

32nd Annual Walk For Warmth

Client: Oakland Livingston Human Service Agency (OLHSA)

Premier Sponsor: Genisys Credit Union

Soft Deadline: October 22, 2021

Hard Deadline: November 5, 2021

1. **Target Audience:**

Walk for Warmth is a family friendly event with the many of our patrons being Head Start families, local community members.

2. **Objective/Purpose**

OLHSA’s Walk for Warmth brings the community together annually to raise funds that support local families who are struggling to stay safe and warm year-round. Walk proceeds reduce the challenges some families face during the cold season - having to choose between warmth or going into debt to meet their basic needs.

Walk For Warmth raises over \$100k annually where all proceeds directly benefits Oakland and Livingston community members, many of which of children and seniors.

3. **Supporting rational/emotional reasons to act:**

Walk For Warmth’s event logo needs to reflect the audience in an approachable and comforting manner.

Logo design should be youthful and playful while still being legible. All previous logos have been illustrative with a focus on the penguin – would be open to considering stylized letter mark.

How would you rate or describe your brand’s style:

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classic		Modern	Playful		Sophisticated	
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mature		Youthful	Geometric		Organic	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Masculine		Feminine	Abstract		Literal	

4. **Mandatory elements/helpful info/insights:**

Need to have on event logo

- OLHSA Logo
- "32nd Annual Walk For Warmth"
- "Premier Sponsor: Genisys Credit Union (Genisys Logo)"
- Penguin illustration (OLHSA mascot, "Otis")
- Main logo needs to stick to **under 5 colors** for t-shirt screen printing purposes
 - Gradients, tints, and shadows are accepted.
 - OLHSA Style guide with color codes will be provided.

Nice to have

- Incorporating the *Community Action Agency* "Huggy Heart"

5. **Deliverables**

- One Main Event logo in vector format
 - Color
 - BW
- Assets used to create logo in vector format
- Color codes
- Any additional fonts used

6. **Placements of logo**

Walk For Warmth Event logo will be included on –

- Event T-shirt
- All promotional material
 - Flyers
 - Posters
 - mailers
- Social media advertising
- Physical advertisements

There are over 600+ attendees each year for OLHSA's Walk for Warmth events.