

COMIC SANS  
FOR CANCER

# Submission guidelines

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# COMIC SANS FOR CANCER

An curated online exhibition and event to celebrate the 20<sup>th</sup> anniversary of Comic Sans.

In its short history no other font has caused as much division as Comic Sans; not only does it divide opinions, but it is also a font that everyone seems to have an view on.

So extreme are these views that websites have even been set up to have the font banned from use!

We want to harness the energy and opinions that surround Comic Sans and show that it can have a positive effect on society.

So why not put this divisive font to good use and use its 20<sup>th</sup> anniversary to raise money for cancer.

Designers are being asked to represent what Comic Sans means to them. Do they love it or hate it? What would the world be like without the font we all love to hate? Should we wish it a happy birthday?

The results will be showcased in an curated online exhibition and event which aims to challenge the way we look at this divisive font.

“In its short history no other font has caused as much division as Comic Sans.”

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CANCER  
RESEARCH  
UK

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# HELP COMIC SANS GIVE CANCER A BIG FAT SLAP IN THE FACE

Go on, you know you want to...

## — The Brief

Design an A2 typographic poster based on the 20<sup>th</sup> anniversary of Comic Sans.

The poster can be your personal interpretation of Comic Sans and represent as much or as little of the font as you like. It can be based on your love or hate of it (you don't even need to use Comic Sans).

## — Format

### A2 portrait

Please send an A2 cmyk pdf with 3mm bleed and title your file with your name to:

[comicsanscancer@gmail.com](mailto:comicsanscancer@gmail.com)

## — Deadline

**20 June 2014**

## — Online Exhibition

All of the submissions will be reviewed and we will contact everyone to tell them whether or not they've made it into the online exhibition.

We will also be holding an event in London in July 2014 showcasing a selection of the best posters.

Selected submissions will be available for sale at the event as well as online with all proceeds going towards Cancer Research UK - [www.cancerresearchuk.org](http://www.cancerresearchuk.org)

# HELP SPREAD THE WORD

Please help us spread the word  
about Comic Sans for Cancer:

@comicsanscancer  
#comicsans #cancer

— Contact:

comicsanscancer@gmail.com  
www.comicsanscancer.com

This may be the first time we publicly admit to having used Comic Sans.  
We apologise in advanced to the design gods for the design sins we are  
about to commit. Please have mercy on our souls.

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