

Guidelines for Third-Party use of Maine Cancer Foundation and Twilight 5K Names or Logos

Color

Black on white

White on Black or Color

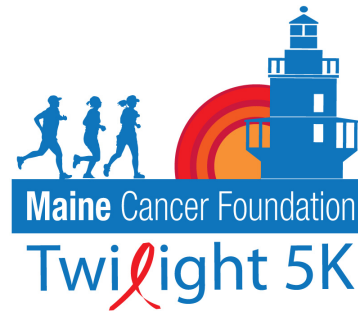


Maine Cancer Foundation is never preceded by “The” or “the”. After the first full expression of the name, Maine Cancer Foundation may be abbreviated to “MCF” in all capitals. Example:

Correct: “... proceeds from this offer support **Maine Cancer Foundation.**”

Incorrect: “... proceeds from this offer support **the Maine Cancer Foundation.**”

Twilight 5K should be named as Maine Cancer Foundation’s Twilight 5K. Two approved Twilight 5K logo styles:



Logo Use and Affiliation:

A third party may not incorporate the name, “Maine Cancer Foundation” as in “Maine Cancer Foundation Swimathon,” but may use a second line identifying the relationship with the Foundation, such as “Smith School Swimathon, benefiting Maine Cancer Foundation” or “Pizza Night to benefit Maine Cancer Foundation’s Twilight 5K.”

When using Maine Cancer Foundation’s logo in Third-party promotions, it must be visually clear that MCF is a beneficiary, not a partner or sponsor of the promotion.

