



Masterbrand guidelines



Welcome to our Cancer Council brand guidelines

How to use

These brand guidelines have been developed to give all Cancer Councils and their agency partners a resource to assist in working with our identity.

By consistently following these guidelines we can build a strong, recognisable brand and maximise the value in everything we do.

If all you require is a quick reference guide then an alternative, concise version of these guidelines is also available.

A brand will constantly evolve and develop so always check that you are referencing the most recent tools.

Need more help?

Queries about logo application which cannot be answered by these guidelines, or requests for exceptions to the guidelines should be referred to your state/territory brand representative.

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Our brand positioning

Cancer Council's brand positioning expresses the benefit we deliver to the community. All our communications and actions must support our brand positioning.

Our brand is who we are

Our brand is not something invented by marketing people

Our brand is one of our most valuable assets

It's more than our logo

More than our typeface

More than an ad campaign

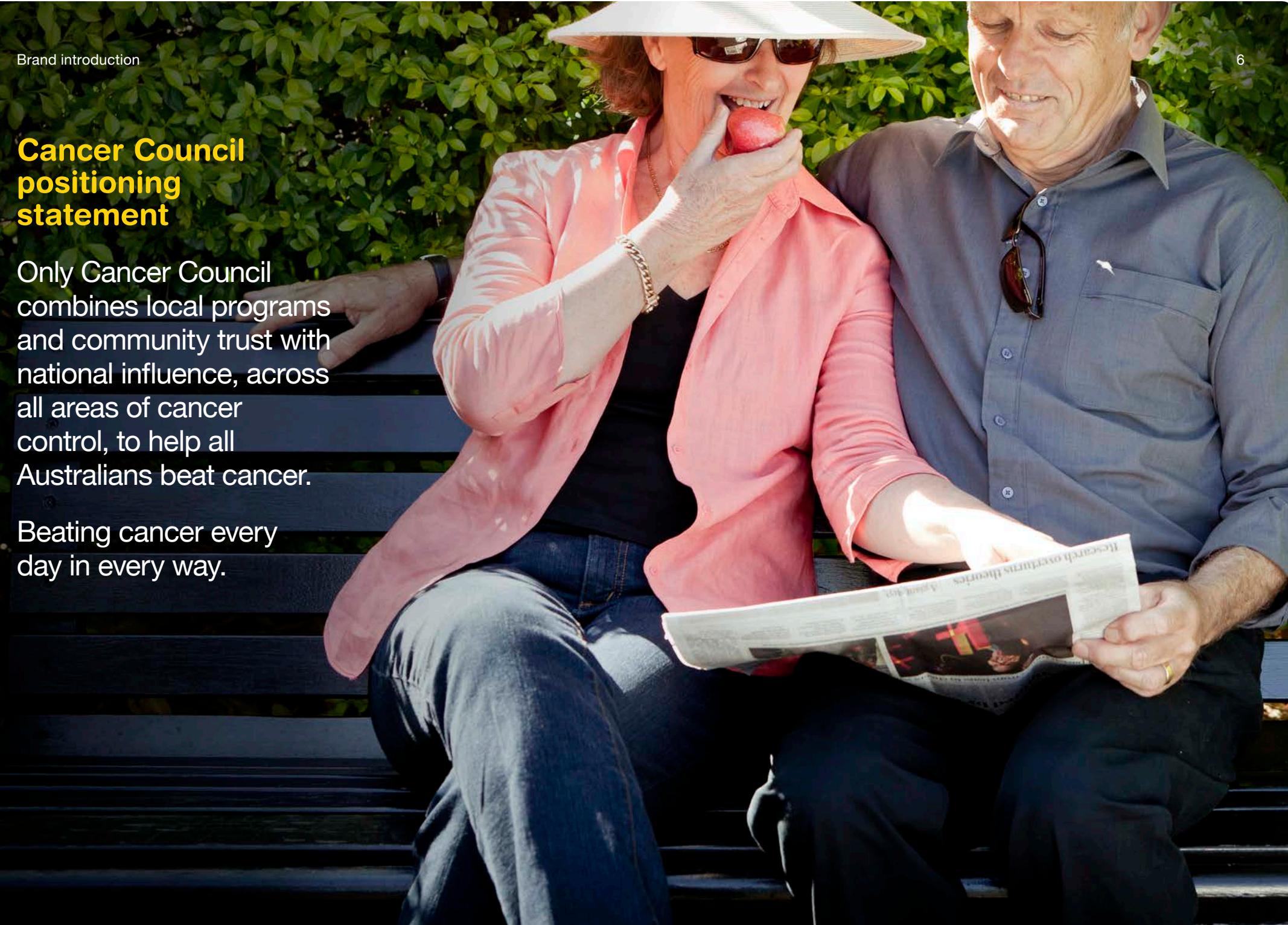
Our brand is who we are through the eyes of others

That's why it's vital our story, look and feel is always consistent and on equity

Cancer Council positioning statement

Only Cancer Council combines local programs and community trust with national influence, across all areas of cancer control, to help all Australians beat cancer.

Beating cancer every day in every way.



Who we are

We bring together organisations and people across the cancer community to progress the fight against cancer from every angle.

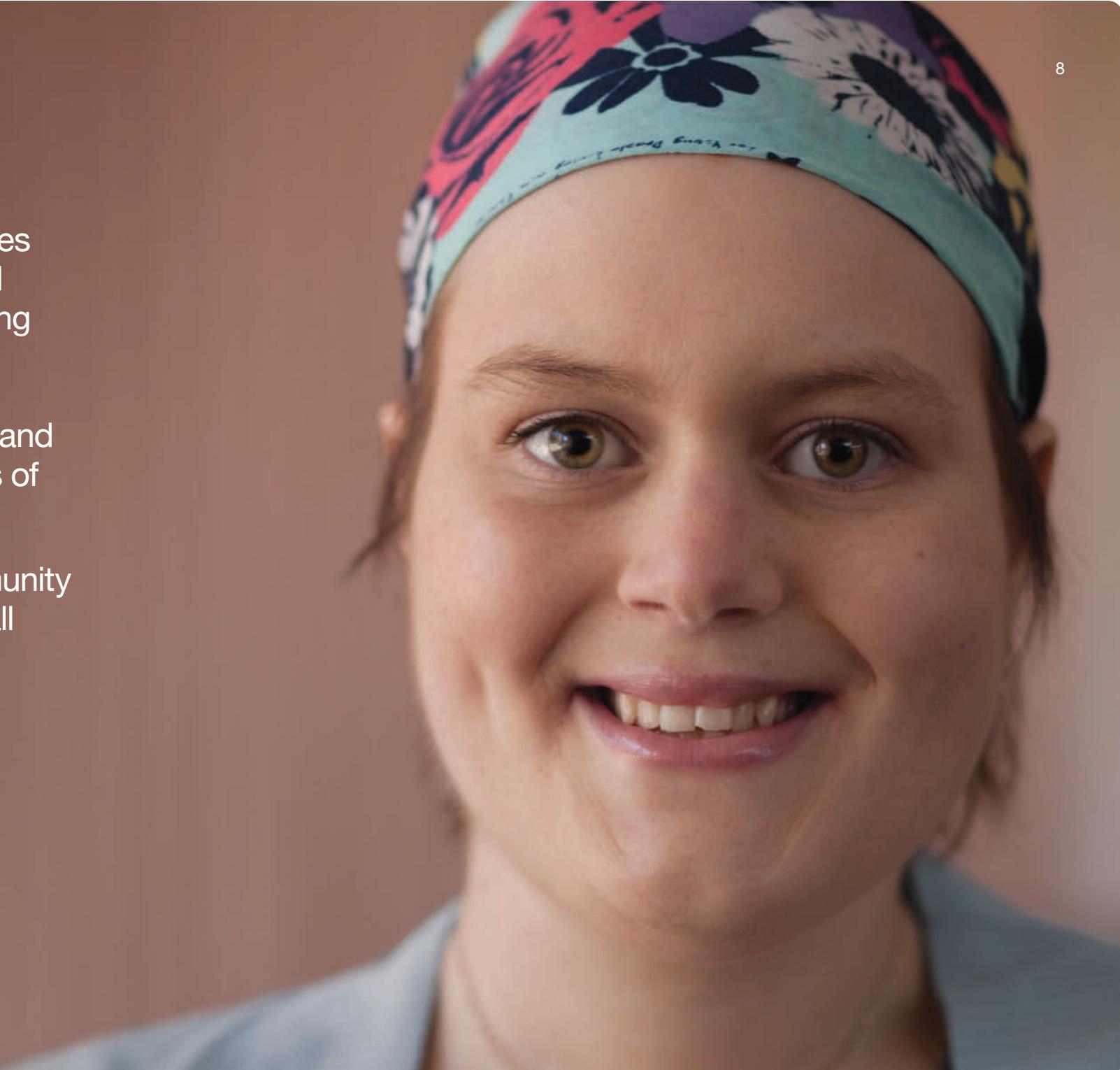
Our leadership rests on connecting people and linking them to research, advocacy, prevention and support programs and services. This greatly amplifies the potential of individuals and organisations to help realise our vision – together we will beat cancer.



Our brand essence

Our brand essence defines the soul of our brand and is at the heart of everything we do. It can be communicated visually through our publications and collateral and is the basis of our design guidelines.

By connecting the community to reduce the impact of all cancers, together we will beat cancer.



Why is branding important?

As Australia's leading independent, evidence based cancer organisation, our brand is one of our most valuable assets. It helps us stand out in today's cluttered charity marketplace and helps engage people through consistent and clear messaging and communications, so those in need know who to turn to.

Our brand communicates a distinctive statement about who we are and what we are about - leaders in cancer research, prevention and support. It influences how we are perceived in the community.

The way our brand emotionally and visually connects with our audiences should be consistent through all forms of communication. This consistency enables our goodwill and reputation to become strongly associated with our brand.

We have a shared responsibility to protect and 'invest' in our brand.

Our brand identity

Our Cancer Council brand identity is like a trusted leader. It projects a compassionate, yet inspiring and optimistic image.

We convey our brand identity through every form of communication and experience: what we say; how we act; the fundraising activity we undertake; the support and treatment services we offer; the prevention campaigns we deliver; the breakthrough research we fund; the advocacy work we spearhead; the sun protection products we sell.

Everything we do has a direct impact on how the community perceives us.

Cancer Council's brand identity is the complete alignment of what people see, hear, read, experience and think about Cancer Council.

Our brand equity pyramid

This is our brand equity pyramid which defines our brand's identity. The lowest level defines the values that underpin the not-for-profit sector, and deliver the necessary foundations as a leader in the sector.

Reasons to believe define the rational and emotional evidence that supports our brand's identity.

Brand building blocks outline Cancer Council's point of difference (POD) vs other cancer organisations throughout Australia.

Brand personality traits define the way that we want to be perceived by the community. These personality traits must be reflected in all of our communications.

Overall brand equity explains who we are and what we stand for.



Who our brand helps and how

Our ability to see the entire cancer environment in Australia, uniquely allows us to create a more connected network and approach to fighting cancer. The wider our view, understanding and knowledge of cancer, the clearer and more confident our perspectives will be.

Who we help	How we help
Australia wide	Our spokespeople are trusted voices on all things cancer and we work tirelessly to change attitudes in the community.
Cancer researchers	We raise the funds that make breakthroughs possible.
Carers and families	We have a wide range of information and support programs, accessible online or by calling 13 11 20.
Corporates	Our events and partnerships make it easy for businesses to enact and develop their corporate social responsibility.
Fundraisers	We have a calendar of iconic events that fundraisers can be a part of and support for those organising their own event.
Future generations	We are working to create a future where cancer is no longer feared, but seen as a preventable, treatable and manageable disease.
Government	We help advance policy and legislation by being a source of expert information and the voice of the community.
Health professionals	We have information and support services where health professionals can refer those on a cancer journey.
People with cancer	We provide practical and emotional support, financial and legal assistance, information services and more.
Regional groups	We provide resources and support to help supporters in regional and rural areas build community engagement.
Staff	We create a stimulating environment where passionate people can work together to achieve amazing things.
Volunteers	We have opportunities for everyone to use their individual skills and available time to help beat cancer.

Our brand personality traits

It's our job – all of us as custodians of the brand – to make sure that communications are consistent with the brand personality traits outlined in our brand equity pyramid. At the very least, it is up to us to ensure that our communications do not conflict with these traits.

Think of Cancer Council as a family member or friend. Now pick four words that best sum up his or her personality. Those words are the brand personality traits of Cancer Council.

Our brand personality traits describe how we want Australians and the rest of the world to perceive us.

Trusted leader

As the nation's leading independent cancer control organisation, Cancer Council is dedicated to reducing the impact of cancer on all Australians. Our evidence-based approach underpins everything we do - driving research, awareness and prevention campaigns, and our extensive support programs and services. Together with our research partners, we contributed \$65M to cancer research in 2014 alone. We are a trusted voice to government and deliver and advise on world-class campaigns in tobacco control, skin cancer prevention and adopting a healthy lifestyle.

Inspiring

We fund world class cancer research, contributing to the forefront of global scientific discovery and medical advances. Every week, thousands of Australians come together with Cancer Council to unite against cancer, whether working for us, volunteering, participating in a Relay For Life, purchasing merchandise or holding or participating in events. Every day, in every way Australians are being inspired, and in turn, inspiring us in the fight against cancer.

Compassionate

We understand that a cancer diagnosis can have an enormous impact on the person diagnosed, but also on family and friends. That's why we offer a wide range of practical and emotional support, professional services and information. Examples of the various forms of support we offer to those affected by cancer include 1:1 support, peer support, financial and transport assistance. It is our pledge that no matter who you are, where you live or where you come from, you do not have to go on a cancer journey alone.

