

FARA

Friedreich's
Ataxia
Research
Alliance

Style Guide

*Advancing Research
for Friedreich's Ataxia*

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INTRODUCTION

This guide is vital to the identity of the organization. By using the FARA logo and colors cohesively and consistently and communicating the message clearly helps build our identity.

This Style Guide provides mandatory verbal and visual guidelines for FARA's message, logo, colors and typefaces. It also contains examples of how these elements have been incorporated into various types of marketing materials.

This guide is a vital reference tool for everyone at FARA and must be strictly adhered to in all communications materials produced by all units. All questions regarding the Style Guide or preparing any marketing or promotional material for FARA should be directed to Jane Doe. Thank you for your efforts on behalf of FARA.

Dos and Don'ts

- **DO** refer to this guide when writing or designing any communications materials.
- **DO** use the official logo on all publications. Download the official logos from our website. Choose from the following formats: EPS, JPG, TIF.
- **DO** provide this guide to any graphic designer or copywriter that works with you on a project.
- **DON'T** use any stationery or materials with the "old" logo or create your own logo.
- **DON'T** be concerned if a project arises that is not covered in detail in this guide. FARA acknowledges that these standards cannot address every situation. Contact Jane Doe with any questions about standard usage.

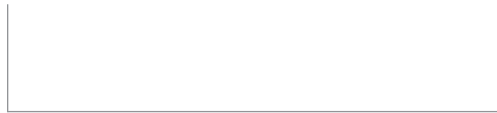
Contact info:

Jane Doe
(215) 555-1234
janedoe@curefa.org

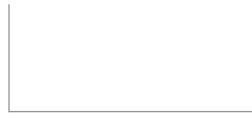
ELEMENTS OF THE IDENTITY: Logo and Color Palette

The logo combines two important elements: the “FARA” acronym and the full organization’s name. The logo uses red and blue as defined below. These colors are an important part of maintaining consistency of the brand.

When printing in full-color, the logo should be used as shown below and other colors used within the project should complement the logo’s color paletter. If the project is in two-color, than use either PMS 200 with PMS 286 or PMS 286 with black. If printing in one-color, you can use either black or PMS 286 – never use PMS 200 as your only color.



PMS 200



PMS 286



PMS 200
C:0 M:100 Y:63 K:12
R:211 G:17 B:69



PMS 286
C:100 M:66 Y:0 K:2
R:0 G:93 B:170

ELEMENTS OF THE IDENTITY: One Color Logo Use

The logo may only be reproduced in this one-color combination. Presenting the logo in any other manner than those depicted is not acceptable.



100% Black



100% PMS 286

ELEMENTS OF THE IDENTITY: Correct Uses

To maintain a consistent identity, the logo should be used only according to the proposed guidelines. Please use logos as shown below, with legibility as the primary goal.



Primary two-color logo on white background.



Two-color logo on black background



Two-color logo on neutral or light colored backgrounds.



One-color black logo on white background.



One-color logo on neutral or light colored backgrounds.



One-color PMS 286 logo on white background.



Knock-out version of logo on white background



Knock-out version of logo on dark colored background

ELEMENTS OF THE IDENTITY: Improper Uses

Shown below are improper uses of the logo.



Do not stretch or skew the logo



Do not rotate or tilt the logo.



Do not alter the alignment or size of any elements within the logo.



Do not outline any portion of the logo.



Do not use unauthorized colors for logo.



Do not crop any elements.



Don't use logo on top of imagery where it's illegible.

ELEMENTS OF THE IDENTITY: Type Faces

The logo uses one primary font—Vista Sans. When available, please use this font for headlines and subheads. Otherwise, please select a similar sans serif font like Gill Sans or Franklin Gothic. Headlines and subheads can appear in any color.

Vista Sans Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Vista Sans Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Vista Sans Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Vista Sans Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gills Sans Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Type Faces (continued)

The preferred font for body copy is Garamond, a serif font. If unable to use Garamond, a substitute font would be Goudy Old Style. For legibility reasons, body copy can never be shown in PMS 200.

Garamond Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Goudy Old Style

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Goudy Old Style Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Goudy Old Style Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

APPLICATIONS: Stationery

LETTERHEAD

Top margin of letter: 2 1/8"

Left-hand margin of letter: 1 1/8"

Right-hand margin of letter: 1"

BUSINESS CARD

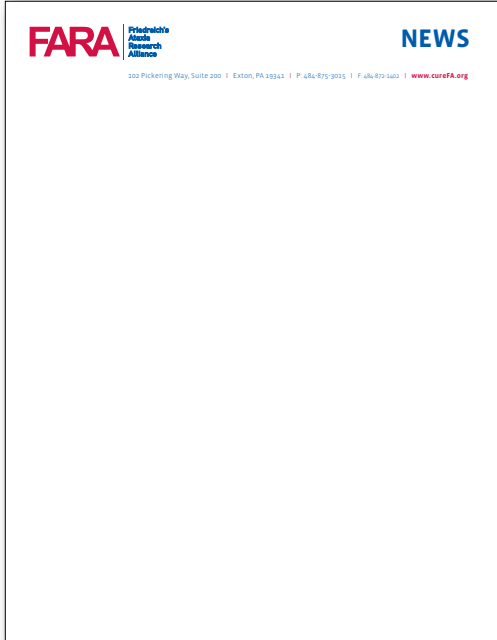
(front)

(back)

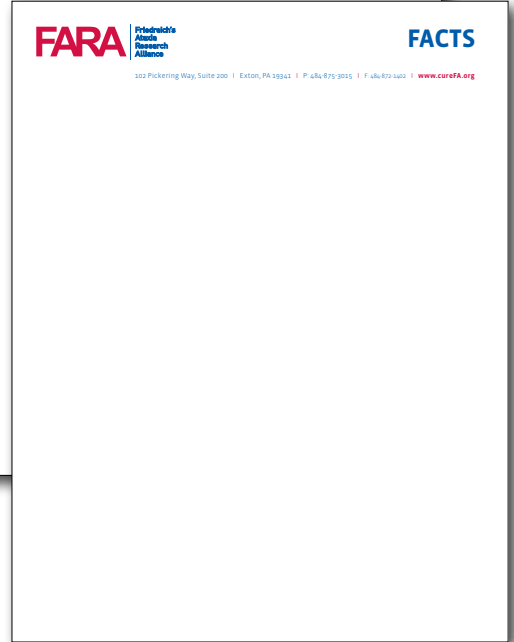
NO. 10 BUSINESS ENVELOPE

APPLICATIONS: Expanded Stationery

PRESS RELEASE



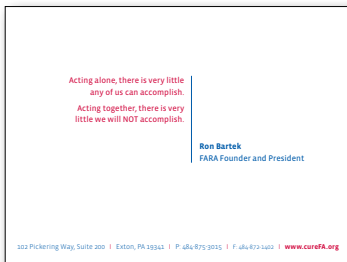
CURRENT NEWS SHEET



NOTE CARD

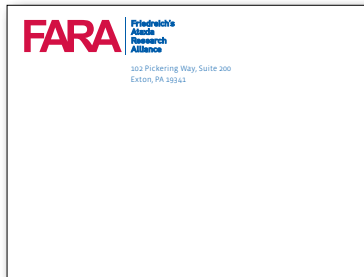


(front)



(back)

NOTE CARD ENVELOPE



APPLICATIONS: PowerPoint



APPLICATIONS: Banners

EVENT BANNER



APPLICATIONS: Apparel

