USAGE GUIDE FOR THE EACR LOGO

Guidance for the use of the logo of the European Association for Cancer Research, for example by organisers of scientific meetings sponsored by EACR

The EACR logo is available in the following file formats:

- PNG: suitable for web use
- EPS: suitable for high quality printing

The logo is available in the following colour and layout variations:

	'Square' layout	'Long' layout
Full colour	EACR European Association for Cancer Research	EACR European Association for Cancer Research
White: for use on dark or coloured backgrounds	EACR European Association for Cancer Research	EACR European Association for Cancer Research
Black: ONLY for use in black & white print documents	EACR European Association for Cancer Research	EACR European Association for Cancer Research

Use of the logo

✓

Minimum size

Print materials:	20mm wide for 'square' version
	50mm wide for 'long' version
Web materials:	80 pixels wide for 'square' version
	100 pixels wide for 'long' version

EACR
European Association
for Cancer Research

Exclusion zone

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For maximum legibility, do not place text or graphics closer to the logo than the exclusion zone indicated to the right. This is approximately the width of the large letter 'E' in the logo.

Do not distort

Do not recolour

Do not alter the logo proportions

Do not change the font