

# HOW TO USE OUR LOGO

## THE CORRECT WAY

# LOGO – COLOUR VERSIONS



In addition to the positive version, the other colour versions of the logo can be seen here. Depending on the background colour, also negative version can be used to improve visibility. The minimum width of the horizontal logo is 20 mm and vertical version 7 mm.



**POSITIVE**  
**NEGATIVE**



# LOGO – SAFETY AREA



The logo should not be combined with text or other graphic elements without a safe area around it. The exception to this rule is a graphic element that has been designed to be used in conjunction with the logo and appears in i.e. stationery on a regular basis. The safe area has to be at least the size presented here.

If there is extremely little space available in elements such as business gifts, certain amendments can be made.



# LOGO – USAGE WITH THE EUROPEAN UNION FLAG EMBLEM

The logo and emblem have to be of the relatively same size. Placed side by side, they should be of the same height while placed on top of one another, they should be of the same width. The positive and negative versions can be combined so that i.e. the emblem is on white background while the logo's background is of darker shade. When the EU emblem is on dark background there has to be a white area beneath it, as shown in the example.



POSITIVE  
NEGATIVE



## VIOLET

C96 M96 Y20 K10  
PANTONE 2735 C

R50 G45 B110  
HEX #322D6E

## TURQUOISE

C80 M0 Y38 K0  
PANTONE 7466 C

R0 G170 B170  
HEX #00AAAA



BRANDMARKS: ALL VERSIONS



**CanCon**

Cancer Control Joint Action



**CanCon**

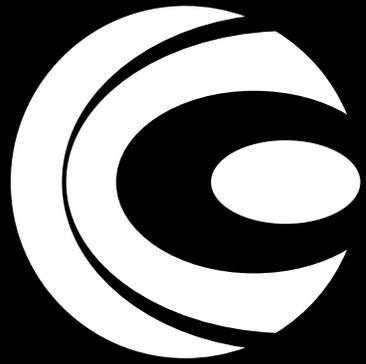
Cancer Control  
Joint Action



**CanCon**

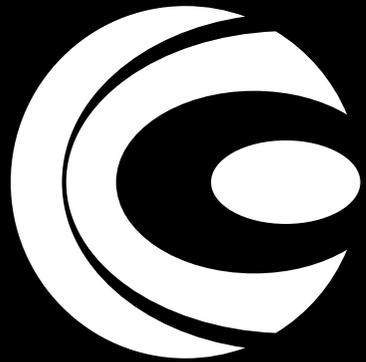
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Cancer Control  
Joint Action



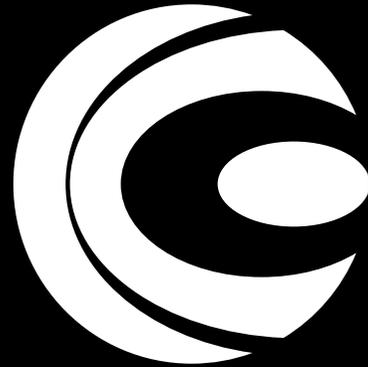
CanCon

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**CanCon**

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Cancer Control  
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