Optimistic

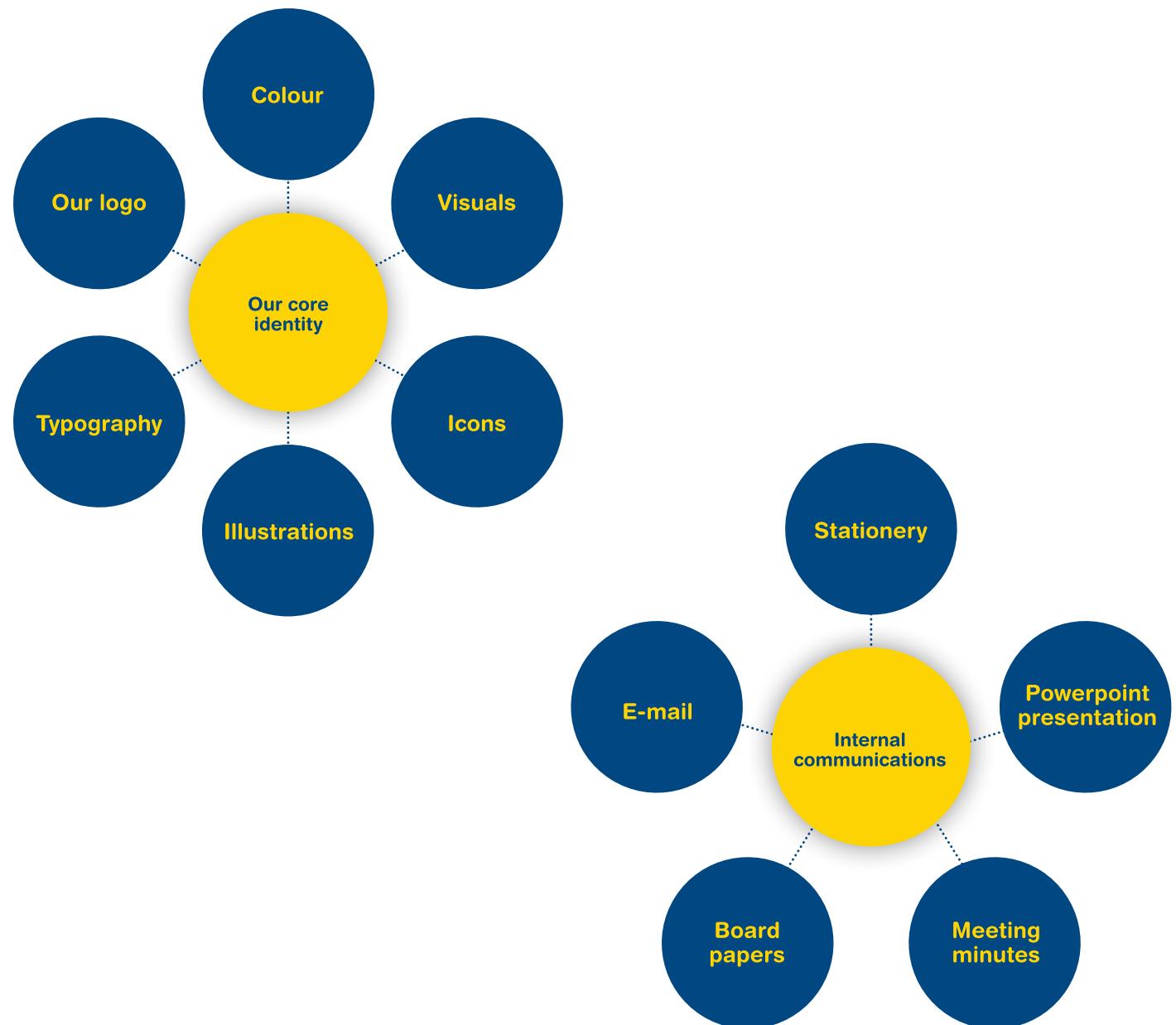
The daffodil, our most beloved icon, is at the heart of everything we do. It is internationally recognised as the symbol of hope for people affected by cancer. We are hoping for cancer to be seen primarily as a manageable disease in the future and with many more cases being prevented through healthy lifestyle choices and improvements to screening. We share this hope with people living with cancer and their families, with a combination of practical and emotional help and a vast community network. It is this integrated approach that makes Cancer Council so positive and effective.

Our look and feel

To ensure our brand is consistent we've created a complete set of design guidelines. These guidelines have been developed to ensure consistency over all touchpoints the community has with Cancer Council.

By following these guidelines, we are able to build a deeper and more emotional connection with those that come into contact with Cancer Council.

That's why it's so important that everyone across Cancer Council acts as a custodian of the brand. It is everyone's responsibility to protect, support, and communicate our brand clearly and consistently in everything we say and do.



Section 2

Basics of our brand identity

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Primary logo

Never redraw or alter the logo, including the placement and size relationship of its daffodil and its letters. Doing so weakens our identity.

Cancer Council's logotype always appears with our daffodil icon to create our logo as shown here and should not appear on its own without the daffodil. These two elements are in a fixed relationship and may not be varied.



Preferred logo



Horizontal logo

Primary logo

Clear space and minimum size

Clear space

To stand out and maintain clarity, it is essential that the Cancer Council logo has some breathing space.

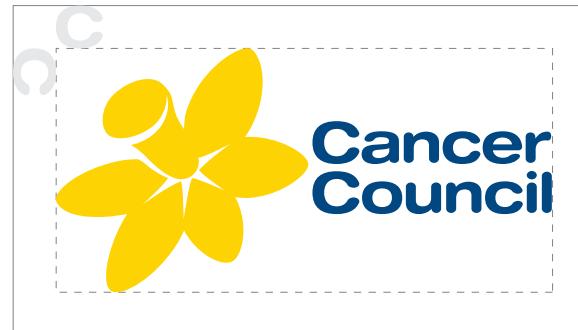
The optimum clear space specified is to be used. That is the height of the upper case Cancer Council 'C' from the logo.

Minimum size

To maintain integrity and legibility don't reproduce the vertical logo any smaller than 20mm in width and the horizontal logo any smaller than 26mm in width.

Ratio

The ratio between the daffodil and the logotype should always remain as per master logos.



Clear space



Minimum size

Primary logo

Logo usage

Size ratio

This is a general guide for the ratio of our Cancer Council logo across collateral items and is indicative only. Shown here are optimum sizes on a range of formats.

DL brochure: one column width on a three column grid.

Portrait: one column width on a four column grid.

Landscape (screen): one column width on a five column grid.

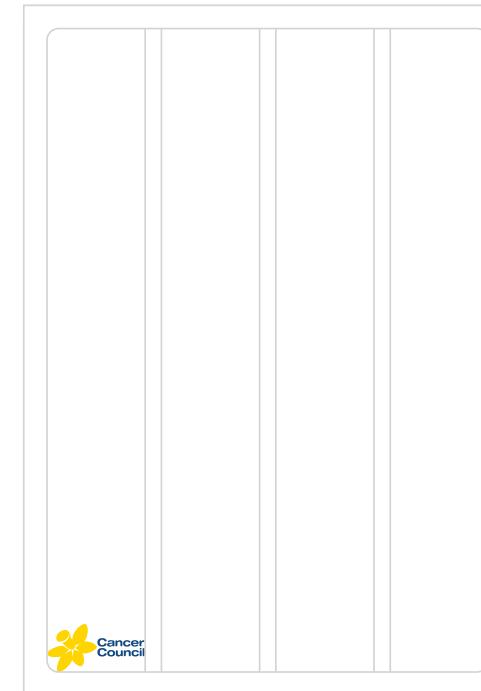
Placement

This guide is not intended for logo placement as position of the logo will change depending on other content used.

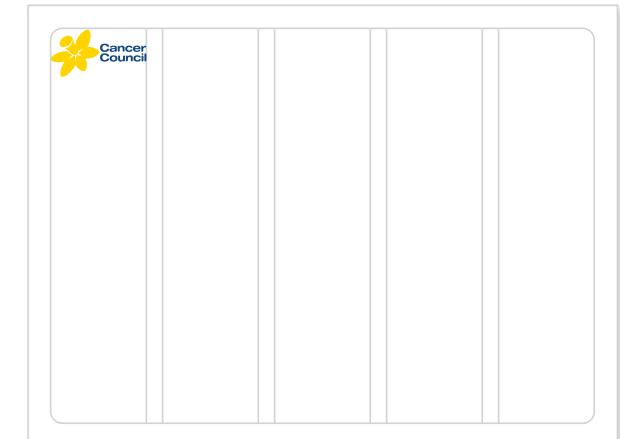
It is important that you consider the visibility of the logo depending on where the piece will be used and in relation to the primary call to action. It may need to be positioned at the top or bottom to maximise its visibility.



DL brochure



Portrait



Landscape (screen)

Primary logo

Logo colour

Variations

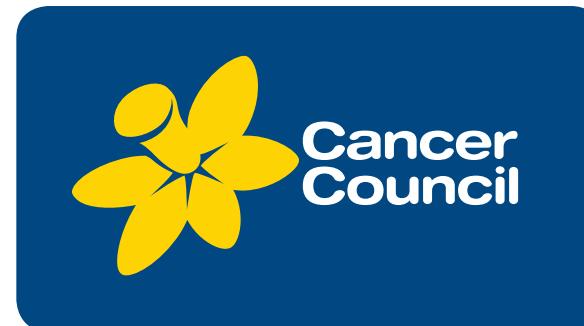
- 1 This is our generic primary, full colour logo and is always used on a white background.
- 2 This is our secondary logo designed for use when our logo appears on either of our blue background colours.
- 3 Our black logo is only to be used when print quality is limited or in one colour reproductions e.g. faxes and newspaper ads.
- 4 The horizontal versions of our logo should only be used when space compromises the legibility of the standard logo.

It is preferred that our primary logo is used across all communications

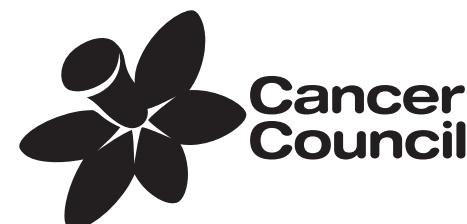
Templates have been provided to ensure that this is always the case. The logo can also appear against a solid background in one of the two blues from our colour palette. Do not position our logo over other colours, images or patterns.



1 Full colour version



2 2-Colour print yellow reverse
(only use on either of our two primary blue colours)



3 Black positive



3 1-Colour print reverse white
(on black background)



4 Horizontal colour versions

Primary logo

Alternative colour backgrounds

Our logo should always be depicted with a yellow daffodil and should appear against a white background.

Templates have been provided to ensure that this is always the case. However, where this is not practical, our logo can also appear against a solid background in one of the two blues from our colour palette.

Do not position our logo over other colours, images or patterns.



✓ Cancer Council blue



✓ Cancer Council light blue

Primary logo

What not to do

The logos shown here illustrate what you must not do with our lock-ups. Please stick to the formats provided.

Queries about the Cancer Council logos that cannot be answered by these guidelines should be referred to your state/territory brand representative.

- ✖ Arrangement should not be altered.



- ✖ Logotype should always sit on the right hand side of the daffodil.



- ✖ Colour of daffodil and logotype should not be altered.



- ✖ Daffodil should not be flipped, scaled or redrawn.



- ✖ "The" should not be added to the logotype at any time.



- ✖ The logotype should not be reset in an alternative typeface.



- ✖ Do not apply the logotype over colours other than the two primary blue colours.



- ✖ Do not apply the logotype over patterns or imagery.



States and territories

Our logo with a state/territory descriptor is used when the publication is relevant to that state/territory only.

To ensure that efficiencies can be gained by sharing material where relevant, all materials that are generic enough to be used by more than one state/territory should use the generic Cancer Council logo.

It is at the states' and territories' discretion whether they use the full or abbreviated state/territory name. However, consistent application of one or other is recommended. When using the horizontal logo, the state/territory suffix should be added on the same line as the name.

Note: remember to seek permission to use another state or territory logo.

Do not attempt to redraw these logos or create other descriptors as the font is hand drawn.

Generic logo



State/territory logos



State/territory horizontal logo example



Official Partner logo usage

To be used in conjunction with national corporate partners. These partners must meet minimum financial commitments, sign an official contract plus be approved by Business Development Forum (BDF).

The Official Partner logo always appears with our master Cancer Council logo. These two elements are in a fixed relationship and may not be varied.

Our primary logo is rendered in two colours, PMS 108U and PMS 2945U when printed on uncoated paper, and PMS 116C and PMS 294C when printed on coated paper.

- 1 This is the full colour vertical logo to be used according to the space allocated for the logo placement.
- 2 This is the full colour horizontal logo to be used according to the space allocated for the logo placement.

The daffodil and all logos have been supplied to each state/territory in a range of formats and these should not be recreated or redrawn.

Ratio

The ratio between the Cancer Council logo and the Official Partner logotype should always remain as per master logos.



1 Vertical logo

This is the full colour vertical logo to be used according to the space allocated for the logo placement.



Clear space



2 Horizontal logo

This is the full colour horizontal logo to be used according to the space allocated for the logo placement.



Clear space



Minimum size



Minimum size

Official Partner logo

Logo colour

Variations

- 1 When our logo appears on a white background, use the full colour version.
- 2 When our logo appears on a blue background, use the 2 colour print yellow reverse version.
- 3 Our black logo is only to be used when print quality is limited or in one colour reproductions e.g. faxes and newspaper ads.
- 4 Our white logo is only to be used when print quality is limited or in one colour reproductions e.g. faxes and newspaper ads.

It is preferred that our logo always appears against a white background. However, in cases when the logo needs to appear on a coloured background, it can appear against a solid background in PMS 2945U or PMS 2925U from our colour palette. Do not position our logo over images or patterns.



1 Full colour versions



3 Black positive



2 2-Colour print yellow reverse
(only use on either of our two primary blue colours)



4 1-Colour negative
(on black background)

Community supporter

This logo has been developed for use in community fundraising by supporters authorised at state/territory level to fundraise on behalf of a state or territory Cancer Council.

Ideally, it will be issued by the relevant state/territory and will eliminate the use of straight Cancer Council logo and event logos.

The Community Supporter logo always appears with our master Cancer Council logo. These two elements are in a fixed relationship and may not be varied.

Our primary logo is rendered in two colours, PMS 108U and Cool Grey 9U when printed on uncoated paper, and PMS 116C and Cool Grey 9C when printed on coated paper.

