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**

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**

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**

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).
UNACCEPTABLE LOGO USAGE

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

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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 disability
× The display or use of illegal drugs or paraphernalia, smoking or vaping, and alcohol consumption
× Acts and threats of violence by a charity streamer
× Nudity and/or sexual content

If you have any questions about PvC Charity Stream guidelines, please reach out to [pvc@aacr.org](mailto:pvc@aacr.org).

We appreciate your support, interest, and compliance with our PvC guidelines.

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Logos
Overlay
Graphics Toolkit
Getting Started
Talking Points