

THE ALS THERAPY DEVELOPMENT INSTITUTE

CORNTOSS CHALLENGE

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Style Guidelines



CORNTOSS The Logo

Stacked



Horizontal

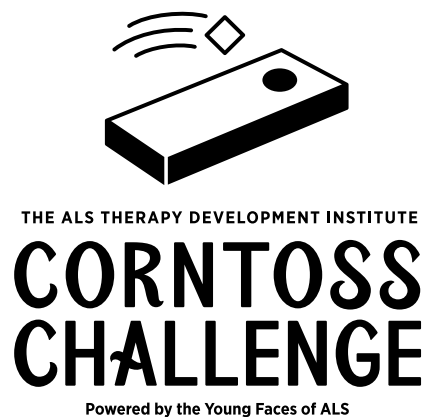


There are two orientations for our primary logo: stacked and horizontal. The general rule of thumb is to use the stacked orientation in all applications, but in certain design scenarios, when the design, layout or space are not conducive to the stacked orientation, then the horizontal orientation can be used.

Tagline

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CORNTOSS Logo: Variants



Black



Knock-Out



There are many occasions when using our full color logo will not be possible, and we will be forced to use either one color or no color at all i.e. black or white. A black variant can be used on a background of any color, except for black and a white variant (also known as knock-out) can be used on a background of any color, including black.

CORNTOSS Logo: Incorrect Usage



It is critical that we do not stray from these guidelines, and in particular with the logo. Absolutely NO ALTERATIONS should be made to the logos provided, and that includes re-coloring, re-sizing, using a different type, omitting the horizontal line, adding a dramatic drop shadow etc. Above are examples of what we CANNOT do with the logo.

CORNTOSS Color Palette

Purple P 2592 C C50 M89 Y0 K0 R144 G165 B153 #904199	Deep Navy C94 M77 Y51 K62 R0 G31 B52 #001F34	Black	White
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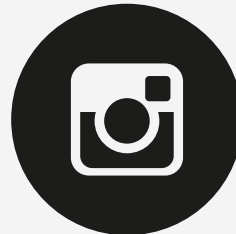
The primary logo is made up of purple. If a secondary color is needed, use deep navy. Black or white can also be used when appropriate.

CORNTOSS Social Media

#CorntossChallenge #EndALS
#YFALS #YoungFacesofALS



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CORNTOSS Contact

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