

Editorial & Branding Style Guide

F4LBR 2017



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Boilerplate

Official Boilerplate for *PWA's Friends For Life Bike Rally*:

On July 31, 2017, more than 300 Riders and Crew will embark on either a 1-day, 108 km journey from Toronto to Port Hope or a 6-day, 600 km journey from Toronto to Montréal, both in support of people living with HIV/AIDS. PWA's Friends For Life Bike Rally is the sustaining fundraiser of the Toronto People With AIDS Foundation. The experience of the Bike Rally promises to have a profound impact on the lives of every participant.



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Official Names

Full Event Name:

PWA's Friends For Life Bike Rally

Note: Used as first reference in most internal and all external communications.

Acceptable Abbreviated Versions of Event Name:

Internal Communications	External Communications
<ul style="list-style-type: none">• F4LBR (when generally referencing PWA's Friends For Life Bike Rally)• #F4LBR (hashtag for social media)• Bike Rally• The 1-Day Ride (1 is not spelled out, capitalized "D" and "R")• The 6-Day Ride (6 is not spelled out, capitalized "D" and "R")	<ul style="list-style-type: none">• Bike Rally (Capitalized "B" and "R")• The Ride (Capitalized "R")• The 1-Day Ride (1 is not spelled out, capitalized "D" and "R")• The 6-Day Ride (6 is not spelled out, capitalized "D" and "R")





Official Names

Full Organization Name:

Toronto People With AIDS Foundation

Note: Used as first reference in all internal and external communications.

Acceptable Abbreviated Version:

PWA

Note: All caps and no punctuation. Never preceded with “the”.

Possessive is “PWA’s”.



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F4LBR Theme

PWA's Friends For Life Bike Rally Official Theme for 18th Year:

As long as there's a reason, there's a Ride.

Note: When appropriate, used in internal and external communications.

Bold and italicized.



Common F4LBR Editorial Style

Word or Phrase	Usage and/or Incorrect Word or Phrase
Rider	In reference to F4LBR cyclists. Capitalized.
Crew	In reference to F4LBR crew members. Capitalized
Participant	In reference to both F4LBR Rider and Crew and same time. Capitalized.
Community	In reference to Participants and supporters of the Bike Rally. Capitalized.
Montréal	Correct spelling is with “é”.
People living with HIV/AIDS	In referencing who PWA serves.
AIDS	When referencing Acquired Immune Deficiency Syndrome. All letters capitalized.
PHA	Acronym for people living with HIV/AIDS.



Graphics & Logos

- Official Logo Variations of F4LBR:



Graphics & Logos

Official F4LBR Banner Graphic:



IWANT2RIDE@BIKERALLY.ORG | @F4LBR | 416.506.1400 | BIKERALLY.ORG



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TORONTO PEOPLE WITH AIDS FOUNDATION'S ANNUAL FUNDRAISER



Note: If banner used, must be located as footer of communication/presentation.



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Graphics & Logos

Official PWA Logo Variations:



Templates

Internal and External Presentations/Submission Report:

- See EX Presentation Submission Template
- Title Slide Font: Calibri
 Size: Variable
 Colour: Light Grey (RGB: 226, 227, 228)
- Slide Titles: Font: Arial Black
 Size: Variable
 Colour: Purple (RGB: 135, 45, 145)
- Slide Text: Font: Calibri
 Size: Variable
 Colour: Black (RGB: 0, 0, 0,) OR
 Red (RGB: 226, 24, 54)



Templates

Internal and External Letterhead:

- See Letterhead Template
- Font: Calibri
- Size: 11



Templates

Reports and Documents

- See Report Template
- Font: Calibri
- Title: Size 11, bold
- Text: Size 11
- Recommended core elements:
 - a. Date
 - b. Author/Committee



Summary of Brand Standards



Red			
R	226	C	0
G	24	M	100
B	54	Y	81
		K	4
HEX e21836			

Purple			
R	135	C	56
G	45	M	98
B	145	Y	0
		K	0
HEX 872c91			

Dark Grey			
R	81	C	0
G	81	M	0
B	83	Y	0
		K	83
HEX 515153			

Light Grey			
R	226	C	0
G	227	M	0
B	228	Y	0
		K	12
HEX e2e3e4			

