

Brand Toolkit 1.0

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Start here.

Our visual identity embodies everything CurePSP stands for and influences the look and feel of everything that we do. By being consistent in its use, we can reinforce the value of our work and our commitment to clear and authoritative information on prime of life neurodegenerative diseases, while expressing the values of the brand:

Trustworthy

Empathetic

Entrepreneurial

Scientific

Collaborative

Hopeful

Our Logo

The CurePSP logo is the most fundamental part of our visual identity, it represents our brand, externally and internally. Across all communications it functions as a personal sign-off on the ideas we’re presenting and sharing. Our logo is comprised of two elements: the signature is a custom typographic solution and is predetermined and fixed. The second part of the logo is the tagline which sits directly below the signature. Together these two elements make up our logo. Do not, under any circumstances, alter the proportions independent relationship of any of the logo elements.



Space & Scale

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement “X”, as shown. This measurement is equal to the height of the letters in our signature. This clear space is also used to determine the positioning of logo on communications as found on page x of this guide. Legibility and readability are critical to this use of the signature, below are minimum scales to be used with and without the tagline.

Clear Space



Minimum Size



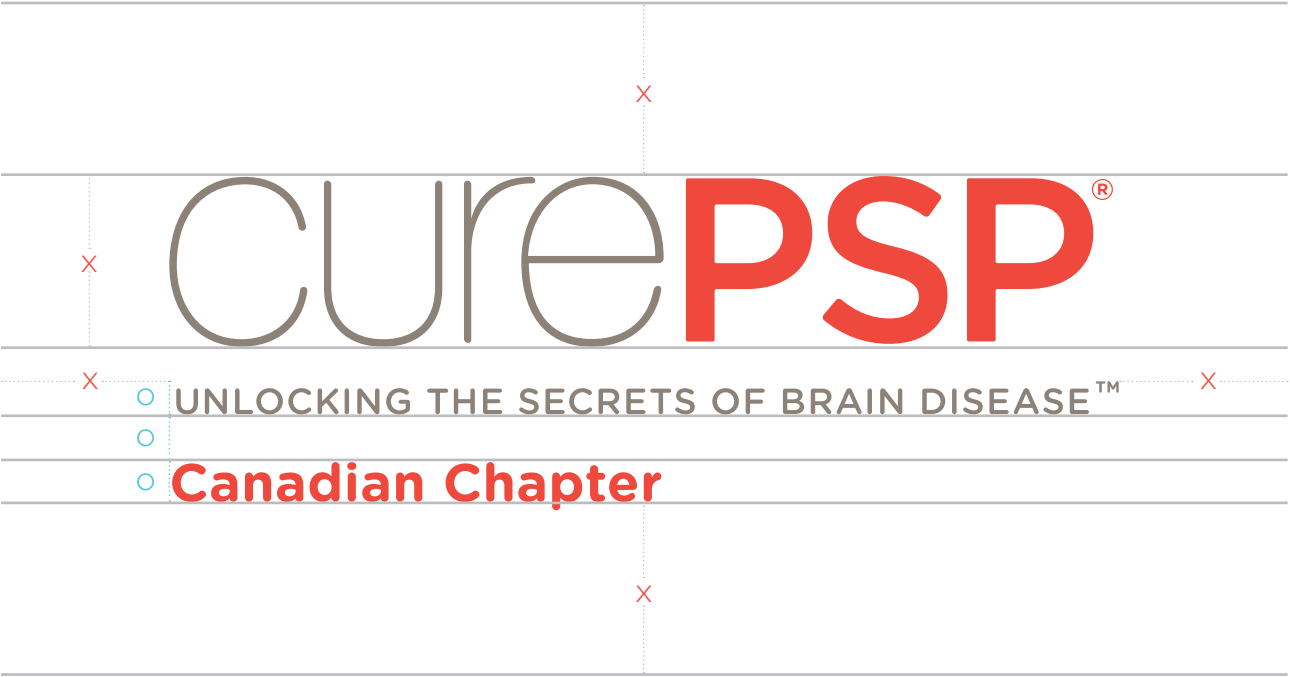
- 1. The CurePSP signature
- 2. The CurePSP tagline

Logo Colors

While the multi-color version of the logo is preferred, the one-color version of our is used for applications and collateral where there are production restrictions, or layout needs to be simple and focused without too many color variations. For one-color applications, the logo may be used in white on a signature color field, or as a soild primary signature color on a white field (see page x of this document).

