

Pancreatic Cancer Charity Launches Fresh New Brand

Thursday 29 January, 2015

Pancreatic Cancer Action has launched a new visual identity today. The logo and colours were conceived by design agency Sparrowhill Studio who offered to give the charity's brand a refresh as a pro-bono project in 2014.

The charity, which exists to save lives through driving earlier diagnosis of pancreatic cancer, hopes the new look will help them to stand out and appeal to new audiences.

Pancreatic Cancer Action says that the new brand brings a vibrant and active feel to the charity. The unique purple and pink trapezium design is based on an abstraction of the form of pancreas, giving it an inherent relevance to the charity and its cause. Coupled with the word "action" jumping out of the logo, it makes for a very fresh and modern evolution for the brand while retaining the essence of what it has been to date.

Ali Stunt, CEO of Pancreatic Cancer Action and a rare seven year survivor of the disease, said: "We wanted to make sure that our brand reflected the energy and passion of our charity as well as our supporters, fundraisers and donors who make our work possible.

"Sadly all of us at the charity are aware of the devastating impact that late diagnosis of pancreatic cancer has on people's lives with many patients surviving a very short time from diagnosis. We hope our new look will help us ultimately save lives by getting more people diagnosed early."

The charity decided to launch their new look today as they are the chosen charity for Gav Aid 2015. The event, taking place this evening at The Troxy in London, is a large media quiz hosted by Denise Van Outen, in memory of Gavin Reeve Daniels. Gavin was the deputy editor of Heat Magazine, who died of pancreatic cancer last year, and the magazine world is coming to terms with the loss of a man who made a huge contribution to the industry.

To find out more about pancreatic cancer and Pancreatic Cancer Action, please visit www.pancreaticcanceraction.org.

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