

## 1.5 SUB-BRAND LOGO

Our new sub-brand logo is the simplest, most immediate and most recognizable representation of our brand. It builds upon our heritage, while communicating with a confident, modern and renewed energy that represents the future. The new all-purple symbol and all-uppercase logotype speak with an honest, respectful and direct language that embodies our core positioning.

The Walk logo can be distributed to teams and participants at the chapter's discretion for use in their fundraising efforts.

Teams and participants using logo files should fully adhere to the brand guidelines.



The logo must be used in its entirety at all times. The logotype is always linked to the symbol and should not be modified in any way.

The Alzheimer's Association logo is always linked to the logotype and symbol. The clear space around the Alzheimer's Association logo should be at least the height of the dual mission symbol and should never be modified. The minimum size to be used in the lock up is 1.5" wide so that the Alzheimer's Association logo is legible.

## 1.6 LOGO COLOR

Consistent use of the Walk logo will help build visibility and recognition for the brand and will set Walk apart from competitors. The logo should only be used in the three approved versions: color (PMS 526 U), black and reverse.

One-color PMS 526 U logo



Black logo



Reversed logo



The integrity of the logo must be respected at all times. Do not stretch, condense or otherwise abstract it. Any modification of the logo confuses its meaning and diminishes its impact.

Note: The logo should only be used on a white background or reversed out of a purple background.

## 1.7 COLOR PALETTE

Our core brand purple (526 U) is the primary color expression for Walk audiences. A secondary color, green (368 U), may be used as an accent color to purple, primarily for informational signage, volunteer shirts or other secondary applications. A goldenrod color (130 U) is available but should be used on a very limited basis within event elements, such as balloon arches or volunteer shirts.

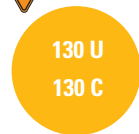
White should be used for typography on colored backgrounds. An exception to this rule is the design for the event day volunteer and staff T-shirts. This design displays purple typography on an orange background in order to help volunteers and staff stand out from Walk participants.



PRIMARY



SECONDARY



Please use this color sparingly  
within event elements.

Numbers indicate Pantone® colors. Specify Pantone whenever possible to ensure accurate representation of the Association colors.

Some colors have two different PMS numbers so printers can adjust the color for coated and uncoated stock.

C means coated and refers to coated paperstock.

U means uncoated and refers to uncoated paper stock.

## 1.8 INCORRECT USAGE

Using the Walk to End Alzheimer's sub-brand logo correctly is critical to its success. When using the logo and developing any event materials, maintain consistency with the guidelines outlined in this document. The examples shown below illustrate some incorrect variations.



### Do not:

Place the logo on any background color other than white.



Separate the Association brandmark from the lockup.



Use the logo in a color other than our core brand purple, black or reverse.