The daffodil and all logos have been supplied to each state/territory in a range of formats and these should not be recreated or redrawn.

Ratio

The ratio between the Cancer Council logo and Community Supporter logotype should always remain as per master logos.



Vertical logo

This is the full colour vertical logo to be used accordingly to the space allocated for the logo placement.



Clear space



Minimum size



Horizontal logo

This is the full colour horizontal logo to be used according to the space allocated for the logo placement.



Clear space



Minimum size

Community Supporter

Logo colour

Variations

- 1 When our logo appears on a white background, use the full colour version.
- 2 When our logo appears on a grey background, use the 2 colour print yellow reverse version.
- 3 Our black logo is only to be used when print quality is limited or in one colour reproductions e.g. faxes and newspaper ads.
- 4 Our white logo is only to be used when print quality is limited or in one colour reproductions e.g. faxes and newspaper ads.

It is preferred that our primary logo is used across all communications.

Templates have been provided to ensure that this is always the case. The logo can also appear against a solid background in one of the two blues from our colour palette. Do not position our logo over other colours, images or patterns.



1 Full colour versions



2 2-Colour print yellow reverse
(only use on cool grey 9)



3 Black positive



4 1-Colour negative
(on black background)

Community Supporter

Our states and territories

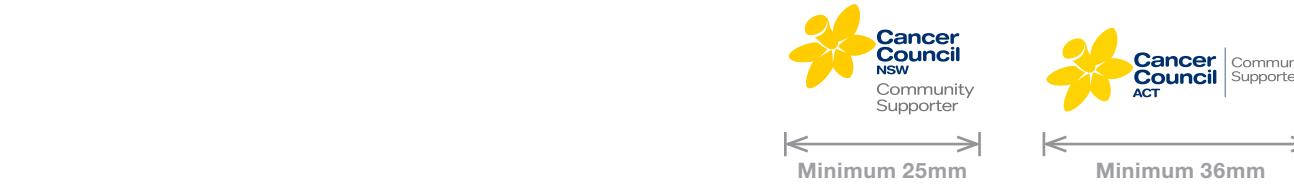
Our logo with a state/territory descriptor is only used for local events, publications, media statements and other activities when the event/activity is relevant to that state/territory only.

If two or more states/territories are using the material then the generic logo should be used.

To ensure that efficiencies can be gained by sharing material where relevant, all materials that are generic enough to be used by more than one state/territory may use the generic Cancer Council Community Supporter logo.

It is at the states' and territories' discretion whether they use the full or abbreviated name, however, consistent application of one or the other is recommended.

Do not attempt to redraw these logos or create other descriptors as the font is hand drawn.



State/territory logos



State/territory horizontal logo example

Ambassador logo

Can be used at the discretion of states, however, should be based on a genuine criteria for acceptance as an ambassador. Applicants should formally apply and be approved by state/territory management.

The Ambassador logo always appears with our master Cancer Council logo. These two elements are in a fixed relationship and may not be varied.

Our Ambassador logo is rendered in three colours, PMS 108U, PMS 2945U and PMS 130U when printed on uncoated paper, and PMS 116C, 294C and PMS 1375C when printed on coated paper.

- 1** This is the full colour vertical logo to be used according to the space allocated for the logo placement.
- 2** This is the full colour horizontal logo to be used according to the space allocated for the logo placement.

The daffodil and all logos have been supplied to each state/territory in a range of formats and these should not be recreated or redrawn.

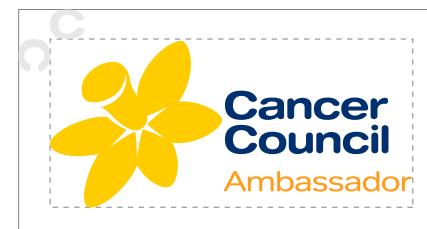
Ratio

The ratio between the Cancer Council logo and the ambassador logotype should always remain as per master logos.



1 Vertical logo

This is the full colour vertical logo to be used according to the space allocated for the logo placement.



Clear space



2 Horizontal logo

This is the full colour horizontal logo to be used according to the space allocated for the logo placement.



Clear space



Minimum size



Minimum size

Ambassador logo

Logo colour

Variations

- 1 When our logo appears on a white background, use the full colour version.
- 2 When Ambassador appears on an orange background, use the 2 colour print yellow reverse version
- 3 Our black logo is only to be used when print quality is limited or in one colour reproductions e.g. faxes and newspaper ads.
- 4 Our white logo is only to be used when print quality is limited or in one colour reproductions e.g. faxes and newspaper ads.

It is preferred that our logo always appears against a white background. However, in cases when the logo needs to appear on a coloured background, it can appear against a solid background in PMS 130U or PMS 1375C from our colour palette. Do not position our logo over images or patterns.



1 Full colour versions



2 2-Colour print yellow reverse
(only use on pms130u or pms1375c)



3 Black positive



4 1-Colour negative
(on black background)

New program lock-up principles

Creating new program lock-ups

It is imperative that divisions and campaigns (including associated taglines) are not mistaken as a new program.

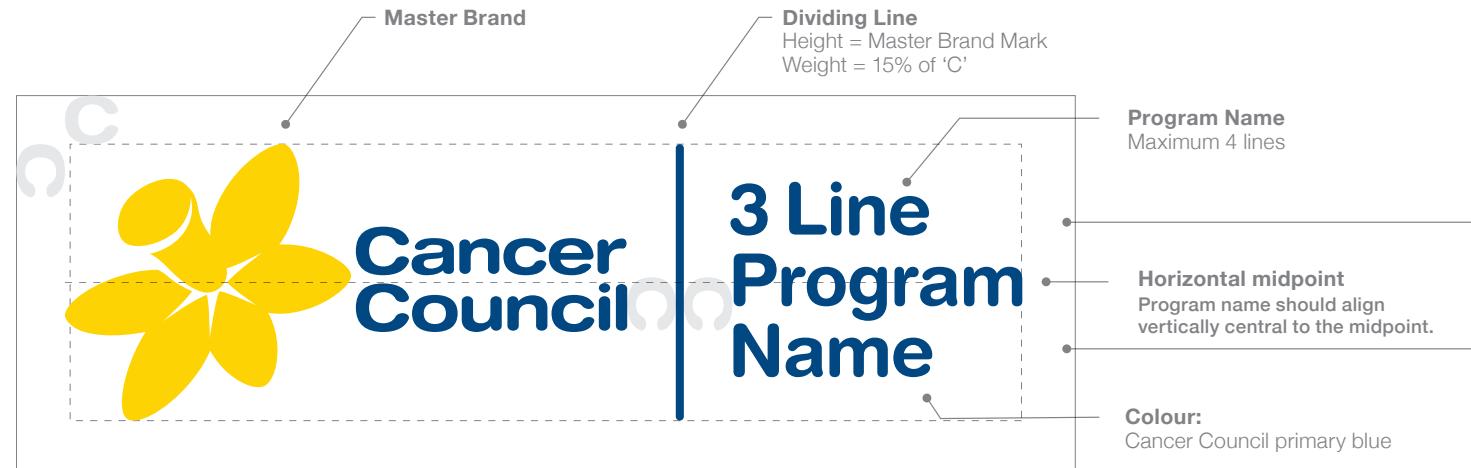
In the vast majority of cases, the use of the Cancer Council logo should be used. On the rare occasion a new program logo needs to be created your local state/territory brand representative must be consulted.

All of our new programs logo lock-ups are created using the Cancer Council masterbrand, a dividing line and the program name. The program name must appear across a minimum of two lines and a maximum of four lines. Typically, only one or two words should appear on each line to allow for the best optical solution. Avoiding long words will also help the dynamics of the logo lock-up.

All of our logo lock-ups have been created using a horizontal midpoint. This acts as a central guide in which each program name should expand vertically from to ensure the program name is centered with the masterbrand.

The type used for each program name is Helvetica Rounded Bold.

When positioning the new program name, it is integral that we maintain the consistent clear space as illustrated in this diagram.



4 Line program name



3 Line program name



2 Line program name

New program logo

Clear space and minimum size

Clear space

Clear space should be maintained at all times to retain clarity and strength around the logo lock-up.

The height of 'C' from our logo lock-up is the relative unit of measurement to determine the minimum space that should be left around the logo lock-up at all times.

Minimum size

The event logo lock-ups should never reproduce smaller than the specified minimum size of 40mm wide.



New program logo

Variations

Reversed

The reversed versions of the program logos are only used on certain product applications where it isn't possible to use the primary logo on a white background. Applications such as balloons, where the base colour is blue, is a perfect example of where this logo can be applied. This version should never be used over imagery or light coloured backgrounds.

Mono

The mono versions of the program logos are only used in black and white applications only. A facsimile is the perfect example of where this logo can be applied.



Reversed - option 1a



Reversed mono



Reversed - option 1b



Mono

New program logo

What not to do

We should never compromise the division logo lock-ups. The integrity of Cancer Council and each division brand relies on each logo being represented in the best possible fashion.

Our logo lock-ups only ever appear in the correct brand colours.

The logos are always used on a white background as a priority. When this is not possible, the logos should appear on the Cancer Council blue.

Never distort, skew, colourise, crop or edit the logo. Always maintain the correct proportions as per the logo files supplied, and only use the logo as specified in these guidelines.

Shown here are examples of what to do, and what not to do, when using our logos.

 Don't layer text or imagery over logo



 Don't use our logo as a watermark



 Don't add in state/territory names



 Don't place the logo on a photograph



 Don't distort the logo



 Don't change the colour of the lock-up



 Don't change the order structure of the lock-up



 Don't reformat the structure of the lock-up or line breaks



When to use what logo

Cancer Council or Cancer Council Australia?

We hear it all the time – should we use Cancer Council logo or Cancer Council Australia logo?

Let's keep it simple:

When an activity operates across all states and territories – Cancer Council logo.

When an activity is specific to Cancer Council Australia or in international settings – Cancer Council Australia logo.



- ✓ Activity operating across all states and territories



- ✓ Activity specific to cancer council australia or in international settings

Cancer Council logo vs state logo?

When an activity takes place that crosses borders – Cancer Council logo.

When an activity takes place within one state or territory – Cancer Council state or territory logo.



- ✓ Activity operating across more than one state or territory



- ✓ Activity specific to one state or territory

Official Partner vs Community Supporter Logo

For information on when to use the Community Supporter or Official Partner logo, please contact your local Corporate Partnerships representative.

Branded merchandise

Branded merchandise is an opportunity to showcase and represent our brand across various promotional vehicles.

- Cancer Council logo should always be bold and clear.
- Where possible the use of icons relating to our three key pillars (research, prevention and support) should be used to enhance understanding of our organisation.
- A bright/optimistic tone should be conveyed and merchandise should be aesthetically pleasing to increase the likelihood that items are enjoyed and used over time.

When creating branded merchandise, it is important that approved Cancer Council brand assets are used.

Appropriate icon selection is important for all branded merchandise and should be restricted to appropriate lifestyle icons based on the existing library.

Branded merchandise - Supporter bag



Branded merchandise - Badges



Branded merchandise - Shirts



Our colour palette

Yellow is our primary colour and we want to own it in the most powerful way. To add depth and variety we have also added an orange and two shades of blue which can be used as secondary colours. White is an important component of our palette as it provides a contemporary look to our material. It is preferable that grey or black be used for body copy and headings. Consider the legibility and needs of a particular audience when selecting which colour to use. Use of colours in the palette will differ based on the audience.

Tints

Our brand is vibrant and optimistic and our colours should reflect that. Our yellow must never be used as a tint, as it could look insipid and faded. The other three colours (our blues and orange) can be used as tints when required to differentiate information. Our colours are at their best when 100% of their solid colour, so always use discretion when applying tints.

Supportive Care publications

Additional colours have been developed specifically for the Supportive Care resource suite. These colours should not be used for any applications outside of this audience group. Please refer to Supportive Care guidelines for additional information.

Primary palette

Cancer Council yellow

PMS 108 U / 116 C
CMYK 0 15 100 0
RGB 255 207 0
HEX #FFCF00

Cancer Council blue

PMS 2945 U / 294 C
CMYK 100 68 7 25
RGB 0 68 126
HEX #00447e

White

Cancer Council light blue

PMS 2925 U / 2925 C
CMYK 85 24 0 0
RGB 77 144 215
HEX #4D90D7

Cancer Council orange

PMS 130 U / 1375 C
CMYK 0 40 100 0
RGB 255 158 27
HEX #FF9E1B

Cancer Council grey

PMS Cool Grey 9 U / 9 C
CMYK 0 0 0 50
RGB 116 118 121
HEX #747679

Supportive Care palette

Information and support

PMS 382 U / 376 C
CMYK 50 0 100 0
RGB 140 198 63
HEX #8CC63F

Cancer treatment

PMS 2593 U / 2593 C
CMYK 60 90 0 0
RGB 127 63 152
HEX 7F3F98

Cancer type

PMS 2925 U / 2925 C
CMYK 85 24 0 0
RGB 77 144 215
HEX #4D90D7

Practical & support Information

PMS 2945 U / 294 C
CMYK 100 68 7 25
RGB 0 68 126
HEX #00447E

Cancer Council orange

PMS 130 U / 1375 C
CMYK 0 40 100 0
RGB 255 158 27
HEX #FF9E1B

Our colour palette

Printing and reproduction guidelines

All of the colours chosen in our palette are standard PMS colours, which can also be reproduced using the CMYK four colour process. It is important that printers know they must exactly match the specifications given. It is recommended that designers do press checks when printing new Cancer Council material to ensure that it matches the required PMS colours.

We recommend printing on uncoated paper using PMS colours and uncoated inks. Uncoated paper better conveys a sense of community spirit than other stocks. Ultimately, use discretion based on final usage when specifying paper stocks.

In instances when coated, gloss or satin papers are used, specify the coated inks indicated here. If PMS colours are not available, ensure the CMYK colours accurately match the conversions in the Pantone Colour Bridge book. RGB file formats are predominantly used for websites and can also be used for electronic documents (Word and Powerpoint).

