INTRODUCTION

This guide will help you put together materials to support the Lupus Research Alliance Walk program.

The guide contains information on the unique logo lock-up for walks, how to apply location-specific branding, use of color, typography and graphic elements.
The Lupus Research Alliance Walk program is an important way of building support within the lupus community, and all of our Walk events should be branded to build recognition and consistency for our organization.

Shown here are the basic elements that make up the Walk branding look & feel.
A custom logo lock-up has been created to represent Walks.

The Lupus Research Alliance logo is locked in a fixed position above the walk logotype.

There are 2 formats—horizontal, which is preferred for most applications; and vertical, which is used when more emphasis should be placed on the "cure lupus" message, such as t-shirts at the event, or for small applications where the type needs to be larger for impact.

Both horizontal and vertical logos are available in solid white for producing things like t-shirts.
For each location, the city name is locked-up with the logo in a fixed size and position. A file in the templates provides live text that can be used to simply replace with each city name.
A standard set of templates has been created for ease of application.

Each template is an individual file and has sample information, picture boxes and the logo already in place.

The templates can be adapted to suit other sizes or for other applications that you may need.

Starter templates include a flyer, postcard, web banner and a printed banner.
Avenir Next is the only approved type family for use in Lupus Research Alliance materials. Approved weights for use in our branded materials are shown here.

**DEFAULT FONT**
Arial can be substituted for Avenir Next in applications requiring a default font, including Microsoft Word and Powerpoint.

**Avenir Next LT Pro Light**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Avenir Next LT Pro Light Italic**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Avenir Next LT Pro Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Avenir Next LT Pro Regular Italic**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Avenir Next LT Pro Medium**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Avenir Next LT Pro Medium Italic**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Avenir Next LT Pro Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Avenir Next LT Pro Bold Italic**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Strong use of color ties our Walk events to the Lupus Research Alliance brand seamlessly.

We have three main colors that represent Lupus Research Alliance—Purple, Violet and Red. We use these three colors in combination, along with white and sometimes gray, to create a distinctive palette that is recognizable as Lupus Research Alliance.

Aside from the printed and online materials, our three colors should be used for things like balloons and t-shirts at the event.
COLOR PALETTE

For print and digital applications, it is important that our color be reproduced accurately.

These color breakdowns should be used:
CMYK for print.
RGB or HTML for online.
SPOT/Pantone for color matching, such as balloons, t-shirts, etc., or when printing in one color.

PRIMARY PALETTE

LRA Purple

LRA Violet

LRA Red

SUPPORTING PALETTE

Blue Gray

Dark Gray

Light Gray

GRADATION

This gradation can be used to separate information or to anchor the bottom of a page.

The gradation should not be used to fill entire backgrounds with color. White is an important part of the look & feel!

In lieu of the Lupus Research Alliance colors listed throughout these guidelines, you may use these PANTONE® Colors, the standards for which are shown in the current edition of the PANTONE FORMULA GUIDE. The color(s) [CMYK and RGB breakdowns] shown on this page have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone LLC.
Circles are a big part of our look and help to make each design distinctive.

In the templates you’ll find a file with several preset circle layouts that can be used.

Note the circles are always cropped off one or two edges of the page, never have the circles floating in mid-air!

**THE THIRD CIRCLE**

A third circle can be added to hold a picture or other important information about the event.

The third circle always overlaps the other two circles.

The circle graphic is made up of a larger circle in Purple, and a smaller circle in Red. The circles always overlap, and the overlapping color is Violet.

The circles can be rotated, cropped and resized to suit many different layouts.

The graphic circle with the gradation border is provided as artwork in your templates.
These examples show how the system can be adjusted to allow for different amounts of information and for variation.
For more information

For more information about Lupus Research Alliance event branding and how it applies to your specific applications email your inquiry to dprior@lupusresearch.org