



**BRAND STANDARDS**



# LOGO

## PRIMARY LOGO

PREFERRED LOGO WITH TAGLINE



LOGO WITHOUT TAGLINE



## ONE COLOR LOGOS





# LOGO USAGE

## BRAND IDENTITY

### LOGO & TAGLINE



To ensure optimum legibility of the logo and tagline (when together or apart), it is important to follow these sizing parameters. The logo can be used without the tagline, when it drops below the minimum size listed below.

## LOGO AND TAGLINE MINIMUM SIZING

### LOGO MINIMUM SIZE (WITH TAGLINE)



1.75" | 4.5 CM | 192 PX

### LOGO MINIMUM SIZE (NO TAGLINE)



1.25" | 3.175 CM | 175 PX

### TAGLINE MINIMUM SIZE

SAVING AND TRANSFORMING LIVES

1.5" | 4 CM | 150 PX

**NOTE:** Any usage of the logo below 1.75" | 4.5 CM | 192 PX must omit the tagline.

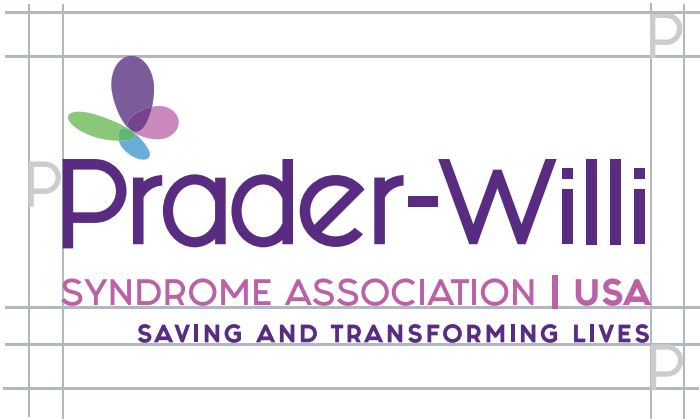
# LOGO USAGE

## LOGO CLEAR SPACE

To ensure optimum legibility and to maintain the Prader-Willi Syndrome Association (PWSA) identity, a minimum clear space surrounding the logo must be maintained. The clear space is proportional to the logo and is based on half the height of the letter 'P' in the Prader logotype. This area should be clear of typography,

photography, patterns, folds, surface edges and page trim that would affect the legibility of the logo components. An exception to this is if the background is a photograph or graphic that the logo is reversed out of it. The important factor is maintaining the logo's readability over the photo or graphic.

LOGO WITH TAGLINE CLEAR SPACE



LOGO WITHOUT TAGLINE CLEAR SPACE



**NOTE:** Half the height of the "P" in Prader is used to determine the clear space around the logo and the logo with the tagline.

# COLOR PALETTE

## PRIMARY COLORS



PMS - 268C  
CMYK - 81, 100, 12, 2  
RGB - 90, 45, 130  
HEX - 5A2D82



PMS - 281C  
CMYK - 261, 74, 0, 0  
RGB - 188, 97, 167  
HEX - BC61A7



**OPACITY 73%**  
Each wing is set to 73% of its original color. Then overlapped to show the transparency in colors.

**NOTE:** The butterfly maybe used as a design element. It can be used in all the logo color versions. As a design element it may be utilized in other opacities as long as the starting opacity of the overlapping wings retains its original look. See page 7 for examples.

## SECONDARY COLORS



PMS - 360C  
CMYK - 67, 1, 95, 0  
RGB - 92, 185, 78  
HEX - 5CB94E



PMS - 639C  
CMYK - 75, 25, 4, 0  
RGB - 34, 153, 205  
HEX - 2299CD



PMS - 4287C  
CMYK - 66, 62, 55, 54  
RGB - 69, 65, 66  
HEX - 454142

# TYPOGRAPHY

## PRIMARY FONT FAMILY (Fashion Fetish)

### FASHION FETISH REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (when using the zero replace it with a capital “O”)

### FASHION FETISH HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (when using the zero replace it with a capital “O”)

## SECONDARY FONT FAMILY (Avenir Next)

### AVENIR NEXT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### AVENIR NEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## ALTERNATIVE FONT FAMILY (ARIAL)

When the primary or secondary fonts are not available, such as in Microsoft® Word® or PowerPoint®, the use of the font family Arial should be used.

### ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# DESIGN SYSTEM

## USE OF GRADIENTS

The gradient is an important component of the design system. They are unique to PWSA's brand and will provide the flexibility to create interesting graphic layouts for any application. The gradient can be used as container for headers, footers, or overlayed on a photo and as a background color.



## USE OF THE BUTTERFLY LOGOMARK

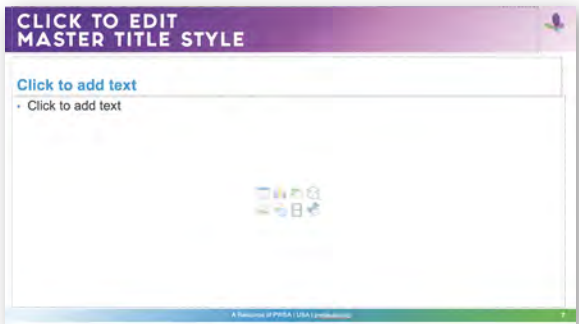
The butterfly logomark can be used as a separate design element. It can be utilized in the full color version shown below or in one color options using the primary and secondary color palettes (see page:5) along with black and white versions (see page 2). The butterfly logomark can be blown up and cropped off a page or can be used small as an accent element.



**NOTE:** The logomark can not stand alone to represent Prader-Willi Syndrome Association.



**EXAMPLE:** White transparent butterfly logomark over green background.



**EXAMPLE:** Full color butterfly logomark over used small as an accent graphic on the PowerPoint® Template.

## USE OF SOFTENED SHADOW

A gray gradient maybe used to underscore headlines, as a page break element or encapsulate a headline.

**EXAMPLE:** Shadow element for page breaks and under headlines.

HEADLINE HOLDER

**EXAMPLE:** Shadow element encapsulating a headline.



**Questions, please call:**

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