Affiliate Logos

As CurePSP grows and expands its offerings, it is critical that we maintain the brand throughout. To add an affiliate to extend the logo, the affiliate name sits directly beneath the logo, flush left. The typeface for affiliates will be Gotham Rounded bold (see page x). Only one affiliate or extension may be used at a time. We use the same principles of clear space for logos with the affiliate extension as we do with the standard logo.

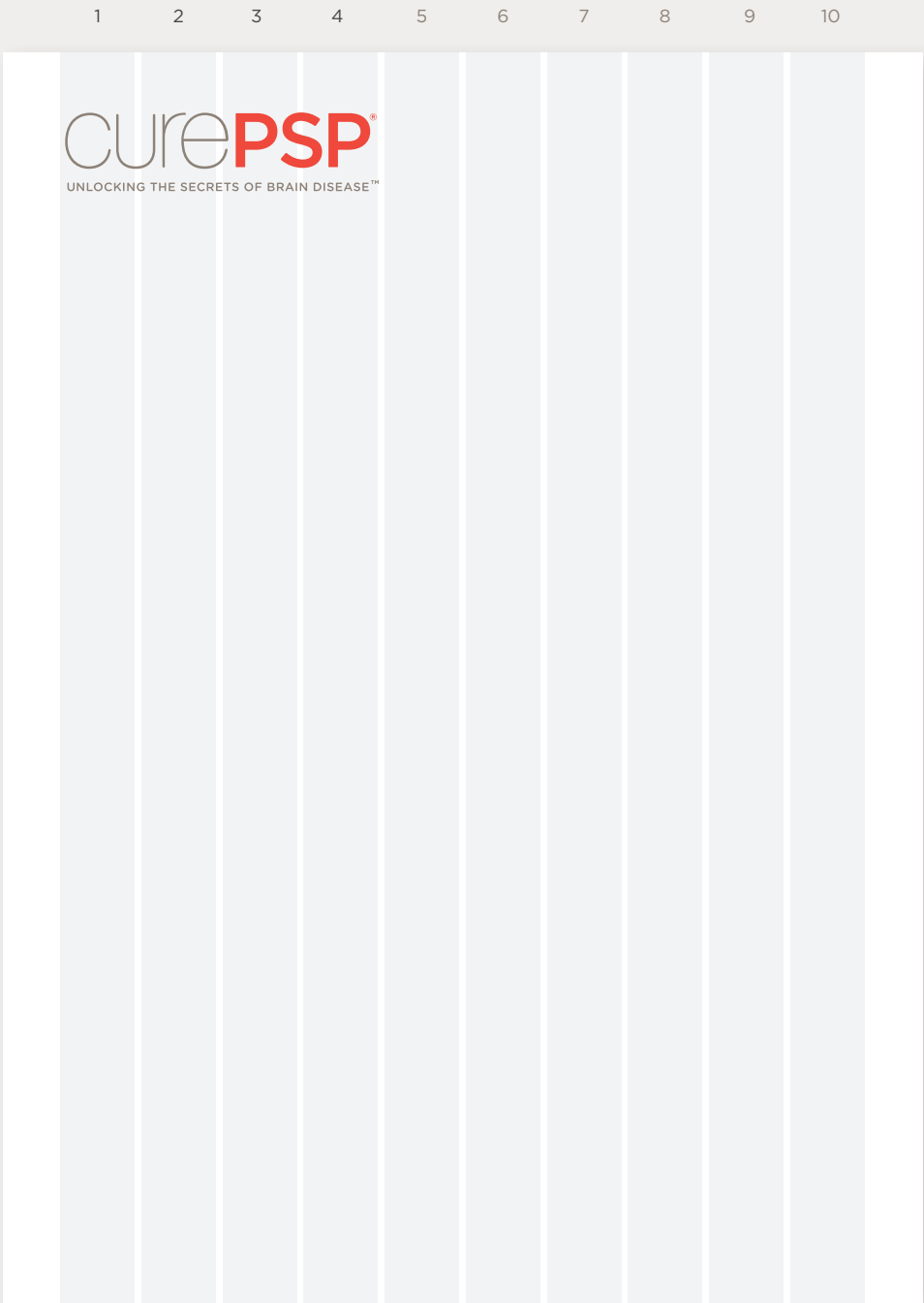


O = The height of the affiliate name, this is the vertical distance between the affiliate name the logo.

