



**AIDS
W★LK
LOS ANGELES
2020**

**GET
WITH
THE
PROGRAMS**

2020 Brand Guidelines

How to protect the consistency of the new AIDS Walk LA 2020 branding and program specific applications.

Primary Logo & Usage

AIDS Walk Los Angeles's identity is comprised of the original encapsulated wordmark. The logo consists of "AIDS Walk Los Angeles" and the year of the walk in a heavy modern sans-serif typeface. It reinforces the red, black, and white traditionally used by AIDS Walk. Also included in the wordmark is a digital cursor that replaces the A letterform. This addition to the logo represents this years digital component.

This year the traditional logo has been given an exaggerated, strong, drop shadow. This drop shadow creates a bold, three dimensional logo that reveals the 2020 theme: "Get With The Programs."

This year's logo is available with both red and white drop shadows and borders to stand out against varying backgrounds.



Logo Family



Profile pictures for social:



Single color black and white:



Programmatic Logos Family

AIDS Walk 2020 brings APLA Health programs and services to the forefront of the walk. These color coded logos are to be utilized on AIDS Walk 2020 materials that are specific to the three programs: Care, Support, and Education.

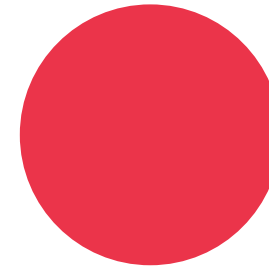


Color Palette

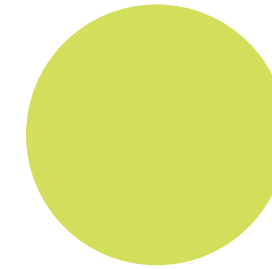
The AIDS Walk Los Angeles 2020 color palette includes eight colors. It was designed to reference both AIDS Walk Los Angeles color palette's traditional red, black, gray, and white and the bright cheerful colors used by APLA Health to create an encompassing and cross-referencing palette. By encompassing both color palettes, this year's walk brings APLA Health programs into focus. Each program highlighted this year has been assigned a color from the color palette to easily differentiate program specific materials.

Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB, and HEX values for consistency across different media. Where possible, the logos should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

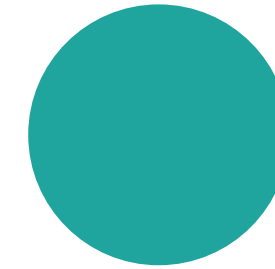
SUPPORT



RGB 236/55/73
CMYK 1/93/70/0
HEX #EC3749
Pantone 192 C

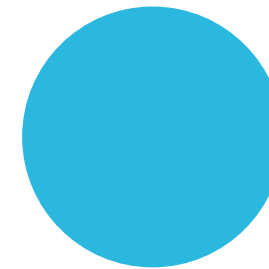


RGB 213/225/91
CMYK 20/0/80/0
HEX #D5E15B
Pantone 379 C

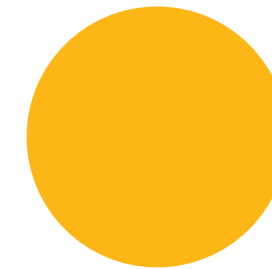


RGB 17/166/159
CMYK 78/12/43/0
HEX #11A69F
Pantone 326 C

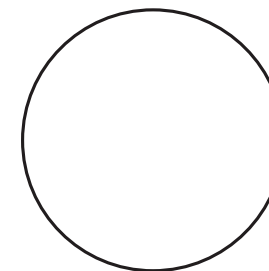
EDUCATION



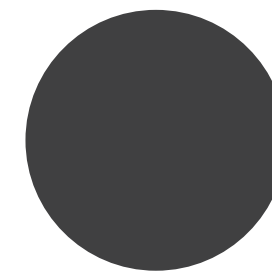
RGB 44/183/221
CMYK 68/6/7/0
HEX #2CB7DD
Pantone 298 C



