

# Name and Logo Usage Guidelines

## ACT on Alzheimer's® and Dementia Friends Minnesota

### ACT Name Use

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The ACT on Alzheimer's® name (and related logo) is a registered trademark. Trademark registration acknowledges and protects the collective brand of any community work associated with the ACT on Alzheimer's initiative.

Use a registered symbol (®) when ACT's name is used as an adjective, such as:

- The ACT on Alzheimer's® Dementia Friendly Communities Toolkit
- Cambridge is an ACT on Alzheimer's® action community

You don't need to use the registered symbol when ACT's name is used a noun, such as:

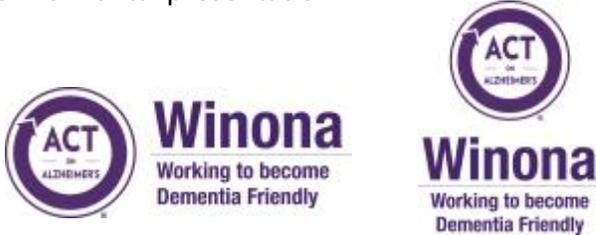
- ACT on Alzheimer's is a statewide collaboration
- The work of ACT on Alzheimer's is helping Minnesota prepare, community by community

**Tip:** Within a print document, a webpage, or a presentation, you can use the registered symbol only once; you don't need to use it on every occurrence of the ACT name within the same document.

### ACT Logo Use

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| Guidelines   | Samples   |
|--|---|
| <p>For materials printed in association with ACT on Alzheimer's work, use the official ACT on Alzheimer's logo.</p> <p>Find the logo kit here: <a href="#">ACT on Alzheimer's</a></p> <ul style="list-style-type: none"> <li>• Use the single-color purple logo whenever possible. When color production is not available, a one-color black logo is allowed.</li> <li>• Do not use a different color or otherwise modify the logo.</li> <li>• Do not insert or draw a box around the logo (the ACT logo has a "safe area" marked by an invisible boundary box).</li> <li>• Do not compress or stretch the logo size.</li> </ul> | <p>Main logo:</p>  <p>Community-specific logos can have a vertical or horizontal presentation:</p>  |

| Guidelines  | Samples  |
|---|--|
| <p>At present, no formal criteria or process exists (in Minnesota or the U.S.) for a community or business to designate itself as “dementia friendly.” Therefore, ACT has created logos with the tagline “Working to become Dementia Friendly” as an option for communities or businesses to recognize their ongoing work.</p> <p>The guidelines above for ACT Logo Use also apply here.</p> <p>Find the logo kit here: <a href="#">Working to become Dementia Friendly</a></p> | <p>Main tagline logo can be horizontal or vertical:</p>  <p>Community-specific logos can also have a vertical or horizontal presentation:</p>  |

## ACT Color and Font Use

Materials created and printed in association with ACT on Alzheimer’s community work should use the following primary color and font:

- Color formula for ACT purple is C=86, M=100, Y=23, K=16 or R=70, G=22, B=108
- For narrative text, use a standard black font as the coordinating color. The font is Calibri.

## Recognizing Action Community Relationship to ACT on Alzheimer’s

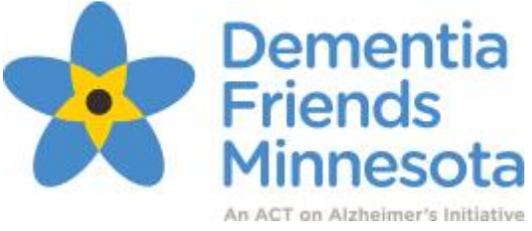
For printed reports, posters, and other narrative materials **about** the action community, use "An initiative of ACT on Alzheimer's" as a footnote to indicate the relationship between the action community and the statewide collaborative.

The official ACT on Alzheimer’s logo should be used on action-community-produced items such as flyers or brochures, but no other descriptive text is needed. Use of the tagline "An initiative of ACT on Alzheimer's" on such items is optional.

- The tagline can be modified to include the name of the community, e.g., An initiative of NAME OF COMMUNITY and ACT on Alzheimer's.
- Taglines must follow the guidelines for color and font above.
- Submit proposed taglines to [info@actonalz.org](mailto:info@actonalz.org) to ensure consistency.

## Dementia Friends Minnesota Logo Use

Dementia Friends Minnesota (DFMN) is a licensee of the international Dementia Friends program, a global movement, developed by the Alzheimer's Society in the United Kingdom. Minnesota communities that participate in the program by offering the Dementia Friends Information Session must use the following logo to promote the program:

| Guidelines  | Sample   |
|---|--|
| <p>The Dementia Friends Minnesota logo cannot be altered or modified in any way. The logo may only be used to promote the Dementia Friends program.</p> <p>Find the logo kit here: <a href="#">Dementia Friends MN</a></p> <ul style="list-style-type: none"> <li>• Do not use a different color or otherwise modify the logo.</li> <li>• Do not insert or draw a box around the logo (the logo has a “safe area” marked by an invisible boundary box).</li> <li>• Do not compress or stretch the logo size.</li> </ul> |  |

## Dementia Friends Minnesota Color and Font Use

Materials created and printed in association with Dementia Friends Minnesota work should use the following primary colors and font:

- Color formula for blue is C=72, M=37, Y=0, K=0 or R=71, G=139, B=202
- Color formula for yellow is C=1, M=18, Y=99, K=0 or R=255, G=206, B=7
- Color formula for taupe is C=31, M=29, Y=34, K=0 or R=181, G=171, B=161
- For narrative text, use a standard black font as the coordinating color. The font is Calibri.

## Dementia Friend Logo Use

| Guidelines  | Sample   |
|---|--|
| <p>The Dementia Friend logo should only be used for creating products/promotional items, such as a button (example shown at right). It cannot be used to designate a business, organization or community as “dementia friendly.”</p> <p>Find the logo kit here: <a href="#">Dementia Friend</a></p> |  |