LOGO USAGE STANDARDS

The Alzheimer's Association Walk to End Alzheimer's® is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. Held annually in more than 600 communities nationwide, this inspiring event calls on participants of all ages and abilities to join the fight against the disease.

- Please do not alter the logo in any way. It may only be used in the colors and format provided in the downloadable files (ALZ Purple*, black and white).

- The logo must be used in its entirety at all times. The Alzheimer's Association logo is always linked to the Walk to End Alzheimer's logotype.

- All elements of the logo must stay proportional and should not be individually increased or decreased.

- The stacked version of the logo is preferred; however, the horizontal logo may be used in situations where it is a better fit.

- The clearspace around the Walk to End Alzheimer's logo should be at least double the height of the "A" in the Association brandmark used in the logo.

- 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 an ALZ Purple* background.
    - A photo background is permitted if the logo is clearly legible. The brandmark should only be reversed out of a photo if the image is needed to communicate the nature of the event. The placement of the brandmark must be on a part of the photo that is dark with an almost solid background.

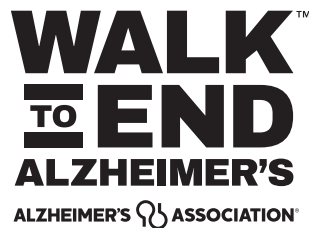Horizontal Walk to End Alzheimer's

*ALZ PURPLE

PANTONE 2617
C83 M100 Y25 K21
R74 G13 B102

Use PMS 2617 when printing conventionally or digitally.

Examples of Correct Usage

ALZ Purple* logo on white background

Black on a white background

White on ALZ Purple* background

Reverse logo on photo

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 ALZ Purple*.