Primary palette

Cancer Council yellow

PMS 108 U / 116 C
CMYK 0 15 100 0
RGB 255 207 0
HEX #FFCF00

Cancer Council blue

PMS 2945 U / 294 C
CMYK 100 68 7 25
RGB 0 68 126
HEX #00447e

White

Cancer Council light blue

PMS 2925 U / 2925 C
CMYK 85 24 0 0
RGB 77 144 215
HEX #4D90D7

Cancer Council orange

PMS 130 U / 1375 C
CMYK 0 40 100 0
RGB 255 158 27
HEX #FF9E1B

Cancer Council grey

PMS Cool Grey 9 U / 9 C
CMYK 0 0 0 50
RGB 116 118 121
HEX #747679

Our font

For all printed marketing materials, we use Helvetica Neue in either Light or Roman for body copy, and Helvetica Neue Rounded Bold when emphasis is needed for headings.

Although Cancer Council logotype is based on a weight of Helvetica Neue Rounded, it has been adapted to create a unique mark and should not be recreated or redrawn. This also applies to any state/territory descriptors.

For email, online applications and internal documents (Word and PowerPoint) use Helvetica Neue Light or Arial font in regular weight for body copy and bold for emphasis.

Please note: only use Helvetica Neue Light in emails if you are certain the respondent has the font installed on their computer.

For documents that contain large amounts of text (e.g. reports) and require a serif font, for ease of reading Minion is an alternative to Helvetica Neue for body copy.

Print fonts (preferred)

Helvetica Rounded Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#\$%*&

Helvetica Neue Light

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#\$%*&

Helvetica Neue Roman

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@#\$%*&

Helvetica Rounded
Bold Condensed

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**
**abcdefghijklmnopq
rstuvwxyz**
123456789!@#\$%*&

For captions and
situations with limited
space

Arial Regular

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**
**abcdefghijklmnopq
rstuvwxyz**
123456789!@#\$%*&

Only used in internal and
online applications for
body copy

Arial Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**
**abcdefghijklmnopq
rstuvwxyz**
123456789!@#\$%*&

Only used in internal and
online applications when
emphasis is required

Minion

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**
**abcdefghijklmnopq
rstuvwxyz**
123456789!@#\$%*&

For text heavy documents

Our font

Hierarchy

The type shown here is an example of how varying the colour and weight of headings can be used to create a hierarchy of information. It is an indicative example only of how type can look and is not intended to cover all scenarios.

Type, including headings, is always sentence case (first letter of the sentence is capitalised with the rest being lower case), aligned left and ragged right. In some instances when there is a need to justify type, ensure word spacing is even to avoid 'rivers' forming in columns.

Use bold rather than italic for emphasis and avoid using unusual variations of fonts such as outline and underline.

Avoid using paragraph indents. Indicate a new paragraph by applying paragraph spacing. As a general rule, apply 40 per cent extra leading for paragraphs, i.e. if your leading is 12pt, your paragraph spacing would be 5pts extra.

When reversing type out of a coloured background, ensure there is sufficient contrast for legibility.

Page Title
Helvetica Rounded Bold
30pt type
32pt leading
Tracking -30
Any colour
within our palette

Subheading/Intro copy
Helvetica Rounded Bold
12pt type
13pt leading
Tracking -10
Grey or black

Image Caption
Helvetica Rounded
Bold Condensed
8.5pt type
10pt leading
Tracking -25
Grey or black

Testing times for a drug with promise

Gastro-intestinal cancer

Australian researchers are playing a crucial role in an international study to determine whether a revolutionary anti-cancer drug can increase survival of patients with gastro-intestinal stromal tumours GIST).

A controlled clinical trial of more than 700 patients, completed in November 2007, will ultimately show whether imatinib mesylate (Glivec®) is a cure for the potentially aggressive disease, which affects about 100 Australians each year including young adults.

Dr Dusan Kotasek is investigating whether the drug imatinib mesylate can improve survival of people with gastro-intestinal stromal tumours.

Heading
Helvetica Rounded Bold
14pt type
14pt leading
Tracking -10
Any colour
within our palette

Body Copy
Helvetica Neue 45 Light
11pt type
12pt leading
Tracking -10
Grey or black

Our icons

We have developed a range of icons that add warmth and additional meaning to our publications. There are five categories of icons that may be used based on the appropriateness of the application and message.

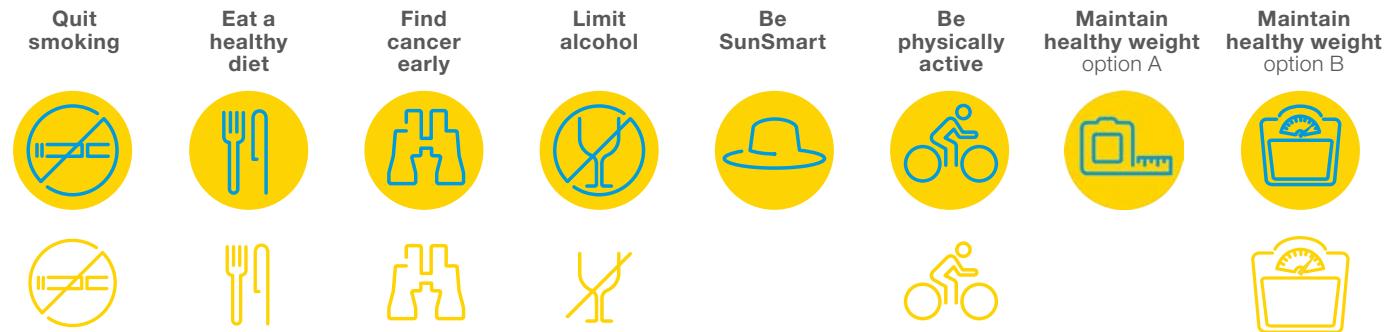
Icons may be illustrated within a circle (colours should be restricted to a combination of the primary blues PMS 2925 PMS 2945 and yellow PMS 108), while line icons should always be rendered in yellow.

Not all icons work both within a circle and as a line icon. Please ensure that the legibility of the icon design is maintained when adapting the icon design.

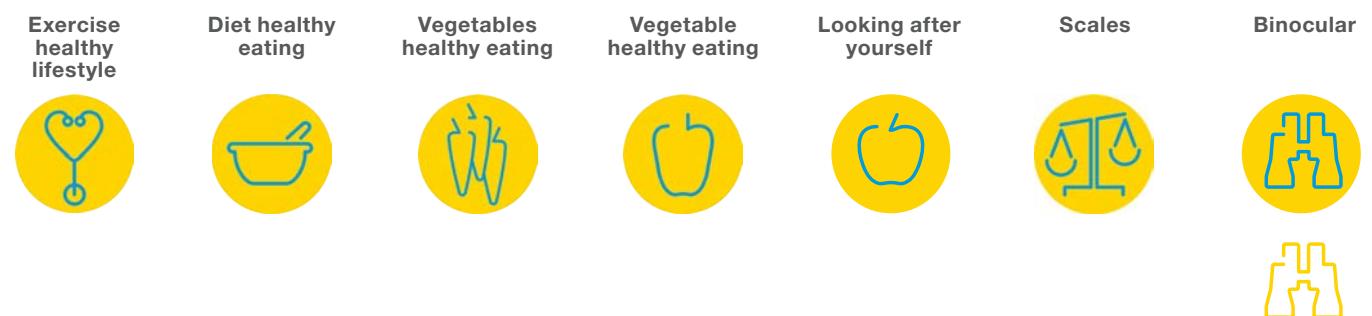
We have icons for the following topics:

- Education/Prevention
- 7 Healthy messages
- Research
- Support/Advocacy
- General

7 healthy messages



Education / prevention



Exercise and healthy lifestyle



Our icons (Continued)

Guidelines for use

Icons must be instantly meaningful or they complicate and clutter the design.

Consider the following when incorporating icons into a design:

- Icons should only be used if they add value to a piece.
- Use no more than two icons on a front cover, the second must be a line icon.
- The colour of an icon must be the reverse of the circle colour (unless a line-icon).
- Icon size should not exceed the size of the daffodil in the Cancer Council logo (it should be approximately 95% of the daffodil).
- When placing an icon on a heading circle, the icon should be placed half out of the circle and on the perimeter. Icons should always be contained in a circle shape when used in this way.
- Icons in circles are not used on the cover of Supportive Care publications as they distract from the message.

Our icons are based on internationally recognised symbols with the intent of adding visual clarity and to assist in communication.

Research

What is cancer



Plus/treatment medical



Medication



Science



Science



Medical clip board



Missing piece of the puzzle



Diagnosis (A)



Diagnosis (B)



Support / Advocacy

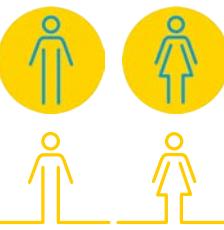
Cancer type generic people



Compassion



Cancer type generic person



Newspaper



Questions



Families



General Information



Information



Wig service



Our icons (Continued)

Our icons (continued)

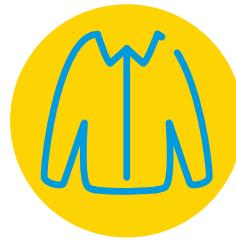


Our icons (Continued)

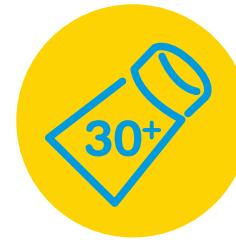
SunSmart icons

Please refer to the SunSmart guidelines for details regarding the use of these icons.

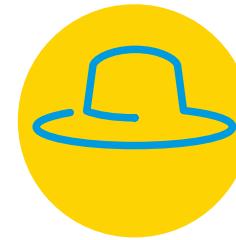
Slip



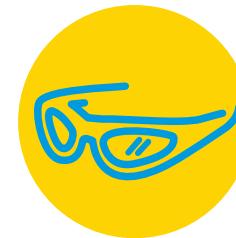
Slop



Slap



Slide



Seek



Our illustrations

Illustrations

Health messages and medical illustrations are a useful way of visualising important information in a clear and easy to understand way.

When featuring these illustrations, it is critical that we maintain a similar style and treatment across all of our different audience groups.

Medical illustrations

When featuring medical illustrations within our applications, it is critical that the illustration is as clear and simple as possible. Please ensure that any unnecessary information is removed and that the illustration focuses on a single communication (rather than a summary of different details) as required by the accompanying brochure content.

When placing illustrations into a document, we create emphasis through a holding shape with an area for captions and details.

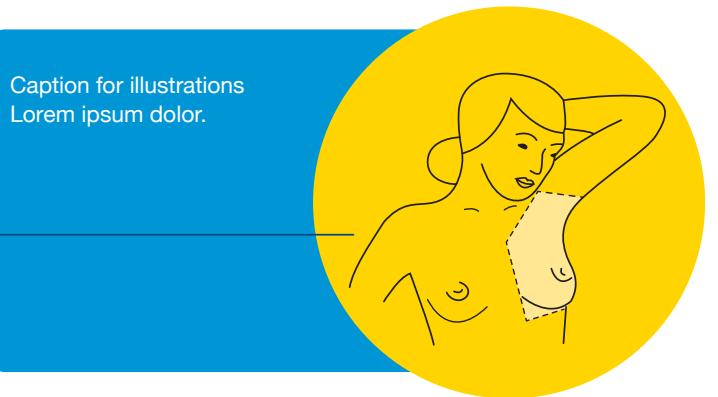
Health messaging

When featuring healthy messaging illustrations we prefer illustrations to be black line art drawings that clearly depict the intended subject. The illustration should be contained within a yellow holding shape with a 7mm box corner radius.

MEDICAL ILLUSTRATION

Caption area for captions and illustration details
Helvetica Neue 55 Roman 10pt/12pt

Illustration content focuses on single communication



HEALTH MESSAGING

7mm box corner radius

Black line art drawings

Caption area for captions and illustration details
Helvetica Neue 55 Roman 10pt/12pt

How much should I eat in a day?

Lorem ipsum dolor sit amet, consectetur adipiscing elit vivamus eget libero elit.

Vegetable



1/2 cup



1 dolor sit amet



1 lorem ipsum

Fruit



1 sit amet



2 Donec id diam



1 aptent taciti

Our imagery

Photography plays an integral role in how we portray ourselves and allows us to display our brand personality traits. It reflects our visual style and allows us to stand out in a cluttered marketplace.



Our imagery

Ensuring our brand personality traits are reflected in our imagery is what sets our work apart from other organisations.

The colour treatment and style of photography should be consistent throughout the document.



Our imagery

Choosing or shooting checklist

When choosing or shooting photography:

- ✓ Use natural lighting.
- ✓ Be uncluttered with a simple composition.
- ✓ Use clean expanses of colour to create drama.
- ✓ Use high resolution imagery where possible.
- ✓ Reflect our health messages where possible.
- ✓ Preferably shoot in colour.
- ✓ Ensure SunSmart guidelines are taken into account when choosing or shooting an outdoor image.
- ✓ Tone to reflect the appropriateness of the piece.
- ✓ Remember to shoot both portrait and landscape images for use across all mediums.
- ✓ When purchasing images or briefing a photographer, ensure that you purchase royalty free and perpetual unrestricted licenses for usage so images can be added to Cancer Council's national image library.
- ✓ Remember to have a variety of shots so not all are closely cropped. This allows for images with a background when needed as high res images can be cropped in production.

Our imagery

Key watch outs

Brochures

When placing photography into brochures (either the cover or the internal pages), the photo should always be contained within a rectangle or circle with a corner radius of 7mm. When positioning the photo, one edge of the graphic should bleed off the edge of the page.

Supportive Care publications

Please note that research has told us that for Supportive Care publications, it is not appropriate to use images of real people or even figurative drawings on the front cover of the publication.

SunSmart specific

SunSmart aims to reduce the incidence of skin cancer in Australia. As such, our photography library should reflect SunSmart behaviours.

When selecting imagery for SunSmart resources, people in the images must adhere to our SunSmart messages Slip! Slop! Slap! Seek! Slide!

SLIP! - round/high necked tops (a collar if not wearing a hat) and sleeves (at least t-shirt sleeves covering the shoulders).

