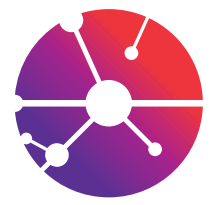# A STEP-BY-STEP GUIDE TO EVENT BRANDING

proudly supporting

LUPUS RESEARCH ALLIANCE

WELCOME!

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.

1. Define the details

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.

2. Gather your templates

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.

3. Design your event

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!
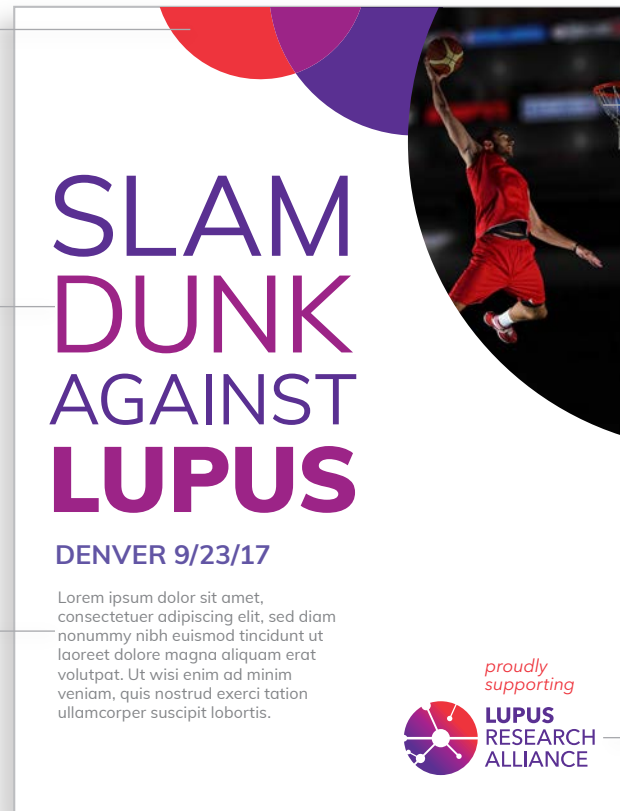
Branded events have a special look & feel that complements Lupus Research Alliance, while allowing you flexibility in creating custom materials to promote and support your event.

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.

Unique circle graphics make the piece ownable for your event and ties visually to the Lupus Research Alliance.

Fun and impactful typography shows off the title of the event.

Your event information describes the details.

You can use your own photos to add personalization.

SLAM DUNK AGAINST LUPUS

DENVER 9/23/17

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

proudly supporting

LUPUS RESEARCH ALLIANCE

A custom logo clearly identifies your event as "proudly supporting Lupus Research Alliance."

DEFINE THE
DETAILS

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.

proudly supporting

LUPUS RESEARCH ALLIANCE

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
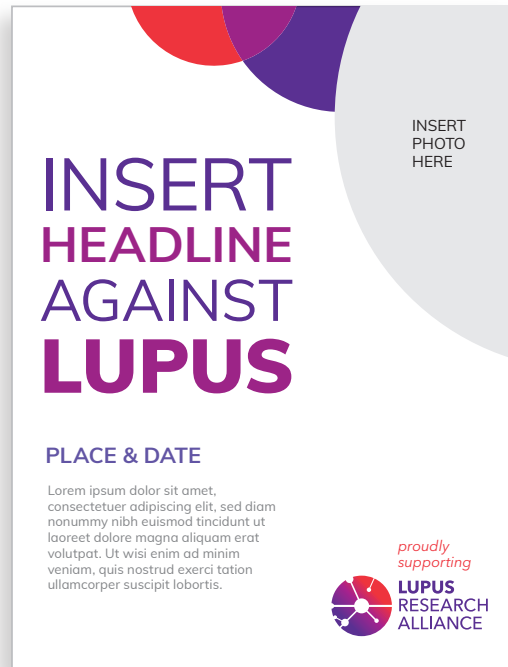# TEMPLATES

We have tools to help you get started!

Contact us and we'll give you templates to use to design your event materials.

proudly supporting

LUPUS RESEARCH ALLIANCE

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.

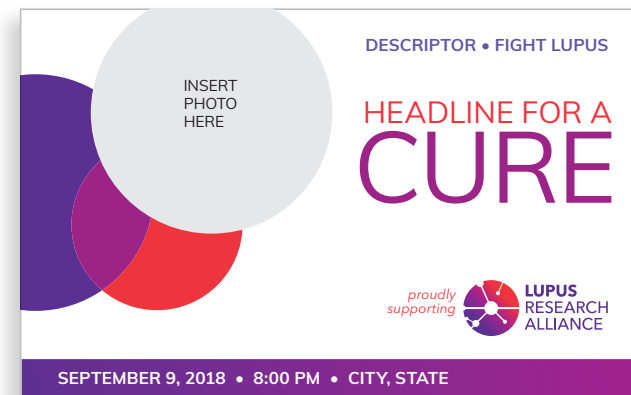The templates can be adapted to suit other sizes or for other applications that you may need.

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

INSERT
PHOTO
HERE

INSERT
HEADLINE
AGAINST
LUPUS

PLACE & DATE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

proudly supporting
LUPUS RESEARCH ALLIANCE

8.5 x 11 Flyer

Starter templates include a flyer, postcard, web banner and a printed banner.

JOIN US!
8/29
LOCATION HERE

JOHN LASTNAME
ROAST & TOAST

proudly supporting
LUPUS RESEARCH ALLIANCE

Standard Web Banner

DESCRIPTOR • FIGHT LUPUS

INSERT
PHOTO
HERE

HEADLINE FOR A
CURE

proudly supporting
LUPUS RESEARCH ALLIANCE

SEPTEMBER 9, 2018 • 8:00 PM • CITY, STATE

4 x 6 Postcard

DESIGN YOUR
EVENT

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.

SLAM DUNK AGAINST **LUPUS**

SLAM DUNK AGAINST **LUPUS**

Altering the size and weight of each line of type allows you to make the lines of similar length, where appropriate.

JOHN LASTNAME ROAST & TOAST

JOHN LASTNAME ROAST & TOAST

Two colors from our color palette should be used for the headline. Never use more than two colors.

MULI

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

Muli Light
Muli Light Italic

Muli Regular
Muli Italic

Muli Semi Bold
Muli Semi Bold Italic

Muli Bold
Muli Bold Italic

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.

TASTE WINE • FIGHT LUPUS

POUR FOR A
CURE

*proudly
supporting*

**LUPUS
RESEARCH
ALLIANCE**

SEPTEMBER 9, 2017 • SANTA ROSA, CALIFORNIA

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.

COLOR PALETTE

For print and digital applications, it's important that our color be reproduced accurately.
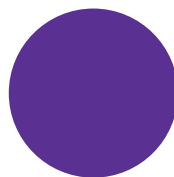
These color breakdowns should be used:

CMYK for print.

RGB or HTML for online.

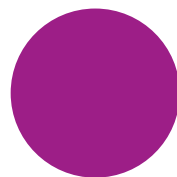SPOT/Pantone for color matching, such as balloons, t-shirts, etc.
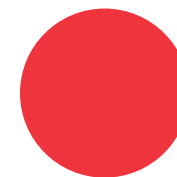
PRIMARY PALETTE

LRA Purple

SPOT	PANTONE 2597
CMYK	80/99/0/0
RGB	100/51/133
HTML	643385

LRA Violet

SPOT	PANTONE 2415
CMYK	38/100/0/6
RGB	158/36/123
HTML	9E247B

LRA Red

SPOT	PANTONE 185
CMYK	0/93/79/0
RGB	217/55/64
HTML	D93740

SUPPORTING PALETTE

Blue Gray
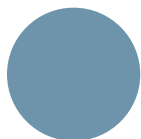
SPOT	PANTONE 5425
CMYK	45/16/9/24
RGB	123/156/177
HTML	7B9CB1

Dark Gray
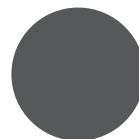
SPOT	
CMYK	0/0/0/80
RGB	88/89/91
HTML	58595B

Light Gray

SPOT	
CMYK	0/0/0/40
RGB	167/169/172
HTML	A7A9AC

GRADATIONS

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.

LRA Purple to Red Gradation

LRA Purple to Violet Gradation

Each gradation runs from the lower left corner to the upper right.

CIRCLE GRAPHIC

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 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.
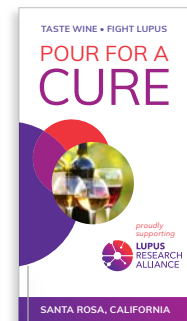
The circles can be rotated, cropped and resized to suit many different layouts.

