

Cure MPS Brand Guidelines

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Core Values

Hope

Fostering positivity in the face of adversity.

Trust

Making careful and conscious choices that take responsibility for our commitment.

Connection

Building a local network of support and action around Simon.

COME WITH US AS WE FUND
RESEARCH AND TREATMENTS FOR MPS

2 parents fostering hope, trust and
connection around a complex and
rare diagnosis.



Spencer sitting with
Beccs, who is pregnant
with Simon and Isabel.



SPACE FOR ALL SPECIES
HAMILTON COUNTY PARKS

curemps

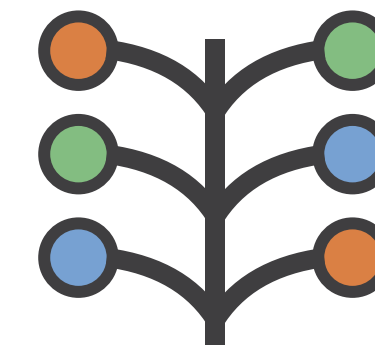


MUCOPOLYSACCHARIDOSIS TYPE 4A

Logo

The Cure MPS logo is designed to be a strong and reliable identifier as the Hoskins family fosters hope, creates trust and builds connections to support and fundraise a cure for Simon.

The icon has myriad interpretations: an abstracted spine, a flower, or a “lysosome gobble.” Paired with the wordmark, the complete logo lockup has a distinct outline and meaningful connotations.



curemps

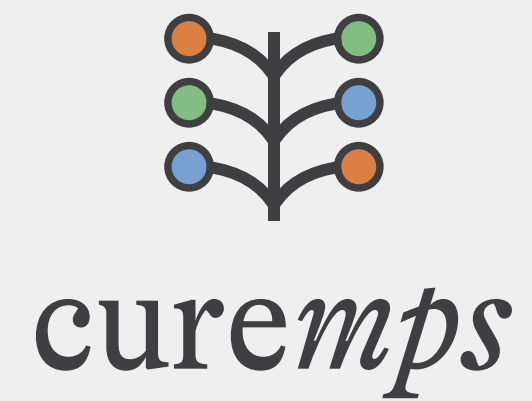
LOCKUP



curemps

INVERSE

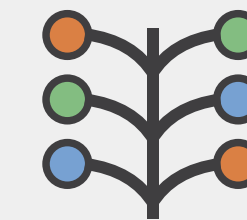
Logo Variations



Vertical Lockup



Horizontal Lockup
(used for web)



