

Don't Fry Day™ 2012 - Use Guidelines

The National Council on Skin Cancer Prevention (NCSCP) designated the Friday before Memorial Day as “Don't Fry Day” to raise awareness of skin cancer prevention and to encourage everyone throughout the United States to protect their skin while enjoying the outdoors.

The NCSCP welcomes the participation of not-for-profit organizations, government agencies, associations, and educators to promote the *Don't Fry Day* campaign to encourage sun-safety and skin cancer prevention behaviors.

The NCSCP is committed to being recognized as an organization with a strong and trusted national image and reputation with health, environmental, and educational organizations, as well as the general public. When people see the NCSCP brand, they expect information and programs that are scientifically accurate, resourceful, and relevant. The NCSCP brand conveys credibility, competence, and leadership.

Endorsement Guidelines for *Don't Fry Day™*

1. NCSCP does not endorse any specific commercial products, processes, services, or activities by trade name, trade mark, manufacturer, or otherwise.
2. NCSCP members may give opinions or make endorsements solely in their own capacity.
3. If any NCSCP member who gives such opinions or endorsements are identified as connected with NCSCP, there should be some additional statement to the effect that the views and endorsements represented are not those of NCSCP.
4. When the *Don't Fry Day* logo is approved with use by agreement on any commercial promotional material, the following statement must be included under the *Don't Fry Day* logo, “The National Council on Skin Cancer Prevention does not endorse or recommend any commercial products or services.”

Use of or Reproduction of *Don't Fry Day™* Materials

Not-for-Profit Organizations	For-Profit Organizations
<ol style="list-style-type: none"> 1. NCSCP members, not-for-profit organizations, local, state, and federal governments, public health professionals, and educators who promote the importance of skin cancer prevention and sun-safety behaviors may use the <i>Don't Fry Day</i> logo and materials without written permission, but should inform the Council of their intended use by emailing dontfryday@skincancerprevention.org 2. The <i>Don't Fry Day</i> logo is intended to act as a symbol of expectation and recognition of 	<ol style="list-style-type: none"> 1. The National Council on Skin Cancer Prevention name or the <i>Don't Fry Day</i> logo may not be listed on any for-profit promotional materials or client lists without NCSCP prior written approval. 2. The NCSCP may grant permission to use and promote its materials and logo to a for-profit organization for skin cancer prevention educational purposes. A written request from the for-profit organization and an approved agreement with NCSCP must be established

<p>organizations that are taking steps to modify sun-safety behavior and attitudes towards skin cancer prevention.</p> <ol style="list-style-type: none"> 3. The <i>Don't Fry Day</i> logo is restricted and not to be used for promotion of any type of intentional tanning or affiliations with the indoor tanning industry. 4. NCSCP does not permit negative advertising or promotion in conjunction with the <i>Don't Fry Day</i> logo. No industry, its product, or services may be depicted in a negative manner when using <i>Don't Fry Day</i> materials. 5. The NCSCP grants permission to use its materials if the material will be reproduced for educational purposes. 6. NCSCP retains the discretionary right to prohibit use of the campaign materials in order to ensure the integrity of the campaign, and campaign messages. 	<p>prior to use. Click here to submit your pre-use request.</p> <ol style="list-style-type: none"> 3. The <i>Don't Fry Day</i> logo is intended to act as a symbol of expectation and recognition of organizations that are taking steps to modify sun-safety behavior and attitudes towards skin cancer prevention. 4. The <i>Don't Fry Day</i> logo is restricted and not to be used for promotion of any type of intentional tanning or affiliations with the indoor tanning industry. 5. NCSCP does not permit negative advertising or promotion in conjunction with the <i>Don't Fry Day</i> logo. No industry, its product, or services may be depicted in a negative manner when using <i>Don't Fry Day</i> materials. 6. The NCSCP grants permission to use its materials if the material will be reproduced for skin cancer prevention educational purposes. 7. NCSCP retains the discretionary right to prohibit use of the campaign materials in order to ensure the integrity of the campaign, and campaign messages.
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Use of *Don't Fry Day*™ Logo

The *Don't Fry Day* logo may be downloaded from the NCSCP website and applied to promotional resources, to encourage sun-safety and skin cancer prevention behaviors.

The following criteria must apply to use the *Don't Fry Day* logo:

1. The logo should be used only in accordance with the following specifications.
 - a. It should be use, displayed, or reproduced in its official colors or in black or white. It may not be altered, recreated or modified in design or color.
 - b. Resizing is allowed, however care must be taken not to distort proportions.
 - c. Duplication must be of high quality.
 - d. The logo shall be used in accordance with the guidelines for Use of or Reproduction of Don't Fry Day Materials as stated.
2. Users of the logo accept sole responsibility and liability for the content of any materials or publications that they generate.

National Council on Skin Cancer Prevention Linking Policy

The National Council on Skin Cancer Prevention allows text links to content on its web site. However, linking should not (a) suggest that NCSCP promotes or endorses any third party's causes, ideas, political campaigns, websites, products or services, nor (b) use NCSCP copyrighted information, logo, or trademarks, without the express written consent of The National Council on Skin Cancer Prevention, nor (c) use NCSCP content for commercial or fundraising purposes. We reserve the right to withdraw permission for any link at any time.