



# Cure Parkinson's Brand Guidelines

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# Introduction

Our brand guidelines help tell the story of who we are, our vision, mission and values.

These guidelines are intended to help you understand and use our brand in the most consistent and compelling way, ensuring we are consistent in our message and true to our brand across all our communications and in everything we do.

Please use these guidelines in conjunction with our lexicon and language guide for a comprehensive approach to using our brand.

# Who we are

## OUR VISION

A world free from Parkinson's

## OUR MISSION

To find a cure for Parkinson's (the clue is in our name)

We fund, facilitate and encourage research which aims to find a cure for Parkinson's, with urgency, for people currently living with Parkinson's.

## OUR VALUES

**We're here for the cure**

Everything we do is designed to lead us to a cure. Our research, fundraising, communications and thought leadership are all driven forward with this in mind. Once we have found the cure, to the satisfaction of the Parkinson's community, the charity will close.

**We're game-changers**

We have challenged the status quo since day one and will continue to do so - until we see people cured.

**People first, in everything**

People, particularly people with Parkinson's, are at the heart of what we do. Our team, our work and our thinking are shaped by the people affected by this condition. We are committed to connecting with everyone interested in finding a cure for Parkinson's, bridging the scientific divide between people with Parkinson's and researchers, and engaging supporters and donors.



# Brand assets

## OUR NAME

The full name of our organisation is **Cure Parkinson's**.

We should use the full name '**Cure Parkinson's**' in the first instance of any written and printed communications, and when speaking to external audiences.

After this, in certain situations it's acceptable to shorten our name to our initials, CP. This may occur in speech, when you are repeatedly using our name (but still try to use the full name as often as you comfortably can); or where there is a strict character limit, for example on social media. We should no longer refer to ourselves by our previous name 'The Cure Parkinson's Trust' or use the old abbreviation 'CPT'.

## BRAND ELEMENTS

Our brand is made up of a number of elements that, when combined, create a powerful brand identity. Key elements include our logo, colours, and typefaces.

Using these elements in a consistent way will help to present ourselves as professional and reliable.

## THE CURE PARKINSON'S LOGO



**This is the primary (default) version of our logo** and should be used wherever it is practical to do so.

Our logo must endorse all the communications we create.

Our logo must never be redrawn or modified or translated.

There are alternative versions of the logo available for when the primary version cannot be used, for example, if there is not sufficient space to display it legibly or it needs to be printed in a single colour. Never recreate a version of the logo yourself for a specific purpose. Use one of the approved alternatives.

# Cure Parkinson's primary logo

## SYMBOL, LOGOTYPE AND CLEAR SPACE

The Cure Parkinson's primary logo consists of two elements: our **symbol** (logomark) and our **logotype** (wordmark).

The relationship and relative sizes of these two elements are fixed. Do not reposition the elements of the logo or alter the scale of individual elements.

**Clear space** refers to the area around the logo that needs to be kept clear of any other element. This maximises the logo's visibility and impact.

The minimum clear space is the height of the letter 'S' in the logotype.



Clear space = height of the letter S on all sides

# Primary logo - size and positioning

## SUGGESTED SIZES

### A4 documents:

Display the logo at a width of 70mm (excluding clear space).  
Use 70mm wide logo on letterheads and compliment slips

### Business cards:

Use logo at a width of 44mm (excluding clear space)

### A5 documents:

Display the logo at a width of 50-55mm

### Posters:

Display the logo at a width of 100-200mm

### Minimum size:

The logo shouldn't be reproduced below 33mm wide

## LOGO POSITIONING

By default, the logo should be positioned top left, but this is not a hard and fast rule. The most important consideration is to give the logo space and prominence.



# Alternatives to the primary logo

## OPTIONS FOR WHEN THE PRIMARY LOGO DOES NOT WORK

There will be times when our primary logo does not work due to space and colour. In this instant please use one of the approved alternatives below.



### Secondary logo

Use the secondary logo when horizontal space is very limited.



### Single colour black out logo

This simplified version in one colour black can be used when colour is not available. We have single colour black versions of both our primary and secondary logo.



### Single colour white out logo

This simplified reversed out white version can be used on a dark or block coloured background. We have single colour white out versions of both our primary and secondary logo.



