

**Alzheimer's Association The Longest Day®**

# **BASIC SUB-BRAND STANDARDS**

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**2022**

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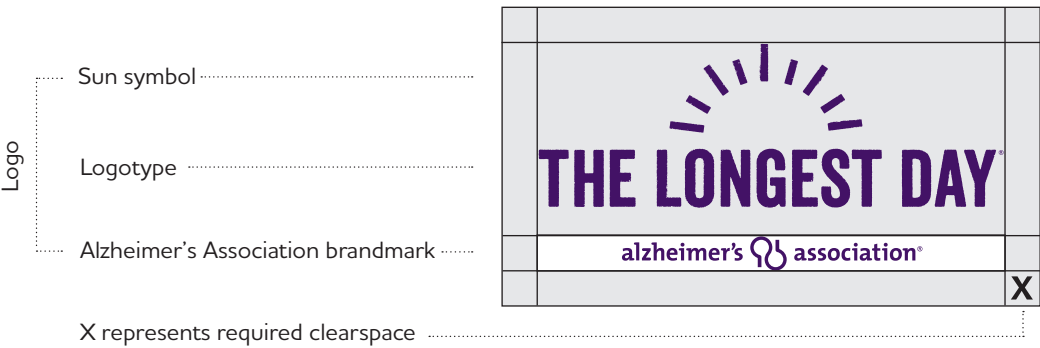
## 1. INTRODUCTION

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 standards to create our identity, expand our reach and establish The Longest Day as the day people across the world come together to fight Alzheimer's.

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2. LOGO

The Longest Day logo is the simplest, most immediate and most recognizable representation of our sub-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 standards.



LOGO

The Longest Day logo is composed of three elements locked up as shown at left: sun symbol, logotype and Alzheimer's Association brandmark.

The logo elements are always locked in the same order (sun symbol at top, logotype in the middle, Association brandmark at bottom). The logo elements should never be modified individually or used separately.

CLEARSPACE

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

MINIMUM SIZE

The minimum size of the logo is 1.5" wide so that the Alzheimer's Association brandmark is legible.

2.1 LOGO COLOR

Consistent use of The Longest Day logo will help build visibility and recognition of the sub-brand and will set The Longest Day apart from competitors. The logo should only be used in the three approved versions: color (PMS 2617), black and reverse.

The logo should only be used on a white background or reversed out of a purple background. The logo may be used on photos if it is clearly legible.

When the logo is used in a digital format, the RGB version is preferred. Use PMS or CMYK formats for printed materials.

One-color PMS 2617 logo

C83 M100 Y25 K21  
R74 G13 B102



Black logo



Reverse logo



Reverse logo on photo



## 2.2 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 standards outlined in this document. The examples shown below illustrate some incorrect variations.

### Do not:



Separate the Association landmark from the lockup.



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



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



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.

2.3 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 logo, 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.

Logo Lockup

Minimum 1.25" wide

Sun symbol

Logotype

Alzheimer's Association  
brandmark

X represents required clearspace

One-color  
PMS 2617 logo

THE  
LONGEST  
DAY

alzheimer's association

Black logo

THE  
LONGEST  
DAY

alzheimer's association

Reverse logo

THE  
LONGEST  
DAY

alzheimer's association

Do not:

THE  
LONGEST  
DAY

alzheimer's association

THE  
LONGEST  
DAY

alzheimer's association

THE  
LONGEST  
DAY

alzheimer's association

## 2.4 LOGO TRANSLATION

The name of our organization and The Longest Day should not be translated into other languages. This protects the Association's identity and landmark as well as The Longest Day sub-brand.

In copy, only "Alzheimer's Association" and "The Longest Day" should be used.

Correct usage .....



Correct usage .....



Do not: .....



Do not: .....



### 3. PHOTO TREATMENT

To emphasize and build upon the marketing approach of The Longest Day as the day with the most light, activity photos are treated with “rays of light,” creating a bright appearance that draws attention to their illumination. The treated activity photos are the main brand identity and act as the primary visuals for the event.

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4. 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 Houschka. These typefaces 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.

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

VENEER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

It should only be used in 2617 purple or on a 2617 purple background in 333 teal or reverse.

Houschka Extra Bold is one of our secondary headline fonts and it should preferably be used in all caps.

