

GUIDELINES ON THE USE OF LUDWIG CANCER RESEARCH LOGO AND NAME

1. Purpose

This set of guidelines aims to regulate the use of the Ludwig Cancer Research (LCR) logo and name to maintain consistency, integrity, and transparency in all communications and representations related to LCR.

2. Logo and Name Usage Guidelines

Authorized Use:

- Only authorized personnel are permitted to use the LCR logo and name for official purposes. Authorized personnel include:
 - Central Ludwig Institute employees
 - Ludwig Branch employees
 - Ludwig Center personnel
- External entities associated with LCR must obtain prior permission from LCR before such use (see below). Entities not associated with LCR are **never** allowed to use the name or logo.
- Official purposes include, but are not limited to:
 - Letterheads or email signatures of employees
 - Official LCR documents created by employees
 - Press releases and media communications
 - Marketing and promotional materials
 - Official website and social media platforms
- Use of the name and logo must comply with the LCR Brand style guide.
- In case of uncertainty regarding use of the LCR logo, the potential users should send their inquiries to the LCR Communications department (contact info below).

Approval Process for LCR-Associated External Entities:

- Use of the LCR logo and name by LCR-associated external entities requires prior approval from the LCR Communications Department (contact info below).
- Requests for logo usage must align with LCR's mission; any unrelated requests will not be approved.

- All external entities granted permission to use the LCR logo and name must adhere to transparency guidelines, disclosing the nature of their relationship with LCR.
- Any use of the logo and name must not imply partnership, sponsorship, or endorsement without explicit consent.

Misuse Prohibition:

- External entities not associated with LCR are strictly prohibited from using the name or logo.
- The LCR logo and name may not be used in any manner that misrepresents, misleads, or implies endorsement of any product, service, or organization.
- The logo and name may not be altered, distorted, or modified in any way that may compromise their integrity or visual identity.
- The LCR logo and name are intellectual property assets protected by copyright and trademark laws. Unauthorized use, reproduction, or distribution is strictly prohibited.

3. Enforcement

Violations of this policy may result in corrective actions, including but not limited to:

- Cease and desist orders
- Revocation of permission to use the logo and name
- Legal action to protect intellectual property rights

4. Contact Information

For inquiries regarding logo, style guide, and name usage, contact:

communications@ludwigcancerresearch.org