American Cancer Society Skin Cancer Awareness Campaign

By Aubrey and Tim

Brief Objectives

What Does the Client Want?

- Raise melanoma awareness among people of color, especially young Black Americans.
- Educate on skin cancer warning signs in darker skin tones.
- Challenge misconceptions about skin cancer risks.
- Encourage early detection through medical checkups.

Target Audience

- Young Black Americans ages 18–30.
- Active on social media and enjoy outdoor activities.
- May be unaware of their skin cancer risk.
- Value health and lifestyle but lack awareness of melanoma on darker skin.

Our Big Idea

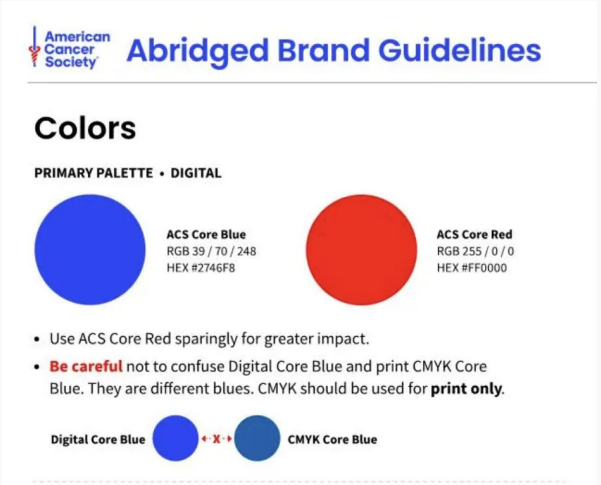
Every Skin Type. Every Skin Tone.

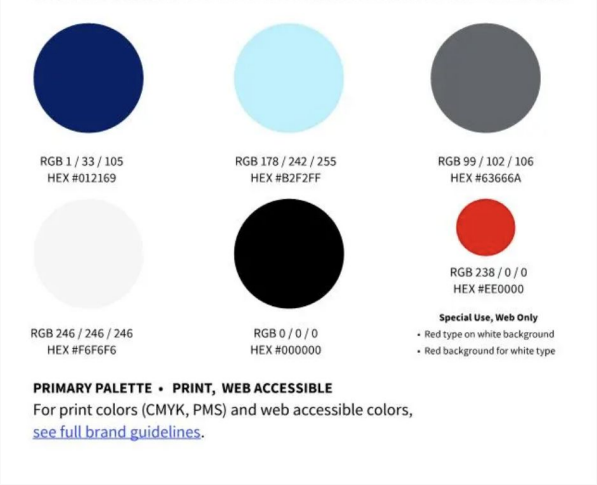
- Make “Every Skin Type. Every Skin Tone.” recognizable through repeated exposure.
- Use different platforms and experiences to reach diverse audiences.
- Maintain a consistent message that skin cancer can affect anyone.
- Increase visibility through social media, stickers, vending machines, and outdoor events.
- Include QR codes linking to warning signs, resources, and skin check information.

Touchpoints

- Social Media Ads & Posters
- Outdoor Tents
- Sunscreen Vending Machines
- Stickers & Merchandise
- Spotify Ads
- Billboards
- QR Codes

Style Guide


American Cancer Society
Abridged Brand Guidelines
Colors
PRIMARY PALETTE • DIGITAL
ACS Core Blue
RGB 39 / 70 / 248
HEX #2746F8
ACS Core Red
RGB 255 / 0 / 0
HEX #FF0000
• Use ACS Core Red sparingly for greater impact.
• Be careful not to confuse Digital Core Blue and print CMYK Core Blue. They are different blues. CMYK should be used for print only.
Digital Core Blue
CMYK Core Blue


RGB 1 / 33 / 105
HEX #012169
RGB 178 / 242 / 255
HEX #B2F2FF
RGB 99 / 102 / 106
HEX #63666A
RGB 246 / 246 / 246
HEX #F6F6F6
RGB 0 / 0 / 0
HEX #000000
RGB 238 / 0 / 0
HEX #EE0000
Special Use, Web Only
• Red type on white background
• Red background for white type
PRIMARY PALETTE • PRINT, WEB ACCESSIBLE
For print colors (CMYK, PMS) and web accessible colors, see full brand guidelines.


Typefaces
PRIMARY
Poppins Regular
Poppins Bold
• Use weights Regular and Bold. Other weights may be be used with approval.
• Use for headlines, large subheads, call-to-action texts, and short quotes.
Download Poppins from Google Fonts

Social Media Ads/ Posters





Outdoor Sport Tents & Outdoor/ Campus Vending Machines





Billboards


Skin Cancer Doesn't
Check Yourself
Discriminate
American Cancer Society


Skin Cancer Doesn't
Check Yourself
Discriminate
American Cancer Society

Stickers/ Merchandise And Spotify Ads





Final Slide

- Reach people where they already are.
- Build recognition through repetition.
- Turn awareness into action.

Thanks!