Houschka Extra Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Houschka Bold is one of our secondary headline fonts and can be used in sentence case or all caps to bring more humanity to layouts.

Houschka Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Houschka Medium and Houschka Light are our body copy fonts. They are precise and readable.

Houschka Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Houschka Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

When Houschka is not appropriate or unavailable, use Arial or Times New Roman.

Arial

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial and Arial Bold are informal typefaces that work well in textual contexts because of their high readability. They are a good choice in digital usage – presentations, applications and on the web. Arial is common on all platforms and can be substituted when Houschka is not an option.

Arial Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman and Times New Roman Bold are more formal typefaces ideal for layouts that need an authoritative voice. Times New Roman works well for magazines, corporate communications, invitations and events.

Times New Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## 5. COLOR PALETTE

Color plays an important role in The Longest Day sub-brand identity. Our core brand purple (PMS 2617) is the primary color expression for The Longest Day. A secondary color, teal (PMS 333), may be used as an accent color to purple. Black should be used for body typography when on a white background. Please use existing materials that meet brand standards before creating new assets.

PMS  
2617

PRIMARY  
C83 M100 Y25 K21  
R74 G13 B102  
HEX: #4a0d66

PMS  
333

SECONDARY  
C61 M0 Y35 K0  
R52 G217 B195  
HEX: #359a8e

Black

BODY TYPOGRAPHY  
C0 M0 Y0 K100  
R0 G0 B0  
HEX: #000000

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

Please note that colors may vary when printed on coated or uncoated stock.

## 6. COPY APPROACH

When developing communications, use clear and concise copy that is consistent with The Longest Day brand personality.

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

Use of the tagline, “The day with the most light is the day we fight,” in header or body copy, should be followed by a superscript registered mark.

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### General event description

The Longest Day® is the day with the most light — the summer solstice. On June 21, thousands of participants from across the world come together to fight the darkness of Alzheimer’s through an activity of their choice. Together, they use their creativity and passion to raise funds and awareness for the care, support and research efforts of the Alzheimer’s Association.

### Call to Action

The day with the most light is the day we fight®.

The Longest Day® is the day with the most light — the summer solstice. And it’s the day the Alzheimer’s Association calls on everyone to fight Alzheimer’s disease by raising funds and awareness for care, support and research.

On June 21, stand up to the darkness of Alzheimer’s. Together, we can get closer to our ultimate goal: the first survivor of Alzheimer’s.

Start now. Select your activity at [alz.org/thelongestday](https://alz.org/thelongestday).

### Alternate Calls to Action

Register now. Select your activity at [alz.org/thelongestday](https://alz.org/thelongestday).

Start your fundraiser at [alz.org/thelongestday](https://alz.org/thelongestday).

### How to Participate

Visit [alz.org/thelongestday](https://alz.org/thelongestday) to sign up and select an activity. We'll help with easy ideas that bring friends, family and colleagues together for a great cause. From basketball to baking and card games to crafts, any activity you enjoy can be a fundraiser!

To advance critically needed research and provide care and support, each participant is asked to raise funds for the Alzheimer's Association through their activity. Start fundraising early and you'll make an even greater difference! Association staff and volunteers will be there every step of the way with tools, tips and coaching.

On June 21 — the summer solstice — people across the world will participate in a fundraising activity on The Longest Day. Together, the strength of our light will outshine the darkness of Alzheimer's.

### Secondary Messaging

#### Year-Round Fundraising (Coaching message for registered participants)

The Longest Day is the day with the most light — the summer solstice, June 21. You can fundraise year-round to make an even greater impact in the fight against Alzheimer's. Host activities leading up to The Longest Day to increase donations and raise awareness for the cause. On June 21, celebrate your fundraising success with family, friends and your community.

### Winter Solstice

#### *Recruitment*

The Longest Day is the day with the most light, the summer solstice. But you don't have to wait — register now and start fundraising to celebrate the winter solstice on December 21. Together, the strength of our light will outshine the darkness of Alzheimer's.

#### *Coaching*

The Longest Day is the day with the most light, the summer solstice. But you don't have to wait — start fundraising now to celebrate the winter solstice on December 21. Together, the strength of our light will outshine the darkness of Alzheimer's.

## 7. CONTACT INFORMATION

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

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