**Project Brief**

**Briefly describe your project:** The Longest Day 2022 participant T-shirt.

**What is your objective:** Increase participation in The Longest Day.

**To which strategic objective / priority activity does this align?:** Increasing concern and awareness.

**What do you want people to DO, THINK, or FEEL as a result of this project?** The T-shirt should be unique and fun! It should clearly connect with The Longest Day brand and ultimately the Alzheimer’s Association brand. People should associate it with the event and Association and it should be a conversation starter – a design that sparks interest in the event and cause.

**Who is the target audience for this project? What do you know about them?** **Is there anything unique that needs to be considered?**: The audience is the general public including past and current participants in The Longest Day. T-shirts are a highly-visible awareness tool for the Association and our events. The design must align with the brand guidelines established for The Longest Day. The T-shirt will be included in the Welcome Kit that participants receive.

**What makes this project unique and relevant to our audience?** (Why should they care?): Each year brings anticipation and excitement for the event’s T-shirt. Thousands of T-shirts will be produced and worn by event participants and Alzheimer’s Association staff across the country. Many wear the shirt on the actual event day but also leading up to and after The Longest Day.

**What will be measured:** The Longest Day team together with the marketing staff at the Home Office will review and decide upon the winning design. The review process will be done with anonymity so staff is not aware of whom or what chapter submitted each design.

**What are the specific deliverables:** Ideally 3-4 concepts.Each participant is welcome to submit as many distinct concept designs as they’d like that follow the brand guidelines for The Longest Day, as well as the outlined guidelines and mandatory elements listed below.

**Are there key dates?:** Designs due no later than Friday, June 4, 2021.

**Guidelines/Mandatory Elements:**

* **T-shirt Template:** Use the JPEG file provided with the templated T-shirt to mock-up the design. Art should only appear on the shirt and not in the space around it. *IMPORTANT: the final design will need to be a vector Illustrator file for production. Please keep this in mind if using Photoshop.*
* **Brand Standards:** Reference and adhere to the brand standards for The Longest Day.
* **Technical details:** 
  + - Use the .jpg file provided as the template for your concept. The color of the T-shirt is the Association’s brand purple (see template).
  + Colors: Design can be two colors on both the front and back - use white and/or teal (PMS 333 C)
* Fonts: Veneer (headline), Houschka (body copy)
* Include the year of the event: 2022
* TLD tagline has been included in pack up (incorporating the tagline graphic is encouraged, but not mandatory)
* Click [**HERE**](https://drive.google.com/drive/u/0/folders/1BMt3--CxU7jPyzINv_okE7N0MlHq5RME) to access the template, logo files, etc.

**Samples from previous years:**

2021:



2020:

