A STEP-BY-STEP GUIDE TO EVENT BRANDING

proudly supporting LUPUS RESEARCH ALLIANCE
We're so happy that you've decided to host an event to support the Lupus Research Alliance.

This guide will help you create your event, and provide you with the tools you need to design professional looking materials to promote and support the event.

Once you have the idea for your event, decide on a name, the date, time and where the event will be located.

When these details organized, you are ready to start preparing materials.

We have created artwork templates that you can use to design flyers, postcards, web banners, printed banners or any other materials needed to produce your event.

If you have not received templates already, please contact us and we will send you the materials you need.

Using this guide, you can use the templates to design your event materials. Just follow the instructions on the following pages, and get ready to have fun!
Branded events have a special look & feel that complements Lupus Research Alliance, while allowing you flexibility in creating custom materials to promote and support your event.

Shown here are the basic elements that make up the special events look & feel, this guide will help you make it your own with flexible design options that you can change yourself.
You want to get involved and support Lupus Research Alliance in their search for a cure. Now what?
We'll help you get started, and make your event a success.
DEFINE THE DETAILS

DECIDE WHAT TYPE OF EVENT TO HOLD
What gets you excited? Think about other events you’ve been to that have been enjoyable as well as doing good for the community or a cause that you’re passionate about. Host a golf tournament, have a wine tasting or a bake sale. Excitement is contagious and if you’re passionate about it, others will join in!

1 DETERMINE THE DETAILS
Set a date & time and secure a location. Recruit friends & family to help, the event will be more fun to put together as a group.

2 KNOW ABOUT LUPUS
Use the Lupus Research Alliance website to learn about lupus and share the knowledge with supporters of your event.

3 GET THE WORD OUT
Make sure members of your community know what’s happening. Use social media, send out an email invite, have flyers printed, advertise on local radio or run an ad in the newspaper.

4 CELEBRATE SUCCESSES
Show appreciation for volunteers and supporters of your event. Have a post event party, send a personal gift or thank you card to each supporter, and remember to encourage them to stay involved with events to support Lupus Research Alliance.

5 SHARE ON SOCIAL MEDIA!
Before, during and after your event, take lots of pictures and share them with your community.

6 MATCHING GIFT PROGRAMS
This is an easy way to double your fundraising quickly! Contact your place of business to see if they have a matching gifts program.
GATHER YOUR TEMPLATES

We have tools to help you get started!
Contact us and we’ll give you templates to use to design your event materials.
A standard set of templates has been created that you can use, customize and adapt to suit the needs of your event.

Each template is an individual file and has sample information, picture boxes and the logo already in place.

The templates can be adapted to suit other sizes or for other applications that you may need.

If you have not received templates already, please contact us and we will send you the materials.

Starter templates include a flyer, postcard, web banner and a printed banner.
Now it's time to create your own materials!

This section gives you an overview of the different design options you have when designing your event.

Follow the guidelines carefully to ensure you have a strong and impactful look to promote your event.
The headline file in the templates contains several examples that you can adapt for your own event.

For longer event names you may need a separate lock-up for vertical and horizontal applications.

Use different weights of typography to create a distinctive logo lockup.

A mix of Muli Regular and Bold, with alternating colors between Purple and Violet to create a unique headline.

You will need to install our font, called Muli, on your computer if you do not already have it.

You can download Muli for free from Google Fonts:
https://fonts.google.com/specimen/Muli

Two colors from our color palette should be used for the headline. Never use more than two colors.
Using color is one of the best ways to brand your event and ensure it ties to the Lupus Research Alliance brand seamlessly.

We have three main colors that represent Lupus Research Alliance—Purple, Violet and Red.

We use these three colors in combination, along with white and sometimes gray, to create a distinctive palette that is recognizable as Lupus Research Alliance.

Aside from the printed and online materials you'll use, you can use these colors when choosing accessories, balloons, decorations, etc. to create a unique look for your event.
For print and digital applications, it’s important that our color be reproduced accurately.