### Icon

This can appear on its own as a screen icon where space is very limited. As the icon does not include the logotype (wordmark) part of our logo please ensure it is only used in communications that are clearly from Cure Parkinson's. For example, this would work well as a social media icon across our platforms. We have single colour black and white versions of our icon.

# 'In aid of' logo

## WHEN TO USE OUR 'IN AID OF' LOGO

Our 'In aid of' logo is available upon request from our branding team. **We ask that supporters who are kindly fundraising or organising an event in support of Cure Parkinson's please include our 'In aid of' logo on any digital or printed communications promoting their fundraising.** This ensures that there is clarity for donors or attendees that the fundraising activity is organised by supporters of Cure Parkinson's.



### Full colour 'In aid of' logo

This version of our primary full colour logo can be used on promotional materials with a white background.



### White out 'In aid of' logo

This reversed out white version of our logo can be used on promotional materials with a dark or black coloured background.



### Black out 'In aid of' logo

This simplified version in one colour black can be used when colour is not available.



### Secondary 'In aid of' logo

We have full colour, white and black out versions of our secondary 'In aid of' logo, to be used when horizontal space is very limited.

Please refer to the 'Logo dos and don'ts' on page 9 for specific instructions on how to use these logos, or speak to our branding team for more information.

**We kindly ask that fundraisers inform Cure Parkinson's Events team of any planned public facing events or fundraising activities. You can do this via email at [events@cureparkinsons.org.uk](mailto:events@cureparkinsons.org.uk) or by calling +44 (0)207 487 3892**

# Logo dos and don'ts



Use the primary logo where possible and observe the clear space requirement.



Avoid coloured backgrounds where the logo loses definition. A white background is preferable.



If using the primary logo over an image, the CP in the icon should be white (rather than the background tint.)



DO NOT place the logo over a competing texture or image. Remember the clear space requirement.



Use the reversed out white logo if you need to place it over a background colour (e.g. on a balloon).



DO NOT place onto a texture where the logo loses definition. A plain background is preferable.



DO NOT alter colours.



DO NOT skew or distort.



DO NOT alter proportions or redraw the logo.



DO NOT recreate the logo using a font.



DO NOT add a drop shadow to the logo.



DO NOT add a glow or outline around the logo.



DO NOT use the logotype on its own.



DO NOT use the icon with different text next to it.



DO NOT add anything to the logo.



DO NOT use the logo at less than 100% opacity.



DO ask for help from our branding team if you have any queries about implementing the brand.

# Colour palette

## PRIMARY COLOUR PALETTE

<b>Blue</b> C100, M10, Y0, K28 R0, G118, B170 Hex: 0076aa (websafe 006699) Pantone: 7468c	<b>Cyan</b> C100, M0, Y0, K0 R0, G174, B239 Hex: 00aeef	<b>Gold</b> C0, M35, Y85, K0 R252, G176, B64 Hex: fcb040	<b>Deep Orange</b> C0, M80, Y95, K0 R241, G90, B41 Hex: f15a29	<b>Blue to Cyan</b>	<b>Gold to Deep Orange</b>
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## SECONDARY COLOURS

<b>Blue 80%</b> Hex: 3391bb	<b>Golden Orange</b> C0, M50, Y100, K0 R247, G148, B29 Hex: f7941d
<b>Blue 60%</b> Hex: 66adcc	
<b>Blue 40%</b> Hex: 99c8dd	
<b>Blue 20%</b> Hex: cce4ee	

This colour palette features the original Cure Parkinson's blue augmented with warmer orange tones.

Blue is strongly associated with Parkinson's and it helps communicate ideas around scientific rigour and clarity. The addition of gold, orange and red tones helps to round out the charity's personality, communicating ideas around urgency, energy and compassion.

### Gradient start and end points

The start and end points of both gradients (blue to cyan and gold to deep orange) are 15% start and 85% end. The direction of both gradients should run linear from left to right.

