

Alzheimer's Association The Longest Day®

# BASIC SUB-BRAND ELEMENTS

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1.2014

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## 1.1 INTRODUCTION

Our brand identity empowers The Longest Day to look and speak as one voice. Our goal is to offer a consistent representation of the event both internally and to our constituents. To ensure a consistent brand, we follow verbal and visual guidelines to create our identity, expand our reach and establish The Longest Day as the day to honor the strength, passion and endurance of those facing Alzheimer's disease.

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## 2.1 POSITIONING

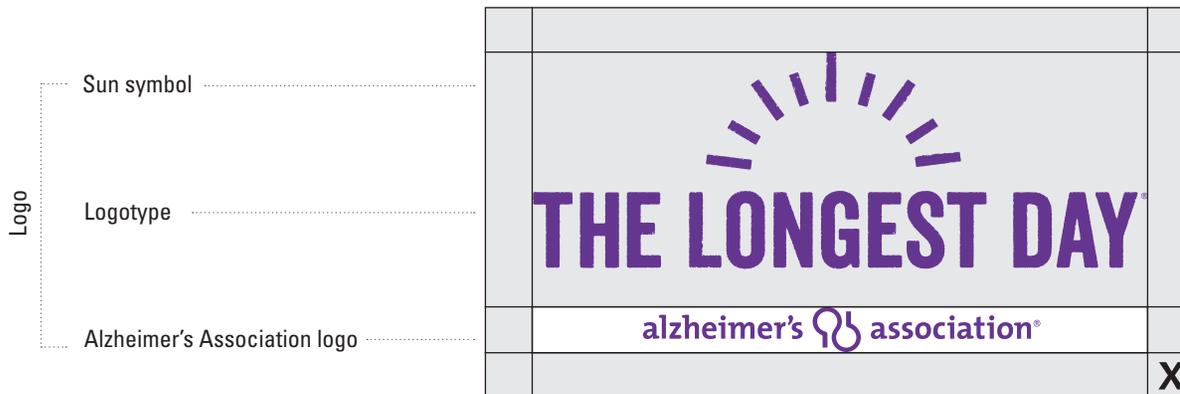
The Alzheimer's Association uses this positioning statement to define The Longest Day, state the goal of the event and communicate the benefits to our target audience. This statement should serve as a foundation for all communication efforts and act as a filter for brand-related decisions going forward. While this is not boilerplate copy for communications, we should ensure all marketing materials support this statement.

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The Longest Day is our day to honor the strength, passion and endurance of those facing Alzheimer's. Together, we're fighting Alzheimer's from sunrise to sunset.

### 3.1 LOGO

The Longest Day sub-brand logo is the simplest, most immediate and most recognizable representation of our brand. The logo can be distributed to teams and participants for use in their fundraising efforts. Teams and participants using logo files should fully adhere to the brand guidelines.



#### LOCKUP

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 sun symbol.

#### CLEARSPACE

The clearspace around the Alzheimer's Association logo should be at least the height of the dual mission symbol and should never be modified.

#### MINIMUM SIZE

The minimum size to be used in the lock up is 1.5" wide so that the Alzheimer's Association logo is legible.

### 3.1.2 LOGO COLOR

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

On its own, the logo should only be used on a white background or reversed out of a purple background.

The logo may be reversed on a purple background with the The Longest Day icon pattern screened in white at 12% opacity, or vice versa: placed in one-color PMS 526 U on a white background with the The Longest Day pattern screened in purple at 12% opacity.

One-color PMS 526 U logo



Black logo



Reversed logo on purple background with white pattern



Reversed logo



One-color PMS 526 U logo on white background with purple pattern



### 3.1.2 INCORRECT LOGO USAGE

Using The Longest Day logo correctly is critical to its success. Do not stretch, condense or otherwise abstract it. 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:



Separate the Association brandmark from the lockup.



Change the size relationship of any of the elements of the logo.



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



Create or apply special effects such as drop shadows, outline, shape or borders.



Place the logo on any background color other than white or our core brand purple.

### 3.1.3 LOGO TRANSLATION

The name of our organization and The Longest Day should not be translated into other languages. This protects our identity as well as our core brandmark and The Longest Day sub-brand logo.

In copy, only “Alzheimer’s Association” and “The Longest Day” should be used.

Correct usage .....



Incorrect usage .....



### 3.1.4 ALTERNATIVE LOGO CONFIGURATION

The alternate vertical configuration or “stacked” version of the logo should be used when space restrictions do not allow for the horizontal brandmark, or when a horizontal logo is not aesthetically viable. The same restrictions concerning clearspace, color, incorrect usage and translation apply to the “stacked” version of the logo.

<p>Logo</p> <p>Sun symbol</p> <p>Logotype</p> <p>Alzheimer's Association logo</p>			<p>One-color PMS 526 U logo</p> <p>Black logo</p> <p>Reversed logo</p>	
<p>Correct usage</p>		<p>Incorrect usage</p>		

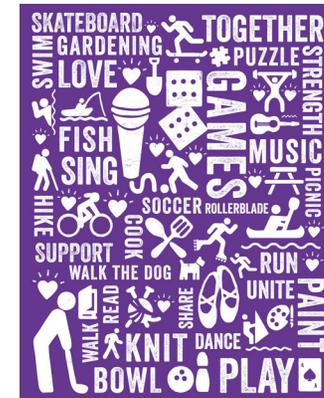
## 4.1 ICONS

The Longest Day icons convey the fun, warmth and unity of the event. They are used to engage and encourage participation in a variety of activities, creating a visual experience that highlights the enjoyment and unity of a day to honor those facing Alzheimer's.