Icon Only

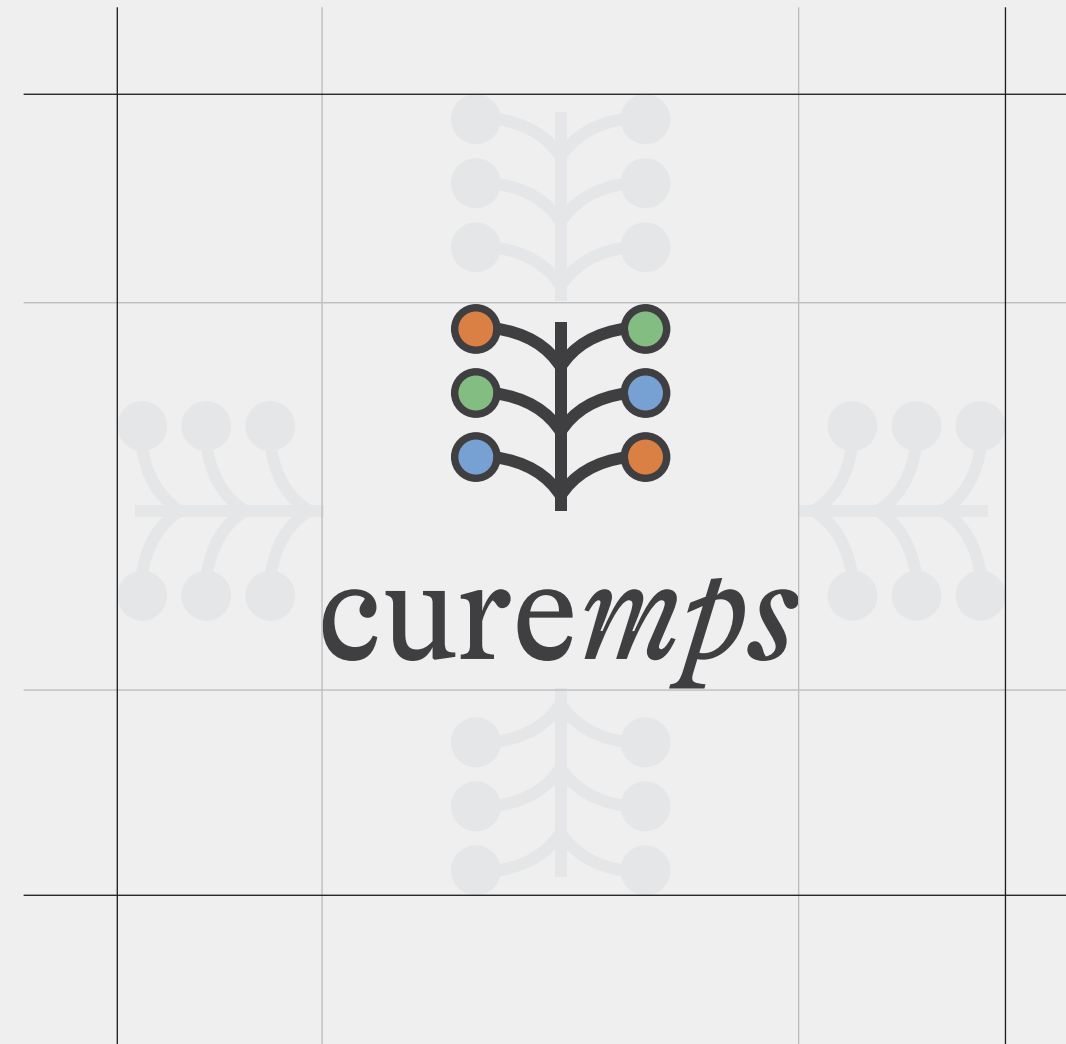
curemps

Wordmark Only
(used for web on mobile)

