers:

- (1) *Dietary patterns and breast cancer risk: a systematic review and meta-analysis*^{1,2,3}: Sarah F Brennan, Marie M Cantwell, Chris R Cardwell, Louiza S Velentzis and Jayne V Woodside. *American Journal of Clinical Nutrition* 2010 May. Vol. 91 no. 5: 1294-1302.
- (2) *Do phytoestrogens reduce the risk of breast cancer and breast cancer recurrence? What clinicians need to know.* Velentzis LS, Woodside JV, Cantwell MM, Leathem AJ, Keshtgar MR. *Eur J Cancer*. 2008 Sep;44(13):1799-806.
- (3) *Altered glycosylation of proteins in cancer: what is the potential for new anti-tumour strategies.* Brooks SA, Carter TM, Royle L, Harvey DJ, Fry SA, Kinch C, Dwek RA, Rudd PM. *Anticancer Agents Med Chem*. 2008 Jan;8(1):2-21.
- (4) Anthony Leathem's seminal paper in a 1987 issue of *The Lancet* focuses on his discovery of a sugar that coats breast cancer cells and affects their ability to travel to other parts of the body. Today we're investigating how complex sugar chains (or glycans) affect the growth and spread of breast cancer and whether they can be used to detect the disease.
- (5) *Cancer-associated glycoforms of gelatinase B exhibit a decreased level of binding to galectin-3.* (SA, Van den Steen PE, Royle L, Wormald MR, Leathem AJ, Opendakker G, McDonnell JM, Dwek RA, Rudd PM. *Biochemistry*. 2006 Dec 26;45(51):15249-58).
- (6) *Differential glycosylation of gelatinase B from neutrophils and breast cancer cells* (SA, Van den Steen PE, Royle L, Wormald MR, Leathem AJ, Opendakker G, Rudd PM, Dwek RA. *Adv Exp Med Biol*. 2005;5 .
- (7) *A significant dietary change after breast cancer diagnosis: Early results of a United Kingdom prospective multicenter study.* L S Velentzis, J V Woodside, M M Cantwell, A J Leathem, M R Keshtgar. 2010. *J Clin Oncol* 28:15s (suppl; abstr 1588)
- (8) *Lignans and breast cancer risk in pre- and post-menopausal women: meta-analyses of observational studies.* Velentzis LS, Cantwell MM, Cardwell C, Keshtgar MR, Leathem AJ, Woodside JV. *Br J Cancer*. 2009 May 5;100(9):1492-8.

Significant changes in dietary intake and supplement use after breast cancer diagnosis in a UK prospective multicentre study. L S Velentzis, S F Brennan, J V Woodside, M R Keshtgar, A J Leathem, A Titcomb, K A Perkins, M Mazurowska, V Anderson, K Wardell and M M Cantwell. 2010 June. *Proceedings of the Nutrition Society*, 69 (OCE5), E378 – this is only an abstract but the paper has been published in *Breast Cancer Res Treat* 2011 (Epub ahead of print) <http://www.springerlink.com/content/v0327264tn433k76/fulltext.pdf> - will need to get the correct page numbers etc when they (waiting for info from Miriam)

Other useful approved messages

Diet & Lifestyle Study: More women are surviving breast cancer every year. Our national Diet & Lifestyle Study of breast cancer survivors (DietComplYf) involves over 3,000 women in 56 hospitals across the UK and is one of the largest clinical trials of its kind in the world with the aim of providing information on the link between diet, lifestyle and improved breast cancer survival.

Animal testing statement: The Against Breast Cancer research team has an ethical approach to breast cancer research in that no animals are used in their research at present.

Trading Company: The following statements are to be used in promotional and communications materials when the charity has a signed Trading Agreement with an organisation. They are not intended to inform or replace wording in the Trading Agreement. For references to the trading company we need to identify it as Against Breast Cancer (Trading) Limited, and we can refer to the charity in any relevant text as Against Breast Cancer (we do not always need to use the word 'Limited').

Trading Company (Financial info): For every nominated product sold by [name of company] during [date of promotion], £xxx will be passed to Against Breast Cancer (Trading) Limited, a wholly owned subsidiary of Against Breast Cancer Limited. Registered charity number 1121258. Company limited by guarantee, registered in England 6310215.

Trading Company (general): Against Breast Cancer (Trading) Limited is a wholly owned subsidiary of Against Breast Cancer Limited. Registered charity number 1121258. Company limited by guarantee, registered in England 6310215.

Trading Company (product 'endorsement' – particularly if charity is working with a cosmetic or alcohol producing organisation): Against Breast Cancer is pleased to be supported by [company name] however the charity cannot formally endorse the products of this company and no such agreement should be implied or inferred.

Trading Company (alternative text) Against Breast Cancer (Trading) Limited (the Trading Company) is a wholly owned subsidiary of Against Breast Cancer Limited (The Charity). Registered charity number 1121258. Company limited by guarantee, registered in England 6310215. The Trading Company gifts all its taxable profits to The Charity.