# Typography - preferred fonts

## Brandon Grotesque Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 (.,:;!@£\$%&\*?"')

## Brandon Grotesque Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 (.,:;!@£\$%&\*?"')

Use the Brandon Grotesque font family for short pieces of text which you want to stand out e.g. headings or quotations

**“Quotes will stand out  
in Brandon Grotesque.”**

## Futura PT Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 (.,:;!@£\$%&\*?"')

## Futura PT Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 (.,:;!@£\$%&\*?"')

## Futura PT Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 (.,:;!@£\$%&\*?"')**

Use the Futura PT font family for body copy\*.  
Where there is a lot of relatively small copy (12pt and below), consider dropping the opacity to 80%, it is less tiring to read.

\*Please use Century Gothic as an alternative if Brandon Grotesque and Futura PT are not available.

# Angled elements

Angled elements can be used as part of our identity tool kit.

Using a slight angle can add a playful element or help to find a pleasing balance between content on the page or screen and white space.

For example, our website uses an angled stroke device to separate paragraphs of text.

The angle should be between 3-5° from the horizontal or vertical.



# Rounded elements

## Rounded elements can be used as part of our identity tool kit.

Adding rounded corners or elements to images, illustrations or information boxes can help to add softness, warmth and friendliness. Curves are also easier on the eye helping to draw focus to content on the page or screen.

Rounded corners can also indicate interactive elements so are good to use on buttons and links in digital resources.

When adding rounded corners to images or shapes please use a corner radius between 5-10mm.

Images and illustrations can also be placed in circles like the examples shown here. This makes them more of a focus and can help content to stay neat and feel uncluttered on the page or screen.



# Style guide

## OUR BRAND PERSONALITY

Cure Parkinson's needs to present a rounded personality that engages the wider Parkinson's community as well as top level research scientists, neurologists and pharmaceutical companies, inspiring trust, confidence and collaboration across the board.

**Intelligence** is a key component as is **warmth** and **humanity**.

This Facebook review sums it up perfectly:

**“The thinking Parkie’s charity - full of genuinely lovely people who understand and care.”**

Gaynor Edwards, 18 July 2019



# Style guide (continued)

## ATTRIBUTES WE EMBRACE AND REJECT

The list below seeks to further refine Cure Parkinson's personality. There are certain 'mind-sets' that we should actively cultivate and others that we should guard against.

<b>Action</b>	<b>not</b>	inertia
<b>Agile</b>	<b>not</b>	cumbersome
<b>Clarity</b>	<b>not</b>	unintelligibility
<b>Collaborative</b>	<b>not</b>	insular
<b>Confident</b>	<b>not</b>	brash
<b>Connected</b>	<b>not</b>	isolated
<b>Curing</b>	<b>not</b>	treating
<b>Determined</b>	<b>not</b>	defeatist
<b>Fast</b>	<b>not</b>	reckless
<b>Flexible</b>	<b>not</b>	intransigent
<b>Hopeful</b>	<b>not</b>	gloomy
<b>Intelligence</b>	<b>not</b>	condescension
<b>Kindness</b>	<b>not</b>	detachment
<b>Knowledgeable</b>	<b>not</b>	superior
<b>Leading</b>	<b>not</b>	tethered
<b>"Living with"</b>	<b>not</b>	"suffering from"
<b>Original</b>	<b>not</b>	constrained
<b>Practical</b>	<b>not</b>	insipid
<b>Rigour</b>	<b>not</b>	ruthlessness
<b>Scientific</b>	<b>not</b>	cold
<b>Searching</b>	<b>not</b>	resting
<b>Single-minded</b>	<b>not</b>	unfocused



# Photography

## WHAT TO LOOK FOR WHEN CHOOSING AN IMAGE

**Our goal is to always present the real world.**

We want to show photos of our supporters, partners, researchers, and scientists we work with as well as our team.



### When choosing an image aim to:

- Use images which contribute to the story being told
- Reveal the reality of a situation, person or event but emphasise the positive
- Use good quality, clear images, and remember, images for print generally need to be at least 300 dpi
- Be inclusive, show diversity

### Avoid:

- Boring, static or clichéd images
- Obviously staged, retouched or digitally altered images
- Gender, age or racial stereotypes

This image shows Cure Parkinson's funded Research Assistants engrossed in their work at the Royal Free Hospital. The image showcases our research, includes our branding and conveys a feeling of collaboration.

