

AWLA

powered by **APLA**Health

AIDS WALK LOS ANGELES BRAND GUIDELINES

CONTENTS

■ 3. Logos

Full Color

White & Red

Black White & Red

Black & White

■ 7. Spacing

Lockups

■ 8. Fonts

Headers & Copy

■ 9. Colors

Primary & Secondary

■ 10. Backgrounds

Pattern

Primary Full Color Logos

The logos pictured here are our primary logomarks. These should be the default marks we use in most instances across our various outputs and formats.



powered by APLAHealth



Alternate: White & Red

When placing our logo on a solid black background, use the combination white and red color logos pictured here.



powered by APLAHealth



Alternate: Black, White & Red

When placing our logos on a full color background or when our logos appear in close proximity to other colorful elements, use the logos pictured here.



powered by APLAHealth



Alternate: Black and White

For instances in which we are limited to black and white formats, use the black logos for white backgrounds and the white logos for black backgrounds.



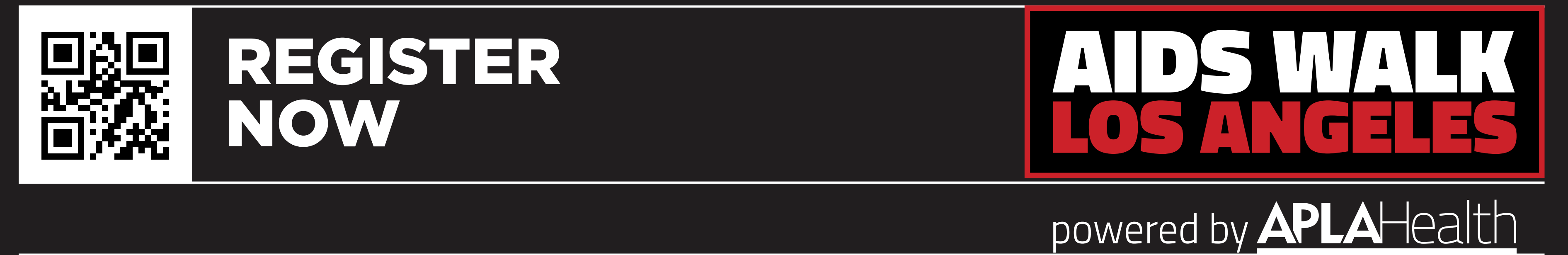
DO:

Align the bounding box of register information with the bounding box of the 'AWLA' Logo. Keep the register information aligned to the left hand side.



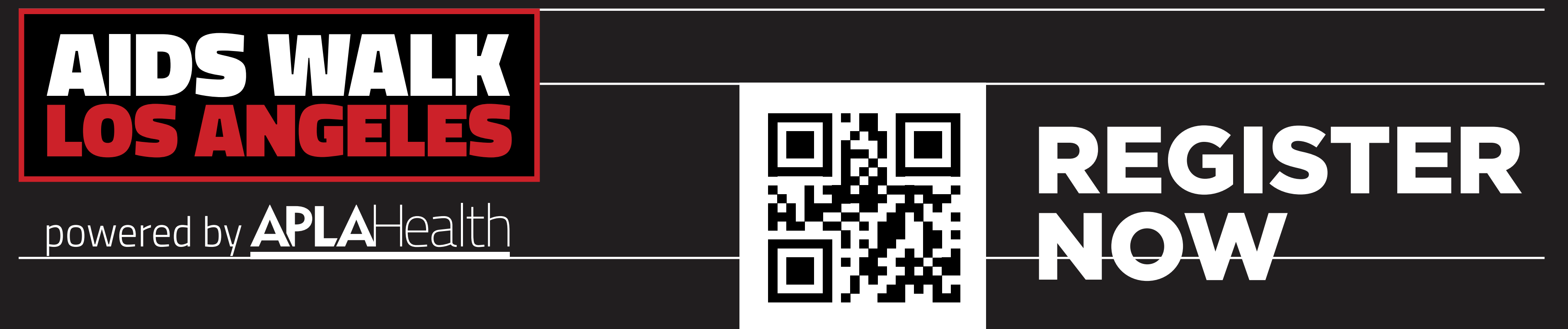
DO NOT:

Resize the register information smaller or larger than the 'AWLA' Logo.



DO NOT:

Shift the register information above or below the bounding box of the 'AWLA' Logo.



Header use

The header font is used to enhance the relationship between the chosen campaign and AWLA. Titillium will also be used for secondary uses of the logo. The header font should not be used for any large count copy.

Tracking + Leading

The tracking should be set to '0', with a leading of 12/15 or 0.80x the font size.

Body Copy Use

The copy font should be used in everything aside from the header. Gotham is easily legible at smaller sizes, making it great for passages, CTA and other information. Sentence case and Title case should be used accordingly when using Gotham.

Tracking + Leading

The tracking should be set to '0', with a leading of 10/14 or 1.4x the font size.

Web Substitution

If Gotham is not available either Proxima Nova, Monsterrat can be used as alternatives.

TITILLIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BLACK
SEMI BOLD
LIGHT

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BLACK
BOOK
THIN

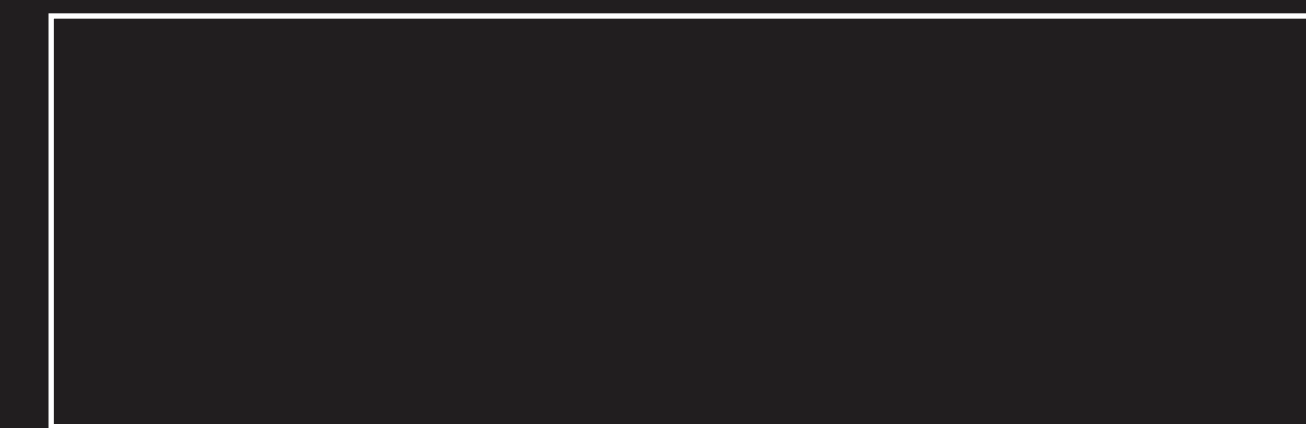
Primary Colors

All pieces of an AWLA campaign should attempt to stick to the primary colors. These colors were chosen as they express strength and boldness.

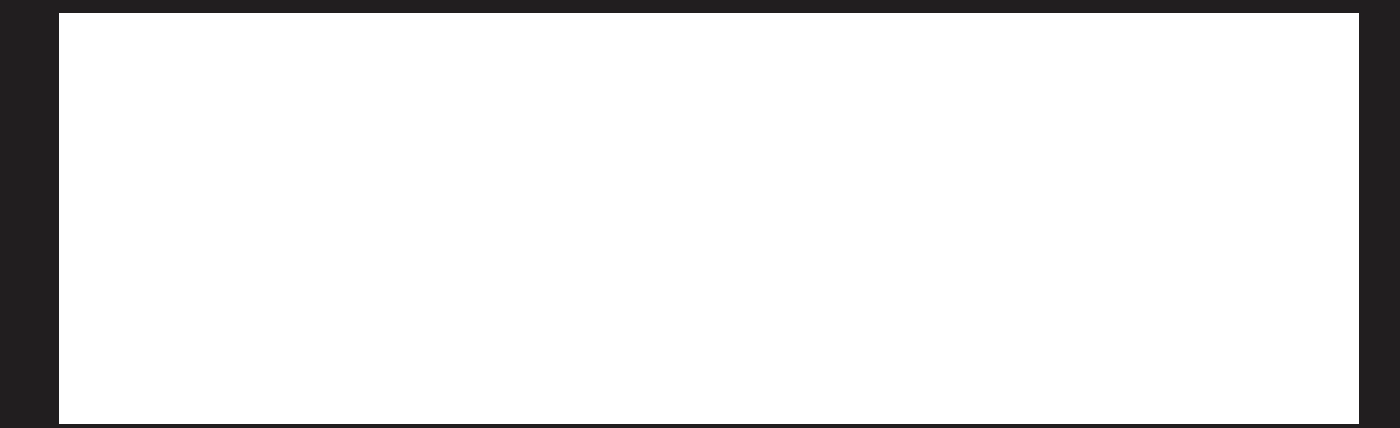
Primary Colors



RGB 236/55/73
CMYK 1/93/70/0
HEX #EB3648
PANTONE 192 C



RGB 33/30/31
CMYK 70/68/64/75
HEX #211E1F
PANTONE BLACK C



RGB 255/255/255
CMYK 0/0/0/0
HEX #FFFFFF
PANTONE N/A

Secondary Colors

Secondary color will be used sparingly for documents with multiple layers of information.

Secondary Color



RGB 237/200/163
CMYK 3/23/39/0
HEX #EDC8A3
PANTONE 719 C

Form

Backgrounds of designs should include the shoe pattern when applicable. The pattern represents the AIDS Walk, as well as inclusivity and diversity.

Opacity

The patterns should be lowered to an opacity that does not obstruct text or graphical elements above.

Color

White pattern should be used on all dark backgrounds. Black pattern should be used on all light backgrounds and photographic backgrounds.

