



WORLD PARKINSON'S DAY

IDENTITY GUIDELINES

Version 1.0 March 2022

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LOGO BASICS

LOGO BASICS

PRIMARY LOGO



The World Parkinson's Day logo is a core element of the brand identity. The logo is set in a customized version of the free (open-source available) condensed sans-serif typeface Fira. It is paired next to The Spark, details of which are on the following page. The logo has been carefully constructed and should not be modified in any way.

CLEAR SPACE

The minimum amount of space that should surround the logotype is equal to half the height of the logo.



MINIMUM SIZE

Do not use the symbol smaller than 100px wide (in digital applications) and 1 inch wide (for print).



100px wide (web) / 1 inch wide (print)

LOGO BASICS

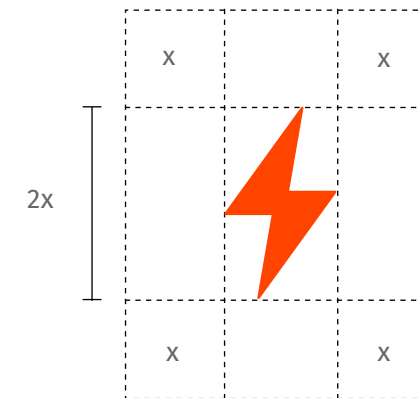
THE SPARK



The Spark symbol is the heart of World Parkinson's Day's brand identity. The Spark was inspired by dopamine, one of the key electro-chemical neurotransmitters that Parkinson's Disease both takes from people and what they seek to retain. It is also a symbol of the spark that will ignite a movement of change within the Parkinson's community and around the world. The Spark should primarily be used in the primary logo lockup, but can be used on its own if needed.

CLEAR SPACE

The minimum amount of space that should surround the symbol is equal to half the height of the symbol. **Please note** 'clear space' does not apply to type and illustration applications such as those found on pages 17 through 21.



MINIMUM SIZE

Do not use the symbol smaller than 18px wide (in digital applications) and .25 inch wide (for print).



18px wide (web) / .25 inch wide (print)

LOGO BASICS

COLOR USAGE

The symbol, logotype and logo lockup should primarily be used in orange or white (equally). For budgetary printing reasons, the logo can be used in black and white. Avoid using black on orange or orange on black.

CORRECT USAGE



Black and white logos should only be used for one color applications.

INCORRECT USAGE



LOGO BASICS

INTERNATIONAL IN PROGRESS

Arabic



Catalan



Croatian



Czech



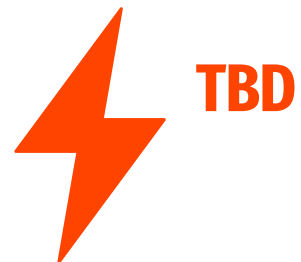
Dutch



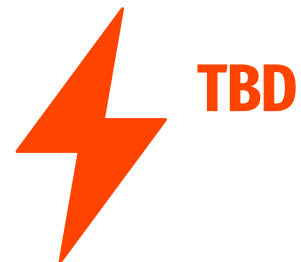
Estonian



Faroese



Farsi

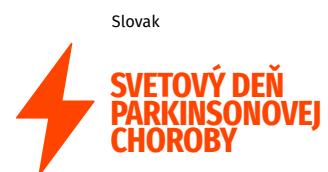
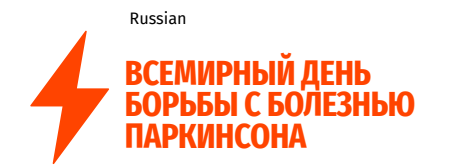


Finnish



LOGO BASICS

INTERNATIONAL IN PROGRESS



LOGO BASICS

INCORRECT USAGE

Maintain the integrity of the World Parkinson's Day logo and The Spark symbol by avoiding the following incorrect uses.



DO NOT
Change the typeface of the logo



DO NOT
Stretch or Italicize the logo



DO NOT
Typeset the logo



DO NOT
Lockup the logo and symbol in an unapproved way



DO NOT
Use the logo on imagery that does not allow for color contrast or legibility



