

The Lance Armstrong Foundation (LAF) introduced a new definition of survivorship embodied by the spirit and fight of our founder, and we called it **LIVESTRONG**®.

With the help of 60 million of **LIVESTRONG** wristband wearers and the millions of people affected by cancer, **LIVESTRONG** has become a powerful brand.

Our consistencies in messaging and program development define the attributes of the LAF and clearly position our efforts to unite people to fight cancer and our cancer support resources for survivors.

Our visual identity system communicates the distinctive personality of the LAF. The use of color, typography, imagery and white space work together to create a consistent brand voice that communicates clarity, resolve and achievement.

## MESSAGING

This copy should be used when referencing the LAF:

**LIVESTRONG** fights for the 28 million people around the world living with cancer today. There can be – and should be – life after cancer for more people. That's why **LIVESTRONG** kicks in at the moment of diagnosis, giving people the resources and support they need to fight cancer head-on. **LIVESTRONG** finds innovative ways to raise awareness, fund research and end the stigma about cancer that many survivors face. **LIVESTRONG** connects people and communities to drive social change and calls for state, national and world leaders to help fight this disease. Anyone anywhere can join the fight against cancer at **LIVESTRONG.org**.

When space is limited, this 50-word version should be used:

**LIVESTRONG** fights for the 28 million people worldwide living with cancer, giving people the resources and support they need to fight this disease head-on. **LIVESTRONG** raises awareness, funds research and ends the stigma that many survivors face. Anyone, anywhere can join the fight against cancer at **LIVESTRONG.org**.

## LIVESTRONG WRISTBAND

For many people living with cancer, yellow is the color of hope, courage, inspiration, perseverance –and the color of the leader's jersey in the Tour de France. **LIVESTRONG** wristbands enable everyone to share that spirit, especially the millions of people living with cancer.

Appropriate use of the **LIVESTRONG** wristband:

The **LIVESTRONG** wristband may be depicted as a photo or other visual of the wristband being worn or otherwise in action.

Inappropriate use of the **LIVESTRONG** wristband:

The **LIVESTRONG** wristband may not be depicted as an icon or as a visual on its own.

## OUR LOGO

The LAF logo is a concise visual organization of the **LIVESTRONG** brand authored by the LAF. It incorporates the yellow band as a graphic visual.

### Two-Color



Black  
Pantone 116C or 115U

### Two-Color on Black



Black  
Pantone 116C

## AREA OF ISOLATION

This guide shows the minimum clear space as determined by twice the height of the **LIVESTRONG** typography. The logo should always have a healthy amount of white space around it for maximum impact and legibility. Never combine the logo with other logos nor invade the minimum protected space with other elements.



## SIZING

The logo is designed for maximum impact and clarity. Use good judgment when sizing the logo. Keep in mind that a tastefully sized logo with clear space around it can be more impactful than a logo sized too large for the space available.

### Minimum

The logo should never be reproduced smaller than 1 inch in width. Reproducing the logo smaller than this can jeopardize readability.



### Maximum

There is no maximum size.

## THE LOGO MAY NOT BE:

Retypeset in any way



Colored with a foreign palette



Placed within a holding shape



Screened



Placed on a high contrast or competitive background



Distorted in any way, this includes beveling and blurring