Icons may be used in isolation.



When used as a pattern, they should always be presented in either their acceptable vertical or horizontal configurations.



## 4.1.1 ICON COLOR

Consistent use of The Longest Day icons will help build visibility and recognition for the brand and will set The Longest Day apart from competitors. The icons should only be used in the approved colors outlined below. These rules apply when using icons individually and as a pattern.

One-color PMS 526 U purple on white background.



Reversed on PMS 526 U purple background.



One-color PMS 102 U yellow on 526 U purple background.



When using the icon pattern as a background, it should be screened in white at 12% opacity, or vice versa; placed in one-color PMS 526 U on a white background with the TLD pattern screened in purple at 12% opacity.



## 4.1.2 INCORRECT ICON USAGE

Using the icons correctly is critical to their success. Do not stretch, condense or otherwise abstract them. When using the icons and developing any event material, maintain consistency with the guidelines outlines in this document. The examples below illustrate incorrect variations.

### Do not:



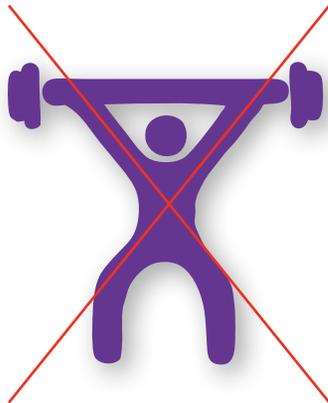
Do not use the icons or icon pattern in a color other than our core brand purple, 102 U yellow, or reverse.



Do not alter the icon pattern in any way by adding or deleting existing icons or words.



Do not directly connect icons and images. Each should be used separately in design.



Do not apply drop shadows, outline or borders to icons.



Do not use a background color other than our core brand purple when using the icons in 102 U yellow.



Do not place icons or icon pattern on background color other than white or our core brand purple.

## 5.1 TYPOGRAPHY

Typography is a key element used to communicate a unified personality for The Longest Day. We have selected two type families that give The Longest Day a unique typographic voice: Veneer and Univers. These are our main typefaces and should be used in all The Longest Day communications materials. Veneer is a font unique to The Longest Day and should not be used for any other Alzheimer's Association materials.

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Veneer should be used primarily for headlines and does not have lowercase letters.

**VENEER**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

It should only be used in 526 U purple or on a 526 U purple background in 102 U yellow or reverse.

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Univers Lt Std 55 Roman and should be used primarily for body copy.

Univers LT Std 55 Roman

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers Ltd Std 65 Bold should be used primarily for headlines, but may also be used for body copy or accentuation if necessary.

**Univers LT Std 65 Bold**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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In applications where Univers Lt Std 55 Roman and Univers Lt Std 65 Bold are unavailable or not preferred, Univers Lt Std 47 Light Condensed, 57 Condensed, and 67 Bold Condensed may be substituted.

Univers LT Std 47 Light Condensed

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers LT Std 57 Condensed

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Univers LT Std 67 Bold Condensed**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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When Univers is not appropriate or available use Arial.

Arial Regular

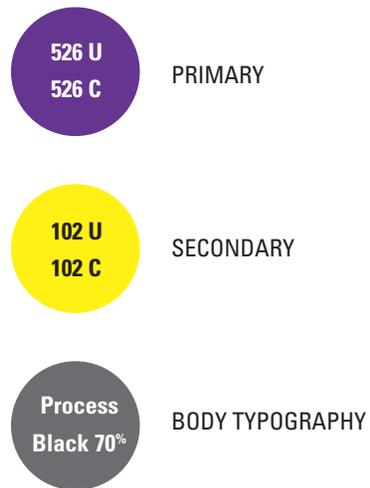
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Arial Bold**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## 6.1 COLOR PALETTE

Color plays an important role in The Longest Day brand identity. Our core brand purple (526 U) is the primary color expression for The Longest Day. A secondary color, yellow (102 U), may be used as an accent color to purple. Black screened at 70% should be used for body typography when on a white background.



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 paperstock.

## 7.1 COPY APPROACH

When developing communications, use clear and concise copy that is consistent with The Longest Day brand personality. Whenever possible, use examples to help illustrate the nature of the day and the variety of ways in which people can participate.

The first full use of “The Longest Day” should be followed by a superscript registered mark.

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### Boiler

Held annually on the summer solstice, The Longest Day is a sunrise-to-sunset event to honor the strength, passion and endurance of those facing Alzheimer’s disease. Across the world, teams commit to a day of activity to raise awareness and funds for the care, support and research efforts of the Alzheimer’s Association.

### Copy points

We’re fighting Alzheimer’s from sunrise to sunset.

What you do on The Longest Day is up to you!

We’re in it until Alzheimer’s is finished.

For you, this challenge is one day. For people with Alzheimer’s, it’s every day.

Held on June 21, 2014, the longest day of the year, this event symbolizes the difficult journey so many facing Alzheimer’s are asked to endure – and the many ways they bravely confront this disease.

### Call to action

Sign up to show those facing Alzheimer’s disease that they are not alone.

Grab your friends. Do what you love. Honor those facing Alzheimer’s.

**8.1 CONTACT INFORMATION**

Questions about using The Longest Day sub-brand? Contact [brandhelp@alz.org](mailto:brandhelp@alz.org).

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