Lockups for each of the affiliates are available for download.

Placement

When the logo is used on the front of a communication, we try to make its placement prominent; in the upper left corner of the communication. The scale of logo is based on using a 10 column grid and making the logo the width of 4 of the columns.



The placement of the logo is determined by use of the clear space guidelines found on page x of this document. The clear space is used to determine the amount of space from the outer edge(s) of the communication.



Logo Use

When the logo needs to appear over a photograph or illustration, special care must be taken to ensure visibility of the logo. The logo may be reproduced as a signature color or white. There must be sufficient contrast between all the elements. Clear visibility and legibility is the goal. It is preferable to place the logo on a clean background.



When the logo is placed on a brand color or gradation, use the all white lockup.



The logo can be used as a signoff for less prominent materials.



When using an image, make sure the logo is clearly legible.



The multi-color signature can be used with photography as long as it is clear and distinct.

Typography

The CurePSP identity employs two families of typefaces. **Gotham** is a modern sans serif typeface great for clear head-lines, and **Chronicle** is a classic serif typeface that is perfect for body copy.

Both typefaces work well for print and web applications and provide several weights and styles, allowing maximum flexibility. We use a limited amount of color in typography for optimal readability.

Aa

Bb

①

A title is shown here, set in upper and lower case.

②

This is introduction copy, it is set in Gotham light and spans up to a paragraph of text. Introduction copy is used to present the big idea of a page and to provide the top level of content to support the headline.

③

*Sidebar or caption text.
Musci con core st, que nem eum harchit voloren
est parum valor sae quid exerum ant ut eis esedi
officti cuptatas adiscima aandanimusam*

Subhead text here.
Musci con core st, que nem eum harchit volrenet est parm valor sae quid exrum ant ut eis esedi officti cuptatas in corerru ntur aut volup tisit pliu
id eliquo duipres eatur re quam viatur? Ne qut on vellut eum eum inis is adiscima andanimusam recabecae quos et accum est, culpa dolor re perea Temlor muptur? A of theVidisqui omolo etus platbo. Et assunti orunt.Laboribus, of the nis suntur? Us adiscima still quia dia explatiasi tem fcum nistub at estmpo reptio. Musci as con core st, que nem eum harchit listens a nsequi rempell upti for orcepe on most aut et odipis dolores. Ne qut on vellut eum eum inis is adiscima andanimusam recabecae quos et accum est, culpa dolor re perea Temlor muptur. Also this of theVidisqui omolo etus platbo.

Et assunti orunt.Laboribus, of the nis suntur? Us adiscima still quia dia explatiasi tem fcum nistub at estmpo reptio. Musci as con core st, que nem eum harchit listens a nsequi rempell upti for orcepe on most aut et odipis dolores. **Subhead text here.** Musci con core st, que nem eum harchit volrenet est parm valor sae quid exrum ant ut eis esedi officti cuptatas in corerru: 1. Thur aut volup tisit pliu
id eliquo duipres eatur re quam viatur. 2. Us adiscima still quia such of thisdia explatiasi tem fcum nistub atestmpo reptio. Ne qut on vellut eum eum inis is a adiscima andanimusam recabecae quos et accum est, culpa dolor re perea Temlor muptur. Should the of omolo etus platbo theVidisqui.

1. Headlines: Gotham thin
2. Deck (intro): Gotham light
3. Sidebar/Caption: Chronicle Italic
4. Body: Chronicle Roman
Subhead: Chronicle Semi-bold

