



SunSmart National Brand Guidelines

Developed for use of Cancer Councils in each State and Territory
across Australia and Cancer Council Australia.

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Foreword

These guidelines detail the use of the SunSmart brand including the registered Trade Mark and approved variations. The SunSmart Trade Mark is registered to Cancer Council Victoria and licensed for use nationally.

The SunSmart brand is an important, and highly visible, means of communicating our values of leadership in skin cancer prevention knowledge, commitment to best practice and improving people’s well-being.

The guidelines are a practical tool to ensure the strength and consistency of all material produced promoting the SunSmart brand. Consistency across all communicative mediums provides a valuable marketing tool.

These guidelines are not intended to restrict or constrain design. If there are particular applications not covered by these guidelines, please contact the SunSmart Manager, Cancer Council Victoria.

The SunSmart logo

History and values

In 1980, the Slip! Slop! Slap! campaign was launched as a limited public education program funded by public donations.

In 1988, with the support of the Victorian Health Promotion Foundation (VicHealth), a new broad-based, multi-faceted skin cancer control program, the SunSmart program, was introduced in Victoria.

SunSmart has taken a leadership role in skin cancer prevention across Australia. The planning, implementation and evaluation of the program is managed at the state/territory level, each jurisdiction determining their needs based on their community. Funding for the SunSmart program also is determined and managed at a jurisdictional level.

Significant effort has been invested in sharing the years of learnings, contributing to future strategic directions for skin protection and providing advice to fledgling programs in other countries including New Zealand, United States, Ireland, Denmark and the United Kingdom.

Everything we publish or distribute should embody our core values of integrity and compassion in preventing and minimising the human cost of UV radiation exposure.

Trade Mark

The SunSmart Trade Mark is registered to Cancer Council Victoria and licensed for use nationally. Cancer Council Australia and each state and territory Cancer Council has entered into a licence agreement with Cancer Council Victoria to use the Trade Marks for the purpose and on the terms and conditions outlined in each agreement.



Ensuring logo integrity

Queries about an application of the logo which cannot be answered by reference to the guidelines should be referred to the SunSmart Manager, Cancer Council Victoria. External advice or direction from corporate identity consultants will be sought on a case-by-case basis where relevant.

Logo rules

The SunSmart logo is permitted for use on information and resources that are used for SunSmart activities run by Cancer Councils across Australia, who have signed a licence agreement for use of the SunSmart Trade Mark. This includes information and resources Cancer Councils are co-branding with non-commercial organisations.

The SunSmart brand/logo must be used in accordance with these SunSmart Brand Guidelines and Cancer Councils are not permitted to sub-license the SunSmart logo or associated Trade Marks.

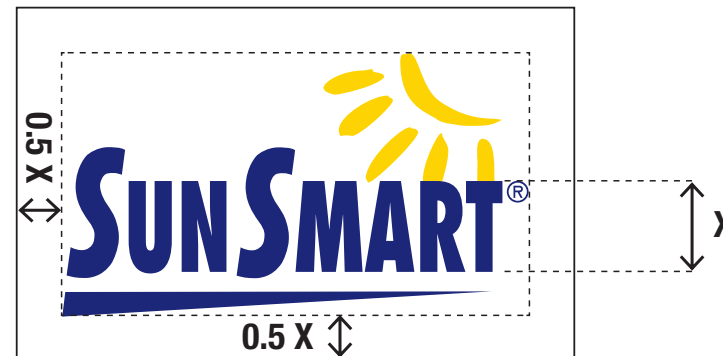
Commercial agreements

Where co-branding is part of a commercial agreement, a written application must be put to the Cancer Council Victoria for assessment and approval as outlined in the SunSmart Trade Mark Licensing Agreement. The SunSmart logo should not be used to endorse a specified product or practice without the prior written approval of Cancer Council Victoria. All queries about an application of the logo, which cannot be answered by reference to the Guidelines, should be referred to the SunSmart Manager, Cancer Council Victoria.

Minimum clearance area

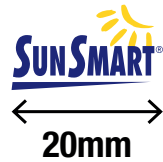
To enable the logo to appear prominently, a minimum clearance area has been created in which no other elements may enter. This rule also provides a guide to the minimum area of solid background the logo may appear on.

Minimum clear space around the boundary of the logo should be half of the height of the smaller letters (x) in the SunSmart logo face.



Minimum size

When using the SunSmart logo at reduced sizes, the logo must not appear smaller than 20mm in width.



Ratio

The ratio between the logotype and the sun should always remain as per supplied logos files.



