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BE ALL
OVER IT

AWLA 2022 BRAND GUIDELINES

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AIDS WALK LA

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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.



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Alternate: White & Red

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



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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.



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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.



Form

This year, we are not asking for participation. This is a statement. The logo presents a new age, modern look while holding a bold and powerful presence. The act of being over something is represented by stacking the lines of text over each other.

Font

Titillium is used to maintain cohesion across both AWLA and this campaign.

Colors

The colors of the logo stick to the red, white and black palette established in the AWLA brand book.

BE ALL
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Relation to AWLA Logo

The campaign logo should always be accompanied by the AWLA logo.

Backgrounds

The logo should not appear on any bright color including red. Darker valued backgrounds and pictures should use the “On Dark BG” version, while light valued backgrounds and pictures should use the “On Light BG” version.

Headers

The same form of the logo will be used for headers on posters, banners and social posts. More information on header layout is on page 9, and applications are on page 18.

Form

The two provided variations of the logo lockup should not be manipulated in any way.

Spacing

The logo must be placed in accordance to the spacing rules listed on page 9.

On Dark BG

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On Light BG

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Headers

The secondary uses of the logo will be in this header format. This layout provides a platform to express a variety of things people are tired of.

The template

The file named 'Over This Layout' is an editable AI file which will be used to manipulate the text in red. Once the text is finished, select all > add to library to save. The only layers that should be manipulated are the two rows of text. Do not unlock other layers/guides. There will be a white & black background version provided in the same file.



