

## LOGO SPECIAL USE

While we always want our logos to stand out for brand awareness, we also want to make sure they stand strong for something greater – our values and beliefs. After all, our logo is emblematic of who we are as an organization and how we support our communities. Therefore, to stand in solidarity with the Lesbian, Gay, Bisexual, Transgender and Questioning (LGBTQ) community during Pride Month, our cross and infinity marks will change in certain media and creative executions to include a rainbow. This is the only time our marks will be altered from our iconic purple and teal.

### HORIZONTAL LOGO



Horizontal (no LL)

### VERTICAL LOGO



Vertical (no LL)



Horizontal Linkage Version. The Linkage Line (LL) is scaled to 40% the height of the main logo cross and is centered below it. The space between equals the height of the LL cross, set below the bottom edge of the cross.



Vertical Linkage Version. On the stacked version of the Advocate parent logo, the LL is just set to full width of the main logo. Space between logo text baseline and LL equals height of the LL cross.



Horizontal Linkage Version. The Linkage Line (LL) is scaled such that the space on either side of it, when centered, equals 50% the width of the teal infinite symbol. The space between the lower edge of the large teal infinite symbol and the top of the small LL cross equals the height of the large infinite symbol.



Vertical Linkage Version. On the stacked version of the Aurora parent logo, the LL is just set to full width of the main logo. Space between logo text baseline and LL equals height of the LL cross.