



Branding Guidelines

Susan G. Komen® Twin Tiers Region

Thank you, Komen Twin Tiers grantees! We are grateful for everything you do to serve survivors and to end breast cancer in our regional community. We're pleased to have you as a formal partner in this work.

When publicizing the work you do that is supported by your grant with the Susan G. Komen Twin Tiers Region, it is important that you follow some simple guidelines when using our name, logo, and other trademarked phrases. You have access to educational materials through www.shopkomen.com, and we encourage you to take advantage of these when possible.

Because you may be creating your own materials promoting your programs, or you may be acknowledging your work with us in other venues (for example, in a press release, on a poster, or on your website), we've put together this guide to help you understand the correct way to acknowledge Komen Twin Tiers. If you decide to create/update materials to incorporate Komen's name and/or image, please remember that **each piece must be reviewed by our office before distribution.** There are specific guidelines about using Komen's name and logo, and while we are providing this guide, it may not contain all of the specifics.

Please note that this document is intended to be an easy-to-use guide, and is intended to augment your contract. The guidelines herein should apply in most circumstances. However, any information regarding use of our logo and name contained in your signed contract supersedes this document.

If you have questions about Komen's branding, please feel free to call us at 607-426-2404.

USING OUR NAME

Our full formal name: **Susan G. Komen® Twin Tiers Region**

Please use our formal name, including the registration mark, in all written materials. After you reference the full name once, you can refer to us as "Komen Twin Tiers." ie:

XYZ Health Center announces a grant from the Susan G. Komen® Twin Tiers Region, which will fund screening for underinsured women in ABC County. XYZ Health Center has partnered with Komen Twin Tiers in the past, when the Affiliate granted funds to...

Please note recent changes in our national branding. In the past, we were known as *Susan G. Komen Breast Cancer Foundation*. More recently, we were *Susan G. Komen for the Cure*®. In an attempt to simplify our branding and streamline our messaging, we have dropped “for the Cure” from the logo and name; the correct way to describe us now is as the Susan G. Komen® breast cancer *organization*, which is consistent with our broad-reaching work to end breast cancer.

Repeat grantees need not discard materials with “for the Cure” included in the name, but should make these changes on all materials moving forward.



USING OUR LOGO

As a formal partner, you have permission to use our logo with our trademarked ribbon that stands for the Susan G. Komen® Twin Tiers Region. When the logo is used, it must be the one with “Twin Tiers Region” (see above) and we are happy to provide you with that in various digitized formats. Just call us at 607-426-2404. Please note that altering the logo in any way, including separating the name from the running ribbon, is not permitted. Please *do not* use a generic pink ribbon attached to our name, as it is important to use our logo when connecting an image with our name.

A few nuts and bolts points regarding our logo:

- The logo should never be smaller than 0.5 inch for all applications.
- The logo should never be pulled apart, manipulated, or reconfigured
- It should appear in three colors (black, PMS 232, PMS 227) whenever possible.
- A white border should never be added around the logo.
- The ® should always be included.

OTHER LICENSED ITEMS

Depending on your project and your relationship with Komen Twin Tiers, you may be seeking to use other phrases or titles licensed by Komen. Please refer to your contract for more information, or call us for guidance at 607-426-2404. Below are a few common programs with which you may be involved:

First Reference	Second Reference	Subsequent References
Susan G. Komen Twin Tiers Race for the Cure®	Komen Twin Tiers Race for the Cure	Elmira Race
Passionately Pink for the Cure®	Passionately Pink	Passionately Pink

EVENTS FUNDED BY KOMEN

You may be putting on an event or publishing a work that is funded through or that benefits Komen Twin Tiers. When doing so it is important to recognize our role in a way that doesn't create confusion by making people think that your event belongs to Komen. For example, the Susan G. Komen Twin Tiers Race for the Cure® is an event belonging to Komen Twin Tiers. In contrast, a third party fundraiser benefits Komen, but belongs to the community partner holding it. Similarly, when a grantee uses funds from Komen to put on a community event, that event belongs to the grantee and is funded by Komen Twin Tiers through the grant. For example:

XYZ Health Center is developing an invitation for their community breast health fair, which is funded by a grant from Komen Twin Tiers.

A correct way to recognize our contribution: You are invited to XYZ Health Center's First Annual Be Breast Healthy Fair, funded by a grant from Susan G. Komen® Twin Tiers Region.

An incorrect way: You're Invited to XYZ Health Center's and the Komen Twin Tiers' Be Breast Healthy Fair.

An incorrect way: You're Invited to the Komen Be Breast Healthy Fair at the XYZ Health Center.

(To sum up: our logo and name should appear in a way that indicates we are supporting the event, not hosting it.)

LAST, BUT NOT LEAST

Once again, as is stipulated in all Komen contracts, remember that **any** materials containing our name and/or logo must be reviewed by Komen Twin Tiers Region before they are distributed. Since it may affect your printing timelines, please plan ahead for a 48-72 hour turnaround time for us to review the materials.

Thanks again for all of the work that you do, and for your assistance in keeping Komen's brand consistent.