Breast cancer in men statement: Around one man a day is diagnosed in the UK with breast cancer. Against Breast Cancer's research could benefit men, too. The treatment of male and female breast cancer is practically the same. Male and female breast cancers behave in the same way and respond to the same treatment. Our objective, to find specific breast cancer cells to target for immune therapy, could be of benefit to men as well as women.

1 Cancer Research UK,
http://info.cancerresearchuk.org/prod_consump/groups/cr_common/@nre/@sta/documents/generalcontent/cruk_mig_1000ast-2841.pdf, February 2011

Logos

Standard logo

This is our NEW **standard logo**, adapted by the charity in February 2011 to increase visibility of the words breast cancer.



Your communication must carry at least one logo. This logo appears on all of our printed and electronic communications. There are other versions of the logo, designed for specific uses – see Variations of the logo below.

The logo isn't to be recreated, stretched or altered in any way, only reproduced from the original artwork.

File location:

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Logo positioning

- The integrity of the logo should be maintained at all times
- Relative height and width must not be distorted
- No constituent parts should be used in isolation
- The logo must not be tilted
- Minimum size: the logo should never be used smaller than a 3cm width
- There is an exclusion zone around the logo equal to the cap height of the word AGAINST (at whatever size it is used)

Colour variants

The logo is available in 2-colour, monochrome and CMYK (4-colour) versions. A detailed breakdown of each application follows but as a rule of thumb the monochrome logo is for internal use only whereas the 4-colour CMYK version is for full colour printing.

Printing

Colours will vary between what you see on your computer screen and what appears on the final, printed page. While hi-res digital proofs give a fairly accurate rendition of what to expect, different papers take ink in different ways and it's worth bearing this in mind.

Colour values

The official Against Breast Cancer Pantone colour is PMS Rubine Red and PMS 423 Grey

The screen values for RGB are R206, G0 and B88

For printing CMYK use Grey 44k, Pink 100m/15y/4k

Variations of the logo

Other variations of the logo are available from the filing cabinet but if in doubt, contact the Marketing department.

Standard (name only) logo: This logo appears on almost all of our printed and electronic communications. See above for more information.

'Pink mono' standard logo: This logo is in pink with a solid ribbon can be used on merchandise or in certain circumstances to help improve visibility of our name.

'White' standard logo: Can be used when it is necessary to place the logo on a strong coloured background, such as rubine red.

'Against' only logo: copy to remain 'as is'. Used mainly on merchandise.

'Ribbon' logo: copy as before (change the word 'Against' for 'Ribbon')

Background colours

- The logo should be placed on a white, pink or other plain background
- The plain background can be within a text box if necessary
- The background colour can be a percentage tint of Rubine Red (20% for printed material, 15% for merchandise), grey tint (10% black), black (100% black)

Accent colours

To enable the word 'AGAINST' to have as much impact as possible the use of 100% Rubine red should be limited. A softer, whiter colour palette with use of pale tints of Rubine Red will help to achieve a feminine but striking look.

When a stronger or more vibrant design is desired a second colour the following may be used in the design as an accent colour alongside Rubine Red:

- Pantone 391 (olive green) [2009 events & run]
- Pantone 668 (purple) [2009 run]
- Pantone 681 (lilac) [2011 events & run w/ 682 text]
- Pantone 5477 (grey/green) [2010 run]

Splash of Pink logo



The Splash of Pink logo was originally developed by Against Breast Cancer to celebrate the charity's 15th anniversary in October 2008. It has since been registered and the logo has a registered trademark. The Splash of Pink logo is used as a sub-brand for many of our more 'fun' events and can be used as inspiration and focus for any fundraising or marketing initiative.

The Splash of Pink logo uses the 'banana' typeface. It is available in Rubine Red for CMYK (ie 4col or 2col) printing. There's also a single-colour version for black and white printing.

- Always use the registered version of the Splash of Pink logo
- Use the colour version wherever possible
- The Splash of Pink logo must always be used in conjunction with an Against Breast Cancer logo
- The Splash of Pink logo must always be used on a horizontal line and not tilted

File location - Z:\Brand\Charity Logos\CHARITY LOGOS\Splash of Pink logos\Registration mark 2010\Splash of Pink\abc

Registered numbers

All material used for **fundraising** purposes must display the following:

- (short version) Against Breast Cancer. Registered charity number 1121258
- If there is room (long version) Against Breast Cancer. Company limited by guarantee. Registered in England number 6310215. Registered charity number 1121258

Anything intended for **merchandising** purposes – websites and possibly events – must include:

- Against Breast Cancer (Trading) Limited.
- Company registration number 03478706.
- A wholly-owned subsidiary of Against Breast Cancer Limited.
- Registered charity number 1121258.
- Company limited by guarantee 6310215.

Fonts

When communicating with supporters please use the fonts below for all written communications.

Letters and general documents: Ariel 12 point

Emails: Ariel 9 point

External printed material: Frutiger 55 Roman, 56 Italic, 65 Bold although Ariel can be used if Frutiger is not available.

Frutiger 55 Roman
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 56 Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 65 Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Website: Angelina (we have a web-use licence for this font)

Alternative typeface (a fun font, can be used for events materials): Pikelet

Font colour: Black/grey and pink (rubine red)
Reversed-out (ie white) copy should only be very selectively used on a dark/rubine red background as it is difficult to read.

