



## THE LONGEST DAY® LOGO USE GUIDE

The Longest Day logo is the simplest and most recognizable symbol of this exciting and meaningful Alzheimer's Association fundraising event. Using it in its intended manner is essential to the event's success. Teams and participants using logo files should fully adhere to the guidelines outlined below.

- Please do not alter the logo in any way. It may only be used in the colors and format provided in the downloadable files.
- The logo must be used in its entirety at all times. The Alzheimer's Association logo is always linked to "The Longest Day" type treatment and sun symbol.
- All elements of the logo must stay proportional and should not be individually increased or decreased.
- The clearspace around the Alzheimer's Association logo should be at least the height of the dual mission symbol (found between "Alzheimer's" and "Association" in the logo below).
- The logo should never be smaller than 1.5" wide so that the Alzheimer's Association logo is legible.
- The logo should only be used on a white background or reversed out (white) of a PMS 2617 C purple background. This is the color the logo comes in when downloaded.



### Examples of Incorrect Usage



Do not separate the Association brandmark from the lockup.



Do not change the size relationship of any of the elements of the logo.



Do not place the logo on any background color other than white or our core brand purple.