



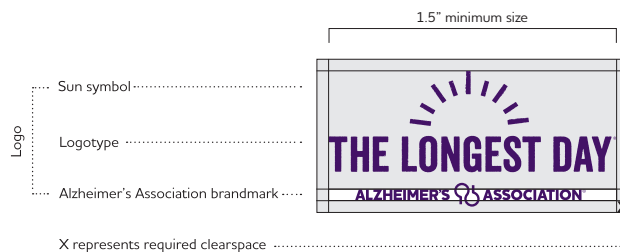
THE LONGEST DAY

ALZHEIMER'S ASSOCIATION

LOGO USAGE STANDARDS

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

- Do not alter the logo in any way. It may only be used in the colors and format provided in the downloadable files.
 - Purple
 - PMS 2617
 - C83 M100 Y25 K21
 - R74 G13 B102
 - Black
 - White
- The logo must be used in its entirety at all times. The Alzheimer's Association logo is always linked to "The Longest Day" logotype 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 purple background (PMS 2617/C83 M100 Y25 K21/R74 G13 B102). Photos may be used if the logo is clearly legible.



Examples of Correct Usage



Purple logo on white background.

- Purple
 - PMS 2617
 - C83 M100 Y25 K21
 - R74 G13 B102



Black logo on a white background.



White logo on purple background.

- Purple
 - PMS 2617
 - C83 M100 Y25 K21
 - R74 G13 B102



Photo backgrounds are permitted if the logo is clearly legible.

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.