

THE ALS THERAPY DEVELOPMENT INSTITUTE

**TRI-STATE
TREK**

Style Guidelines





The Logo



Full color



Knock-Out

The general rule is to use the full-color logo in all applications. However, in certain design situations where the full-color logo doesn't suit the design, the knockout or black version can be used instead.

Tagline

The Ride to End ALS

THE ALS THERAPY DEVELOPMENT INSTITUTE

**TRI-STATE
TREK**

The Logo

Varients



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Stacked

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Horizontal

In some cases, you may want to create a larger visual impact, such as on banners, stickers, shirts, or other merchandise. This is where the alternate logo variant comes in. A general guideline is to use the standard logo for collateral that will be under two inches in size. The alternate logo can also be used in black, white (knock-out), or full color versions.

The 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, adding a drop shadow etc. These are examples of what we CANNOT do with the logo.

The Logo

Partnership Combos

ALS TDI x TRI STATE TREK



Full color



White



Black

TRI STATE TREK x Others



Full color



White



Black

When using the ALS TDI logo alongside the Trek logo, or pairing the Trek logo with your own logo, follow these guidelines:

- The ALS TDI logo should always appear before the Trek logo.
- If you are using only the Trek logo, it should be placed before any other logo.

Please note that only one partnership logo should be used in this format at a time.

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The Logo

Color Pallete



The primary logo is made up of two colors, purple and blue, with a shade range for each. Black or white can be used when appropriate.

**#TriStateTrek #EndALS
#WeAreTrekFamily**



@tristatetrek



@alstdi



@TDITriStateTrek

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TRI-STATE TREK

Contact

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