



ALS
THERAPY DEVELOPMENT
INSTITUTE

Logo Guidelines



LOGO USAGE AND PERMISSIONS

As an ALS TDI partner, you are granted permission to use our logos in your marketing brochures, flyers, and web pages, provided our brand guidelines are followed. Use of our logo on other marketing collateral (including, but not limited to, pens, pins, t-shirts, mugs, etc...) **requires the ALS TDI Marketing Team's written permission.** Please email marketing@als.net for approval of logo usage.

LOGO

The ALS Therapy Development Institute logo proudly displays our name, in full, to emphasize our focus and expertise in ALS research.



The printed logo

- should never be smaller than 3/4 inch wide.
- should be CMYK, if needed. (see page 9)

The web version logo

- should be large enough to read at least “ALS” and “Institute” but can be smaller, like favicons.
- should be RGB or Hex, if needed. (see page 9)

TWO ORIENTATIONS

There are two orientations for our primary logo: stacked and horizontal. Use the stacked orientation in most applications. If you find it inappropriate in your situation, use the horizontal orientation.



Primary, Stacked Orientation



Secondary, Horizontal Orientation

LOGO VARIANTS

There are occasions when using our full color logo will not be possible, and we will be forced to use either one color or no color at all (black or white). The all-black variant can be used on light backgrounds and the all-white variant (also known as knock-out) can be used on dark backgrounds.



All-black, stacked orientation.



All-black, horizontal orientation.



All-white, stacked orientation



All-white, horizontal orientation

INCORRECT LOGO USAGE

ABSOLUTELY NO ALTERATIONS SHOULD BE MADE TO THE LOGOS PROVIDED, and that includes re-coloring, re-sizing, using a different type, omitting the horizontal line, adding a dramatic drop shadow etc. Below are examples of what you **CANNOT** do:



Do not alter the size of elements or change the color to all ALS TDI Purple.



Do not alter the color to white and ALS TDI Purple on a dark background.



Do not alter the color of elements to anything outside ALS TDI Purple.



Do not apply nonfunctional effects on the logo. A subtle drop shadow directly behind the logo is fine if you need to add more contrast to the logo on top of a photo.

BRAND COLORS

We use a monochrome color scheme but a limited color scheme of tints and shades of ALS TDI Purple is acceptable.



ALS Therapy Development Institute Purple

Pantone 254 C
CMYK: C45 M90 Y0 K0
RGB: R144 G65 B153
Hex: #904199



Black

CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
Hex: #000000

White

CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
Hex: #ffffff

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