

Style Guide

2011

What The ALS Association Logo Represents

It is unique and ownable – helps us stand out from other organizations .

Flexible – variations will help the Brand/marque remain consistent, yet allow versions for use as situations dictate.

Human and Stylized yet clear

What it means to us:

“Helping”

Reaching out

Touching the heart

A “pledge” to our constituents

Multi-faceted organization: research, patient care and advocacy



The ALS Association Logo Standards

Logo Proportions

Each of The ALS Association's logos are in a fixed position and should not be altered.

Graphic Background Color

Our logo using the red "A" and the themeline "Fighting Lou Gehrig's Disease" in black is to be placed on a neutral background, preferably white or gray, which does not conflict with the logo colors. A one-color logo with all graphics and text in red is available for use on certain background colors such as black, white or other neutral colors, when a one color logo is required. A black logo is also available for one-color projects. In addition, a white logo (reversed) can be used on a red background. In all other cases where neither the red or black logo are appropriate, it is necessary to place the red logo with black themeline (two-color logo) or the red logo with red themeline (one-color logo) on a white box background to separate it from the background color; the white box should be large enough to create the required graphic clear zone around the logo. (See page 4.4.) These guidelines also apply to chapter and all program logos.



The ALS Association Logo Standards

Logo Placement

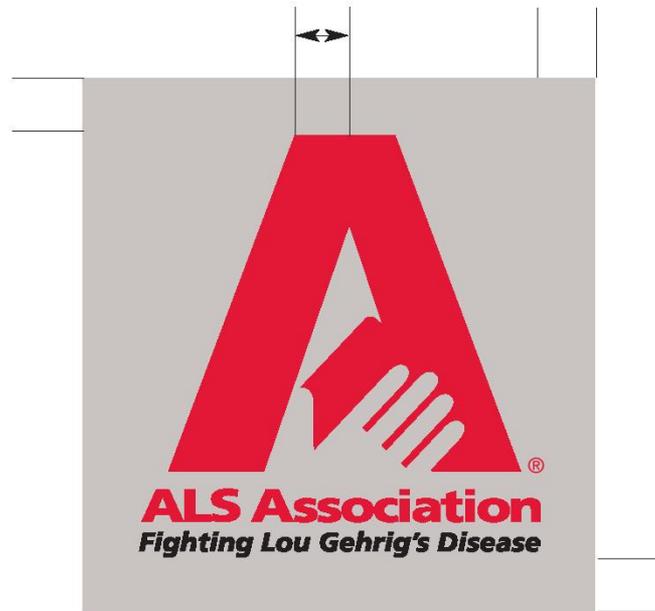
The preferred placement of The ALS Association logo is the lower portion of the page. In most instances the lower left quadrant is preferred position; however it is acceptable for placement to fit design as long as all other graphic standards are met. It is **not** acceptable to place more than one ALS Association logo on the same page or element.



The ALS Association Logo Standards

Graphic Clear Zone

The ALS Association logo must have a clear zone that allows it to be apart from other text and graphics. Minimum graphic clear zone is half the size of the top of the “A” as seen in the example below.



The ALS Association Logo Standards

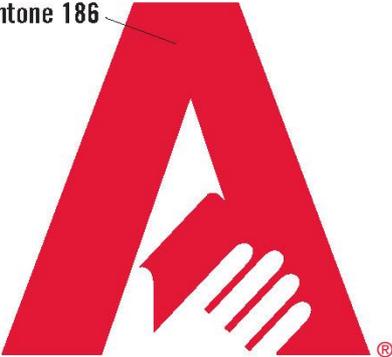
The requirements for logo color and typeface usage are shown below. It is acceptable (but not preferable) to reproduce in black-only, when specifications require.



The ALS Association Logo with Themeline Standards

The themeline, “Fighting Lou Gehrig’s Disease,” is to be included in most instances when the logo is used because the name Lou Gehrig’s Disease is recognized by more than half the U.S. population. However, for international use, omit the themeline because the disease is not known as “Lou Gehrig’s Disease” in other countries.

Pantone 186



Frutiger 75 Black / 34 pt. **ALS Association**
Fighting Lou Gehrig's Disease — Frutiger 76 Black Italic

Smallest size / 1" tall. (measure from top of "A" to baseline of themeline)
any usage smaller than 1" tall, remove themeline from underneath logo.



1" tall

Smallest size logo usage w/out themeline / .625" tall.

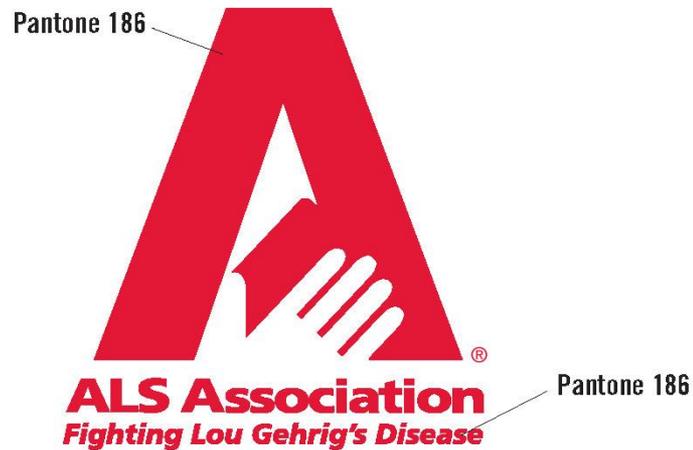


.625" tall



The ALS Association Logo with Red Themeline

It is preferred that the themeline be printed in black. It is acceptable to reproduce in red, when specifications require.