# Photography (continued)

## When placing an image aim to:

- Make sure the image is large enough to have impact
- Give the image space to maximise its impact
- Crop the image in a way that makes it compelling

## Colour

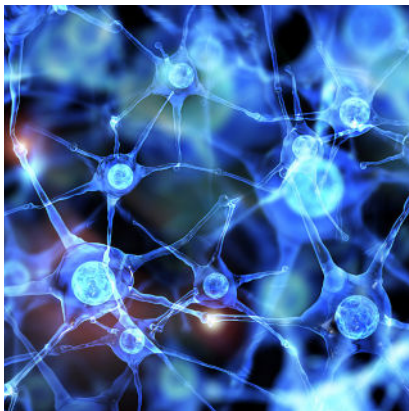
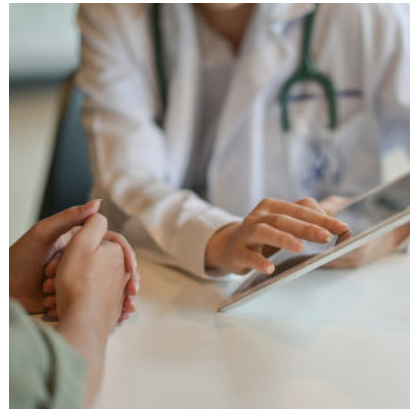
- We prefer colour, rather than black and white imagery
- We prefer images that feature our core colour palette of blue, cyan, gold or orange

(These aren't hard and fast rules, just preferences where possible)

These images showcase our research, involvement in the Parkinson's community and celebrate our fundraisers. The images are bright and warm, include our branding and convey a sense of community, camaraderie and hope.



# Photography (continued)



## Stock images

We recognise that there will be times when the use of stock photography is unavoidable.

Stock images have a poor reputation but they can offer a quick, easy and cost effective alternative to commissioning photographs.

- Stock images are most effective when they don't look like stock images. Select photos that look real. Avoid images that are 'cheesy', staged or digitally enhanced
- When selecting stock images ensure that the chosen shot reflects Cure Parkinson's personality and adds to the story being told
- Avoid using stock photography for every image
- Ensure you have the correct image licence for each usage

These example stock image looks credible. They show someone engrossed in their work, involvement in research, neurons and medication. Accompanying the relevant communications these would add to our story and support our message.

# Photography (continued)

## People

- We want to see real people in real situations, rather than anonymous models
- We celebrate diversity in age, gender and ethnicity
- People with Parkinson's should be the focus
- When photographing a person, always get their permission to use their image
- If using a phone to record a video, please ensure you're filming in landscape orientation (not portrait)
- Images supplied should be as high resolution as possible

## TIPS FOR CAPTURING A GREAT IMAGE

**Remember, our goal is to always present the real world.**

- Take natural and spontaneous photos as well as some staged and static images where relevant
- Avoid shooting people against overly busy backgrounds; portrait shots should be crisp and clear with a short depth of field, so that the background drops out of focus
- Try to avoid filling the whole shot with people or locations, including some clear space will help with positioning and cropping later
- Focusing in on a detail can help de-clutter an image, if you are photographing a large group, consider using a single person as a focal point

We'd like to encourage anyone involved in our research, organising or participating in one of our events or living with Parkinson's to donate their images to help build up our photography library.

If you're happy to share your photographs with Cure Parkinson's please contact Gemma at [gemma@cureparkinsons.org.uk](mailto:gemma@cureparkinsons.org.uk)

# Branding support

## CONTACT US

If you have any questions about how to use the brand guidelines please contact Gemma at [gemma@cureparkinsons.org.uk](mailto:gemma@cureparkinsons.org.uk)

To download the assets please visit [cureparkinsons.org.uk/brand](https://cureparkinsons.org.uk/brand)



**amrc**  
ASSOCIATION OF MOTOR RESEARCH CHARITIES



Name and Registered Office: Cure Parkinson's is the operating name of The Cure Parkinson's Trust, 120 New Cavendish Street, London W1W 6XX. The Cure Parkinson's Trust is a registered charity in England and Wales (1111816) and Scotland (SCO44368) and a company limited by guarantee - company number 05539974 (England and Wales).