

Brand Application Checklist & Usage Guide



We're glad you'd like to use the Singapore Cancer Society (SCS) logo and brand assets to support our mission. To keep our brand consistent and respected, please follow these simple terms:

Dos

- Use the SCS logo and name only for activities or events approved by SCS.
- Always refer to the Corporate Identity Guide when using SCS brand assets.
- Place the logo clearly and legibly, with enough spacing around it.
- Share your draft materials with SCS for a quick check if in doubt.

Don'ts

- Don't change, stretch, crop, recolour, or add elements to the logo.
- Don't combine the logo with other marks or taglines without approval.
- Don't use the logo in a way that suggests endorsement if not confirmed by SCS.
- Don't use the logo in contexts that could harm or misrepresent SCS.

Brand Application Checklist

Before finalising your materials, please confirm the following:

- ☐ The logo usage aligns with the Corporate Identity Guide.
- ☐ The logo is clear, undistorted and unaltered.
- ☐ The logo is placed respectfully and appropriately (e.g. not near toilets, bins, floors, or in any context that could be perceived as disrespectful).
- ☐ The activity or event has been approved by SCS.
- ☐ The logo placement does not imply an endorsement, partnership or affiliation that has not been approved by SCS.

If you've checked every item, you're ready to proceed. If not, please review the **Corporate Identity Guide** or consult your SCS liaison before submitting your materials to SCS Communications & Marketing for clearance.

Our Rights

SCS reserves the right to request corrections or the removal of any materials, online or offline, if brand usage does not meet our standards or is found inappropriate.

By using our brand assets, you agree to follow these terms and our Corporate Identity Guidelines.

For clarifications or approval requests, please contact comms_marketing@singaporecancersociety.org.sg.

 **Minimise Cancer
Maximise Lives**