

Relay For Life guidelines 2024/25

These guidelines provide an overview for how we should talk about and promote Relay For Life. It's important we maintain consistency in Relay communications to shape the view supporters have of Relay and Cancer Research UK overall.

When we look the same, people can see we're part of the worldwide Relay collective working together to beat cancer.

Our logo

- Where possible, please use the full colour logo.
- Make sure there's enough space around all sides of the artwork so we can clearly see it.
- Don't alter the logo colours.
- Don't reconfigure or rescale elements within the logo.
- Don't stretch or distort the logo.
- Use the logos provided on the [Relay Marketing website](#).



Our colours

As well as Cancer Research UK's main colours, we also use purple as an accent in our materials.

This colour signifies Survivorship and hope – one of our key Relay messages!

Please see our 'Cancer Research UK Brand Guidelines' for full details on general brand colours and fonts that you should be using in all of your materials and marketing.

We can also use a very limited amount of coloured typography when key information requires another level of hierarchy which cannot be achieved with scale or a bolder weight of the font. We can use the CRUK light blue for copy on white or over Relay Purple (only on font sizes bigger than 18pt/24px due to accessibility).

Screen

R: 89 G: 0 B: 117

Print

C: 73 M: 100 Y: 0 K: 0

Pantone

PMS 2607C



Sign up at cruk.org/relay

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Our communications

Our communications and tone of voice should be confident, human and inclusive. We lead with the positive, hero the science and include everyone. For example, instead of saying '1 in 2 of us will get cancer in our lifetime', try 'Our research has played a role in more than half of the world's essential cancer drugs'.

Our strapline is 'Celebrate. Remember. Fight Back.' It's used by other Relays across the globe and encompasses the values and spirit of the event. It also helps describe key elements such as celebrating in the Survivor's lap of honour, remembering during the Candle of Hope ceremony and fighting back with your fundraising.

Please read through our Key messaging Relay For Life 2025 for more information.

Layout examples

Relay For Life Editable textbox

Editable textbox for date

Editable text box for venue address



Survivors, your local Relay invites anyone who has ever lived with cancer to join us as our guests of honour.

[Sign up at cruk.org/relay](https://cruk.org/relay)

0300 123 1026



Relay For Life is organised by volunteers from a Relay For Life Committee on behalf of Cancer Research UK. Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247). Also operating in Northern Ireland. The Cancer Research UK name and logo is a registered trademark of Cancer Research UK and the Relay For Life name and logo is a registered trademark of the American Cancer Society.



Together we are beating cancer

Presidents HRH The Duke of Gloucester KG GCMG and HRH Princess Alexandra, the Hon. Lady Ogilvy KG GCMG
Chief Executive Michelle Mitchell OBE
Registered Charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247). Also operating in Northern Ireland.
Registered Company limited by guarantee in England and Wales (4325234) and registered in the Isle of Man (5713F)
Registered Address 2 Redman Place, London E20 1UQ
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RELAY101

Relay For Life

Fundraise for Cancer Research UK.

Unite to celebrate with your community.

Reg charity nos. 1089464, SC041666, 1103 and 247.

