2021 Brand Guidelines

How to protect the consistency of the new AIDS Walk LA 2021 branding and applications.
Primary Logo & Usage

AIDS Walk Los Angeles’s identity is comprised of the original wordmark lockup that is encapsulated in a marquee style frame. The logo consists of “AIDS Walk Los Angeles” and the year of the walk in a heavy modern sans-serif typeface. It reinforces the red, black, and white traditionally used by AIDS Walk.

This year the logo has been rotated in a three-dimensional space which represents the evolution of AIDS Walk into this year’s new format and emphasizes the thematic approach of this Walk. This three-dimensionality allows the title of this year’s theme, The Walk Show, to be housed along the side. The AIDS Walk wordmark is housed in the center of a repeating circular border, representing the lights one would see on a theater marquee sign. These symbols key into this year’s episodic format and quite literally put the AIDS Walk name in lights as the star of the show.

This year’s logo is available with both red and black borders to stand out against varying backgrounds.
Logo Family

Profile pictures for social:

Single color black and white:
The AIDS Walk 2021 logo family also includes a mark that puts The Walk Show in the forefront. This logo is only to be used within The Walk Show videos to introduce the name of the show. It is not meant to be used to replace the main AIDS Walk logo on the previous pages. The main AIDS Walk logos should be utilized for the majority of placements to ensure that our branding is recognizable across the board.

Additionally, the AIDS Walk 2021 logo can be extended to house different names or features throughout The Walk Show episodes. This treatment is only to be used within The Walk Show videos to introduce guests or clinics that are being featured.
The AIDS Walk Los Angeles 2021 color palette includes seven colors. It was designed to reference both AIDS Walk Los Angeles color palette’s traditional red, black, gray, and white and the bright cheerful colors used by APLA Health to create an encompassing and cross-referencing palette.

Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB, and HEX values for consistency across different media. Where possible, the logos should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.
The secondary brand elements for AIDS Walk LA 2021 include two seamless vector patterns. These patterns include: one created from a diverse range of participant shoes and one using film and television symbolism. The icons can be pulled out of these patterns and utilized as separate design elements throughout AIDS Walk LA materials.
Photography Style

Use these examples as an overall theme for photographic style for AIDS Walk LA 2021.

All photography used must be of high quality. Images should depict the people of the APLA Health and the AWLA community. Photography grid’s are utilized in the AWLA 2021 branding to show the different aspects of this community. Photography should be authentic throughout.