Writing for Against Breast Cancer

Tone of Voice

Against Breast Cancer's tone of voice and style should be authoritative and intelligent but approachable and caring.

Our brand essence

Keep these four words in mind when writing on behalf of the charity:

- **Innovation** (Unconventional, inquisitive, enquiring, open to ideas, searching, sharing).
- **Science** (Intelligent, scientific, academic, professional, efficient, authority).
- **Dedication** (Serious, good service, committed, passionate, steadfast).
- **Benevolence** (Gentle, caring, trustworthy, warm, friendly).

Essential key points to consider:

- Audience
- Context
- Key messages
- Tone of voice
- Consistency

Other things to bear in mind when writing:

- Avoid exaggeration, questionable or outdated statistics (see CRUK website), and making claims about potential success that we may not be able to support.
- Avoid the use of 'maybes' as it can risk undermining actual achievements in the eyes of the scientific community and the wider public.
- **Don't refer to a 'cure'**. Our aim of creating a vaccine is already a powerful and brave statement in itself.
- Avoid **militaristic metaphors**
- Use **scientific terms** sparingly
- Be careful when using humour. Don't use words that may be offensive to women or a more conservative audience. Breast cancer patients read our materials, too. Remember that men also suffer from breast cancer and the name is already difficult to bear, without jokes or female innuendo.
- Hype is largely inappropriate for general Against Breast Cancer communications. The exception would be promoting Splash of Pink events.

Communications Checklist

This is intended as a quick reference summary to make sure that you've ticked all the boxes necessary to ensure your communication is ready for onward use.

1/ **Logo**. Your communication must carry a logo.

2/ **Registered numbers**: All material used for fundraising purposes must display the following:

- (short version) Against Breast Cancer. Registered charity number 1121258
- If there is room (long version) Against Breast Cancer. Company limited by guarantee. Registered in England number 6310215. Registered charity number 1121258

Anything intended for merchandising purposes – websites and possibly events – must include:

- Against Breast Cancer (Trading) Limited.
- Company registration number 03478706.
- A wholly-owned subsidiary of Against Breast Cancer Limited.
- Registered charity number 1121258.
- Company limited by guarantee 6310215.

3/ **Key messages**. It's important to keep reinforcing what we're about and what we stand for in everything you write. Your judgement – and practice – will help you decide just how many of our key messages each piece of writing will support.

4/ **Is it too brief?** It's easy to go off on a tangent, particularly if you've had to finish a piece of work you left overnight. The brief is the framework within which your piece of work is built. Stick to your brief and you won't go too far wrong.

5/ **Can you cut out some of the words?** Almost certainly. The more succinct and to-the-point you are, the more likely it is that someone will read every word...and every word counts.

6/ **Can you 'add value' to your work?** Is there an opportunity to mention another aspect of our work? Can you encourage someone to volunteer? Is there an opportunity to include an events leaflet? The best opportunity is often to include a 'P.S.' as this, almost by definition, won't be part of the body copy...

7/ **Has it been proofed and approved?** There are likely to be mistakes or potential areas for improvement in your writing. Try not to be precious about allowing people to read what you've written as we can help each other to make it better.

8/ Elements to be included:

Charity name

Logo

Charity registration number

URL (web address)

FRSB logo

Gift Aid declaration

Address/phone number/email.

If possible / appropriate also include:

Strapline/ mission statement

Fax number

Trading company blurb / registration number

Appeal/response code

Date/version material produced

Disclaimer / opt out

The Information Standard scheme: Working within the framework

As an organisation that produces 'health or social care' information, Against Breast Cancer is aiming to work within the framework of The Information Standard quality mark on our information materials (including our website) as an indication of quality and credibility. This will relate specifically to materials that refer to our research work (eg general leaflet, research leaflet, and even this brand guide!).

The following is taken from The Information Standard website:

"The Information Standard scheme was developed by the Department of Health to help the public identify trustworthy health and social care information easily. At the heart of the scheme is the standard itself – a set of criteria that defines good quality health or social care information and the methods needed to produce it. To achieve the standard, organisations have to show that their processes and systems produce information that is:

- *accurate*
- *impartial*
- *balanced*

- *evidence-based*
- *accessible*
- *well-written*

The assessment of information producers is provided by independent certification bodies accredited by The United Kingdom Accreditation Service (UKAS). Organisations that meet The Standard can place the quality mark on their information materials and their website - a reliable symbol of quality and assurance.”

Against Breast Cancer is working towards this quality mark and will put into practice as many of the recommended procedures and guidelines as possible.

Contact Details

Marketing communications: Anne Hall

Digital communications: Rob Fleming

Corporate communications: Wendy Taylor Hill

Events communications: Gill Kemp / Bettina Zagoritis

Media communications: Fiona Smart

Donor communications: Rachel James and Hannah Cowan

Legacy / In Memory communications: Lesley Farley

Merchandise communications: Kate Reed

Community fundraising communications: Jemma Jones

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