

Primary logo for event



As the brand identifier, the logo is designed to enhance awareness and recognition of Alzheimer Society of Canada's fundraising walk and establish synergy for the brand across Canada. The elements of the logo are fixed and should not be altered in any way.

In British Columbia, our title sponsor is Investors Group. To reflect this, their logo is incorporated into the logo.

Optimally, leave space around the logo as illustrated. The logo cannot touch other objects in the layout.

Alternate logo version



This logo can be used when a background makes the primary logo difficult to see.

Brand colours and fonts

These colours comprise the brand colour palette and should be integrated across all event collateral to ensure optimal branding.



Pantone 287
CMYK C100 M84 Y19 K0
RGB R27 G65 B127



Pantone 533
CMYK C76 M16 Y0 K0
RGB R0 G143 B196



Pantone n/a
CMYK C0 M0 Y0 K0
RGB R255 G255 B255



Pantone n/a
CMYK C0 M0 Y0 K100
RGB R0 G0 B0

Gotham is the font used in the logo and in material produced by the Society. If accessible, this font should be used across any printed material that is *Walk* related. When unavailable, or in the case of sharing electronic documents, Calibri can be used.

Event tagline

The event tagline is "Make memories matter" and this should be incorporated into every piece of event material or other messaging. This tagline must appear exactly as written and not changed in anyway.

Correct: *When you walk, you make memories matter.*

Incorrect: *When you walk, you are making memories matter.*

Maintaining the integrity of the brand and the logo



Do not stretch or distort the logo.



Do not alter the logo colours.



Do not change the composition, positioning or ratios of logo elements.