SLOP! - sunscreen

SLAP! - broad-brimmed or legionnaires hat

SEEK! - in the shade or shoot early morning/evening

SLIDE! - sunglasses

SunSmart imagery can be sourced from Cancer Council Australia's image library or the Queensland Health image library:

www.sunsafety.qld.gov.au/image_library

Full copyright is owned by Queensland Health (Queensland Government) 2010, therefore usage should be acknowledged accordingly (i.e. images supplied courtesy of Queensland Health 2010 or similar).

Our imagery

Briefing a photographer

Some tips:

Art direction

- Place people in real settings. People should be engaged with one another, or if alone, caught in the moment of whatever they are doing – not posing for the camera. These moments should feel real.
- If people are looking into the camera they should be making an emotional connection to the viewer. The person should convey a sense of compassion, inspiration, trust or optimism.
- They should interact with the camera, environment or situation, and reflect the tone of the piece you will use the image in.
- Selective focus can be used to focus on the individual or situation, letting the background and foreground become softer in focus.
- Choice of people is important. At all times, consider the audience – the person should be relatable. Always consider different ages, genders and ethnicity.

Lighting

- Natural lighting is preferred. The use of heavy fill flash should be avoided.
- Lighting should be balanced without heavy shadows.
- When studio lighting is necessary, it should look natural.

Styling

- Hair and makeup should have a natural feel. It should complement the person's look, not detract from it.
- Heavy make-up and over-styled hair does not reflect our brand personality traits.
- Accessories should be SunSmart, age, gender and lifestyle appropriate.
- Clothing should not look over-styled. It should look lived in, but not dirty or crumpled. Avoid looking too pressed or perfectly styled.
- Props should be kept to a minimum so as not to detract from the setting.
- When SunSmart materials are required as a prop, our licensed products and Cancer Council branded products should be used. When using props outside our Cancer Council product assortment, keep it real and within the grasp of the everyday Australian.

Location

- Real locations are preferred. They should reflect the demographics of the everyday Australian.
- If the shoot is outdoors, it should always be SunSmart.
- Try to ensure images are not climate or city specific so they can be used by all states/territories and across seasons.

Our imagery

What not to do

Pick the right images and you have fought half the battle in creating successful communication.

The images on this page suggest what to avoid when selecting or coordinating photography for any Cancer Council communications piece.

Lifestyle: sometimes there are subtle differences between a correct image and an incorrect image. All the lighting, styling and location can be correct, but if the interaction between people or realness is missing, it can result in an off-brand image.

General rules

- ✖ Avoid using images that do not reflect our health messages. For example, avoid images that aren't SunSmart, avoid junk food, alcohol and smoking.
- ✖ Avoid overly styled images.
- ✖ Avoid the use of overly 'sexy' images.
- ✖ Avoid images that are sterile and lacking in warmth and realness.
- ✖ When choosing exercise images, ensure they are relatable. For example, don't use elite athlete images.
- ✖ Avoid blurriness – keep subjects in focus.



- ✖ Avoid using photography that does not express optimism (except for serious, confronting situations).



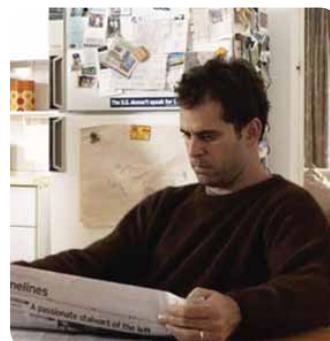
- ✖ Avoid composition that is overly complex and lacks and emotional connection.



- ✖ Avoid using images that have been digitally composed.



- ✖ Avoid using images shot in an unnatural environment, such as a photographic studio.



- ✖ Avoid busy, cluttered images.



- ✖ Avoid using images that do not reflect our health messages.



- ✖ Avoid overly staged, posed and unnatural lifestyle images.



- ✖ Avoid using manipulated imagery.

Queries about image selection which cannot be answered by these guidelines should be referred to your state/territory brand representative.

Section 3

Our voice

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Our voice

One of the most powerful tools we have is language. And one of the very special parts of our brand is our ability to talk to, inform and guide our audiences.



Our voice

Considering audiences

Our language should be very simple and easy to understand, as well as being engaging and to the point. We speak to many different types of audiences, from the wider community to medical professionals and pretty much everyone in between. Although it is critical that we can alter our tone to engage each one, it's also important not to lose the sense of ourselves in the mix.

Cancer Council or The Cancer Council?

**Always Cancer Council.
Never The Cancer Council.**

Do not say:

'A major change for the Cancer Council this year...'

'The Cancer Council continues to...'

Do say:

'A major change for Cancer Council this year...'

'Cancer Council continues to...'

...the Cancer Council

Cancer Council's Annual Review

Cancer Council's range of sun protection products

Our audiences

We represent the whole community and must be sensitive to age, multi-culturalism, gender and race.

Government	Health Professionals	Corporate	Staff	Cancer patients and carers	Community information/engagement
Tone summary					
<p>In government we generally speak to policy makers or funding bodies. The advice we offer is supported by research and evidence, and our tone is professional, independent and serious.</p> <p>When seeking funding our tone remains professional but we are more positive and persuasive in our approach.</p>	<p>People working in healthcare are generally time poor. We engage with them quickly, and communicate in a direct, objective tone. We inspire trust with our evidence-based approach, providing health workers with the latest research results in easily digestible ways, to help make their jobs simpler.</p>	<p>Because we are usually seeking support from businesses, our tone is knowledgeable, trustworthy and compassionate. Investment in research and decades of experience are the foundations for our very persuasive tone, however we're not afraid to show our passionate and human side.</p>	<p>The tone of the language we use internally varies depending on the communication objective. In general, the voice we use internally across all Cancer Councils is collaborative, objective, factual and respectful at all times. It is important to ensure all communication reflects our brand personality traits.</p>	<p>Patients and their carers go through a range of emotions including fear, anger, guilt and loss. Our tone is friendly, empathetic and positive. We engage them with honesty and an understanding of their emotional journey. We also support and encourage them with clear, concise and practical information based on years of experience and extensive research. Our tone is always underpinned with compassion and understanding.</p>	<p>Our community audience is very broad. Messaging includes awareness, prevention and enlisting support, and our tone differs with each. Our community voice is friendly, approachable, positive, and passionate, showing that we are both knowledgeable and caring. We are always outcomes focused. Often we need to be persuasive, especially when we are trying to change peoples' attitudes or outlook. At other times we speak as leaders in the cancer community, drawing on our research and rich experience.</p>
Underpinning brand personality trait					
<p>Our priorities</p> <ul style="list-style-type: none"> • Short, sharp to the point • Facts and figures • Professional/trustworthy • Persuasive • Straightforward 	<p>Growing cancer knowledge</p> <ul style="list-style-type: none"> • Short, sharp to the point with a bit of personality • Facts and figures • Professional • Clinical 	<p>We are here for all Australians</p> <ul style="list-style-type: none"> • Statement or quote with personality • Professional • Persuasive • Show leadership • Facts and figures • Short, sharp and to the point 	<p>Everything is connected</p> <ul style="list-style-type: none"> • Demonstrate connectivity • Professional • Demonstrates impact • Objective • Clear and concise • Collaborative • Respectful 	<p>Let's talk about cancer</p> <ul style="list-style-type: none"> • Straightforward, friendly, professional advice • Practical • Understanding • Trustworthy • Empathetic • Positive • Informative/expert 	<p>We are here for all Australians</p> <ul style="list-style-type: none"> • Statement or quote with personality • Engaging • Passionate • Compassionate • Informative/authoritative • Persuasive
Colour usage					
Diagrams demonstrate the colour ratio that should be used for each audience.					

The role of our brand personality traits

Communicating in Cancer Council's voice

Knowing and understanding our brand personality traits and how to apply them in your writing is crucial to communicating in our voice.



Brand personality traits

Our brand personality traits:

Compassionate

Inspiring

Trusted leader

Optimistic

Compassionate

Think of someone you care about. Now think of how you would convey a message to them. You would be respectful. You would think about how you can help them. You would want them to trust you and know you have their best interests at heart. Your message would exude warmth.

In communication, we want to ensure the audience is aware Cancer Council can always be turned to, ensuring those affected by cancer don't have to be on the cancer journey alone.

How to be Compassionate:

- Write with empathy -
Look at your communication in terms of the other person.
- Make it obvious that you know your stuff -
Always know what you're talking about and back up your statements with evidence. This instils a sense of trust.
- Show that we are here to support and provide advice –
Include our Cancer Council 13 11 20 number, office phone number, web address, mailing address, or email address where appropriate.
- Be upbeat but never flippant -
Avoid being glib, cheeky, apathetic or pretentious.
- Communicate with the utmost respect – always –
Everyone deserves it.
- Be friendly, not familiar -
Be warm, but don't put kisses and hugs on the end of your communication.
- Offer helpful suggestions -
The cancer journey is confronting and confusing. Help the reader by offering information on how to seek advice and support.
- Ask questions -
Even if they are not meant to be answered. It engages the reader/listener.

Brand personality traits

Our brand personality traits:

Compassionate

Inspiring

Trusted leader

Optimistic

Inspiring

If you think about someone who truly inspires people, they will most likely instil a sense of emotion in everything they say, which in turn, connects and brings out the best in others. Instead of telling the audience what they should do, they talk about what can be done together. They will most likely do this through great story telling and sharing ideas of how small things can mean a lot. Most of all, they are passionate and focused on others, needs before their own.

At Cancer Council, we can do this by ensuring we evoke emotion and passion in the way we write and speak. By providing case studies and information on how we can help, it helps demonstrate how we connect in a practical way.

How to be Inspiring:

- Be passionate -
If it matters to our audience, it innately matters to you, so convey it.
- Show your enthusiasm -
Especially about change and the future of cancer control. Positivity and enthusiasm are infectious.
- Share ideas -
Provide ideas on what the reader can do to help beat cancer in their own way.
- Lead by example -
Provide stories of hope, whether they be a case study or evidence of the progress we are making in cancer control.

Brand personality traits

Our brand personality traits:

Compassionate

Inspiring

Trusted leader

Optimistic

Trusted leader

If you think about some of the most trusted leaders in history, they were transparent and didn't hide behind words. They were engaging, yet professional, using evidence to back up statements.

At Cancer Council, we do this by talking about the progress we have made, and supporting our statements with scientific evidence.

How to be a Trusted leader:

- Remind the audience that we are at the forefront of cancer research.
- Demonstrate that we are the authority on cancer control –
Include statements about the work we have undertaken across support, treatment guidelines, advocacy, research and prevention.
- Say what you mean... -
... and mean what you say. Don't be 'wishy-washy'. Honesty and candour is crucial.
- Use words that the public can understand -
Using big words just to impress can be pretentious.
- Use case studies –
Connecting with someone who has benefited from our work speaks volumes.
- Reinforce our professionalism –
Reiterate that we employ specialists, in their fields, as well as working with external experts.
- Show transparency -
Remind the community of where their money goes.
- Highlight the breakthroughs -
Include examples of how far we have come and how we have led the way.

Brand personality traits

Our brand personality traits:

Compassionate

Inspiring

Trusted leader

Optimistic

Optimistic

When we talk about cancer, we want to reassure our audiences that we share their hope. We will always be there and will lead the way in making sure that in our lifetime, cancer will be seen as a treatable and manageable, with many more cases being prevented through healthy lifestyle choices and improvements to screening.

How to be Optimistic:

- Show your smile -
Write with a positive frame of mind and avoid negative language.
- Speak to our benefits -
Talk about how our work is changing things for the better and the positive outcomes and effects.
- More do's than don'ts -
Do try to tip the scales in favour of do's and if a don't can be written as a do, please do so.
- Communicate hope -
Show positivity. When you see a glass that is half full, you will never have a glass that is half empty.

A guide to writing in Cancer Council style

It's how we speak to people.

The language we use and our tone of voice that provides the world with yet another way of recognising Cancer Council.

Before we start anything -

The two fundamentals in order to communicate effectively are:

Understand your audience

Be clear about your objective

This may sound too obvious to be worth stating, but it's incredible how often in communication these fundamental principles are ignored.

If you don't understand your audience.....

it's impossible to write in a way that reflects their point of view; you will be overly focused on what you want them to know, rather than thinking about what they may be interested to learn; you risk boring them by telling them what they already know, or confusing them by using language they don't understand.

If you are not clear about your objective....

it's impossible to know what you need to say, and how you need to say it in order to get the result you want; knowing, for example that your objective is simply to make your audience aware of an issue will enable you to gauge the amount of information they will need.

Basic principles of good communication

Use everyday language

Keep it personal and conversational

Be engaging

Make it easy

Less is more

1. Use everyday language

It is always better to use a simple, everyday term – a word or phrase that anyone would use in conversation – than a longer word with the same meaning.

 Replace this  With this

medical practitioner	doctor
experiencing nausea	feeling sick
superior	better
endeavour	try
sufficient	enough
additional	extra

Unfamiliar terms that can not be replaced should be explained in a glossary.

Remove words that are unnecessary, for example:

our current knowledge
existing recommendations
written specifically for

Don't use a phrase where a single word will do:

 such a strategy may also give support to  such a strategy may also support

Try to use words of three syllables or fewer. This may require rephrasing the sentence or paragraph.

Use the active voice, unless there is a good reason for using the passive.

Avoid euphemisms, clichés and overused or ‘jargon’ words or phrases.

Basic principles of good communication

Use everyday language

Keep it personal and conversational

Be engaging

Make it easy

Less is more

2. Keep it personal and conversational

Good writing sets out to develop rapport and a relationship with the reader.

One of the most important ways of doing this is by addressing the reader directly and personally, using the first person (I or we) whenever possible, and even more important – addressing the reader as 'you'.

For example:

If you need information or support, please contact us on Cancer Council 13 11 20.

Of course, there are times when you will need to keep communication formal.

For example, when communicating with government and health professionals.

3. Be engaging

Here, we are talking about going further than keeping it personal; we are talking about the critical importance of making your readers feel that you understand their point of view, and are addressing their interests and priorities.

