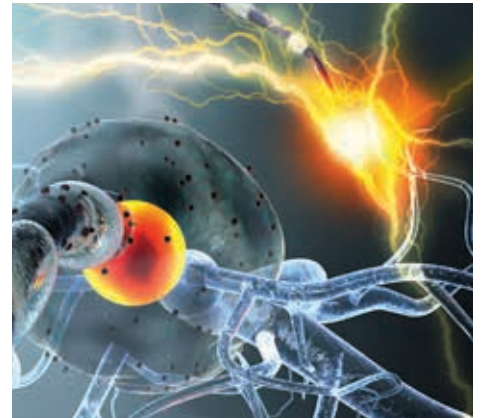
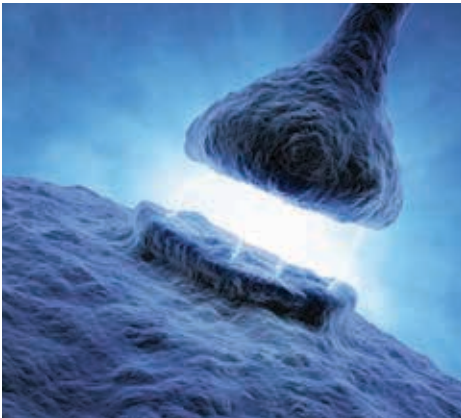


# ST BP1 Disorders

## **BRAND DESIGN** GUIDELINES



[www.stxdisorders.org](http://www.stxdisorders.org)

## FONTS / typography

A good combination of modern and classic fonts using both Proxima and Source Sans Pro (web) and Proxima and Minion for print. The addition of Minion for print gives the non-profit a more distinguished, corporate look. This look does not necessarily come across as well on the web as it makes the website look more dated. By combining the contemporary look of the Proxima font with the classic look of Minion is an effective and strong combination that encourages further reading by the uninformed.

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions, and above all, creates a voice. It's why typography is such an essential component of our brand's visual identity.

## WEB FONTS

### PROXIMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&\*()-+

### PROXIMA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-+**

### SOURCE SANS PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-+

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## PRINT FONTS

### MINION

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&\*()-+

### PROXIMA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-+

### PROXIMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-+

### PROXIMA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-+**



PRIMARY LOGO W/ COLORED BACKGROUND



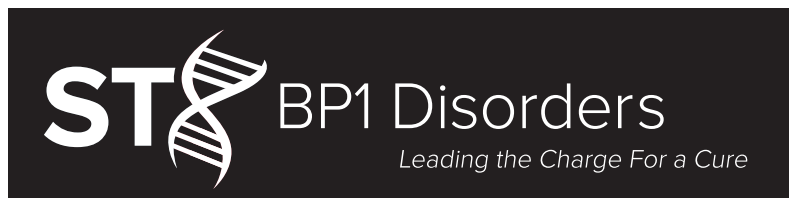
PRIMARY LOGO W/ WHITE BACKGROUND



PRIMARY B/W LOGO



PRIMARY 1-COLOR LOGO



PRIMARY REVERSED 1-COLOR LOGO

## PRIMARY LOGO

In most cases and where space permits, the primary logo is the first option to use. If the printer or web page allows for a four-color logo (broken out in CMYK or RGB), use the main logo with both the blues and reds. As important (if space permits), please use the tagline of "Leading the Charge For a Cure." One of the obstacles that our non-profit encounter is the lack of knowledge about what our disorder is and how it affects the diagnosed. The addition of the "helix" in the acronym is useful in identifying the logo and the non-profit as a whole. Using the helix identifiable as both itself and an X is a great visual solution for our brand moving forward. The separation of the reds and blues in the X tie both ends together.

If the background suggests a simpler, less intrusive logo is needed (and depending on where the logo is going to be placed), please use the logo with the white background.

In the case where a publication or print area calls for a one-color logo, use either the primary black and white logo or one-color logo. If being printed on a colored background, use the reversed "knocked-out" white logo.

## SECONDARY LOGO

Both logos are the primary visual DNA of your company's branding, though it can also reference grammar, tone, word usage and point of view. When a print area is more vertical than horizontal, it is best to use the secondary logo to cover more area. For example, if a publication or website offers an overall size that is more square than rectangle, using the secondary logo is the better choice. This is also true when STXBP1 is acting as a sponsor and being placed alongside other competing logos. If, say a tee shirt or mug would need a logo, the secondary logo would be the better option. Also, the secondary logo with the white background would also be the first choice when a full-color logo is suitable. When one-color logos are needed, use the secondary one-color logo. If being printed on a colored background, use the reversed "knocked-out" white logo.



SECONDARY MAIN LOGO



SECONDARY B/W LOGO

SECONDARY REVERSED  
B/W LOGO

**COLORS**

Beyond our logo, the colors we use in our presentation is the most recognizable aspect of our brand identity. Our brand colors reflect our bold, diverse community. Using these colors appropriately is one of the best ways to make sure our materials reflect a cohesive brand. We want the reader or viewer to immediately recognize our foundation beyond our logo—hence, the unique choice of colors we have chosen that separates us from other non-profits. The red is the more dominant color.

When using the aforementioned color choices, always use the color values listed. They were adjusted for the best reproduction in print and on screen and do not exactly match the Pantone® Color Bridge swatches. It is important to maintain a sense of hierarchy, balance and harmony when using the STXBP1 color palette. Our color system is somewhat flexible, but it is important that at least one of the primary colors be chosen in one-color printing and the black and white logo for newspaper printing. Our unique and exciting color palette can be recognized by as few as two colors.

HEX colors should be used when designing for screens or desktop printing.

CMYK color should be used when designing for 4-color printing (C=cyan, M=magenta, Y=yellow, K=black).

SPOT color is a single color created by Pantone and the most accurate representation of a color when printed.



**COLORS**

Pantone	Process Color	RGB Color
Pantone 188	C: 30 M: 100 Y: 85 K: 35	R: 129 G: 21 B: 36
Pantone 540	C:20 M:00 Y:00 K:80	R: 67 G: 82 B: 90
Pantone Red	C: 15 M: 100 Y: 100 K: 00	R: 210 G: 35 B: 42
Pantone Black	C:00 M:00 Y:00 K:100	R: 35 G: 31 B: 32
Pantone 432	C: 14 M: 04 Y: 06 K: 00	R: 216 G: 229 B: 232
Pantone 405	C: 00 M: 00 Y: 00 K: 85	R: 77 G: 77 B: 79