

# Guidelines for Third-Party use of Maine Cancer Foundation and Tri for a Cure Names or Logos

Color

Black on white

White on Black or Color



Maine Cancer Foundation is never preceded by “The” or “the”. After the first full expression of the name, Maine Cancer Foundation may be abbreviated to “MCF” in all capitals. Example:

Correct: “... proceeds from this offer support **Maine Cancer Foundation.**”

Incorrect: “... proceeds from this offer support **the Maine Cancer Foundation.**”

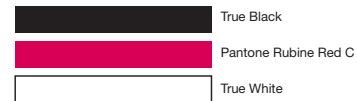
Tri for a Cure should be named as Maine Cancer Foundation’s Tri for a Cure. Three approved Tri for a Cure logo styles:



Maine Cancer Foundation’s **Tri for a Cure**




Colors:



## Logo Use and Affiliation:


A third party may not incorporate the name, “Maine Cancer Foundation” as in “Maine Cancer Foundation Swimathon,” but may use a second line identifying the relationship with the Foundation, such as “Smith School Swimathon, benefiting Maine Cancer Foundation” or “Pizza Night to benefit Maine Cancer Foundation’s Tri for a Cure.”

When using Maine Cancer Foundation’s logo in Third-party promotions, it must be visually clear that MCF is a beneficiary, not a partner or sponsor of the promotion.




XYZ Corp.  
We make things!®

Proceeds from this promotion benefit:




MCF Maine Cancer Foundation




XYZ Corp.  
We make things!®

50% of all proceeds are donated to:




MCF Maine Cancer Foundation



XYZ Corp.  
We make things!®

Proceeds from this pizza night benefit:



MCF Maine Cancer Foundation  
**Tri for a Cure**