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

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.

HOST NAME
GOLF OUTING
Crafted by Tito's Handmade Vodka

SAVE THE DATE:
MONDAY, MAY 7, 2018

Name of the Country Club
City, State

Sponsor
Foundation

Contact: Contact Name contact@gmail.com

proudly supporting

LUPUS RESEARCH ALLIANCE

GOLF OUTING CHAIRS:

Steve Johnson
Managing Director

Host Name
Special honoree

John Jacobs, CFA

Securitized Assets

Joe Smith
Senior Vice President
Company Name

David James
Executive Managing Director, North America, Global Head of FX Products

Jim Jackson
Senior Portfolio

SLAM DUNK AGAINST LUPUS

DENVER 9/23/17

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

proudly supporting LUPUS RESEARCH ALLIANCE

Vertical and horizontal lock-ups of the logo are available in the templates.

JOIN US! 8/29 ARROWHEAD STADIUM

JOHN LASTNAME ROAST & TOAST

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

proudly supporting LUPUS RESEARCH ALLIANCE

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

TASTE WINE • FIGHT LUPUS

POUR FOR A CURE

proudly supporting LUPUS RESEARCH ALLIANCE

SEPTEMBER 9, 2017 • SANTA ROSA, CALIFORNIA

TASTE WINE • FIGHT LUPUS

POUR FOR A CURE

proudly supporting LUPUS RESEARCH ALLIANCE

SANTA ROSA, CALIFORNIA

POUR FOR A CURE

proudly supporting LUPUS RESEARCH ALLIANCE

100% OF FUNDS
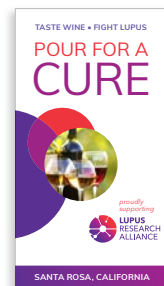
This example illustrates creating different items to promote the same event. Note there should be consistency across everything you produce.

DESIGN EXAMPLES

These examples are all available as templates, you can use these layouts for inspiration and as a starting point for your own event.

SLAM
DUNK
AGAINST
LUPUS

DENVER 9/23/17

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

proudly supporting **LUPUS** RESEARCH ALLIANCE

Flyer_1

SEPTEMBER 9, 2017 • SANTA ROSA, CALIFORNIA

TASTE WINE • FIGHT LUPUS

POUR FOR A
CURE

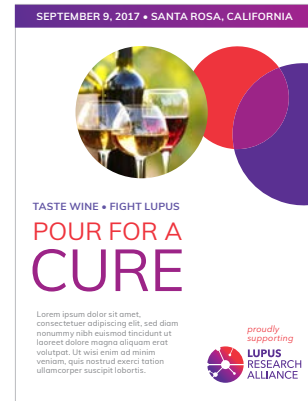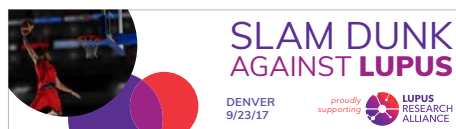Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

proudly supporting **LUPUS** RESEARCH ALLIANCE

Flyer_2

JOIN US!
8/29
ARROWHEAD STADIUM

JOHN
LASTNAME
ROAST &
TOAST

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

proudly supporting **LUPUS** RESEARCH ALLIANCE

Flyer_3

SLAM
DUNK
AGAINST
LUPUS

DENVER 9/23/17

proudly supporting **LUPUS** RESEARCH ALLIANCE

Postcard_1

TASTE WINE • FIGHT LUPUS

POUR FOR A
CURE

proudly supporting **LUPUS** RESEARCH ALLIANCE

SEPTEMBER 9, 2017 • SANTA ROSA, CALIFORNIA

Postcard_2

JOHN
LASTNAME
ROAST &
TOAST

JOIN US!
8/29
ARROWHEAD STADIUM

proudly supporting **LUPUS** RESEARCH ALLIANCE

Postcard_3

SLAM DUNK
AGAINST **LUPUS**

DENVER 9/23/17

proudly supporting **LUPUS** RESEARCH ALLIANCE

Banner_1

TASTE WINE • FIGHT LUPUS

POUR FOR A
CURE

MORE INFO

proudly supporting **LUPUS** RESEARCH ALLIANCE

Banner_2

JOIN US!
8/29
ARROWHEAD STADIUM

JOHN LASTNAME
ROAST & TOAST

proudly supporting **LUPUS** RESEARCH ALLIANCE

Banner_3

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