WE’RE ATTACKING CANCER FROM EVERY ANGLE

A Guide to the American Cancer Society Brand
INTRODUCTION

A Guide to the American Cancer Society Brand
This book is here to help you, our most valuable resource, better understand and represent who we are in everything you do—so that, like you, others will be inspired to join us in our fight.
OUR BRAND

A Guide to the American Cancer Society Brand
Our brand is more than a logo. It’s a feeling, an experience, a purpose. It’s a belief that you bring to life every day. You help shape it and enhance it. And through you, our brand will grow and succeed.
BRAND VISION
Leading the fight for a world without cancer

BRAND POSITIONING
To people who believe big goals can be achieved, the American Cancer Society is the cause fighting cancer on every front

BRAND PERSONALITY
A bright, compassionate, relentless ally

BRAND AFFILIATION
Activists against cancer
ANTHEM

By backing visionaries
Investing in longshots
and building on hard-won knowledge
to find powerful new weapons

We’re attacking cancer
by making it less scary and confusing,
less stressful,
less lonely.

We’re attacking cancer
by showing up every day,
driving people, boosting people,
picking them up when they’re down.

We’re attacking cancer
by providing a free place to stay,
by building a community.
A home for healing.

We’re attacking cancer
with stubborn hope, relentless energy,
and a promise
that everywhere cancer rears its despicable head,
we will be there to blunt its effects
and lessen its power.

From the cellular level to the street level,
with brilliant new thinking and in the darkest hours,

The American Cancer Society is attacking from every angle.
ANGLES OF OUR ATTACK

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We’re attacking cancer in dozens of ways, each of them critical to achieving a world without cancer – from developing breakthrough therapies to building supportive communities, from providing empowering resources to deploying activists to raise awareness. The following pages highlight just a handful of our efforts.
BREAKTHROUGHS

We launch innovative research and develop game-changing approaches.
WE’RE ATTACKING CANCER WITH RESEARCH

We’ve invested more than $4.6 billion in research for cancer detection, prevention, and control. The top-tier facilities and programs we fund study everything from nutrition to genetics to environmental and even behavioral factors to find answers. Answers that lead to understanding. Answers – from research like our Cancer Prevention Study-3 – that result in more effective treatments and protocols. Answers that provide hope and comfort. Answers that overcome cancer.
EMPOWERING RESOURCES

We empower people with information to outsmart cancer.
WE’RE ATTACKING CANCER
WITH INFORMATION

Twenty-four hours a day, seven days a week, our National Cancer Information Center is there to assist people in their fight to beat cancer. NCIC has a 1-800 number and a chat line to help those who have just been diagnosed, are in the midst of treatment, or are caring for someone with cancer. We advise on a vast range of issues from medical treatments to lodging and travel to simply providing emotional encouragement or a shoulder to cry on.

Through cancer.org, patient navigators, and a wide variety of patient education materials, we provide information and answers to help people tackle the complexity of cancer. We also provide cancer screening guidelines and improve access to screenings through CHANGE grants.
SUPPORTIVE COMMUNITIES

Our local communities come together to support those affected by cancer and help with access to treatment.
WE’RE ATTACKING CANCER WITH COMPASSION

What good is a treatment if a person can’t get to it? Our Road To Recovery® program gives rides to and from cancer-related medical appointments for patients who can’t reach the lifesaving services on their own. Through our Hope Lodges®, we provide a nurturing home away from home where patients can focus on rest and recovery without worrying about where they’ll spend the night or how they’ll afford a room.

Throughout the country, communities gather through Relay For Life® and Making Strides Against Breast Cancer® events, as well as golf tournaments and galas. These events raise awareness and money for our cause, and they also show all those affected by cancer that we stand with them.
ACTIVISTS

We convene powerful leaders who work tirelessly to create awareness and impact.
WE’RE ATTACKING CANCER WITH ACTION

From city to state to the US Congress itself, our Cancer Action Network™ advocates at every level of government to help cancer fighters access the medical care that could save their life, while working to improve quality of life during and after treatment. We actively push lawmakers to make cancer research a top budget priority, regulate the tobacco industry, and increase funding for programs proven to prevent cancer and save lives.

We build powerful partnerships in the fight against cancer, from coaches to CEOs and corporate partners. We convene top medical experts in roundtables to lead the fight for a world without cancer.
So that’s who we are and what we do. We fight cancer. Passionately. Intelligently. Consistently. Ferociously. All of us. Each with our own jobs, skills, and talents doing all we can. We are all activists against cancer. And when we work as one, we charge at cancer from multiple fronts, breaking it down bit by bit with our compassion, our commitment, and our courage, until we stand victorious.

**TOGETHER, WE’RE ATTACKING CANCER FROM EVERY ANGLE.**