

## Lupus Foundation of America

### Team Walk Logo Guidelines

The Lupus Foundation of America *Walk to End Lupus Now*<sup>TM</sup> events serve to raise money for urgently needed research and education programs, raise awareness of lupus, and rally public support for individuals affected by this unpredictable and misunderstood disease. When your team wears their team walk t-shirts or promotes a team activity, they are proudly proclaiming their support for efforts to end lupus and its devastating impact.

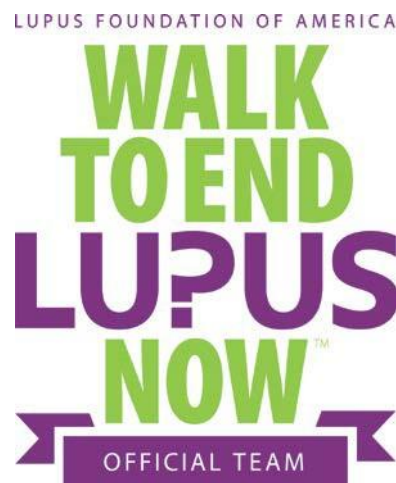
Designing your own team materials and t-shirts for the Walk is a fun way to motivate your team, build camaraderie and get noticed before and on walk day.

**Get Your Purple On!** While not required, all walkers are encouraged to wear purple, the officially designated color representing efforts to raise awareness of lupus. Consider wearing a purple shirt or if your team is creating a team t-shirt, consider incorporating purple into the shirt design.

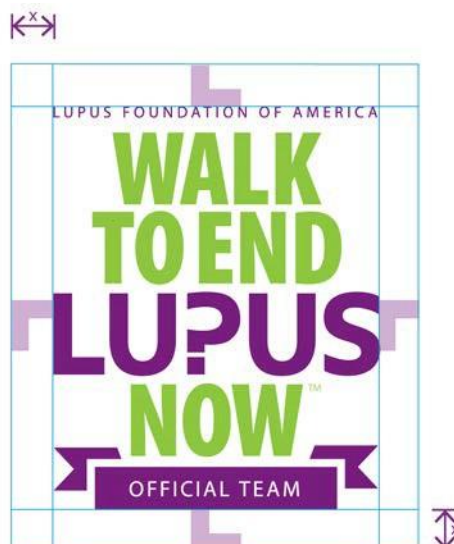
If you choose to create walk team materials, please follow these important guidelines:

- **Using the Lupus Foundation of America logos or any part of the logos is PROHIBITED.**
  - The Lupus Foundation of America's corporate logo, event logo and brand identity campaign have special meaning and play an important role in our awareness and promotional efforts. In order to protect these valuable assets, we must protect them from improper use. Therefore, the Lupus Foundation of America stylized logo and tagline may only be used on products and documents that the Lupus Foundation of America has produced or authorized.
  - Never replace the "p" in "lupus" with a question mark as seen in the Lupus Foundation of America logo.
  - DO NOT use the tagline *Help Us Solve the Cruel Mystery*<sup>TM</sup>.
- **Teams are welcome to use the following language on their team materials:**
  - Proud supporter of the *Walk to End Lupus Now*<sup>TM</sup>.
  - Proud supporter of the Lupus Foundation of America.
  - [#%] of the proceeds from this event will benefit the Lupus Foundation of America.

