



Introducing the new FARA logo

Dear FARA community, the FARA Staff and Board is pleased to announce the introduction of an updated FARA logo. This mark replaces the previous logo for all FARA printed and web materials. It is our hope that you find this new mark to be distinctive, inclusive and identifiable.

Why a new logo?

Over the past year, FARA received feedback that our logo needed to be updated. We were fortunate to have access to the advice of advertising, marketing, graphic design and fundraising professionals. After getting to know FARA, they all recommended an update to the logo, in order to more accurately convey the culture and mission of our organization. This became even more necessary as FARA is working with a growing number of academic, pharmaceutical, government and advocacy organizations, and expanding our corporate partnerships. Also, many of our fundraising efforts have their own logo or symbol and we wanted a mark that supported this but also clearly identified our organization.

The Process

Members of the FARA Board and Communications committee formed a team to assess the current logo's attributes and to develop the goals for the new logo which follow:

- Present an image of a sophisticated, capable, international research organization
- Create a clean and professional image that is easy to recognize and reproduce
- Make the full logo readable at all sizes
- Retain some elements of the original FARA identity
- The logo should be easily compatible with other event logos

One aspect that you may notice is that there is no additional graphic symbol or mark such as the children in our previous logo. While we all miss the children and the powerful story they represent, the decision was made to go with a simpler logo so that the FARA logo would be easily compatible with the dozens of event logos used around the country.

The Roll-Out

As you will note, the FARA logo is already starting to appear. FARA will gradually be

changing out all communications materials. Out of respect for our environment and hard-earned funds, we will not be throwing away any printed materials!

All fundraisers, event coordinators and partners will receive a resource kit for use of the logo. It will contain the new logos in electronic formats for use in printing professionally and at home in color and black and white.

If you have any questions, please do not hesitate to contact us. This project was intended to enhance all of our communications efforts.

Thanks in advance for your assistance!

About FARA

The Friedreich's Ataxia Research Alliance's (FARA) mission is to marshal and focus the resources and relationships needed to cure FA by raising funds for research, promoting public awareness, and aligning scientists, patients, clinicians, government agencies, pharmaceutical companies and other organizations dedicated to curing FA and related diseases. www.CureFA.org

Contact

Jennifer Farmer
Executive Director, Friedreich's Ataxia Research Alliance
(484) 875 3015
info@curefa.org