

## Susan G. Komen Participant-Created Shirt Guidelines

*For Race for the Cure®, MORE THAN PINK Walk® and 3-Day events*

We love seeing the creativity and personal stories our participants bring to life through custom shirts. These guidelines are here to help you create something meaningful, visible and aligned with the spirit of our events.

### 1. Design Principles (Keep This Simple)

- **Be bold and readable** from a distance (think: 10-20 feet away)
  - **Keep it focused:** one main message is stronger than many
  - **Honor the cause:** designs should reflect hope, strength, remembrance or support
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### 2. Typography Guidance

#### Recommended styles:

- Clean sans-serif fonts (modern, easy to read)
- Bold weights for visibility
- Script fonts allowed, **use sparingly** (for names or emphasis only)

#### Avoid:

- Hard-to-read decorative fonts
- Overly thin or condensed type
- Using more than **2 fonts** per design

#### Tip:

If someone's name is included (e.g., "Walking for Mom"), make it the emotional focal point.

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### 3. Approved Color Direction

You don't need to lock this down too tightly, but anchor it in brand recognition.

#### Core Colors:

- Pink (primary brand color)
- White

- Black

**Supporting Colors:**

- Soft neutrals (gray, beige)
- Complementary tones (navy, soft blue, muted purple)

**Avoid:**

- Neon colors that clash with Komen pink
- Overly busy rainbow palettes
- Colors that dilute or compete with the meaning of pink

**Tip:**

Pink should be **present or clearly referenced**, but not necessarily dominant.

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## 4. Tone & Messaging Guardrails

This is the most important section.

**Encouraged Tone:**

- Supportive
- Hopeful
- Strong/empowering
- Personal (honoring someone, survivor pride, team unity)

**Examples:**

- “Walking for Linda”
  - “Stronger Together”
  - “Team Hope”
  - “Survivor Squad”
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**Use Caution With:**

- Humor (should be respectful, not flippant)
  - Inside jokes (may not translate publicly)
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## Not Allowed:

- Offensive, vulgar or insensitive language and/or images
  - Symbols or images intended to represent profanity
  - Sexualized or inappropriate phrasing
  - Messaging that makes light of cancer
  - Political messaging unrelated to the mission
  - Misuse of official Komen logos or claims of being “official merchandise”
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## 5. Logo & Brand Usage

- Do **not** use official Susan G. Komen logos (This includes the Race for the Cure logo, MORE THAN PINK Walk logo or 3-Day logo).
  - Do not alter or recreate any Susan G. Komen logos or marks.
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## 6. Good Shirt Examples (What “Works”)

### Strong Designs:

- Big, bold message:
  - “TEAM MARIA”
- Simple + emotional:
  - “In Memory of Dad”
- Clean + unified team shirts:
  - Same color, same font, consistent layout

### Why they work:

- Easy to read
  - Emotionally clear
  - Visually cohesive as a group
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## 7. Design Tips for Bonfire

- Use high-resolution graphics
  - Check contrast (light text on dark shirts, etc.)
  - Preview on multiple shirt colors before finalizing
  - Order a sample if possible
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## “Starter Templates”

- “Walking for [Name]”
- “Team [Name]”
- “In Honor / In Memory”
- “Survivor”

## Examples of Self-Made Shirts:



