

CanToo

**Brand Guidelines
for Fundraisers**

Frequently Asked Questions

Can I sell merchandise with CanToo branding as part of my fundraising?

Our passionate CanToo-ers have created amazing merchandise in the past to help boost their fundraising. We love to see all your creative fundraising ideas, but there are a few steps you need to take in order to use the CanToo name on your fundraising merchandise:

- You must reach out to the CanToo Head Office by emailing info@cantoo.org.au if you are planning any merchandise so that we can approve the idea and use of CanToo intellectual property before you start – this is so we can help you avoid spending any time or money developing an idea that we can't approve.
- The CanToo logo is reserved for official use and must not be used for fundraising merchandise. You can use the words CanToo, and we can provide you with the correct type fonts, colours and wording to use for your approved fundraising merchandise.
- All final artwork needs to be approved by the CanToo office before production moves forward.

Can I use the CanToo logo on flyers or social media to promote my fundraising?

If you have an event or fundraising activity that is raising funds for CanToo, our logo can be used on a flyer or invitation, but we ask that you send it to us first for approval.

For us to approve your design, you'll need to email the final version to info@cantoo.org.au, as well as make sure it can tick the below boxes:

- You're using the main CanToo logo including tagline.**
We have a few logos, but reserve most of them for official CanToo use. Please use our primary logo for fundraising purposes. You can download a copy of this on page 11 of this document.
- The logo isn't modified, edited, reshaped, or recoloured.**
We like our logo as-is, so please don't edit, re-shape, re-size or modify it to suit your design.
- You've ensured the language refers to the event or initiative “in support of CanToo.”**
We don't want to steal the limelight, so please make sure that it is clear that the event is not run by CanToo, but is “raising funds for” or “in support of” CanToo.

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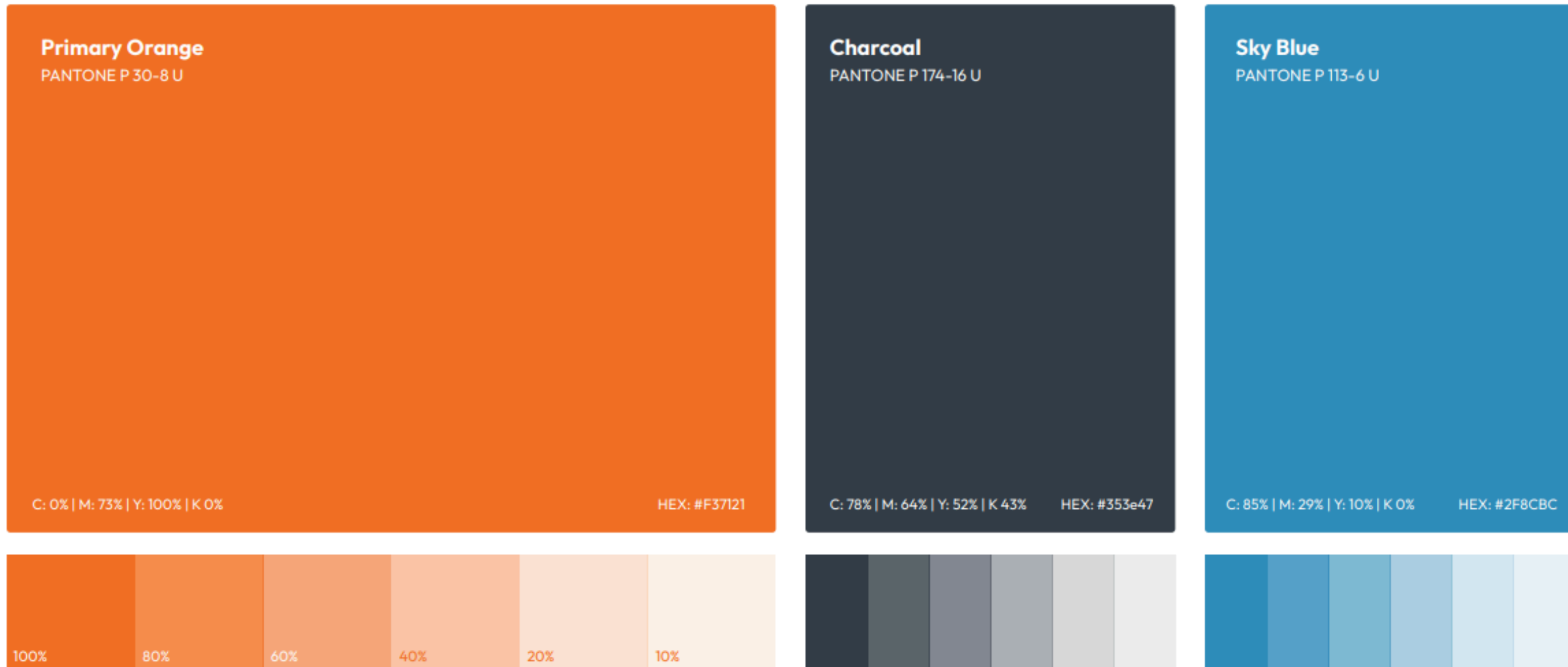
The logo library provides information on CanToo logo you can use for fundraising purposes.

CanToo

Colour Palette

Colour Palette

The CanToo colour palette maintains our branding, and is reflected through the colours of our logo. This includes the primary orange which is used as the main colour, matched with the supporting sky blue and charcoal colours.



CanToo

Typography

Typography

Outfit

Outfit Regular
Outfit SemiBold
Outfit Bold
Outfit ExtraBold

[Download the font here](#)

See the next page for typography examples

FUN FACTS

Outfit ExtraBold

Did you know?

Outfit Bold

CanToo has raised over \$33,000,000 for early-career cancer research projects since 2005. That's nearly 160 groundbreaking research projects made possible by CanToo-ers like you!

Outfit Regular

[Download the fonts here](#)

Challenge
accepted.

Outfit Bold

[Download the fonts here](#)

Outfit Bold
22,000+
Participants coached
Outfit SemiBold

Outfit Bold
“Remember there is no such thing as a small
act of kindness. Every act creates a ripple
with no logical end.”
- Scott Adams

Outfit Light

CanToo

Logo Library

CanToo Primary Logo

The primary logo combines all elements to create the whole logo lockup including the logo, tagline and Toucan logomark. Before using this logo you must gain approval from CanToo by emailing info@cantoo.org.au



[Download the logos here](#)

CanToo Primary Logo



[Download the logos here](#)