

Using the Singapore Cancer Society (SCS) Logo and Brand Assets

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 check your usage against the Corporate Identity Guide.
- 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.

First Layer Self-Check with your SCS Liaison

Before finalising publishing, please check:

- ☐ Does the usage align with the Corporate Identity Guidelines?
- ☐ Is the logo clear, undistorted, and unaltered?
- ☐ Is the logo placed respectfully and appropriately (e.g., not near toilets, bins, floors, or anywhere it could be seen as disrespectful)?
- ☐ Is there SCS approval for the activity/event?
- ☐ Could the placement mislead or imply endorsement that wasn't given?

If all answers check out, you can proceed. If not, please review before sharing with 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

Winner of the Charity Governance Award 2023



Singapore Cancer Society

30 Hospital Boulevard, #16-02 NCCS Building, Singapore 168583

www.singaporecancersociety.org.sg | enquiry@singaporecancersociety.org.sg | 1800-727-3333 (1800-SCS-3333)