BRAND IDENTITY GUIDE

KNOW alz

ALZHEIMER'S EARLY DETECTION

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| **About**

Support for the **KNOW ALZ** project comes from an Illinois Department of Public Health grant to the Illinois Public Health Association (IPHA) - the oldest and largest public health association in the State of Illinois. As one of the largest affiliates of the American Public Health Association, IPHA is widely recognized as a leader in the field of public health advocacy, health education and promotion.

Mission

The mission of the KNOW ALZ project is to increase early detection and awareness of Alzheimer's Disease and related disorders among high-risk and underserved communities in Illinois.

Project Objective

Partnering local health departments, community-based organizations and federally qualified health centers will deliver messaging about brain health and cognitive aging, changes that should be discussed with a health professional, and the benefits of diagnosing Alzheimer's Disease and related disorders (ADRD) in their early stages.

Community health workers at partnering institutions will also be trained to provide reliable information about: Community health workers will also be trained to provide reliable information about:

· How brains are supposed to work
· Early warning signs something might be wrong with a person's brain
· Symptoms of ADRD and dementia
· What prevents people from accessing better brain health and treatments
· How health care providers can test for memory issues
· How anyone diagnosed with ADRD can get the help they need

Brand Colors

Primary Palette

Purple and yellow is the primary color palette and will be prominently featured in all collateral.

The colors purple and yellow should be used primarily on all covers, headers, introductory pages, slides and the department's website home page.

These colors should be carried throughout all layout spreads and advertising, supplemented with the secondary color palette (green,blue, red and pink).

PURPLE

CMYK C83/M100/Y25/K21	**RGB** R73/G35/B101	**HEX/HTML** 492365	**PANTONE C** 274	**PANTONE U** 274

YELLOW

CMYK C12/M22/Y98/K0	**RGB** R228/G191/B38	**HEX/HTML** E4BF26	**PANTONE C** 124	**PANTONE U** 124

Secondary Palette

To expand the color palette and provide interest and variety, the secondary color palette serves as an accent to the primary color palette.

Secondary colors are used to accentuate vital information, create a focal point, and allow for greater flexibility in design approaches when applied to elements such as typography, imagery and background treatments.

GREEN

CMYK C46/M8/Y82/K0	**RGB** R150/G189/B93	**HEX/HTML** 96BD5D	**PANTONE C** 376	**PANTONE U** 376

BLUE

CMYK C74/M22/Y0/K0	**RGB** R26/G158/B217	**HEX/HTML** 1A9ED9	**PANTONE C** 298	**PANTONE U** 298

PINK

CMYK C21/M74/Y20/K0	**RGB** R199/G99/B142	**HEX/HTML** C7638E	**PANTONE C** 218	**PANTONE U** 218

Brand Colors

TINTS

In addition to the solid color palettes, tint values of each color will be used to expand the range, yet staying within the brand color scheme.

Tints can be used for backgrounds, type and visual graphic elements. Tints should be used to balance the contrast of elements on the page.

PURPLE

| CMYK C83/M100/Y25/K21 | | RGB R73/G35/B101 | | HEX/HTML 492365 | | PANTONE C 2617 | | PANTONE U 2617 | |

100%	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%

YELLOW

| CMYK C12/M22/Y98/K0 | | RGB R228/G191/B38 | | HEX/HTML E4BF26 | | PANTONE C 124 | | PANTONE U 124 | |

100%	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%

GREEN

| CMYK C46/M8/82/K0 | | RGB R150/G189/B93 | | HEX/HTML 96BD5D | | PANTONE C 376 | | PANTONE U 376 | |

100%	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%

BLUE

| CMYK C74/M22/Y0/K0 | | RGB R26/G158/B217 | | HEX/HTML 1A9ED9 | | PANTONE C 298 | | PANTONE U 298 | |

100%	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%

PINK

| CMYK C21/M74/Y20/K0 | | RGB R199/G99/B142 | | HEX/HTML C7638E | | PANTONE C 218 | | PANTONE U 218 | |

100%	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%

{ **NOTE: Black at 95% is intended for the body copy use.** }

Typography

Gotham Typface Family

It is important to maintain professional, neutral typefaces for this project's communications as these typefaces are clean, legible and versatile.

Gotham is a contemporary sans serif typeface with a wide range of variants (weights and styles), allowing it to have great flexibility when used in a versatile identity system. This typeface has many applications ranging from headings to body text, captions, display type, sidebar text, etc.

TITLES

Use Gotham for titles can range from Bold to Black, depending on the size and placement of title text.

HEADINGS

Use Gotham for headings can range from Medium to Bold.

BODY COPY

Use Gotham Book and Light for main body text. For a standard 8.5 x 11 document size, use 11/14 pt or 11/16 pt type. Body copy point size will vary, depending on the column width, with the optimal point size falling between 45–65 characters per line. Body copy could range from 8–12 pt.

SIDEBAR TEXT

Use condensed typefaces for sidebar text as column widths are narrow. Use Gotham Narrow, Extra Narrow and Condensed Thin and Light for sidebar body text. Use Gotham Narrow, Extra Narrow and Condensed Medium and Bold for sidebar heads. For a standard 8.5 x 11 document size, use 10/13 pt type. Body copy point size will vary, depending on the column width (keep type size proportional to the column width).

CAPTIONS

Use Gotham Narrow, Extra Narrow and Condensed (Thin and Light) typefaces for captions.