Achieving this is largely to do with content; continually ask the question, as you write, is this piece of information relevant/interesting to this audience?

It also makes a big difference to how you write. Engaging writers are constantly bringing their reader into the conversation, using phrases like the following...

Perhaps you have found ...

As you may be aware ...

You may have experienced ...

... which may lead you to feel ...

Basic principles of good communication

Use everyday language

Keep it personal and conversational

Be engaging

Make it easy

Less is more

4. Make it easy

These days, everyone has too much to do with too little time. So you should always assume your readers are busy, and have other things they should or could be doing.

You should do everything you can to make it easier for the reader, keep them engaged and get what they need out of what they are reading.

A few tips in making copy easier to read:

- Try to limit each sentence to about 15 to 20 words and to one idea. You can use MS Word's readability checker to find the average length of sentences in your document.
- In your introductory paragraph, aim to give your readers a sense of the whole story you have to tell.
- Get your key points across early – don't bury strong evidence, claims or asks on page 13, as readers may never get that far.
- Vary sentence length. A series of equally long sentences is tiring to read, and many very short sentences may read like a children's book.
- Remember, several dense paragraphs of copy can look daunting, so break up your paragraphs and limit them to five or six lines.
- Use lists, bullet points, subheadings and section headings to break up complex text and allow for easy navigation throughout the document.
- Minimise the use of cross-referencing.
- Use only as many words as you really need – enough to ensure readers will understand meaning. Remove unnecessary words that can distract from the main points.
- Remove unnecessary information, to improve readability and focus the reader's attention on what is most important. For example:

 *The glossary which is at the end of this booklet that was prepared by health professionals will help you to understand terms used in this booklet.*

 *Unfamiliar terms are explained in the glossary at the end of this booklet.*

Basic principles of good communication

Use everyday language
Keep it personal and conversational
Be engaging
Make it easy
Less is more

5. Less is more

Never tell your audience more than they need (or may be interested) to know. By keeping in mind that the reader is time poor, you will have a more engaged reader that retains your message more readily. However, be careful not to sacrifice a conversational and warm demeanour.

Less is more is particularly important when you are editing what you have written. Go through, sentence by sentence, asking yourself: Is this relevant from the reader's point of view? And if so, do they need to know it now, or could it be relayed in another follow-up piece of communication?

If the answer to either question is no – cut it.

Unnecessary words (repetitive or redundant)

✗ Replace this	✓ With this
new initiatives	initiatives
end result	result
final outcome	outcome
personal opinion	opinion
period in time	time, period
of a poor quality	poor quality
pink in colour	pink
each and every	every
full and complete	full
first and foremost	first
accordingly	so
due to the fact that	as, because
prior to	before, previously
in order to	to
by means of	by

✗ Replace this	✓ With this
a number of	several
for the sum of	for
bring to a resolution	resolve
facilitate	help, lead, coordinate
implement	begin, start, introduce
in a timely manner	quickly, within deadline
methodology	method (usually)
necessitate	require, need
currently	now
whilst	while
nonetheless	yet, however
with regard to	about, concerning
make application for	apply for

Word choices

As a start, when using spell check in MS Word, ensure it is set up to use Australian English.

Below you will find some common examples of word choices. If you have any questions, please refer to your state/territory communications team.

Around/about

When rounding statistics, use 'around' rather than 'about'.

Compare to or with?

Use 'compare with' when differences or contrasts are the point.

Compared with last year's figures.

Use 'compare to' for likenesses.

Shall I compare thee to a summer's day?

Complement/compliment

Complement means to add something to or the full number.

This program will complement others in the cancer prevention area.

Compliment means praise.

Compound adjectives and nouns

Generally a hyphen is required.

The minister gave the go-ahead for the project.

Overseas-trained doctors.

A 40-year-old man.

But:

A tax office ruling.

An equal opportunity employer.

Consumers and patients

'Consumers' is a commonly used, and now generally acceptable, term to describe those who use or receive health services.

We prefer the term 'people affected by cancer', which includes patients, people living with cancer, cancer survivors, carers and family members. Avoid describing a person or people as 'touched by cancer'.

Do not refer to people affected by cancer as 'sufferers' or 'victims'. These terms imply a sense of powerlessness, whereas Cancer Council aims to convey a sense of empowerment to readers.

Avoid the term 'cancer patients', unless you are referring only to people who have cancer currently receiving treatment. 'People with cancer' or 'people who have cancer' are acceptable alternatives to cancer patients.

However, sometimes the term 'patient' is appropriate for the context, for example:

Many cancer support groups are open to carers as well as people with cancer.

All patients are required to sign an informed consent form before treatment.

When writing in 2nd person (you), don't use a possessive pronoun (your) if you are referring to the cancer, as this implies ownership.

✗ When you are first told about your cancer, you will probably be in shock.

✓ After tests to diagnose the cancer, you most likely be offered treatment.

[Use 'the cancer' instead.]

Word choices

Data

The word ‘data’ can be either singular or plural i.e.

✓ *The latest data show ...*

✓ *The latest data shows ...*

However, most researchers use data as a plural (‘the data show’), so use the plural if you are writing a media release that is going to have a researcher as the main spokesperson.

Different from/to/than

‘Different from’ is the usual form, however ‘different to’ is increasingly common, especially in speech. ‘Different than’ is simply wrong. Please use ‘different from’ and ‘differ from’.

Every

‘Every’ is singular and requires a singular verb and singular pronouns.

✗ *every one of the papers have been graded;*

✓ *every one of the papers has been graded or (better) every paper has been graded.*

The same goes for ‘everyone’:

✗ *Everyone must sign their name’.*

✓ *Everyone must sign his or her name,*

Farther/further

‘Farther’ applies to physical distance, ‘further’ to metaphorical distance. You travel farther, but pursue a topic further.

Indigenous

Indigenous may be used as a generic reference covering all Aboriginal and Torres Strait Islander peoples. For preferred terms see ‘Inclusive language’.

Always capitalise ‘Indigenous’ when referring to the original inhabitants of Australia, as in ‘Indigenous Australians’ and ‘Indigenous communities’.

Less/fewer

‘Less’ means ‘not as much’; ‘fewer’ means ‘not as many’. You earn less money by selling fewer products; you use less oil by driving fewer kilometres. If you can count them, use ‘fewer’.

Men/women v boys/girls

When referring to people aged 18 or over, use the terms man/men or woman/women. An exception is when this sounds odd in the context, e.g. when the person is still at school. Consider an alternative word such as student.

✓ *Young women aged 18 to 26 can get free HPV vaccinations through their GP.*

✓ *The headmistress discourages students who have turned 18 from drinking alcohol in their HSC year.*

✓ *All students are reminded that they are not allowed to smoke on school premises, even if they are 18.*

Over

Do not use the word ‘over’ with numbers; use ‘more than’. The exception is for ages.

✓ *Mrs Brown has donated more than \$40,000 to ...*

✓ *She is over 80.*

Partner v husband or wife

Use the word ‘partner’ rather than ‘husband’, ‘wife’, ‘spouse’, etc.

✓ *Talk about when you think you’ll be ready for sex and ask how your partner feels.*

Word choices

Sex or gender

Use the word ‘sex’ instead of ‘gender’. Sex refers to biological differences between males and females; gender refers to socially defined differences between men and women.

- ✓ *Your risk of getting bladder cancer depends on your sex. Men are more likely to get bladder cancer than women.*

That/which

‘That’ is used at the start of phrases or clauses that limit or restrict their subject. It is used for definitions.

- ✓ *We only entered restaurants that were attractive.*

In this example, ‘that’ is used to indicate that the writer is defining the restaurants.

‘Which’ is used at the start of a set of words that could be in parentheses or that do not restrict. Typically, they describe or explain something.

- ✓ *The loud noises, which didn't frighten me, soon became unbearable.*

They v he/she

Use the word ‘they’ in place of third person singular pronouns ‘he’ and ‘she’. Also use ‘them’ or their instead of ‘him/her’ and ‘his/her’.

- ✓ *When you choose a surgeon, make sure you feel comfortable with them, they give you useful information and they are available when you need them.*

Websites – visit and go to

For website addresses, the more common terms are ‘visit’ and ‘go to’

- ✓ *For more information, visit woollywords.com*
- ✓ *For more information, go to woollywords.com*
- You can also use ‘at’, as in:*
- ✓ *The DVD can be viewed online at cancer.org.au*

Who/whom

A simple test to see whether ‘who’ or ‘whom’ is appropriate is to replace ‘who/whom’ with ‘he/him’. If ‘he’ sounds right, use ‘who’; if ‘him’ is right, use ‘whom’. For example: since ‘he did it’ and not ‘him did it’, use ‘who did it’; since ‘we give something to him’ and not ‘we give something to he’, use ‘to whom’.

It gets tricky only when the preposition is separated from the ‘who’:

- ✗ *Who/whom did you give it to?*

Rearrange the words in your head:

- ✓ *To whom did you give it?*

For more detailed word choice guidance please refer to [Cancer Council's communication style guide](#) and/or your state/territory communications team.

Spelling and punctuation quick reference guide

General spelling rules

We use Australian or British, not American, spelling. This includes translating proper names of an American organisation or a direct quote from a publication.

Here you will find a quick reference guide to common punctuation and spelling mistakes people make as they rush through their days.

they're	use they are
their	shows possession
there	specifies location
you're	use you are
your	shows possession
we're	use we are
were	past tense
where	specifies location
then	point in time
than	a comparison
hear	listen
here	place
its	shows possession
it's	use it is
who's	use who is
whose	shows possession
lets	allows
let's	use let us
Use –our (not –or)	Colour, favour (exception is Australian Labor Party)
Use –ise (not –ize)	Materialise, realise, organise
Use ae and oe	Haematologist (not hematologist), homeopathy (not homeopathy)

Punctuation:

Correct punctuation is important because it assists readability. It helps us to isolate phrases, elements of phrases and clauses.

Cancer Council style is to use minimal punctuation.

This section includes advice about the correct use of punctuation marks and symbols such as:

apostrophes (')

colons (:) and semi-colons (;)

commas (,)

ellipsis (...)

en (–) and em rules (—)

full stops (.)

hyphens (-)

quotation marks (" , ')

slashes (/)

symbols (&, A\$, %).

Apostrophes

Apostrophes show where a letter or letters have been omitted e.g. 'it's' is the contraction of 'it is'.

They are also used to show possession: *James's pen, the committee's decision*. Note that 'its' is the possessive form of it (and does NOT have an apostrophe): *The cat licked its fur*.

Apostrophes may be excluded where the plural noun is descriptive rather than possessive: 'Supporters Hotline', 'Parents Cancer Connect Program'.

Colons and semi-colons

Use a colon (:) to introduce information that enlarges, explains or summarises three or more elements in a sentence. The information that comes after the colon can be within the text separated by a semi-colon or set in a list.

✓ *The multidisciplinary team will probably include: colorectal surgeon – operates on cancer in the large bowel; medical oncologist – coordinates your chemotherapy treatment; psychologist – coordinates your supportive care.*

✓ *The multidisciplinary team will probably include:*

- *colorectal surgeon – operates on cancer in the large bowel*
- *medical oncologist – coordinates your chemotherapy treatment*
- *psychologist – coordinates your supportive care.*

Where there are only two elements, a colon is not necessary.

✓ *There are several types of leukaemia grouped by type of white blood cell affected (myeloid or lymphoid) and how quickly the disease develops or gets worse.*

If a list is introduced by the phrases 'for example', 'including', 'such as' or 'that is', no colon is needed.

✓ *Topics covered include what cancer is, cancer symptoms and side-effects, treatment, palliative care, diet, exercise and complementary therapies.*

Semi-colons (;) are used less often than colons and are often misused. A semi-colon joins two related and independent clauses. For example: *Jane had a busy day; she returned home with a splitting headache.*

Do not use a semi-colon to introduce a list.

Semi-colons also punctuate lists containing lengthy items or items which are already punctuated. For example:

✓ *Josie had three pets: a black cat; a purple dove, which she often had to rescue from the black cat; and a grey mink.*

Punctuation:

Commas

A comma marks a small break in the continuity of a sentence. Commas help a reader's understanding of the text. Use a comma in the same way you would pause in speaking. For example:

For Paul, Thomas would always be a hero. A short time after, the fire began to lose its fury.

Commas may be used to:

- mark off a defining or restrictive clause:
All the patients, who are now back in Adelaide, agreed the program was beneficial.
- mark off a non-restrictive relative clause:
The girl's friend, who was wearing a blue dress, was eating lettuce.
- separate several noun phrases: *The fish, the chips, the sauce and the pickled onion were heaped on the plate.*
- separate strings of adjectives: *That naughty, wicked, wayward girl has done it again.*
- mark off independent clauses where there is coordination or subordination: *She was terribly sorry for what she had done, and swore that she would never do it again, although he very much doubted her word.*

Dashes, or rules

- There are three kinds of dashes: hyphens, en rules and em rules.
- Hyphens (-) are sometimes used as dashes.
- Hyphens are used in words to clarify meaning to assist reading. For advice and examples of use see #Hyphenation.
- The en rule (–) is used unspaced to symbolise 'to' in spans of dates (12–16 January), numbers (29–55 sunspots), distances (13,000–20,000km) and places (Melbourne–Sydney). It also can be used to show an association between two things that retain their own identities e.g. parent-teacher.

In Word, if you insert a space between text and a hyphen, an en dash will automatically be created. But in examples like those above, Word will not change a hyphen to an en dash.

When numerals and words are joined by an en rule, use a spaced en rule

e.g. 25 November – 16 December,
11.30 am – 4.30 pm. This avoids a clumsy joining of a letter and number
(e.g. 11 am–7pm)

- The em rule (—) is also used with no space either side. Its main uses are to signify an abrupt change or introduce an explanation. Limit its use or writing can seem unstructured.

To insert an en rule, depress the control and minus keys. To insert an em rule, depress the control, alt and minus keys. Alternatively, go to 'Insert' in the Word menu, choose 'Symbol', then 'Special characters'.