These color breakdowns should be used:
- CMYK for print.
- RGB or HTML for online.
- SPOT/Pantone for color matching, such as balloons, t-shirts, etc.

### PRIMARY PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>LRA Purple</th>
<th>LRA Violet</th>
<th>LRA Red</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPOT</strong></td>
<td>PANTONE 2597</td>
<td>PANTONE 2415</td>
<td>PANTONE 185</td>
</tr>
<tr>
<td>CMYK</td>
<td>80/99/0/0</td>
<td>38/100/0/6</td>
<td>0/93/79/0</td>
</tr>
<tr>
<td>RGB</td>
<td>100/51/133</td>
<td>158/36/123</td>
<td>217/55/64</td>
</tr>
<tr>
<td>HTML</td>
<td>643385</td>
<td>9E247B</td>
<td>D93740</td>
</tr>
</tbody>
</table>

### SUPPORTING PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>Blue Gray</th>
<th>Dark Gray</th>
<th>Light Gray</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPOT</strong></td>
<td>PANTONE 5425</td>
<td>PANTONE 2055</td>
<td>PANTONE 2056</td>
</tr>
<tr>
<td>CMYK</td>
<td>45/16/9/24</td>
<td>0/0/80</td>
<td>0/0/40</td>
</tr>
<tr>
<td>RGB</td>
<td>123/156/177</td>
<td>88/89/91</td>
<td>167/169/172</td>
</tr>
<tr>
<td>HTML</td>
<td>7B9CB1</td>
<td>58595B</td>
<td>A7A9AC</td>
</tr>
</tbody>
</table>

### GRADATIONS

- LRA Purple to Red Gradation
- LRA Purple to Violet Gradation

These gradations can be used to separate information or for small details.

The gradations should not be used to fill entire backgrounds with color. White is an important part of the look & feel!

Only use one gradation on each piece you design.

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In lieu of the Lupus Research Alliance colors listed throughout these guidelines, you may use these PANTONE® Colors, the standards for which are shown in the current edition of the PANTONE FORMULA GUIDE. The color(s) (CMYK and RGB breakdowns) shown on this page have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone LLC.
Circles are a big part of our look and help to make your design distinctive.

In your templates you’ll find a file with several preset circle layouts that you can use.

Note the circles are always cropped off one or two edges of the page, never have the circles floating in mid-air!

THE THIRD CIRCLE
A third circle can be added to hold a picture or other important information about the event.

The third circle always overlaps the other two circles.

The circle graphic is made up of a larger circle in Purple, and a smaller circle in Red. The circles always overlap, and the overlapping color is Violet.

The graphic circle with the gradation border is provided as artwork in your templates.

The circles can be rotated, cropped and resized to suit many different layouts.
A few general principles for design and effective communication have been established to help guide you as you develop your materials. Try to keep exceptions to these principles to a minimum.

**ESTABLISH A COMMUNICATION HIERARCHY:**

What is the primary information you want the viewer to take away?

1. Title of event & Lupus Research Alliance logo. Give the Lupus Research Alliance logo prominence by leaving clear space around it.
2. Reason for communication.
3. Important information.
4. The right photo can help communicate the purpose for the event, so choose carefully.
5. Only use other logos if required to do so.

**SIMPLIFY, SIMPLIFY, SIMPLIFY**

6. Never use more than 3 circles on one layout.
7. If a photo is used within a circle it should sit on top of the color circles.
8. Edit copy—if you can say it in 3 words instead of 5, do that.
9. Range information left to make it easier to read.
10. If there are multiple areas of solid color, only use a gradation in one of them.
Vertical and horizontal lock-ups of the logo are available in the templates.

The “proudly supporting Lupus Research Alliance” logo must appear on every piece. Never alter the logo, always use the artwork provided.

This example illustrates creating different items to promote the same event. Note there should be consistency across everything you produce.
These examples are all available as templates, you can use these layouts for inspiration and as a starting point for your own event.
For more information

For more information about Lupus Research Alliance event branding and how it applies to your specific applications email your inquiry to dprior@lupusresearch.org