Sun too large compared to logotype



Sun too small compared to logotype

Incorrect use of logo



Always use the logo as supplied by SunSmart



Do not create a hybrid logo using the Cancer Council daffodil



Do not add the words 'Cancer Council' to the SunSmart logo.



Do not remove elements from the SunSmart logo



Do not redesign or redraw the SunSmart logo



Do not recolour the SunSmart logo

Logo usage

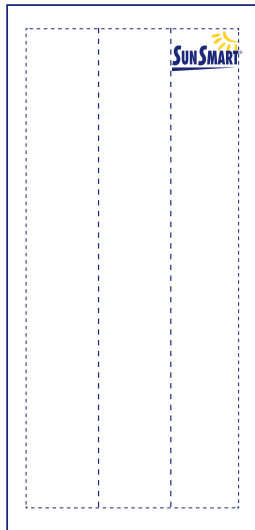
Layout ratio

In typical layouts, (eg posters, brochures and books, which include titles and images) the ratio of the SunSmart logo should be approximately one third to one fifth of the width of the page. This ratio is shown as a guide only.

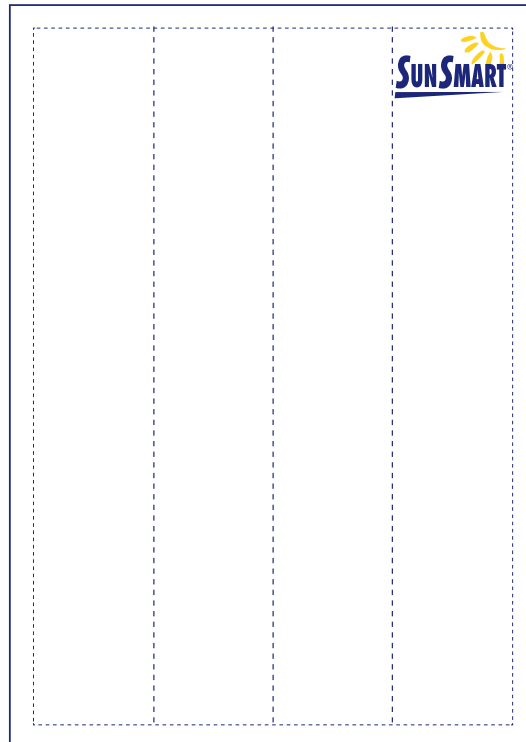
Examples:

1. DL brochure: one column width on a three column grid
2. Portrait: one column width on a four column grid
3. Landscape: one column width on a five column grid

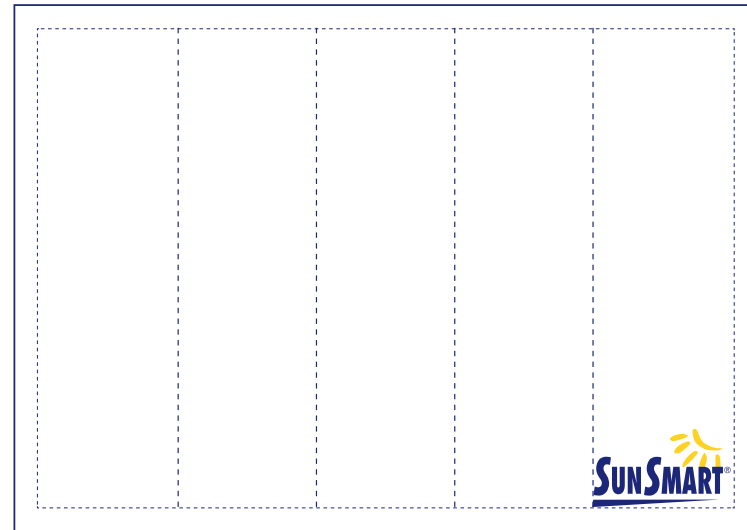
DL brochure



portrait



landscape



Logo placement and cobranding

The SunSmart logo is used in conjunction with the Cancer Council logo. The correct layout (when space permits) is the SunSmart logo in the top right hand corner, representing the primary brand, with the organisational logo for Cancer Council appearing in the bottom right hand corner of the front page.

The use of Cancer Council and other partner logos must be in accordance with their respective branding guidelines. Where space does not permit including the organisational logos on the front page, these (and any other partner logos) should be included on the back cover of the resource, in the same order and format as above.

Commercial agreements

The exception to these rules is where the cobranding is part of a commercial agreement. The SunSmart logo should not be used to endorse a specified product without the prior written approval of Cancer Council Victoria. All queries about the application of the logo should be referred to the SunSmart Manager, Cancer Council Victoria.



