



BENEFITTING LIFESAVING CANCER RESEARCH

Proceeds support the
American Association for Cancer Research®

CHARITY STREAM GUIDELINES

When setting up your PvC charity stream, please adhere to the following guidelines:



LOGO USAGE

The PvC logo must be used appropriately in conjunction with the event and **must not be altered** under any circumstance

PRIMARY LOGO WITH TAG (shown with space clearance)

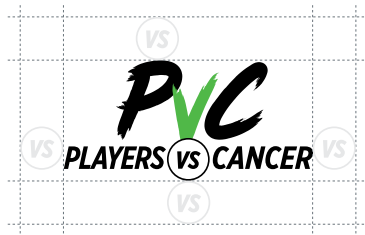


ALTERNATE PRIMARY LOGOS

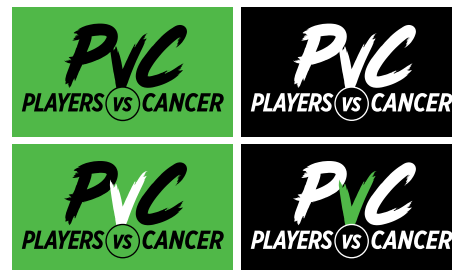


The primary logo should always be the first choice when choosing a logo. It should be used for large layouts on both digital and print pieces, and be no smaller than 100px (h) or 1.35" (h).

SECONDARY LOGO (shown with space clearance)

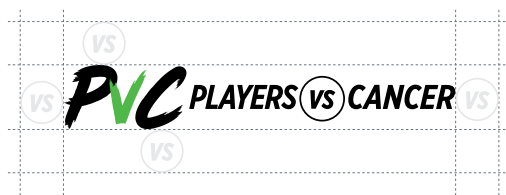


ALTERNATE SECONDARY LOGOS



The secondary logo should be used for smaller displays, primarily digital, and to be no smaller than 35px (h) or 0.3125" (h).

TERTIARY LOGO (shown with space clearance)



ALTERNATE TERTIARY LOGOS

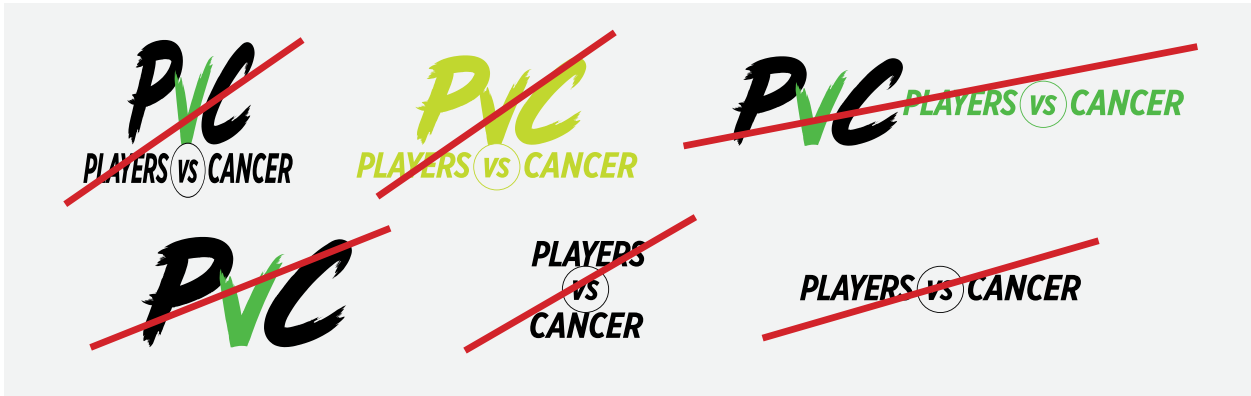


The tertiary logo, while approved, should be used only as a last resort, when the primary or secondary logos become entirely illegible in layout. Logo to be used no smaller than 18px (h) or 0.1875" (h).

CHARITY STREAM GUIDELINES

UNACCEPTABLE LOGO USAGE

DO NOT: stretch/compress, change color of whole logo or parts of logo, separate logo into pieces or create new lockups.



THE FOLLOWING CONTENT IS PROHIBITED IN PVC STREAMS

- × Hateful content and speech that promotes, encourages, or facilitates discrimination or harassment based on race, ethnicity, religion, gender, or a disability
- × The display or use of illegal drugs or paraphernalia, smoking or vaping, and alcohol consumption
- × Acts and threats of violence
- × Nudity and sexual content

If you have any questions about PvC Charity Stream guidelines, please reach out to pvc@aacr.org.

We appreciate your interest and compliance with our PvC guidelines.



DOWNLOADS

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[Talking Points](#)