

Walk Coordinator Branding "Tip Sheet"



- The Walk for Apraxia logo may not be altered or modified in any way. This includes distorting / stretching the image, changing the font colors, cropping parts of the logo, etc.
- The Walk logo must ALWAYS have a white background.
- Refer to the official Apraxia Kids' flyer template when designing a wrap-around fundraiser for your Walk.
- Staff, volunteers and stakeholders are provided with graphics and images to use to promote our organization. Any other use of our logo should be done with permission.
- Do not take premade graphics and place them "on top" of other flyers, social media graphics, photos, etc.
- Make sure to resize graphical assets when adding them to social media so the sides of the image do not get cut off.
- The Walk for Apraxia logo should never be used on non-Apraxia Kids t-shirts, apparel or merchandise.

If you have questions about these "tips", please email earnies@apraxia-kids.org.