

TO BENEFIT THE LEUKEMIA & LYMPHOMA SOCIETY GUIDELINES

OUR MISSION:

Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

WHEN PROMOTING YOUR EVENT

Please use the following guidelines for mentioning The Leukemia & Lymphoma Society:

- On first usage, always include the ® mark following "Society" (formatted superscript). On second reference you may say "LLS", never say "the Society."
- Always cap the "T" in "The" and the "S" in Society. (The Leukemia & Lymphoma Society)
- Use an ampersand (&) symbol, not the word "and".
- Say "To benefit", "Benefiting" or "Supporting" before listing The Leukemia & Lymphoma Society
 - To benefit The Leukemia & Lymphoma Society
 - Benefiting The Leukemia & Lymphoma Society
 - Supporting The Leukemia & Lymphoma Society

FULL COLOR



BLACK

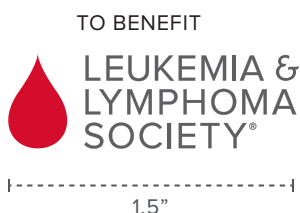


WHITE



MINIMUM SIZES

Minimum reproduction width is 1.5" [inches]



COLORS AND FONTS

 **PANTONE** 186C
CMYK C0 M100 Y75 K4
HEX #CC0000

 **PANTONE** 425C
CMYK C0 M0 Y0 K77
HEX #666666

LOGOTYPE – PROXIMA NOVA

PC USERS – alternate font is "ARIAL"