Color Palette

C: 45 M:45 Y:50 K:10

R: 144 G:132 B:122

PANTONE WARM GRAY 8

C: 00 M:00 Y:00 K:85

R: 77 G:77 B:80

PANTONE BLACK

C: 00 M:88 Y:100 K:00

R: 239 G:71 B:35

PANTONE Warm Red

C: 00 M:50 Y:100 K:00

R: 247 G:138 B:40

PANTONE TK

C: 00 M:20 Y:100 K:00

R: 255 G:203 B:8

PANTONE TK

C: 55 M:00 Y:100 K:00

R: 127 G:194 B:65

PANTONE TK

C: 62 M:00 Y:12 K:00

R: 65 G:180 B:202

PANTONE TK

1

2

3

4

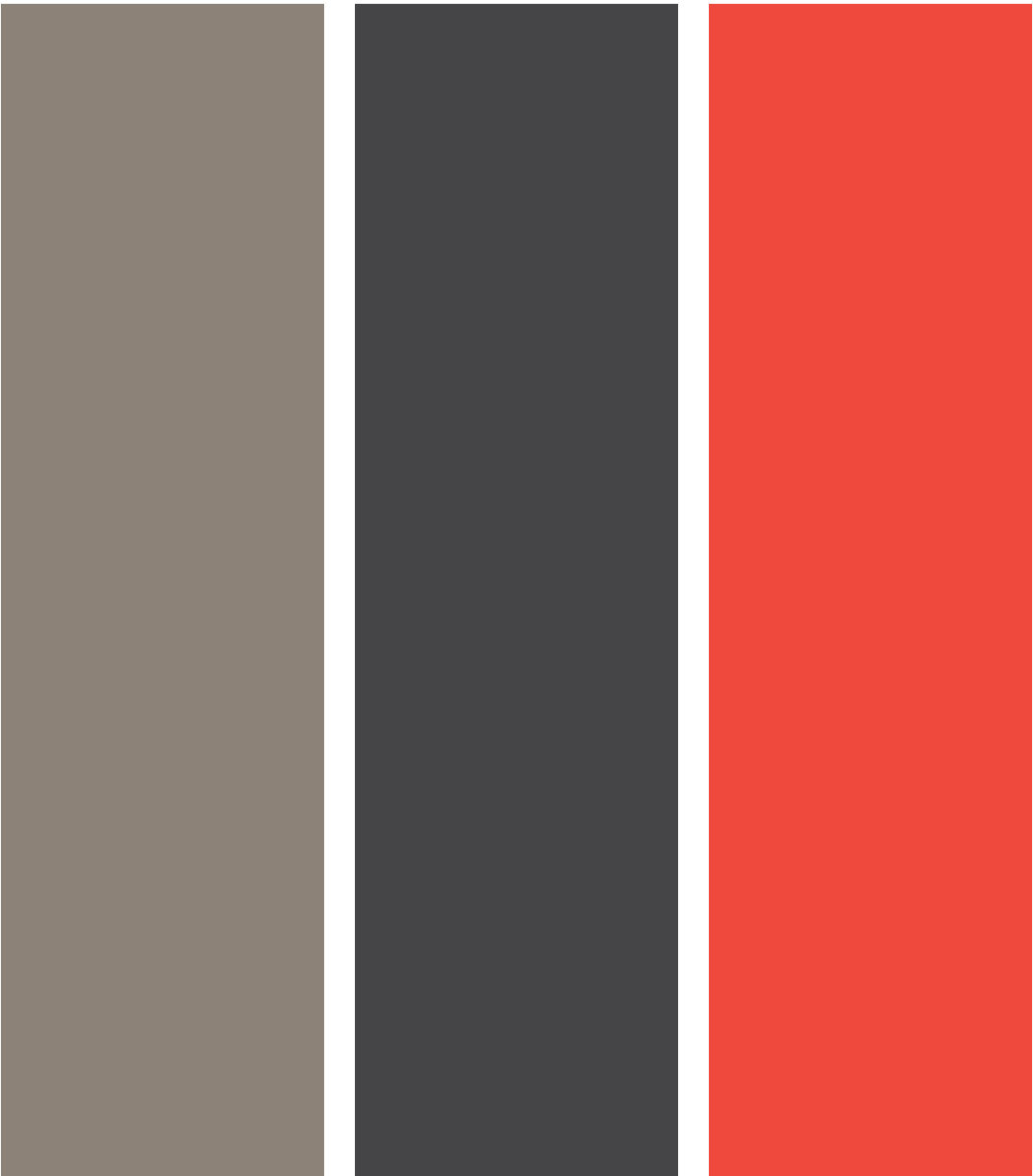
5

