



Brand Guidelines



parkinson **SOCIETY**
SOUTHWESTERN
ONTARIO

The Basics



The Parkinson Society Southwestern Ontario (PSSO) logo is a word mark. The word mark displays a customized type face with a splash of colour border design to the bottom right. Consistent Brand Alignment is crucial in the development, maintenance and support of a strong Brand Identity. The following is a list of basic rules to follow in the use and promotion of the PSSO Brand Identity:

- Only show the logo in either full colour or black or white
- Do not alter, rotate or modify the logo
- Do not animate the logo
- Do not accessorize the logo with any extra elements
- Do not pixelate the logo
- Always use the provided and most current logo
- Always follow the Typography Guidelines when using accompanying type
- Always follow the Clear Space Guidelines
- Always follow the Colour Guidelines

White Space and Minimum Size

When using the logo with other graphic elements, be sure to surround it with an adequate amount of “white space.”

This white space must account for at least 130% of the height of the green angle in order to maintain visual impact. The more white space you can give here the better.

The logo should never be any smaller than 1.5” pixels wide as a minimum size. Any smaller than this and the wording “Society Southwestern Ontario” may become illegible in size.



parkinson SOCIETY
SOUTHWESTERN
ONTARIO

HORIZONTAL

parkinson
SOCIETY SOUTHWESTERN ONTARIO

STACKED

Proper Use

The PSSO logo should only be shown in either the traditional full colour logo, or the white version or black version. The logo must always be legible and shall maintain the integrity of its form.

When placing the logo on an image, use the white version. For images with a light background, use the approved black logos. The key here is to ensure that the logo contrasts the background image or colour enough so that it is as legible as possible.

The same rules listed above apply to both the horizontal logo (SHOWN HERE) and the stacked rendition.


 The logo consists of the word "parkinson" in a lowercase, sans-serif font, followed by a vertical bar and the words "SOCIETY SOUTHWESTERN ONTARIO" in a smaller, uppercase, sans-serif font. The word "parkinson" is dark blue, and the vertical bar is a lighter blue.

Full colour logo on a solid white background


 The logo is the same as the full colour version but rendered in white against a solid black background.

White logo on a solid black background


 The logo is the same as the full colour version but rendered in white against a solid deep ocean blue background.

White logo on a deep ocean blue background


 The logo is the same as the full colour version but rendered in white over a photograph of two hands clasped together on a wooden table.

White logo on a picture background


 The logo is the same as the full colour version but rendered in black against a solid chartreuse background.

Black logo on a chartreuse background


 The logo is the same as the full colour version but rendered in black against a solid white background.

Black logo on a solid white background

Improper Use

Consistent brand alignment is crucial. Any misuse of the PSSO logo is damaging to the brand identity. As such, it is important to adhere to the provided Colour, Typeface, Size and Spacial Guidelines.