Ellipsis

Ellipses points are used to show there is a missing word or words from quoted material. They also can be used to show indecision and incompleteness:

But ... but ... they would return soon.

The correct form is three full stops (...) with no spaces between them and a full space on either side. When ellipsis points end a sentence do not add a full stop. Check your software manual for instructions on how to produce an ellipsis from your keyboard.

Punctuation:

Full stops

Use a full stop:

- at the end of a sentence
- at the end of abbreviations
- in latin abbreviations, such as e.g. and i.e.
- in expressions of time – 10.30am, not 10:30
- in email addresses and URLs – [1].

Do not use a full stop:

- at the end of headings and subheadings
- in headers and footers
- in contractions, acronyms or initialisms
- after symbols for units of measurement
- after ellipsis points at the end of a sentence.

Don't add a full stop at the end of a URL. To avoid unpunctuated sentences, try to include the URL in the body of the sentence, for example:

Visit Cancer Council's website cancer.org.au or call Cancer Council 13 11 20.

Hyphenation

Avoid breaking words at the end of a line to create neater line ends in ragged right or justified settings. Compound adjectives or nouns can be hyphenated at the end of lines.

Use hyphens:

- to join two words, or a prefix and a word, where not using a hyphen would impede reading flow. For example: '*The pre-eminent reformer coordinates a re-formed multicultural cooperative*'.
- to clarify meaning. For example, a short story-writer (compound noun, i.e., a short person who writes stories) or a short-story writer (compound adjective i.e. a person who writes short stories).
- with ex-, non-, self-: ex-husband, non-active, non-English speaking, non-Hodgkin's lymphoma, self-esteem.
- for fractions: one-third, three-quarters, and for compound numbers: - twenty-five, fifty-three (these should only be used at the beginning of a sentence, otherwise numbers should be used).
- when words are compound adjectives (two or more descriptive words together), for example: *She has a full-time job, but not: She works full time*.

Do not use hyphens:

- with the prefixes anti, auto, co, counter, multi, neo, pan, pre, post, re, sub or un, or with the suffixes like and wise unless:
 - the second word begins with a capital (un-American),
 - it generates a word that could be confused with one of the same spelling (re-form), or
 - it creates a run of vowels (re-ink) or consonants that look awkward.
- use: cooperate, coordinate, sunscreen, ultraviolet, infrared, onsite, offsite, radioactive, multicultural, statewide.
- for compound adjectives formed from adverbs (these end in -ly). For example, brightly coloured marker, quickly written letter.
- after a colon (e.g. in a list).

Italics

Use italics to refer to book or report titles.

For example: See Cancer Council's publication *Cancer Forum*.

Supportive Care publications also use italics to refer to chapter and section headings.

For guidance, refer to the *Supportive Care National Design Style Guide*.

Punctuation:

Quotation marks

Use single quotation marks for short phrases. Use double quotation marks for a direct quotation e.g. within a media release.

"The authors of the report concluded that the 'cancer cluster' could not be attributed to any environmental factors," Professor Olver said.

Use single quotation marks:

- when referring to the title of an unpublished document, a chapter in a published work, an article in a journal or magazine, an essay, a lecture, a short poem or a song
- for a technical term
- for ironic emphasis (but not if the term is preceded by the expression 'so called') e.g. *The 'policy' was never approved.*
- for colloquial words, nicknames, slang or humorous words and phrases or words that are unusual in the context, e.g.

Ask a doctor or nurse about 'training' your bladder.

After cancer it may take a while to find your new 'normal'.

Slashes

This symbol usually means 'or', or in the case of years 'to'. It can be substituted with the word forms or a '-' can be used.

When citing years, 1996–97 (en dash) is correct, unless referring to the financial year, which is cited 1996/7.

Symbols

- Use the words 'per cent' instead of the % symbol in text, unless it is a journal article or scientific document using percentages throughout, in which case use the symbol. The symbol should also be used in a table.
- Ampersands (&) are frequently misused. Do not use an ampersand in place of 'and' unless it is an official part of a registered business name, for example Skin & Cancer Foundation Australia. The only exception to the rule is for major publication titles or headings where writing 'and' pushes the heading to an extra line.
- When it is necessary to clarify, use \$A to show Australian dollars.

Supportive Care publications use a different style for percentages. Follow the *Supportive Care National Style Guide*

Section 4

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Email

Layout of emails

When writing on behalf of Cancer Council it is imperative to ensure all communication is professional and on brand.

All employees should have a consistent email signature. Backgrounds and shading should not be used.

The signature image/link is interchangeable and should always be updated, based on a key communication message or current event.

Your local state/territory IT teams should have set up your signature using a layout similar to the example shown.

Dear Name,

Phasellus consequat magna vitae imperdiet ultricies. Phasellus justo ante, faucibus quis aliquet et, gravida sit amet eros. Nam scelerisque imperdiet mi vitae aliquam. Proin in auctor enim, et faucibus velit. Vestibulum hendrerit, arcu commodo iaculis blandit, nulla nisl euismod felis, in luctus ligula ante ut odio. Sed sollicitudin mauris sit amet suscipit maximus. Curabitur congue, nibh et interdum congue, ex urna congue nunc, ut scelerisque mauris ipsum eu quam.

Sed gravida odio sit amet dignissim egestas. Vivamus faucibus in mauris id malesuada. Fusce interdum sed dolor et pharetra. Vestibulum egestas iaculis odio, ut convallis libero auctor eget.

Best regards,

Dougal Bear | Daffodil Day Mascot
Cancer Council Australia
T: +61 2 8063 4XXX | F: +61 2 8063 4101
SURF | FAN | TWEET | TUBE
Level 14, 477 Pitt Street, Sydney NSW 2000 Australia.
GPO Box 4708, Sydney NSW 2001, Australia



Please consider our environment before printing this email.
The information contained in this message is intended for the named addressee only, and is confidential to the sender and intended recipient. If you have received this message in error please notify us immediately.

Email body is set as;
Font: Arial
Size: 11pt
Line spacing: 130%

Links to social media pages (either icons or words) should be included in automatic signature. It is at the state/territory discretion on placement.

The signature/image link is interchangeable.
Our logo should always appear to the left of signature image.

Stationery

Layout of letters

Letter text must sit within the specified margins.

If a letter is longer than the specified margin, a follow-on page must be added.

Paragraphs are separated by a line break.



Stationery

Layout of With Compliments

Typed 'With Compliments' text should sit within the specified margins.

Paragraphs are separated by a line break.



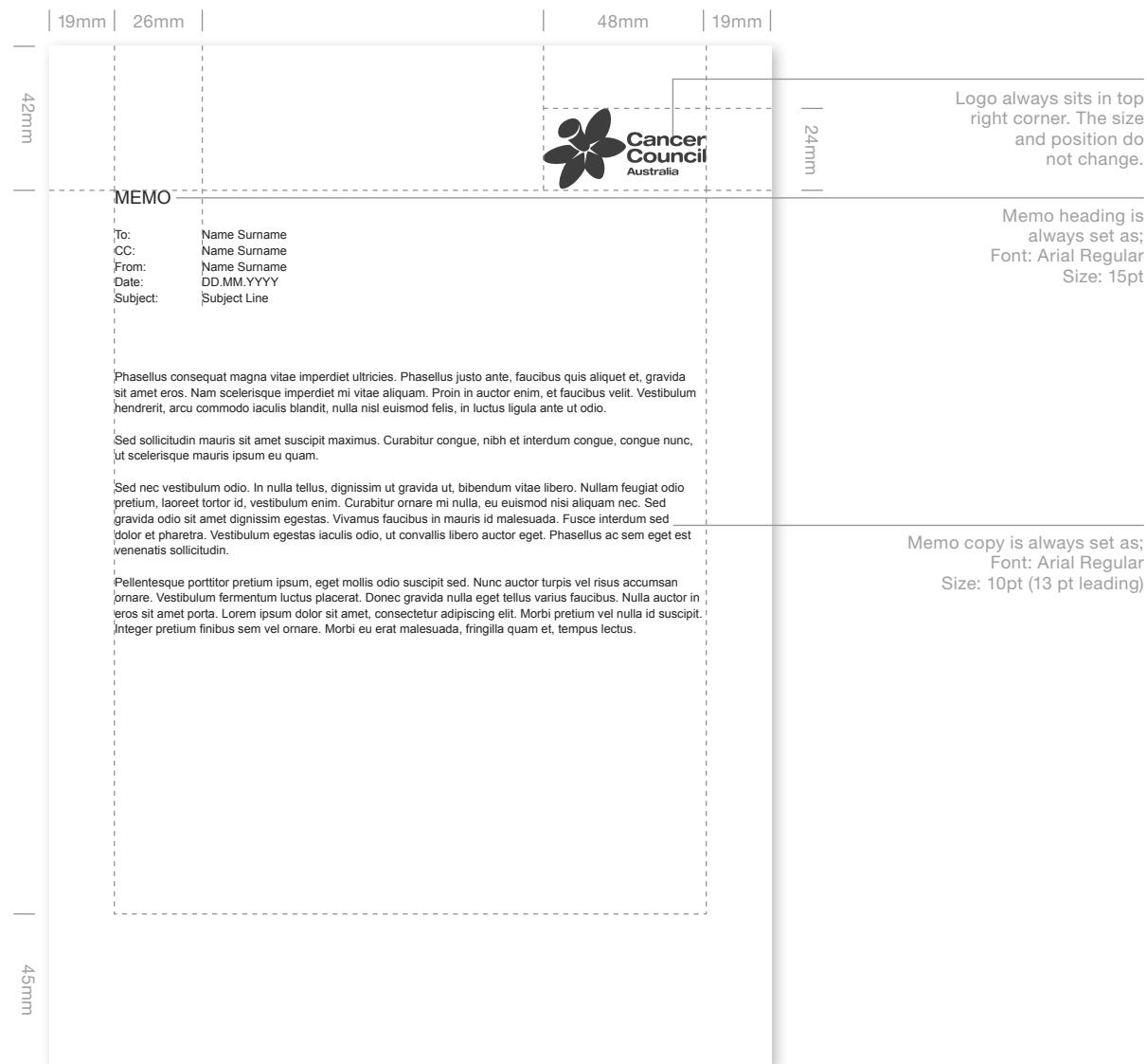
Stationery

Layout of memo

Memo text must sit within the specified margins.

If a memo is longer than the specified margin, a follow-on page must be added.

Paragraphs are separated by a line break.



Powerpoint presentations

Layout of PowerPoint presentations

Always use provided Cancer Council Powerpoint templates.

The font is Helvetica. Do not change font. Use different weights for contrast.

Do not change template point sizes.

If information does not fit on one slide, break it on to multiple slides.

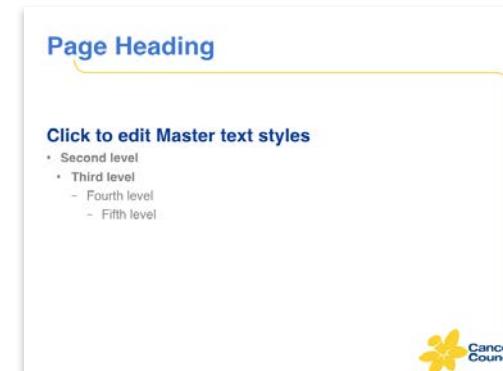
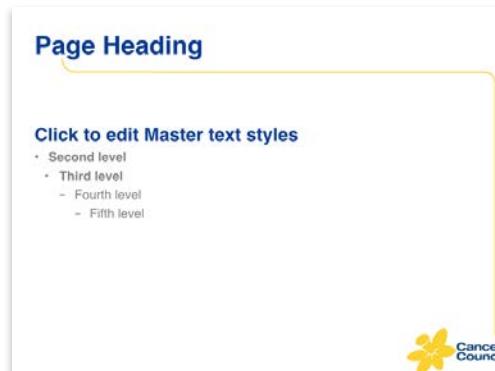
If creating tables, graphs, or other graphic elements, ensure Cancer Council colour schemes are used.

Do not move, position, or scale Cancer Council logo.

TITLE SLIDES



PRESENTATION SLIDES



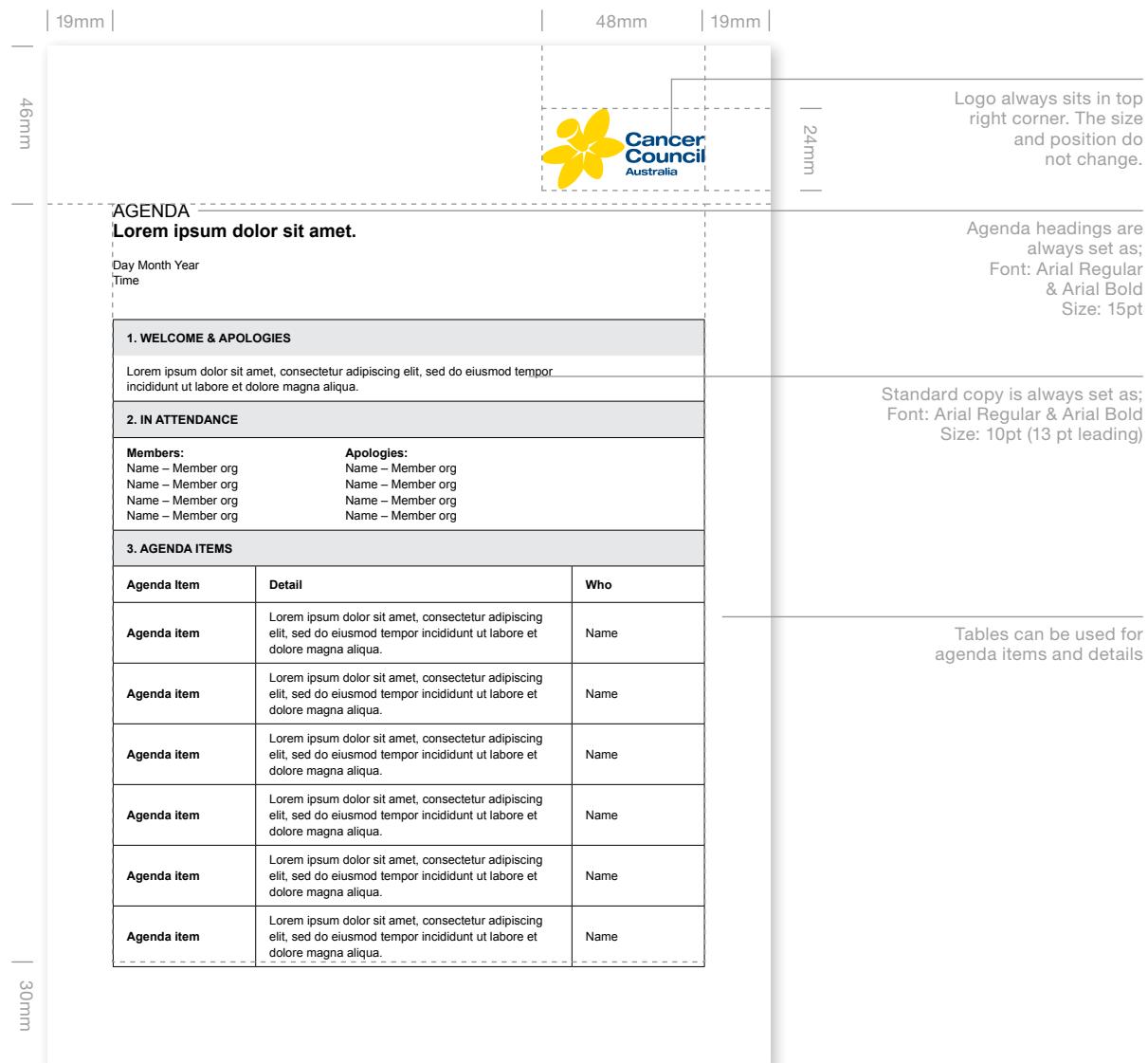
Agenda

Layout of agenda

Agenda text must sit within the specified margins.

