

# Parkinson's Foundation Quick Reference Guide

## LOGO

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For additional information contact Julie Seireg  
Director of Marketing  
(305) 537-9958 or [jseireg@parkinson.org](mailto:jseireg@parkinson.org)

### TAGLINE

# Better Lives. Together.

When possible, print our tagline in two colors from our palette. Use the color with the most contrast against the background for the word "Together."

### MISSION

**The Parkinson's Foundation makes life better for people with Parkinson's disease by improving care and advancing research toward a cure. In everything we do, we build on the energy, experience, and passion of our global Parkinson's community.**

### LOGO

Our logo is always reproduced in one flat color. Whenever possible, use PD Blue on a white background, or white on PD Blue or dark color backgrounds. Art is also available in all-black for placements where color is not available.

#### Do not:

- Place the logo on complex or low-contrast backgrounds
- Recreate logo elements
- Add drop shadows or other special effects
- Use the logo as a 'watermark' behind typography
- Change the logo color
- Skew or distort the logo
- Use the logo smaller than 1.5" wide

#### Do

Maintain clear space around the logo at least as wide as the stem of the P in the mark.

[DOWNLOAD LOGOS](#)



This horizontal configuration above is the default - use it when possible. The stacked version (at right) may be used in placements where horizontal space is tight.



Chapter names are always typeset under the Foundation name as seen here.

#### 'PROFESSIONAL' SUB-BRANDS



#### 'COMMUNITY' SUB-BRANDS



#### CREATING PROMOTIONAL ITEMS WITH OUR LOGO

When creating promotional items (T-shirts, pencils, hats, etc) that feature our brand, it is preferred that the item itself be produced in PD Blue to increase visibility of our signature color, with the logo in white.



When appropriate, we invite our community to personalize our logo with messages in their own handwriting using a permanent black marker. A special version of the white P logomark is available that is perfect for such usage, with a lighter outline to the 'speech bubble'. Versions of this file are available for printing in CMYK, spot color, and spot opaque white (such as white screenprinting on blue shirt). When produced, it should look as it appears here.



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## VISUAL IDENTITY ELEMENTS

### COLORS

Our signature color is PD Blue. Use it as the primary color in all materials.

### PD Blue

Spot Coated Pantone 2199 c  
Spot Uncoated Pantone 311u  
CMYK 73c 13y  
RGB Or 191g 218b #00bfda

### Black

CMYK text: 100k  
CMYK fields in print use cool rich black: 60c 30m 30y 100k  
RGB Or 0g 0b #000000  
When printing only in spot colors Pantone Black 6 (a cool black) may be used.

### White

CMYK 0c 0m 0y 0k  
RGB 255r 255g 255b #ffffff

### Sky

Spot Coated 15% tint of Pantone 2199  
Spot Uncoated 15% tint of Pantone 311  
CMYK 10c 2y  
RGB 217r 245g 249b #d9f5f9

### TYPOGRAPHY

Our professional materials feature the font FF Mark exclusively. It may be purchased from FontShop.

<https://www.fontshop.com/families/ff-mark>

# FF Mark

Use Heavy weight for headlines.

**ABCDEFGHIJKLMNabcdefghijklmn1234567890**

Use Regular weight for content.

ABCDEFGHIJKLMNabcdefghijklmn1234567890

**Arial Bold**  
Arial Regular

**Montserrat ExtraBold**  
Montserrat Light

### Desktop fonts

For Microsoft Office documents that will be distributed electronically to others, it is important to use fonts that are commonly available on all computers. For such documents, use Arial and Arial Bold.

An alternate font for some documents created on a computer without FF Mark is Montserrat, available for free from Google Fonts.

### GRAPHICS

A variety of professionally-created artwork is available for use in our materials, including patterns, icons, etc. Contact the Communications department for more information.

