

Logo Guidelines



The "Take on Alzheimer's" logo was designed for the state of California's first public awareness campaign for Alzheimer's disease. We needed a mark that could be used on all Alzheimer's Disease Program (ADP) materials associated with the campaign, but could also be adapted for future ADP efforts as well.

Awareness ribbons are symbols that show support or raise consciousness for a cause, and we are using that quick visual recognition to our advantage. We use color to add interest to the simplified ribbon shape, and the circle shape humanizes the ribbon. The overall effect is one that implies a human embrace, in a simple and modern way.

PRIMARY LOGO



The suite of logos includes horizontal and stacked versions, as well as designs that shorten "Alzheimer's" so that the logo can be used in smaller applications.

The stacked centered logo is to be used in instances where the primary stacked logo does not work. For example, if a piece uses a centered layout the primary logo's left justification looks awkward.

SECONDARY LOGOS

Horizontal Full



Horizontal Shortened



Stacked, Centered



The logo was designed specifically to lock up with the California Department of Public Health (CDPH) logo.

There are some cases where you should NOT use the CDPH lockup logo, however. These cases include:

- When space is limited, such as on smaller print placements, smaller digital ads or certain printed materials.
- When the campaign brand is the overwhelming focus of the piece and the lockup logo would compete for attention and diminish the overall impact.
- When targeting a specific audience that is not as familiar with or motivated by the CDPH logo.
- When the constraints of the material or advertisement can't meet the CDPH brand specifications.

Lockup Logos

CDPH Lockup, Stacked



CDPH Lockup, Horizontal



Grayscale and White logos

Each logo has a black grayscale, white grayscale, and a white and color logo version. The grayscale logos should only be used when color printing is not available, for example, in newsprint. The white and color logo should be used when the logo is placed on a dark background.

Black Grayscale



White Grayscale



White and Color



Logo Colors

The "Take on Alzheimer's" logo uses colors inspired by the CDPH logo. The colors are slightly lightened in the white and color logo version in order to provide additional contrast.



| | |
|---|---|
|  | Dark Purple CMYK 85/100/12/4 RGB 79/31/130 # 4F1F82 |
|  | Bright Purple CMYK 66/84/0/0 RGB 122/49/199 # 7A31C7 |
|  | Blue CMYK 74/36/0/0 RGB 50/140/214 #328CD6 |
|  | Orange CMYK 9/76/89/1 RGB 219/95/53 # DB5F35 |



| | |
|---|--|
|  | Dark Purple CMYK 83/100/10/1 RGB 86/44/132 # 562C84 |
|  | Bright Purple CMYK 64/83/0/0 RGB 118/75/158 #764B9E |
|  | Blue CMYK 74/36/0/0 RGB 50/140/214 #328CD6 |
|  | Orange CMYK 2/82/98/10 RGB 235/85/36 #EB5524 |

Clear Space

Be sure to leave plenty of room between the boundaries of the logo and other page elements. Use the width of the ribbon symbol as a guide.



Minimum Size

The logo should not be used at any size smaller than shown here.

Primary Logo
0.75 inch minimum



Vertical Logo
1.25 inch minimum



Horizontal Logo
2 inch minimum



Vertical Logo
1.25 inch minimum



Horizontal Logo
2 inch minimum



Logo Usage



Do not change the color of the logo



Do not stretch the logo



Do not rotate the logo



Do not add effects, including strokes, drop shadows and glows



Do not use the ribbon alone



Do not use any version of the logo on a busy background



Do not use the primary logo on a colored background



Do not encroach on the logo's clear space