- [#%] of the proceeds from this event will benefit the Lupus Foundation of America's *Walk to End Lupus Now*™.
- [TEAM NAME] proudly supports the Lupus Foundation of America's *Walk to End Lupus Now*™.
- [I'm/We're] walking to solve the cruel mystery.
- [I'm/We're] walking to end lupus.
- **Use the Lupus Foundation of America Official Team Walk Logo.**
  - We created an Official Team Walk Logo to recognize walk teams. Registered teams are invited to download and use the team logo (color options provided) on their team t-shirts.
    - Each Walk Team Logo is available in JPG and EPS formats.
    - The Walk Team Logo **cannot be modified** and *is only approved for use on walk team t-shirts.*



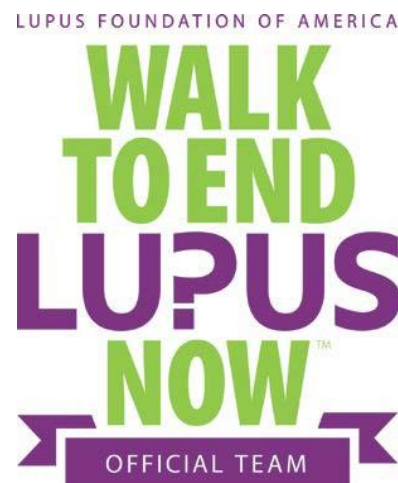
- Safety Area
  - There must always be a clear area around the Official Team Walk Logo that separates it from other visual elements. The ratio for clear space is half the height of the "L" in lupus.



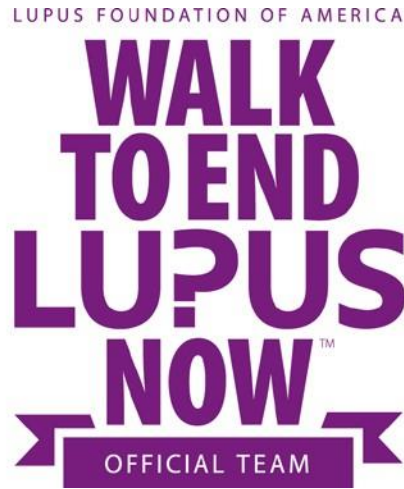
- Color options:
  - The Walk color palette consist of two colors:
    - LFA Fighting Purple (see color # below and give to your printer)
      - PANTONE: PMS 259 C
      - CMYK: C64/M100/Y12/K1
    - LFA Action Green (see color # below and give to your printer)
      - PANTONE: PMS 376 C
      - CMYK: C60/M0/Y100/K0



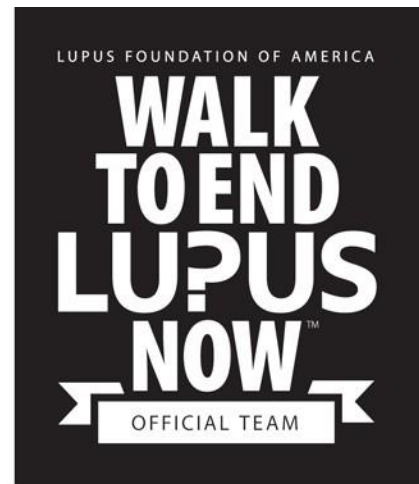
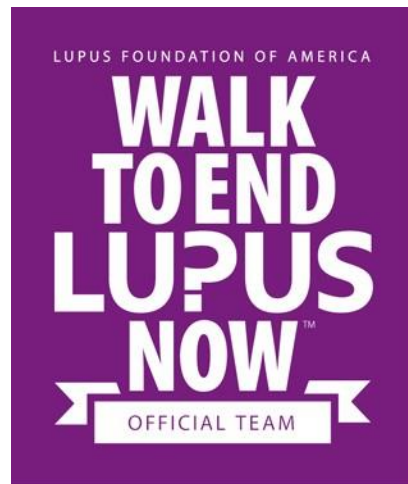
- The logo is provided in these formats:
  - 2-color
    - For use on white backgrounds only



- 1-color
  - For use when 2-color reproduction is not an option
    - LFA Fighting Purple
    - Black



- White (reversed)
  - For use when 2-color reproduction is not an option or viable solution on dark or black backgrounds



The Lupus Foundation of America has these guidelines in place to help protect our new brand and logo and ensure they are effective tools in the fight to end lupus! Thank you for your support and help to enforce these guidelines.