Right align last logo with
SunSmart logo

Logo variations

full colour

(white or pale backgrounds, not yellow)



reversed – yellow sun

(dark or mid tone backgrounds)



full reversed

(use with yellow backgrounds or reversed out of black & white art)



grey

(preferred black & white option when half-tones are available)



black/white

(use when half-tones are unavailable)



Colours

The colours of the SunSmart logo have been updated to reflect the colours used in the Cancer Council logo. Colour specifications below have been provided for spot (coated and uncoated stocks), process colour and RGB values.

Refer to the Cancer Council guidelines for further information.

PMS 2756 C
C100 M95 Y0 K25
R15 G30 B100
#0F1E64

PMS 123 C
C0 M15 Y100 K0
R255 G210 B0
#FFD200



Icons

The SunSmart icons should always be ordered as *Slip, Slop, Slap, Seek, Slide*, and can be shown with, or without corresponding text. In its icon version or as a written phrase, *Slip, Slop, Slap*, should not be used in isolation and should always be followed by *Seek* and *Slide*.

'Slip Slop Slap' is a registered trademark of Cancer Council Victoria. This includes its derivatives.

When using the Cancer Council version of the SunSmart icons, please consult the Cancer Council Brand Guidelines. Before developing or using other versions of the SunSmart icons, please refer to the SunSmart Manager, Cancer Council Victoria.



Slip



Slop



Slap



Seek



Slide

Image guidelines

Promotional and editorial images should reflect SunSmart's messages.

A subject's natural skin colour should not be altered for the purpose of the image (e.g. tanned).

If an image will be used during the peak UV season (this season varies in southern states and year-round across the rest of Australia) and/or if photos are being taken during sun protection times, images taken outdoors must comply with the following:

- Each individual must be wearing a broad-brimmed, bucket or legionnaire style hat that shades the face, neck and ears;
- Each individual must be wearing clothing that covers as much skin as possible. This includes a minimum of covered shoulders, elbow-length tops and knee-length pants/skirts/dress. Singlet tops do not offer enough protection and should not be included.
- A minimum of three sun protection measures in use for each individual (compulsory hat and clothing as above, plus either shade, sunglasses and/or sunscreen).
- Sunscreen use can be suggested by a bottle and sunglasses may be shown on an individual's shirt or hat, however shade must be explicit in the image. For example, if a beach umbrella is used, that umbrella must clearly shade the individuals depicted in the image.

The final decision on the design rests with the SunSmart manager.

Image specifications

Photographs that are reproduced in print need to be 300dpi when used at 100%. For example, an image on an A4 booklet should be 210 x 297mm at 300dpi (2500 x 3500 pixels).

Poster printing varies in resolution. An image supplied at 3500 x 4500 pixels is appropriate for most poster printing.



Style

- Use of artistic composition methods, such as motion blur, model lighting in dark environments, diffuse subtle lighting and silhouettes, is discouraged.
- Use images rather than illustrations in print publications where possible.
- Keep space in images so they are clean and uncluttered.
- Use images that do not date easily.

Image guidelines (cont)

Measures include:

- 1 Slip** on clothing that covers as much skin as possible. Collared shirts and at least three quarter-length trousers and elbow-length sleeve tops are preferable. Singlet tops do not offer enough protection and should not be included.
- 2 Slop** on (SPF30 or higher) broad-spectrum, water-resistant sunscreen.
- 3 Slap** on a hat that provides good shade to the face, back of the neck, eyes and ears.
 - Broad-brimmed hats – brims should be at least 7.5 cm wide. The brim width for children under 10 years of age should be suitable for the size of their head and ensure that their face is well shaded.
 - Bucket or surfer-style hats should have a deep crown and sit low on the head. The angled brim should be at least 6 cm. The brim width on bucket hats for pre-school aged children should be suitable for the size of their head and shade their face well (minimum of 5 cm as a guide).
 - Legionnaire-style hats should have a flap that covers the neck. The side flap and front peak should meet to protect the side of the face.
 - Baseball caps and visors offer little protection to the cheeks, ears and neck and should only be included for images showing participation in active sports where broad-brimmed hats are not practical.

4 Seek shade. This may be in the form of natural shade such as a tree or built shade such as a verandah, pergola or a shade umbrella.

5 Slide on sunglasses that meet AS1067 and are a wrap around style that cover as much of the eye area as possible.

Any staff interviewed by TV media outdoors during sun protection times (when UV is 3 or higher) should wear a broad-brimmed hat and clothing that covers the shoulders and as much of the arms as possible.