



CureGRIN

Seeking treatments and cures for
GRIA, GRID, GRIK & GRIN Disorders

Branding Guidelines



Branding Guidelines

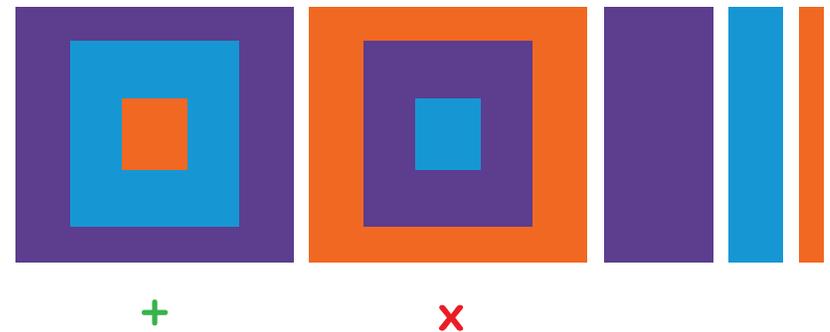
Aesthetic Standards

Consistency of branding will assure CureGRIN Foundation's message of hope, aid and education is clear throughout marketing campaigns. Simple imagery coupled with vibrant colors will prompt response through action if the branding guidelines are used correctly.



Color Proportions

Cooler colors (Purple and blue), should be used in greater percentage when used in marketing material and as backgrounds rather than foreground usage. Warm color (Orange), should be used in the foreground as an accent and in minimum quantities for better balance and to lessen eye strain.



Branding Guidelines

Proportions & spacing - Vertical version

For simple, universal measurements, elements of the brand mark can be utilized for creating equal spacing for the entire logo. Although files will already have this spacing, future applications of the logo and its requirement of negative space can follow the guide shown here.



The entire brand mark can be utilized to give breathing room on all sides of the full logo as per the examples below:



Branding Guidelines

Proportions & spacing - Horizontal version

For simple, universal measurements, elements of the brand mark can be utilized for creating equal spacing for the entire logo. Although files will already have this spacing, future applications of the logo and its requirement of negative space can follow the guide shown here.



This element can be utilized to give equal space around entire logo.



Branding Guidelines

Scale - Vertical version

The logo version without the complete tagline will be used once the logo is scaled down to where legibility of the tagline is compromised. Here, a gray square of .5 x .5 inches in size, shows the issue with the proper usage of the correct logo below it.



Branding Guidelines

Scale - Horizontal version

The logo version without the complete tagline will be used once the logo is scaled down to where legibility of the tagline is compromised. Here, a gray square of .5 x .5 inches in size, shows the issue with the proper usage of the correct logo below it.



Branding Guidelines

Skew, rotate, stretch, drop shadow

For clean, consistent and professional purposes, do not skew, rotate, stretch or add drop shadow to logo. In various web and print programs always scale proportionally and never have the program automatically fit-to-size.



Branding Guidelines

Rearrange/layout - Vertical version

In order to keep the harmony and legibility of the logo, do not rearrange the layout, adjust kerning, leading or tracking or change colors of any elements.



Branding Guidelines

Rearrange/layout - Horizontal version

In order to keep the harmony and legibility of the logo, do not rearrange the layout, adjust kerning, leading or tracking or change colors of any elements.



+



X



X



X



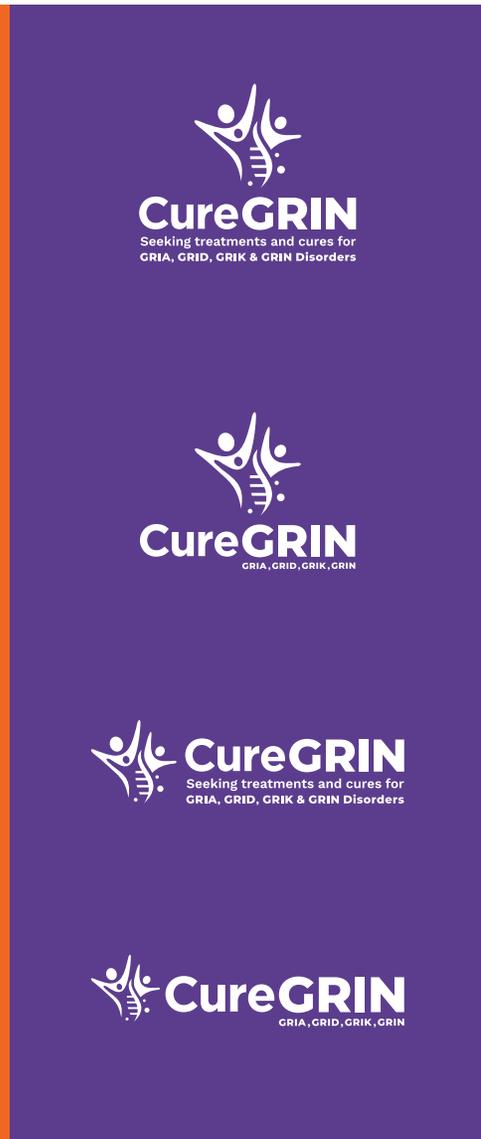
X



X

Background

The all-white version of the logo can be used on solid, dark and semi-dark background colors for variation in marketing campaigns. If background is too ornate or too light, the outlined version can be used (see next page).



Background/Outlined

When the legibility and visibility of the original and white version of the logo is compromised, use of the outlined version can be used. If the legibility of the strap line is compromised, use the version without the strap line. These versions can also be utilized when a busy or ornate background is used instead of a solid color with enough contrast to keep legibility. It is best not to stray from shades in the color palette.



Branding Guidelines

Typography

Consistency of branding will assure CureGRIN Foundation's message of hope, aid and education is clear throughout marketing campaigns. Simple imagery coupled with vibrant colors will prompt response through action if the branding guidelines are used correctly.

Montserrat: Logo/Headers

Gotham : Logo/SubHeaders

Work Sans: Copy

Sample text:

Our Values

Integrity

GRI Disorders are rare single-gene disorders related to the GRIA, GRIK, GRID and GRIN genes. Many GRI patients are non-verbal, unable to walk, and many cannot feed or toilet themselves.

They often experience severe and frequent seizures that are not responsive to medical therapies

Branding Guidelines

Color Palette

Below are the CMYK (print) and RGB (web) values of the color palette to be used for consistency of branding. Use the HEX code to copy/paste into web applications.

HEX



Hex #F06822



Hex #1696D3



Hex #54595F



Hex #5C3D8D

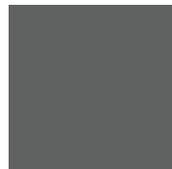
WEB-RGB



RGB 240, 104, 34



RGB 22, 150, 211



RGB 84, 89, 95

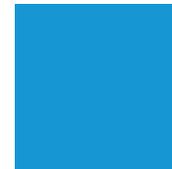


RGB 92, 61, 141

PRINT-CMYK



CMYK 1, 73, 99, 0



CMYK 76, 27, 0, 0



CMYK 67, 56, 50, 26



CMYK 79, 91, 8, 1