

Guidelines for Third-Party use of Maine Cancer Foundation Name or Logo

In Print:

Maine Cancer Foundation is never preceded by "The" or "the". After the first full expression of the name, Maine Cancer Foundation may be abbreviated to "MCF" in all capitals. Example:

Correct: "... proceeds from this offer support **Maine Cancer Foundation**."

Incorrect: "... proceeds from this offer support **the Maine Cancer Foundation**."

Incorrect: "... proceeds from this offer support **The Maine Cancer Foundation**."

Affiliation:

A third party may not incorporate the name, "Maine Cancer Foundation" as in "Maine Cancer Foundation Swimathon," but may use a second line identifying the relationship with the Foundation, such as "Smith School Swimathon, benefiting Maine Cancer Foundation."

Logo Use:

When using Maine Cancer Foundation's logo in Third-party promotions, it must be visually clear that MCF is a beneficiary, not a partner or sponsor of the promotion.