parkinson SOCIETY
SOUTHWESTERN
ONTARIO

⊗
Do not change colours



PARKINSON Society
Southwestern
Ontario

⊗
Do not change the font



parkinson SOCIETY
SOUTHWESTERN
ONTARIO

⊗
Do not separate, realign or move
elements in the logo



SOCIETY
SOUTHWESTERN
ONTARIO parkinson

⊗
Do not separate, realign or move
elements in the logo



parkinson SOCIETY
SOUTHWESTERN
ONTARIO

⊗
Do not scale disproportionately



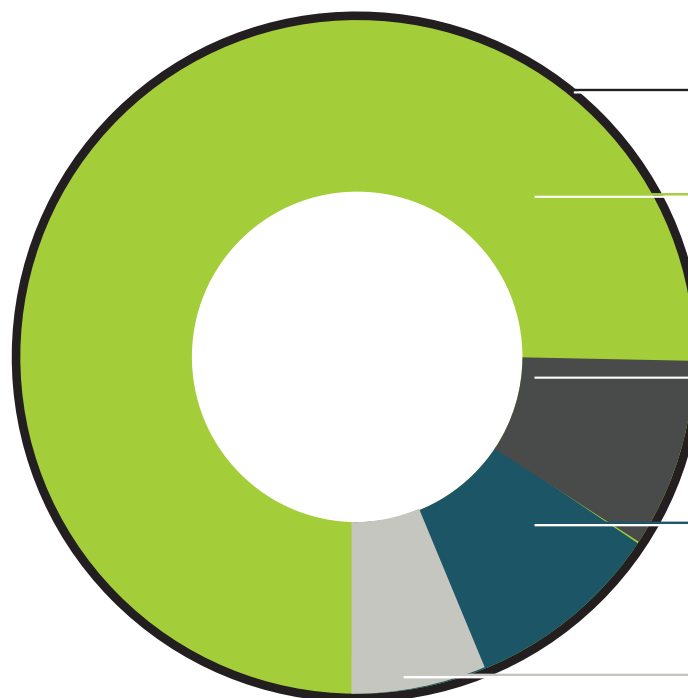
parkinson SOCIETY
SOUTHWESTERN
ONTARIO

⊗
Do not use colors other than
black, white in the single color
version of the logo

Colour Guidelines

The colours used in PSSO's Brand Identity reflect caring and hope. Only these colours should be used when accompanying the PSSO marketing materials whenever possible. This would exclude photography, as images will come in a vast variety of colours.

The outlined logo is not to be seen in any other colour as this will sully the brand.



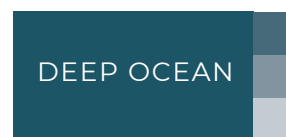
Black should be used exclusively for text.

Chartreuse is the primary colour selection to distinguish your brand's colour palette. This colour draws attention very well.

Charcoal is a secondary colour option. It is a dark neutral that should be reserved for text and framing around imagery.

Deep Ocean is a tertiary option to be used sparingly. It is a complimentary option to Chartreuse.

Harbor Grey is a neutral that the other colours can "pop" off against.



DEEP OCEAN

CMYK 90/56/45/25
RGB 26/86/103
HEX 1A5667
PANTONE 2181C



CHARTREUSE

CMYK 41/0/100/0
RGB 163/205/58
HEX A3CD3A
PANTONE 375C



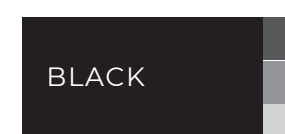
CHARCOAL

CMYK 66/59/57/39
RGB 74/74/74
HEX 4A4A4A



BRIGHT WHITE

CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFFFF



BLACK

CMYK 75/68/67/90
RGB 0/0/0
HEX 000000



HARBOR GREY

CMYK 22/17/21/0
RGB 199/198/193
HEX C7C6C1

Typeface Guidelines

The PSSO header typeface, **Montserrat**, is a bold, simple and universal Sans Serif that successfully emphasizes the organizations strong voice. Montserrat should only be used for Titles, or Head Lines.

The accompanying typeface, Open Sans, is a subtle, but strong Sans Serif. It is a more graceful and simplistic font which is highly legible and works well in a smaller point size. Open Sans is to be used for Paragraph or Body Copy as seen here and throughout this document.

A tertiary font which is whimsical and should be used sparingly because of this playfulness is **UNICA ONE**. This font is recommended to be used for Calls to Action as its nature of mixing capitals with lowercase draws attention in the juxtaposition of styles.

Montserrat

Regular | Medium | SemiBold | ***Black Italic***

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

1 2 3 4 5 6 7 8 9 0 | ! @ # \$ % ^ & * () - =

Open Sans

Light | Regular | *Italic* | **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

1 2 3 4 5 6 7 8 9 0 | ! @ # \$ % ^ & * () - =

UNICA ONE | regular

REGULAR

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

1 2 3 4 5 6 7 8 9 0 | ! @ # \$ % ^ & * () - =



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