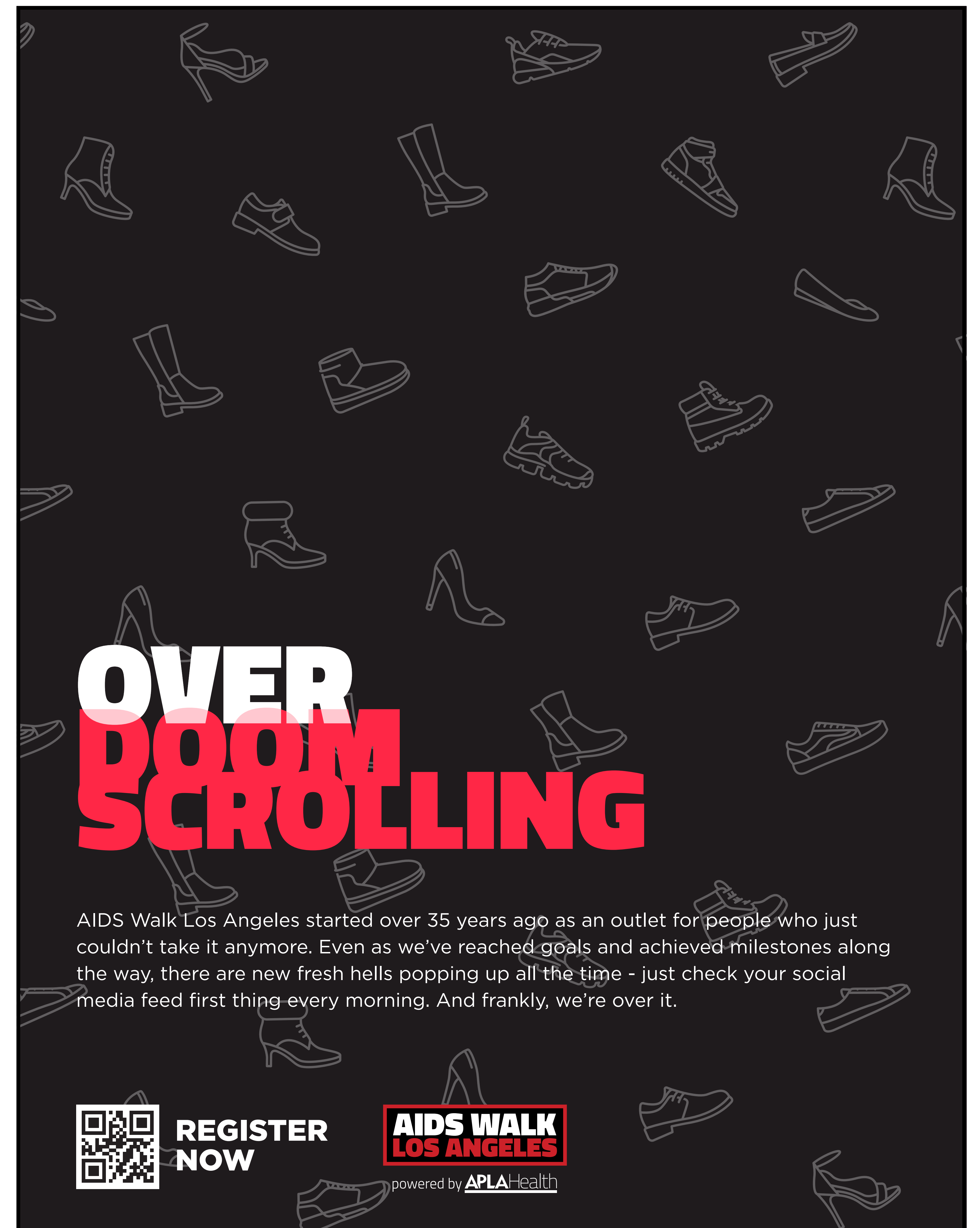
One Line Header Example

The headers made using the template can be up to two lines. The words should not extend past the bounding box set for 12 characters. You must keep to only one word per line in order to maintain the powerful effect of the headers while keeping the phrase legible.



Two Line Header Example

The headers made using the template can be up to two lines. The words should not extend past the bounding box set for 12 characters. You must keep to only one word per line in order to maintain the powerful effect of the headers while keeping the phrase legible.



DO:

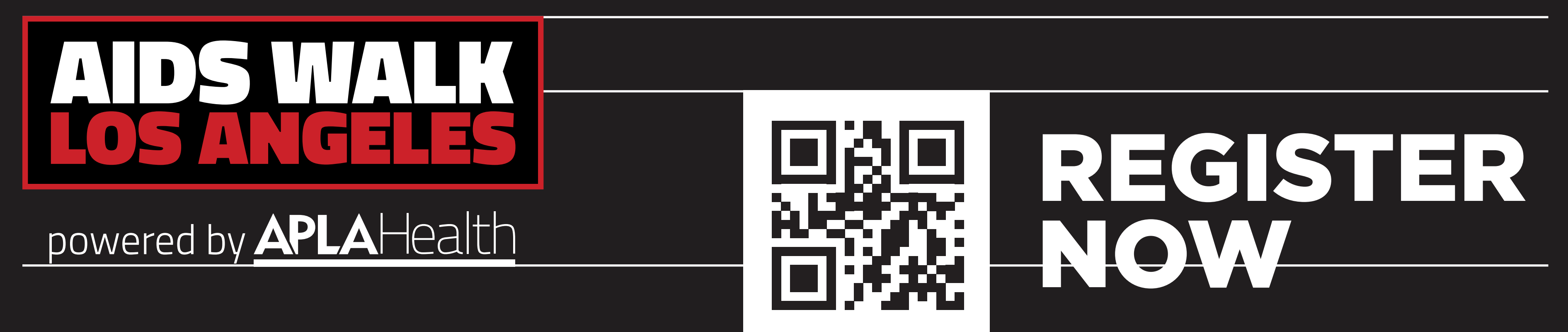
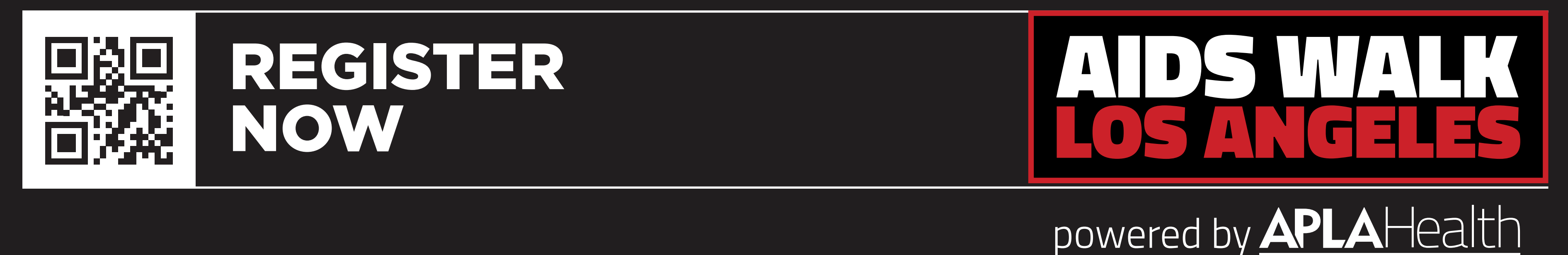
Align the bounding box of register information with the bounding box of the 'AWLA' Logo. Keep the register information aligned to the left hand side.

