**2022 Walk to End Alzheimer’s T-Shirt Project Brief**

**Project name:** Walk to End Alzheimer's 2022 participant t-shirt

**Summary:**  The t-shirt should be unique and fun! It should clearly connect with the Walk to End Alzheimer’s 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.

**Audience:** The audience is the general public. T-shirts are a highly-visible awareness tool for the Association and our events. The design must align with Association brand guidelines.

**What makes this project unique and relevant to our audience?**: Each year brings anticipation and excitement for the event’s t-shirt. Over 150,000 T-shirts will be produced and worn by event participants and Alzheimer’s Association staff across the country in more than 600 communities. Many wear the shirt on the actual event day but also leading up to and after the event.

**What will be measured:** The Walk to End Alzheimer’s 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 three to four concepts.Each participant is welcome to submit as many distinct concept designs as they’d like that follow the brand guidelines for Walk to End Alzheimer’s, as well as the outlined guidelines and mandatory elements listed below.

**Guidelines/Mandatory Elements:**

* T-shirt template: Use the .jpg file provided with the templated t-shirt to mock-up the design. Art should only appear on the front of the shirt (the back is used for sponsor logos). *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 Walk to End Alzheimer’s.
* Must include the Walk logo
* Colors: Design can be two colors on the front, please reference the color palette.
* Font: Houschka
* Do not include the year in the design
* Consider using this year’s campaign message: “THESE FLOWERS HAVE A LOT OF FIGHT IN THEM.” The Alzheimer’s Association Walk to End Alzheimer’s is full of flowers, each carried by someone committed to ending this disease. Because like flowers, our participants don’t stop when something’s in their way. They keep raising funds and awareness for a breakthrough in the fight against Alzheimer’s and all other dementia. It’s time to add your flower to the fight.
* Open to seeing layouts that are only designs and does not include text
* Click [here](https://drive.google.com/open?id=1Iotl9nRSmxj0dp6ciDRJnLNgYrLTfVGu) to access the template, logo files, etc.

**Designers interested in participating should submit their designs to Stephanie Corcilius (**[**slcorcilius@alz.org**](mailto:slcorcilius@alz.org)**) by Friday, February 4.**