TO BENEFIT
THE LEUKEMIA & LYMPHOMA SOCIETY
GUIDELINES

OUR MISSION:

WHEN PROMOTING YOUR EVENT
Please use the following guidelines for mentioning The Leukemia & Lymphoma Society:

• On first usage, always include the ® mark following “Society” (formatted superscript). On second reference you may say “LLS”, never say “the Society.”
• Always cap the “T” in “The” and the “S” in Society. (The Leukemia & Lymphoma Society)
• Use an ampersand (&) symbol, not the word “and”.
• Say “To benefit”, “Benefiting” or “Supporting” before listing The Leukemia & Lymphoma Society
  • To benefit The Leukemia & Lymphoma Society
  • Benefiting The Leukemia & Lymphoma Society
  • Supporting The Leukemia & Lymphoma Society

FULL COLOR
BLACK
WHITE

TO BENEFIT
LEUKEMIA & LYMPHOMA SOCIETY®

MINIMUM SIZES
Minimum reproduction width is 1.5” [inches]

COLORS AND FONTS

- PANTONE 186C
  CMYK C0 M100 Y75 K4
  HEX #CC0000

- PANTONE 425C
  CMYK C0 M0 Y0 K77
  HEX #666666

LOGOTYPE – PROXIMA NOVA
PC USERS – alternate font is “ARIAL”