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 ‘Be All Over It’ campaign and AWLA. Titillium will also be used for secondary uses of the logo (see page 9). 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 or Monsterrat can be used as alternatives.

TITILLIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BLACK
SEMI BOLD
LIGHT

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BLACK
BOOK
THIN

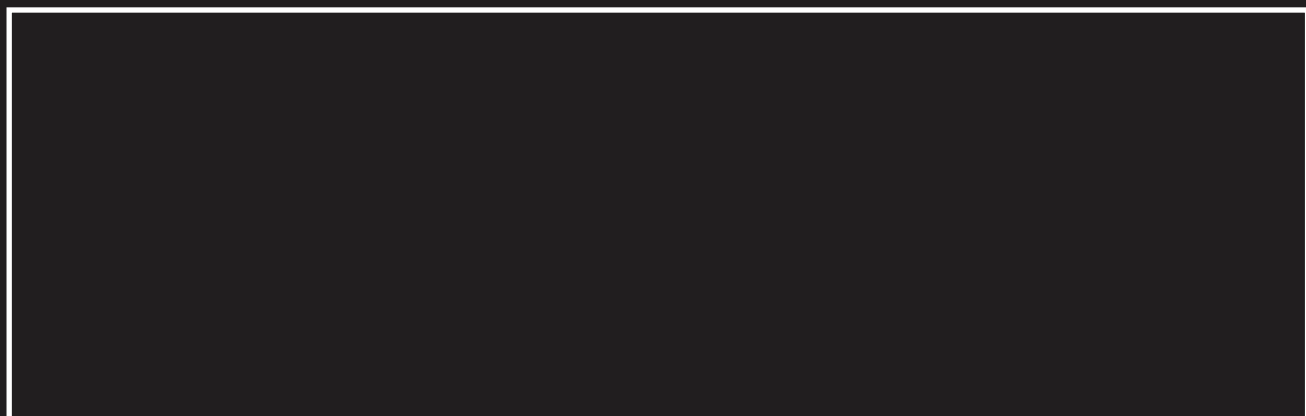
Primary Colors

All pieces of the ‘Be All Over It’ 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 event 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.



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To Be or Not to Be

Since this year is all about getting people to actually do something by participating in a real-life walk, it's important that our theme gives them a directive. The simple addition of the verb Be communicates that this is a mark-your-calendars event and says who the walk is for - people who have had enough, and want to channel their emotions to make a difference.

Without Be, the theme loses that sense of momentum and action. It also hypes up anticipation for a particular day, in the same way saying "Be there" or "Be a part of it" would. As we present the things that we're "over" in our communication, we don't need to include "Be" with each, because the theme is what punctuates the list. Over complacency. Over inaction. Over doom scrolling. If you connect with any one or all of these things and want to do something about it, Be All Over It with us.



Who's Over It?

The strength of our theme is its versatility and duality. The idea of “Over It” can have different points of view, and mean different things depending on context. How we deliver it, and when, will make our POV clear.

When we say we’re “over” something, it can be a statistic, a news story, a stereotype, or any other negative thing we’re fighting against.

When we say we’re “all over” something, we’re referring to the actions we’re taking, the work we’re doing, and our commitment to showing up to the walk.

When APLA Health is speaking

“WE’RE OVER IT”

As an organization, we’re so done with the inequities in care we continue to see.

“WE’RE ALL OVER IT”

We have been, and continue to be, leading the way with solutions.

When individual walkers and influencers are speaking:

“I’M OVER IT”

I’m sick of the b.s. I read about or experience every day and I’m ready to take action.

“I’M ALL OVER IT”

The world can count on me showing up at AWLA22.

When walk teams and partner organizations are speaking:

“WE’RE OVER IT”

We are united around something bad that we want to change.

“WE’RE ALL OVER IT”

We are united in our resolve to show up and Walk, or raise awareness about the Walk.