Logo Clearspace

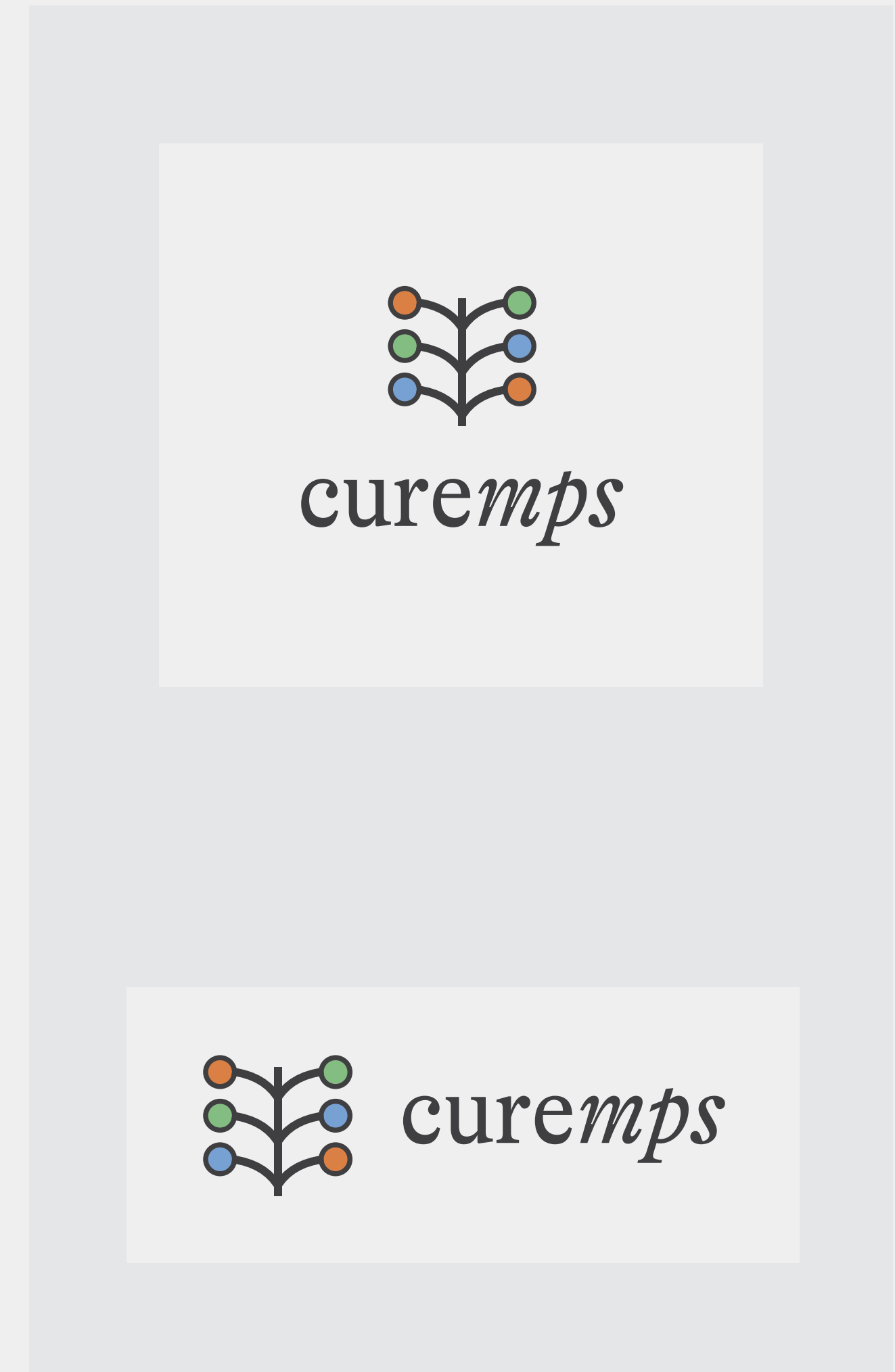
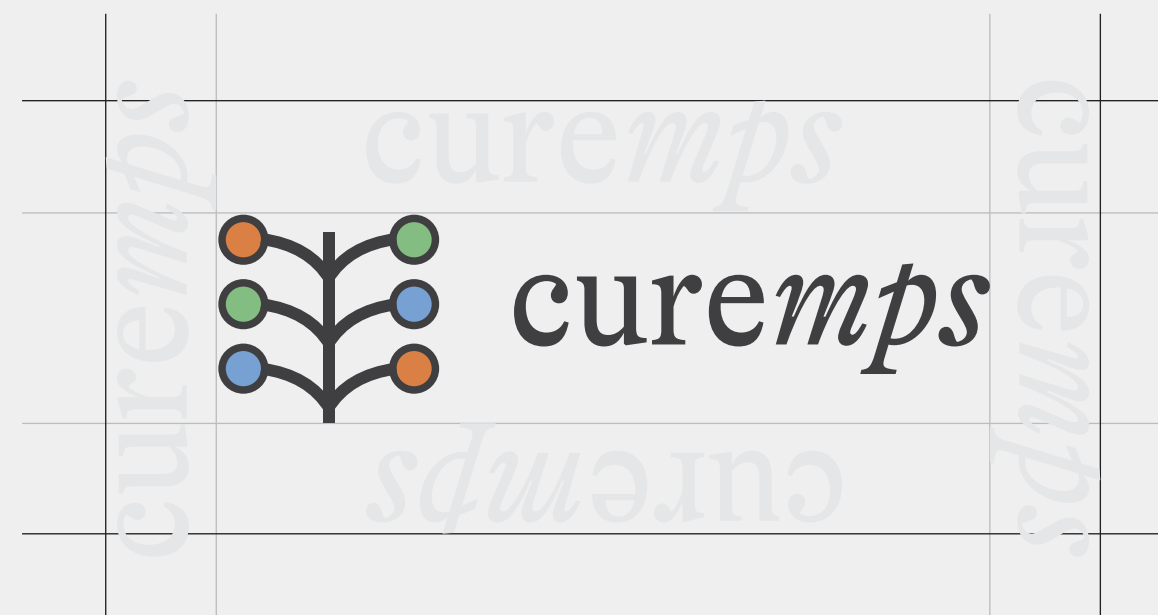
Vertical Lockup

The safe area between the logo and other visual elements is equal to the icon on every side.