Paragraphs are separated by a line break.

All additional pages use the same specifications.

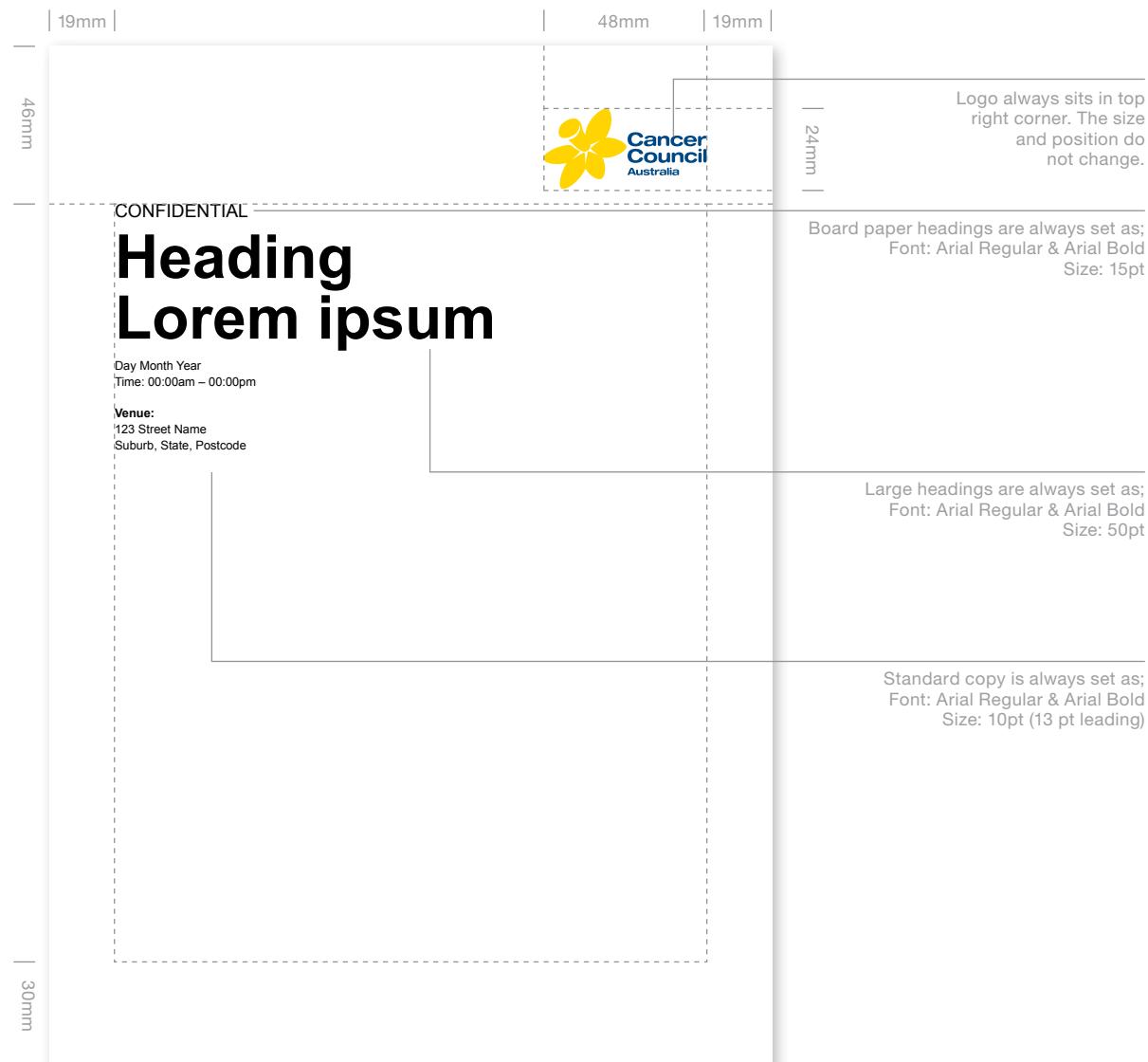


Board Papers

Layout of cover sheet

Cover sheet text must sit within the specified margins.

Paragraphs are separated by a line break.



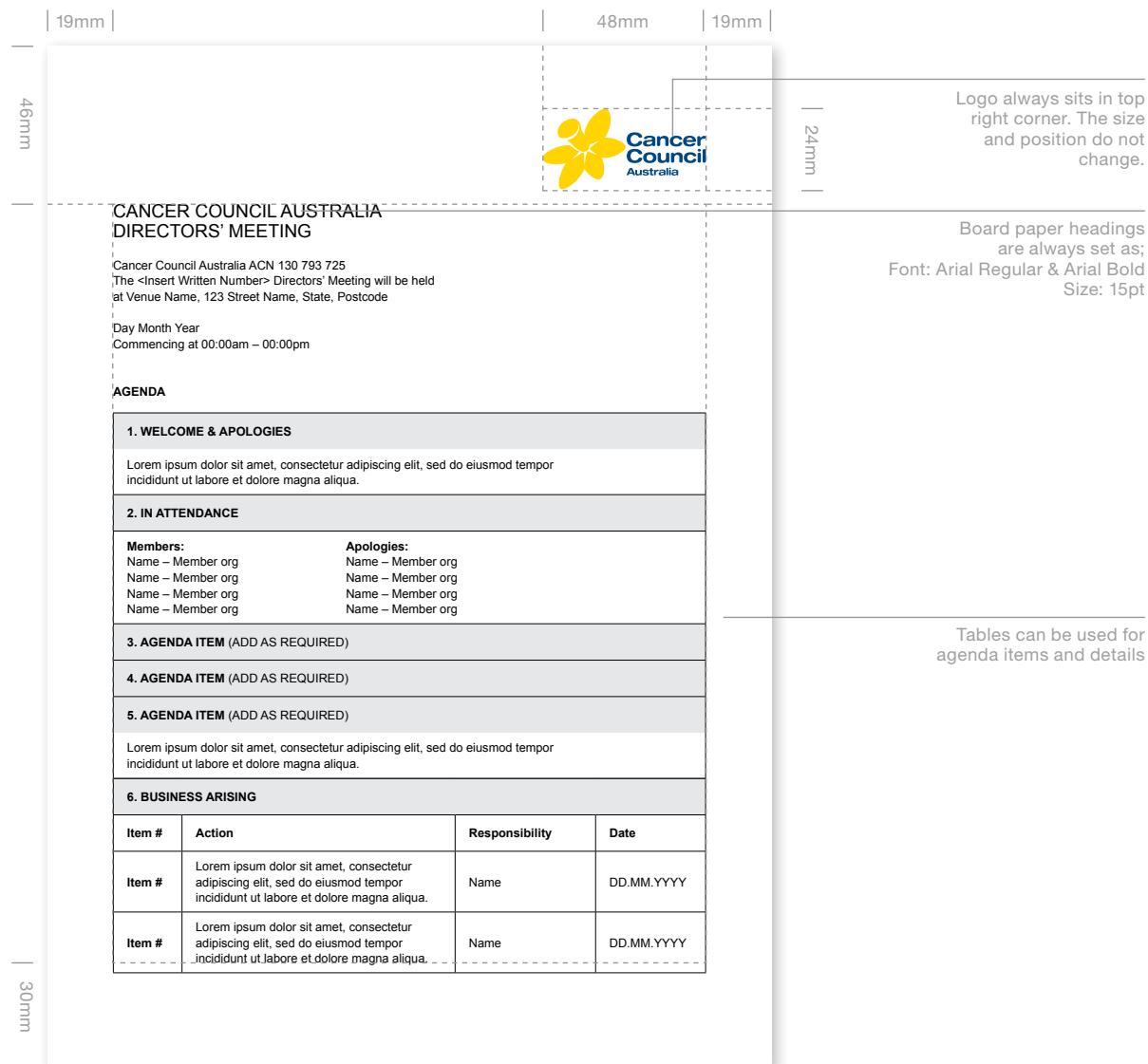
Board Papers

Layout of board papers

Board paper text must sit within the specified margins.

Paragraphs are separated by a line break.

All additional pages use the same specifications.



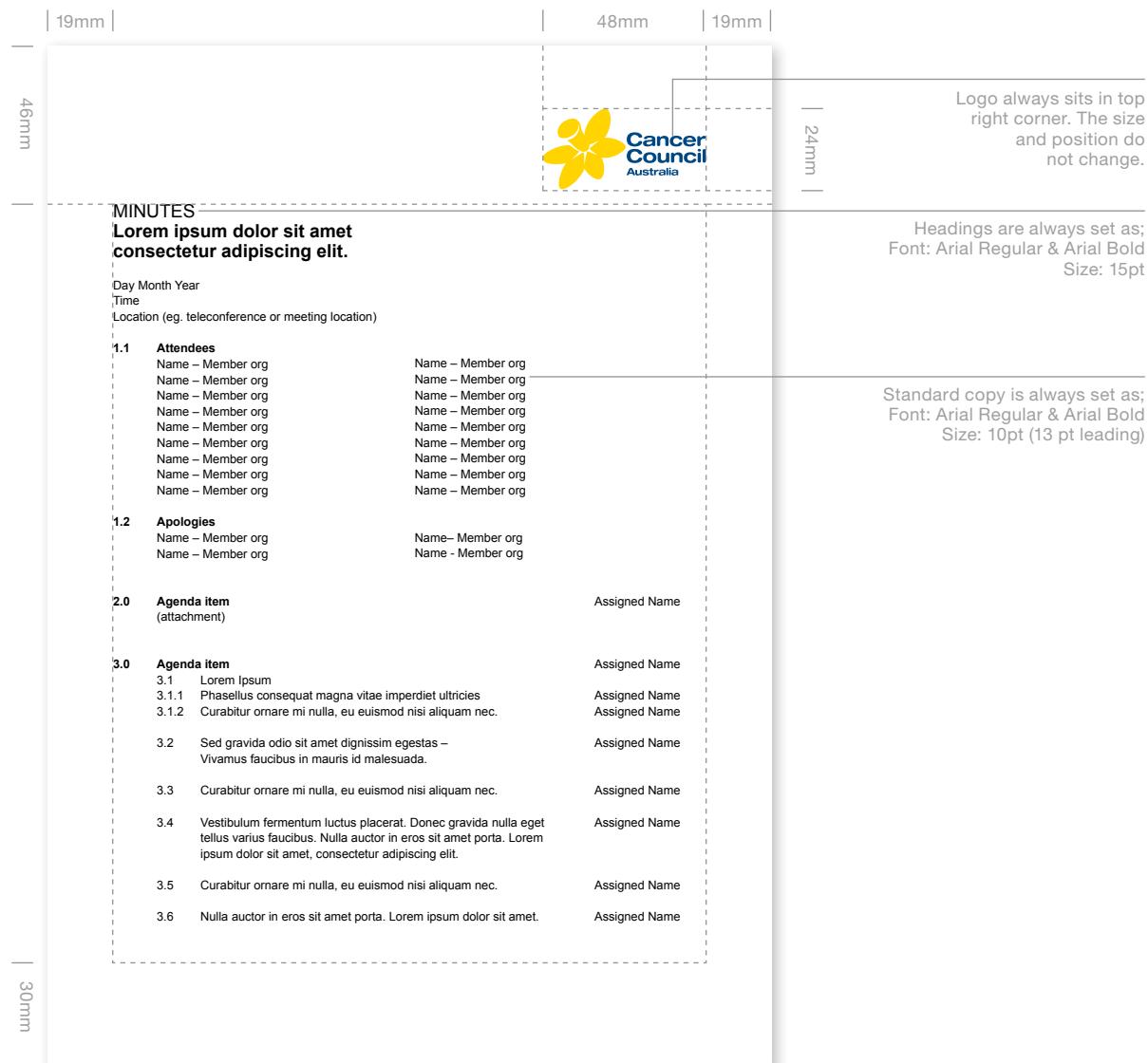
Meeting minutes

Layout of minutes

Meeting minute text must sit within the specified margins.

Paragraphs are separated by a line break.

All additional pages use the same specifications.



Have a question?

Contact your state/territory brand representative for advice should you have any queries.

Additional resources:

Communications style guide:
<http://wiki.cancer.org.au/styleguide>

Short and sweet brand guidelines
SunSmart guidelines
Supportive Care national design style guide