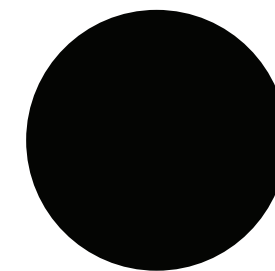
RGB 253/183/20
CMYK 0/31/100/0
HEX #FDB714
Pantone 1235 C



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



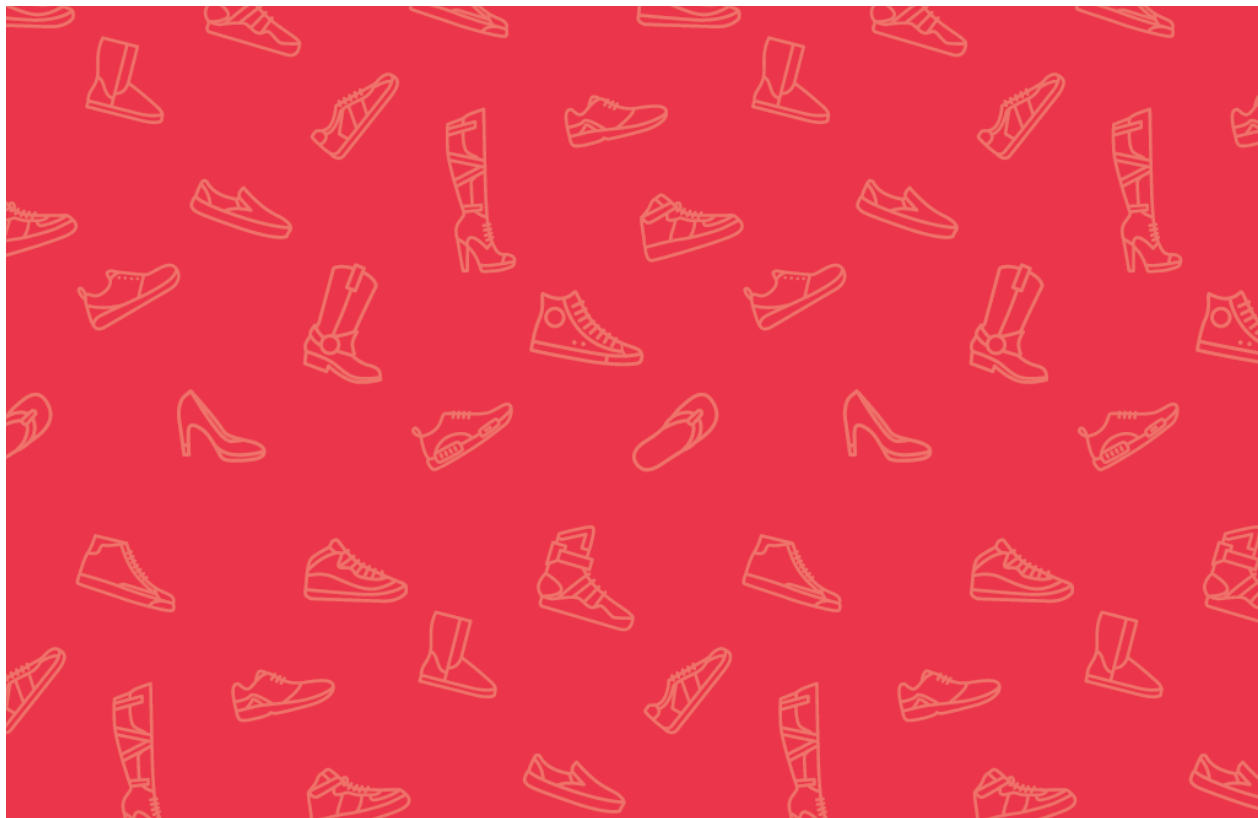
RGB 35/31/32
CMYK 0/0/0/90
HEX #231F20
Pantone Process Black 90%



RGB 0/0/0
CMYK 100/100/100/100
HEX #000000
Pantone Process Black

Secondary Textures

The secondary brand elements for AIDS Walk LA 2020 include two seamless vector patterns. One is created from a diverse range of participant shoes and one is created from a the range of services that APLA provides. These patterns capture the diversity of both the people involved with AIDS Walk and the programs APLA provides.



APLA Health Services Pattern