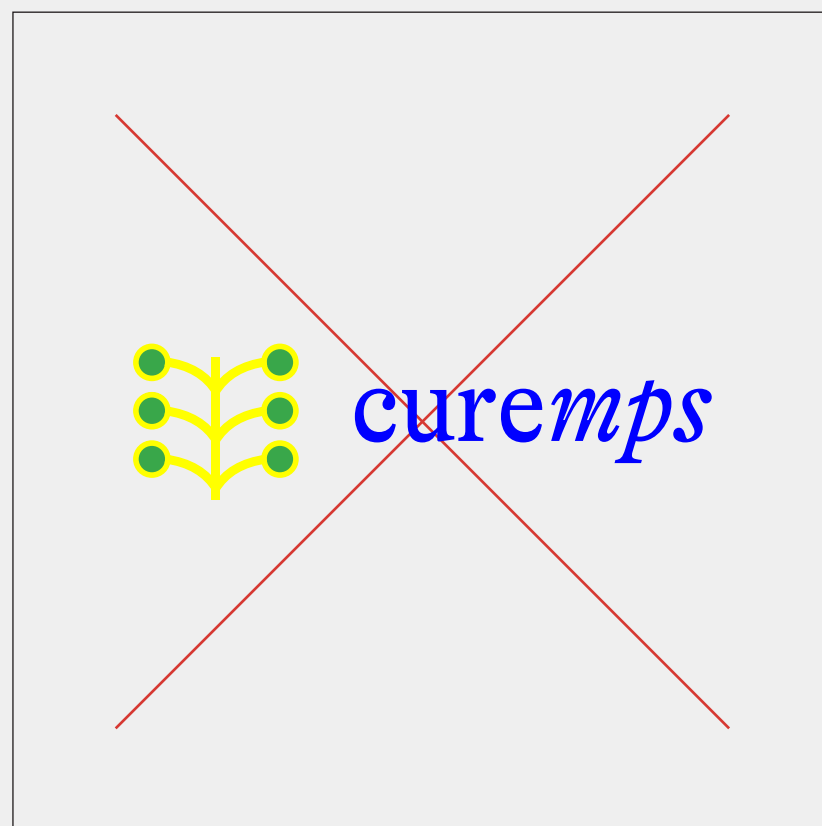


Horizontal Lockup

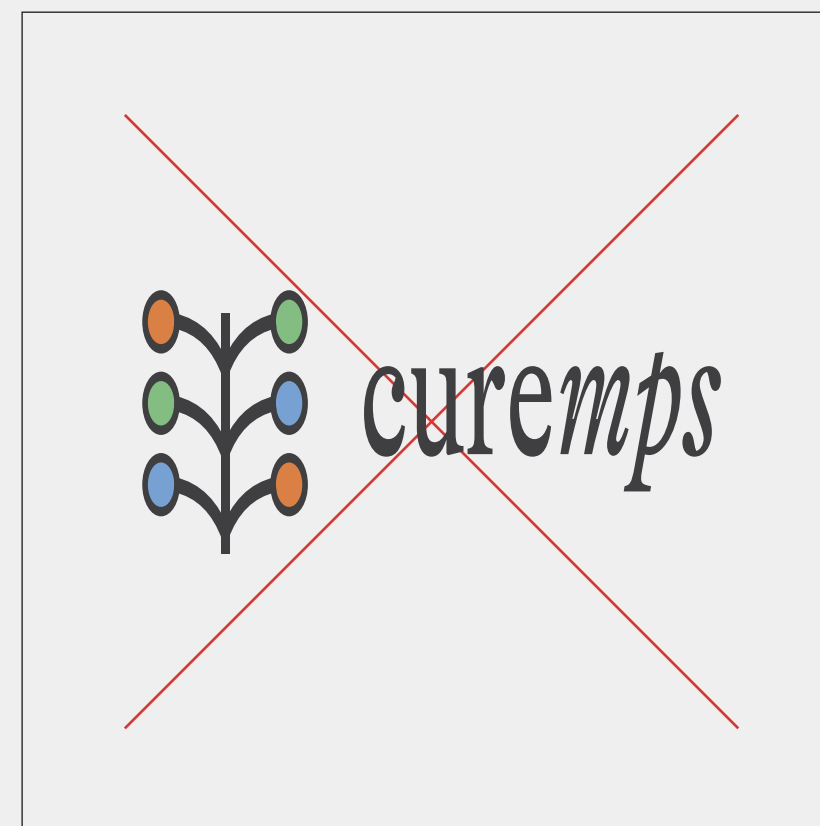
The safe area between the logo and other visual elements is equal to one line of text (curemps) on every side.