DO NOT
Use the logo in unapproved colors

COLOR

COLOR PRIMARY PALETTE

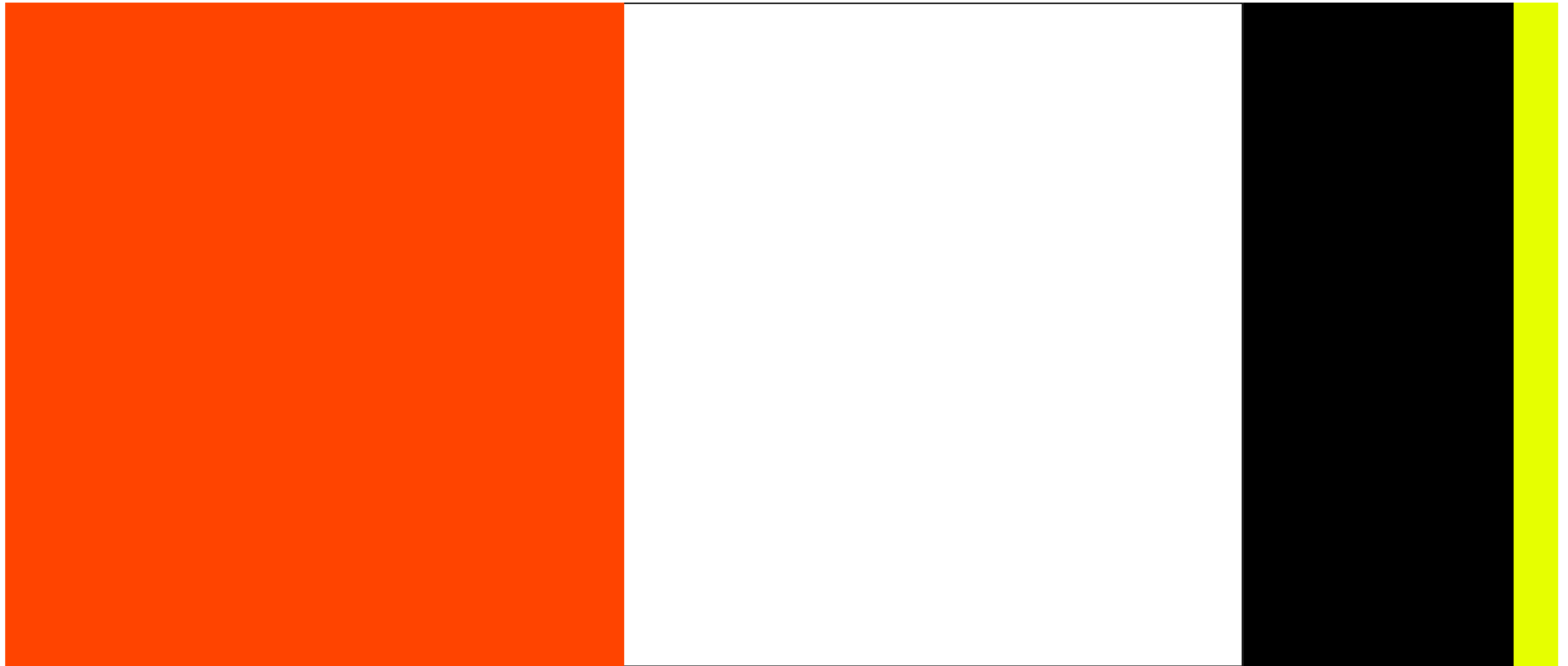
World Parkinson's Day's primary brand color is orange, and should be used as the main color across all brand applications. While white and black are both secondary colors that can be used for typography in addition to orange, only white and orange can be used as background colors except in preset digital applications.

ORANGE		WHITE		BLACK		WEB YELLOW
C/M/Y/K	0/85/100/0	C/M/Y/K	0/0/0/0	C/M/Y/K	100/100/100/100	
R/G/B	255/68/0	R/G/B	255/255/255	R/G/B	0/0/0	R/G/B 230/255/0
HEX	#FF4400	HEX	#FFFFFF	HEX	#000000	HEX #E6FF00
PMS	172 C / U			PMS	PMS PROCESS BLACK	

The Web Yellow can be used sparingly as a highlight color for the website only.

COLOR USAGE RATIO

When looking at the overall brand system in use, there should be a clear ratio of color usage across applications. Orange and white should be the primary colors used, with black as a way to highlight type or illustrations. The web yellow should only be used sparingly on the website and in limited digital applications.



TYPOGRAPHY

TYPOGRAPHY

FIRA SANS EXTRA CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FIRA SANS EXTRA CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FIRA SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fire Sans is the **FREE** brand typeface that should be used across all applications. Besides body copy, it should be used in all caps to create a sense of urgency. Headlines, subheads, and CTA's should be set in the 'Extra Condensed' version of the font for more impact.

HEADLINE

Fira Sans Extra Condensed Bold / All Caps / Leading: 0.8 / Tracking: -10

**LOREM IPSUM
DOLOR SIT AMET,
CONSECT.**

Note: Headlines should ideally not exceed approximately **10 words** as the readability for viewers decreases if there are too many all caps words in a row.