PULL QUOTES

Because pull quotes are used creatively to create emphasis and visual interest, a range of weights and styles within the Gotham family can be used.

Typography

Gotham Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gootham Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Typography

Gotham Narrow Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Extra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Narrow Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Typography

Gotham Extra Narrow Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Extra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra Narrow Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Typography

Gotham Condensed Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Extra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Extra Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Extra Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Typography

Arial Typeface Family [for intra-office communications]

Arial typeface will serve as a substitute for Gotham and used for intra-office communications such as formatting Word documents on PCs and PowerPoint presentations.

Arial was licensed to Microsoft and is a standard font on all versions of the Windows operating systems. However, Gotham is not a PC standard, but Gotham is versatile and widely used professional typeface, with a variety of variants (weights and styles) making it incredibley flexible.

For intra-office communications with PC users using Microsoft Office, Arial is the closest substitute for the Gotham typeface.

Arial typeface specifications will be used similarly to its Gotham counterpart. Titles, headings, body copy, sidebar text, captions and pull quote point sizes will vary, depending on the column width (keep type size proportional to the column width). Body copy may range between 8–12 point.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz 1234567890
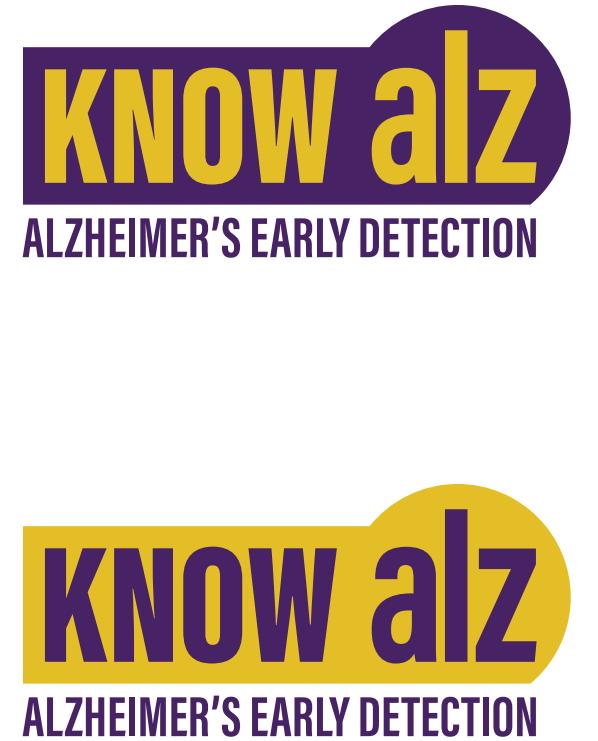
The Logo

The KNOW alz logo is designed to be simple, memorable, and reproducible at various sizes.

The KNOW alz logo is a wordmark integrating graphic elements that form an enclosure for the reversed type. Typographic treatment is implemented using upper- and-lower case lettering to create an unique and stylish appearance. The semicircle represents a spotlight or focal point on alz. The logo signature also includes Alzheimer's Early Detection underscoring the logotype. Primary brand colors are applied to the logo.

COLOR VERSIONS OF LOGO

BLACK VERSION OF LOGO

WHITE VERSION OF LOGO
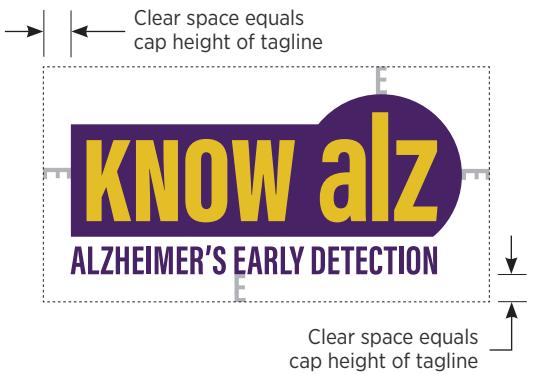
The Logo

Clear Space Around Logo

It is important to maintain a minimum clear space around the logo. Clear space is the area surrounding the logo that is kept free from other elements such as type, graphics, borders or the edge of a page. The clear space is a proportional space derived from the capital (cap) height of the tagline below main logo.

A fixed space cannot be applied (such as a defined measurement in inches or millimeters), as the logo will be used in a variety of sizes. Maintaining a proportional space (cap height of tagline at the size the logo will appear in) will ensure that the proper area will remain clear, regardless of the sizing of the logo.

Clear space equals
cap height of tagline

Clear space equals
cap height of tagline

Minimum Size of Logo

It is important to maintain the legibility of the logo, as it will appear in a wide variety of applications. Central to this idea is that the logo cannot be reduced below a specified size, as legibility will be compromised. Therefore, the minimum reproducible size of the logo should not be less than one-inch in width.

1"

Minimum logo size = one-inch

The Logo

Unacceptable Logo Usage

Do not outline type

Do not angle the logo

Do not distort the logo

Do not eliminate logo elements

Do not change typeface

Do not add shadows or other effects

Do not rotate logo vertically

Do not rotate logo diagonally

Do not change colors

Do not use the logo on busy backgrounds or photography

Icons

Icons Implementation

Icons will be used throughout various marketing materials to increase visual interest and and aid in communication of content.

Icons can be placed on color backgrounds and colorized in white or black.

Icons can also be used on white backgrounds and colorized using brand colors.