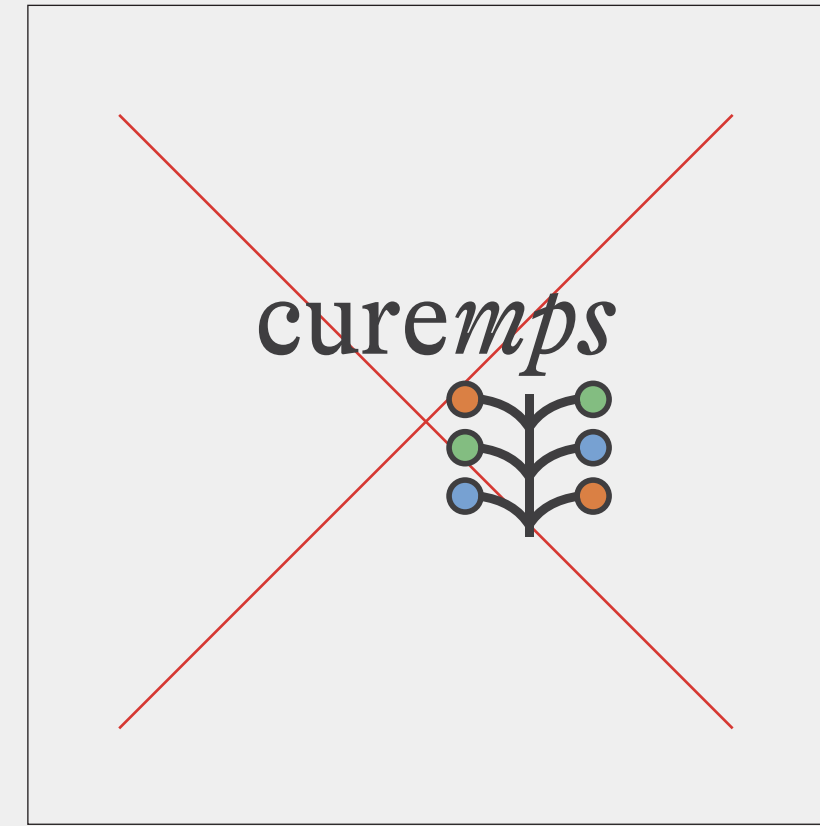
Logo Usage



Logo colour is restricted to the brand's colour palette.



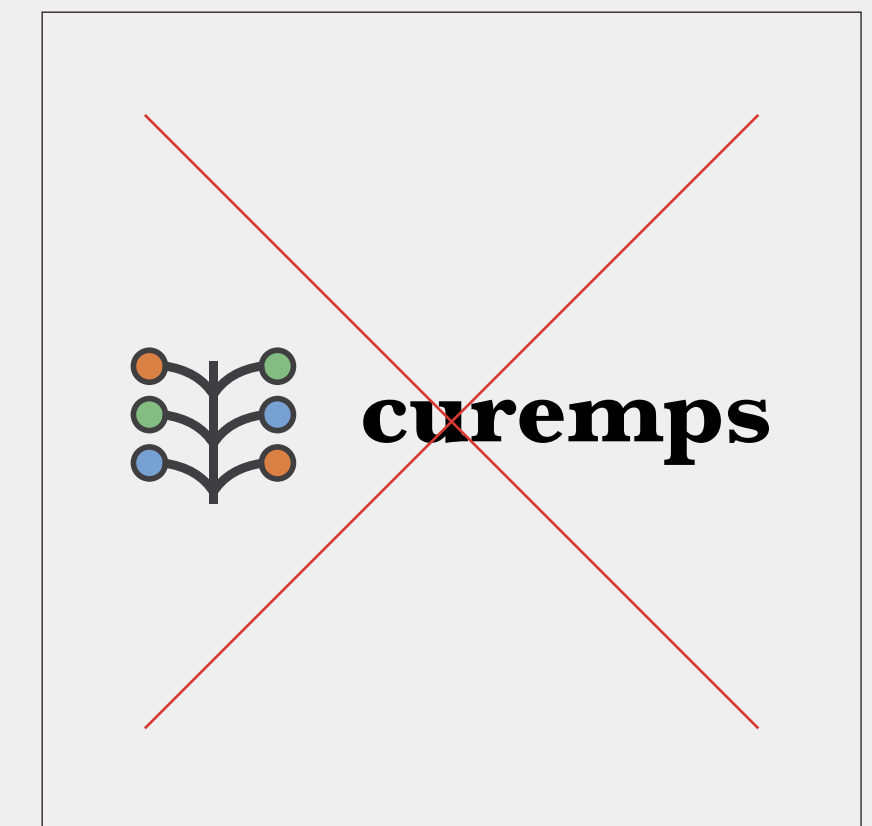
Do not stretch or skew the logo.