The ALS Association Logo Negative Usage Situations

Do not crop or bleed the logo off the page. It must be fully recognizable.



Do not outline The ALS Association logo in order to separate or stand out from the background.



Do not use any color other than the specified Pantone 186 Red. It is acceptable (but not preferred) to reproduce the logo in black if specifications require.



Do not use logo under 1" tall. Readability becomes an issue.



The ALS Association Logo / Usage with background colors

It is preferred that the red or black logo be reproduced on a neutral background color, preferably white or gray, which does not conflict with the logo colors. It is acceptable to reverse the logo on a red or black background only. In all other cases, it is necessary to utilize a white box around the red logo to separate it from the background color.



Examples of comparable red color above



The ALS Association Logo / Additional Usage

There will be a need for The ALS Association logo to be applied to other applications such as a lapel pin or embroidered on a shirt. Please follow the usage guidelines as stated on previous pages with regards to clear zone and smallest size usage.

For embroidery, you may want to use the logo on a “patch” e.g., use the box version of the logo, just make sure it follows the smallest size rules. Due to the tiny detailing of embroidery, it may be best to use only the main logo itself, without the themeline.

For lapel pin usage, follow the smallest size guidelines.



The ALS Association Logo Standards / Alternate Logos

While it is preferred that a version of The ALS Association primary logo be used, the following logo alternatives have been created for instances when it is not practical to use one of the primary versions (e.g., logos below may be the most practical option to use on an outdoor billboard).

ALS
Association[®]
Fighting Lou Gehrig's Disease

ALS
Association[®]

ALS Association[®]
Fighting Lou Gehrig's Disease

ALS Association[®]



The ALS Association Registration and Trademarks

The ALS Association's logo is unique to the organization, and its use is protected by federal law through trademark registration. Its use is restricted to The ALS Association unless written permission is received from its National Office.

The registration mark ® (or trademark ™ as applicable) should appear in all instances.



The ALS Association Logo Family



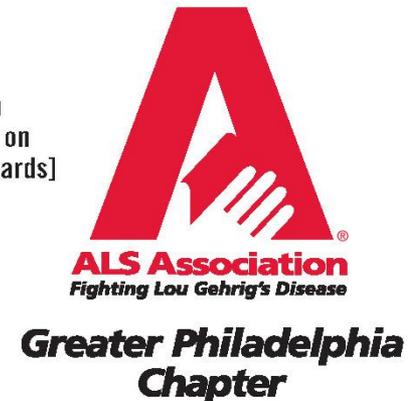
The ALS Association Logo / Chapter Logos Examples

It is preferred that the red or black logo be reproduced on a compatible background color. It is acceptable to reverse the logo on only a red or black background. In all other cases, it is necessary to utilize a white box with radius corners around the red logo to separate it from the background color. There are three versions of the chapter logos as shown below. All chapter logos are available on The ALS Association Intranet. The BC version is to only be used for business cards only.

Large version



Small version

BC version
[only used on
business cards]

Using The ALS Association Brand with Partner Logos

To protect the health of our Brand, here are the guidelines when The ALS Association logo is set to appear with a partner logo.

- First and foremost, it is important to understand that all usages of any ALS Association logos in partnership situations are unique situations, requiring review from the Communications Department. It is preferred that The Association primary logo be displayed with the same prominence—in terms of size and location—as the partner logo.
- The primary logo must be used according to the guidelines set forth in this Style Guide. That is, the primary logo cannot be combined with any partner logo, in whole or in part, or used as a component of any new logo in combination with the partner logo.
- And lastly, in situations in which the partner is creating an initial design, the guidelines relating to the use of all ALS Association logos shall be provided to them. The ALS Association must approve all uses of its Brand in conjunction with partners.

Guidelines for Special Occasion Logo Usage

Chapters may have milestones, such as anniversary dates or special occasions to celebrate, for which cases a “Special Occasion” logo design has been provided.

Provide these examples to designers for developing a special occasion logo.



Using The ALS Association Brand with Partner Logos

A Community Partner or third party event is a fund raising activity (one-time or ongoing) that is organized and managed by a family, group or individual who is acting independently of The ALS Association Chapter, CIO or Partner (ALS Association Affiliate). The ALS Association Affiliate has no fiduciary responsibility and little or no staff involvement with the event. Examples of third party events include: sports outing/tournaments, bike rides, marathons, and social activities such as Las Vegas nights, dances, auctions, and raffles. Consult the Chapter Standards and Guidelines for more information about Community Partner events.

The Association has developed a logo especially for Community Partner events. By design, this logo does not incorporate The ALS Association's primary logo, which is reserved for the exclusive use of The ALS Association. However, a special Community Partner logo has been created that recognizes that an event is being done "for the benefit of The ALS Association."

Chapters may have a graphic designer add the chapter name below the Community Partner logo as shown in the example on p. 6.5 of the Style Guide. This logo example may also be found on the Insider (ALS Association intranet) in the Communications section under "Logos and Images" and "Program Logos."

The Community Partner (third party) event logo, with or without the chapter name, can be provided to the organizers of the event, and/or the chapter can produce banners or other materials for the event organizers to use and return if the item is reusable.

Community Partner event logo



Provide these examples to designers for developing a special occasion logo.



Name of Chapter



Longer Name of Your Chapter