SUBHEAD

Fira Sans Extra Condensed Bold / All Caps / Leading: 1 / Tracking: -10

LOREM IPSUM

Alternate: Fira Sans Extra Condensed Medium / Leading: 1

Lorem ipsum dolorem subit etiam set equis

Note: Use this style for subheads under approximately **15 words**.

Note: Use this style for subheads above approximately **15 words**.

BODY COPY

Fira Sans Regular / Sentence Case / Leading: 1.5

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad miniviam dolor sit amet, consectetur adipiscing elit.

CTA'S

Fira Sans Extra Condensed Bold / All Caps / Tracking : 10

LOREM IPSUM

TYPOGRAPHY

TYPE HIERARCHY

Below is an example breaking down the key components of a successful design and composition. Keep in mind our system is intentionally flexible, but certain elements and uses are universal.

HIGHLIGHTED TYPE

One or two lines of typography can be highlighted to emphasize a word or phrase like the example below.

UNITED IN HOPE.
**UNITED TO END
PARKINSON'S
DISEASE.**

HEADLINE

This is the most prominent piece of type on the page

SUBHEAD

This is the secondary type. It should be no more than 50% of the headline size.

**UNITE WITH US FOR
WORLD PARKINSON'S DAY
APRIL 11, 2022**

CTA

This is the 'sign off', website or tagline.



WORLD PARKINSON'S DAY.COM

TYPOGRAPHY

TYPE HIERARCHY

(EXAMPLES)

Formats can shift and backgrounds can change colors, however our system collectively holds together by following a few key design constraints such as type size and style and color use.



WE WON'T SLOW DOWN
WORLD PARKINSON'S DAY
APRIL 11, 2022

Find your local Parkinson's Disease organization today
and see how you can get active for World Parkinson's Day



PARKINSON'S
DISEASE



JOIN US FOR
WORLD PARKINSON'S DAY
APRIL 11, 2022

FURTHER
TOGETHER

WITH AN
UNSHAKEABLE
WILL, WE ARE
UNITED TO END
PARKINSON'S
DISEASE.

JOIN US FOR
WORLD PARKINSON'S DAY
APRIL 11, 2022

ILLUSTRATION & HAND-LETTERING

ILLUSTRATION OVERVIEW

The World Parkinson's Day brand has an expansive illustration and hand-lettering library that adds an urgent, gestural and emotional aspect to the system.



ILLUSTRATION & HAND-LETTERING

ILLUSTRATION EXAMPLES

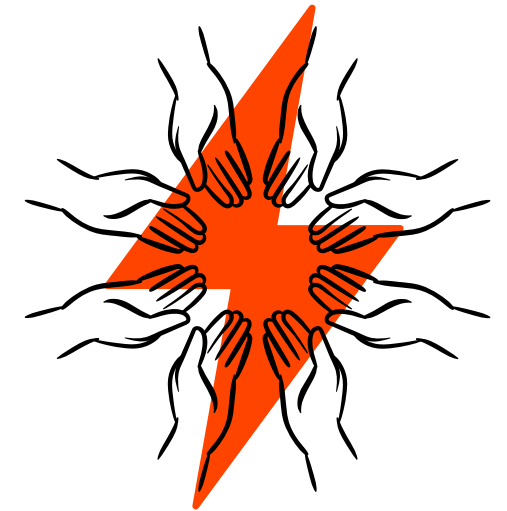
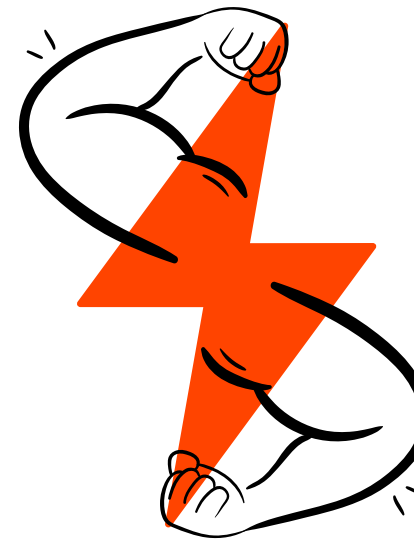


ILLUSTRATION & HAND-LETTERING

HAND-LETTERING EXAMPLES

CARE

further
together

PD
avengers

UNSHAKABLE
WILL

world
Parkinsons
day

DÍA
mundial del
PARKINSON

La journée
mondiale
Parkinson

Unity

QUALITY
OF LIFE

We won't
slow down

ILLUSTRATION & HAND-LETTERING

HAND-LETTERING EXAMPLES

FOR MY
mom

FOR MY
DAD

FOR MY
mother

FOR MY
FATHER

FOR MY
grandpa

FOR MY
Brother

FOR MY
Sister

FOR MY
best friend

FOR MY
son

FOR MY
GRANDMA

ILLUSTRATION & HAND-LETTERING USAGE

This page shows the three ways in which the illustrations and hand-lettering can be used. These elements can additionally be used on white backgrounds where The Spark is orange and the hand-lettering and



ON TOP OF THE SPARK

The primary way that illustrations and hand-lettering are used is over The Spark. Some of the illustrations have been drawn with the purpose of fitting directly over the symbol, like this bird whose beak is created by the shape of The Spark.