Do not manipulate or deconstruct the logo.



Do not place the logo on difficult to see colors or images.



Do not alter the logo typefaces.

Colour Palette

Primary 1
Green

#83be81
R:131 G:190 B:129
C:59 M:0 Y:70 K:0



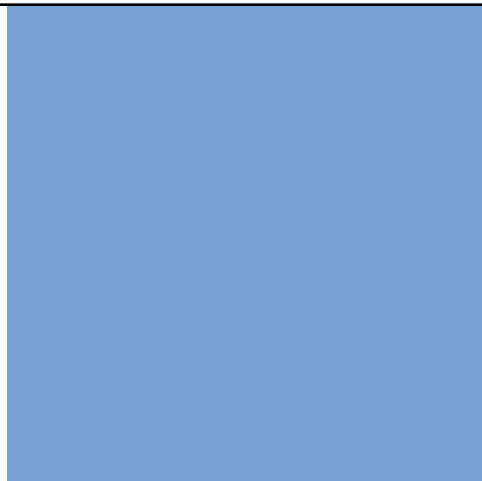
Primary 2
Orange

#db8044
R:219 G:128 B:68
C:4 M:64 Y:91 K:0



Primary 3
Blue

#77a2d3
R:119 G:162 B:211
C:58 M:25 Y:0 K:0



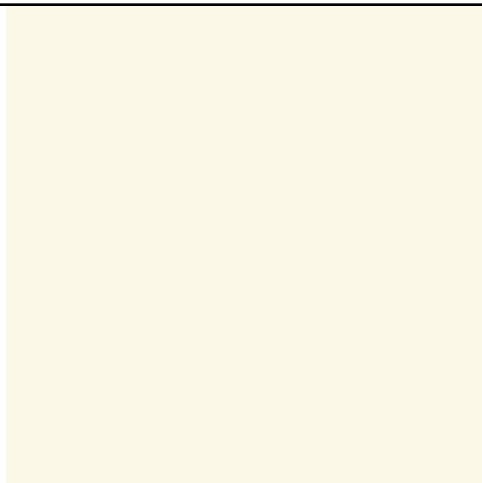
Background 1
Charcoal

#3f3e40
R:63 G:62 B:64
C:68 M:62 Y:58 K:47



Background 2
Beige

#fcf8e8
R:252 G:248 B:232
C:1 M:1 Y:10 K:0



Typeface Selection

We selected 2 typefaces for CureMPS - GT Alpina, designed by Grilli Type is used primarily for headings and subheadings. GT Flexa, also designed by Grilli Type, is used for body text, buttons, and the occasional mini-heading.

GT Alpina

Used for most important headers

GT Alpina Italic

Used for most secondary headers and captions

GT Flexa

Used for paragraph text

File types

A simple guide to the various file types supplied in the logo package and how to use them effectively.

Vector-based files have a high resolution and can be scaled infinitely without losing quality. Raster images are pixel-based, have a low resolution and will lose quality if enlarged.

VECTOR FILES



PDF

- its universal format makes it
 - accessible across platforms
 - supports transparency
 - can be edited
 - can be scaled infinitely
-
- PDFs are typically used for printing and easily sharing documents online.



PRINT USE



DIGITAL USE

RASTER FILES



PNG

- great for digital use
 - can display millions of colours
 - can be compressed to save file size without losing quality
 - supports transparency
-
- A transparent PNG of your logo can be used on top of an image or coloured background.
-
- not scalable
 - not ideal for print

JPEG/JPG

- great for photos
 - can be used for logo in digital applications
 - can be compressed, but not as easily as PNGs
-
- Like PNGs, JPGs are exported at one size and cannot be infinitely scaled without losing quality.
-
- not transparent
 - not scalable
 - not ideal for print

Thank you

CONTACT

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SHAPE
DESIGN