



Komen Race for the Cure®

- Initial caps on all words except "for the"
- Include ® on first reference only

First Reference: Susan G. Komen Race for the Cure® OR Susan G. Komen Race for the Cure® Series

Second Reference: Komen Race for the Cure OR Komen Race for the Cure Series

Third Reference: Race or Race Series

Exception: In sentences or paragraphs in which you have already used the full name of our organization, you can use "Komen Race for the Cure" the first time you mention the Race. Ex: Susan G. Komen for the Cure® has invested more than \$1.9 billion dollars to fulfill our promise, thanks in part to events like the Komen Race for the Cure.

Komen Race for the Cure Logo

- The logo should NEVER be pulled apart, manipulated or reconfigured.
- It should appear in three colors (black, PMS 232, PMS 227) whenever possible.
- A white border should NEVER be added around the logo.
- The ® should always be included.
- A small area of isolation (.25 inches) MUST surround the entire Race logo. This area should be free of text, slogans and illustrations.
- Minimum sizes: Vertical - 2 inches tall, Horizontal - 1 inch tall
- A version with a halo is preferred if a standard option will not work.
- An all white logo can be used ONLY when placed on a pink background.

Race Materials and Advertising

The Race logo with the National Series Presenting Sponsor and National Series Sponsor logos must appear in all Race materials and advertising, but not in PSAs.