THE SPARK WITHIN ILLUSTRATION

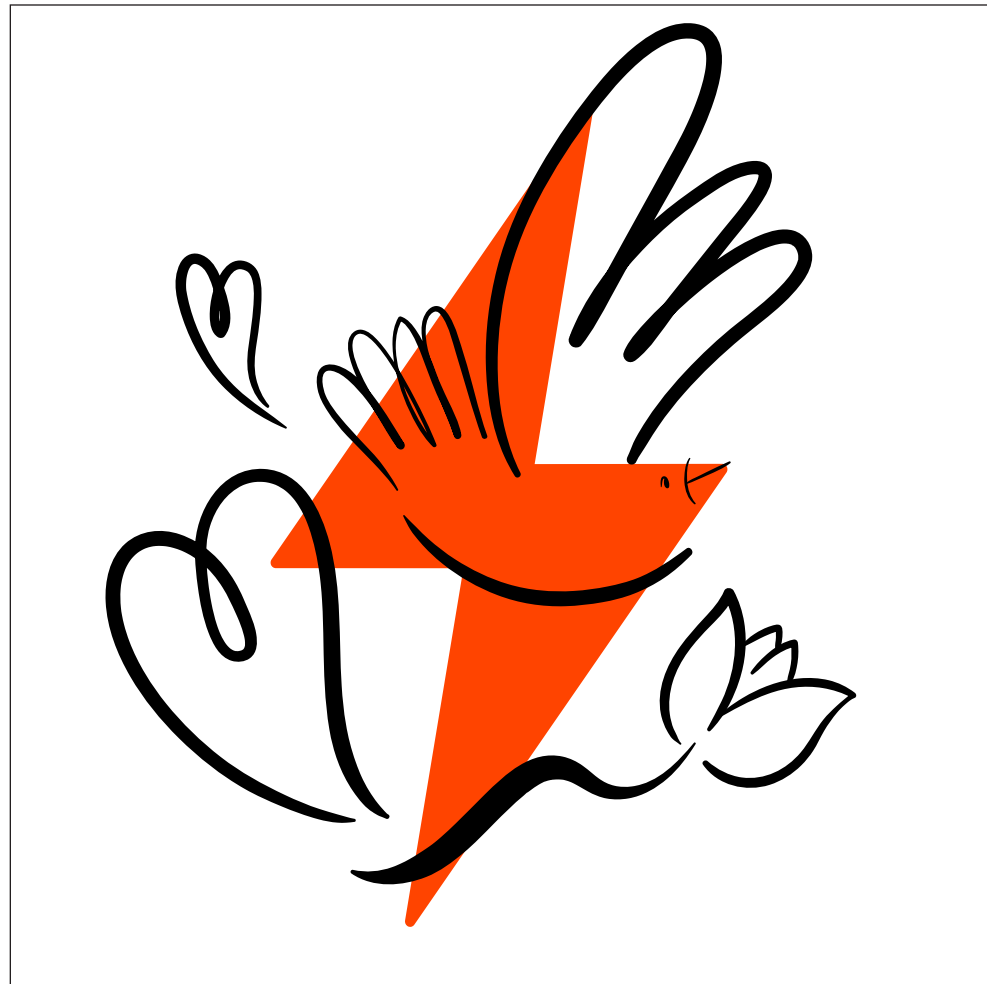
The Spark can also be contained once or several times within an illustration to explain a concept. Here The Spark is being used to show how the World Parkinson's Day movement is taking place across the world.

WITHOUT THE SPARK

For a more simple composition (for social media, a sign, etc.) the illustrations and hand-lettering can be used on their own.

ILLUSTRATION & HAND-LETTERING USAGE

These elements can additionally be used on white backgrounds where The Spark is orange and the hand-lettering or illustrations are black.



ON TOP OF THE SPARK



THE SPARK WITHIN ILLUSTRATION



WITHOUT THE SPARK

ILLUSTRATION & HAND-LETTERING

LOGO ANIMATION ILLUSTRATIONS

Below are some of our key graphics from an explanatory brand animation available for World Parkinson's Day 2022.



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