

Bringing our brand to life

A summary

Welcome

A brand is more than a logo.

Our brand communicates everything people think of whenever they see Alzheimer's Society.

We recommend that you read through this guide before you embark on any design work.

Our tone of voice

- accessible, honest and respectful
- straightforward and jargon-free
- clear and inclusive

People with dementia will always be at the centre of everything we do.

We will work to ensure that their perspectives inform all our activities.

Our logo

Our master logo

to be used in most situations.



Our stacked logo

to be used when our logo appears with other logos, when co-branding and working with partners.

Also to be used where space is limited.



Welsh logo

**Cymdeithas
Alzheimer's** | Arwain yr
ymgyrch yn erbyn
demensia

Arwain yr ymgyrch
yn erbyn demensia
**Cymdeithas
Alzheimer's** |

Logo colour

We should aim to produce the logo in its primary palette of Alzheimer's Blue and Green.

When it is not possible to use our logo in its primary palette, it is reversed out of a secondary colour in white or used in black. The logo never appears in a colour other than black or white. The logo should not be contained in a box. The boxes below show sample backgrounds.



Alzheimer's
Society | Leading the
fight against
dementia



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Our primary colour palette

Bright, vibrant, fresh and easily legible. Designed to inspire enthusiasm and activity.



Alzheimer's Blue



Alzheimer's Green


Colour	Pantone	CMYK	RGB
Alzheimer's Blue	Process Cyan	100.0.0.0	0.158.224
Alzheimer's Green	361	69.0.100.0	91.172.38

Our secondary colour palette

Warm, subtle colours that work in harmony with our primary colours.



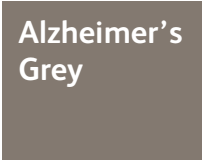
Alzheimer's
Pear Green



Alzheimer's
Orange



Alzheimer's
Light Blue



Alzheimer's
Grey



Alzheimer's
Light Grey



Alzheimer's
White

Colour

Pantone

CMYK

RGB

Alzheimer's Pear Green

584

12.0.79.6

227.219.74

Alzheimer's Orange

136

0.27.76.0

251.195.78

Alzheimer's Light Blue

2975

30.0.5.0

189.227.238

Alzheimer's Grey

Warm Grey 9

48.46.51.12

131.121.112

Alzheimer's Light Grey

Warm Grey 1

0.2.3.6

244.241.238

Alzheimer's White

White space is an integral part of the identity

Further information

Further information

The Marketing and Publishing department is here to help with any queries or needs you may have. We appreciate seeing all materials for final sign off before printing. Please feel free to contact us –

T 0845 372 1414

E brandinfo@alzheimers.org.uk

For further support you can also visit
alzbrandguide.org.uk

If you are employed by Alzheimer's Society and want templates you can also visit Arena.

You can order core marketing materials using our online ordering system on Arena.

Design elements

An exclusion zone

has been established to allow the logo to stand out. This space around the logo is defined by the Alzheimer's 'A'.



The FRSB endorsement

can be used with the master or the stacked logo. To be used as a mark of reassurance especially for donors and other supporters.

Should be used on all materials not just fundraising materials.



Typography

FS Albert

is Alzheimer's Society's primary/external typeface. It is modern, clear and legible. We have three weights – bold, regular and light. All text must be set to a minimum of 12pt. If you wish to email a document using FS Albert it is necessary to create a pdf before sending.

FS Albert Bold

FS Albert Regular

FS Albert Light

Arial

is Alzheimer's Society's secondary/internal typeface. To be used for all internal communications.

Arial Bold

Arial Regular

Italics should not be used. Refer to the house style guide on Arena for full guidelines.

Photography

Photography is a vital and engaging way of expressing our brand. It should be positive, dignified and diverse, capturing real life, a mix of ages and a balanced ethnic mix. We do not use cut out imagery, illustration, graphics or features such as drop shadow and key lines.



Please see **Arena** or **alzbrandguide.org.uk** for more photographs.

Audio visual and digital

We produce high quality DVDs, video and audio capturing real life in a positive and dignified way. Contact us to discuss your audio visual needs at **audiovisual@alzheimers.org.uk**

See our latest videos at **alzheimers.org.uk/youtube**



Before considering producing any blogs, websites, forums or digital advertising please read the New Media Strategic Plan (available on Arena) and then contact **web@alzheimers.org.uk**

Please do not include www. or http:// in front of web addresses.