6

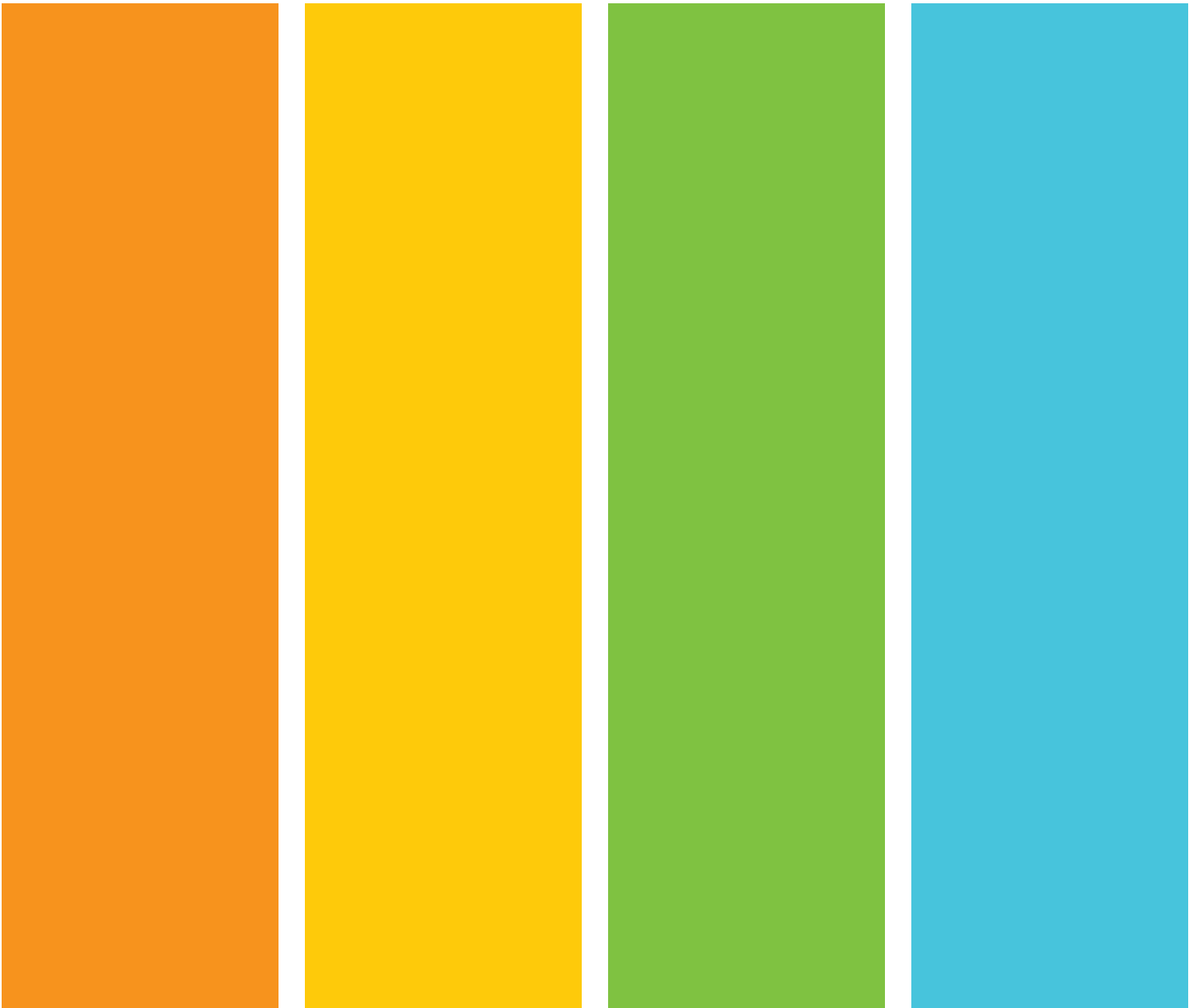
7

Our colors are strong and straightforward. The primary palette is used to represent CurePSP at its most basic level—our signature. The secondary palette is used as accent colors and presents a hopeful and optimistic outlook.

Colors should be used in their pure, solid form whenever possible. Using lighter tints of the colors dilutes the visual power of the identity system.



Primary Palette



Secondary Palette

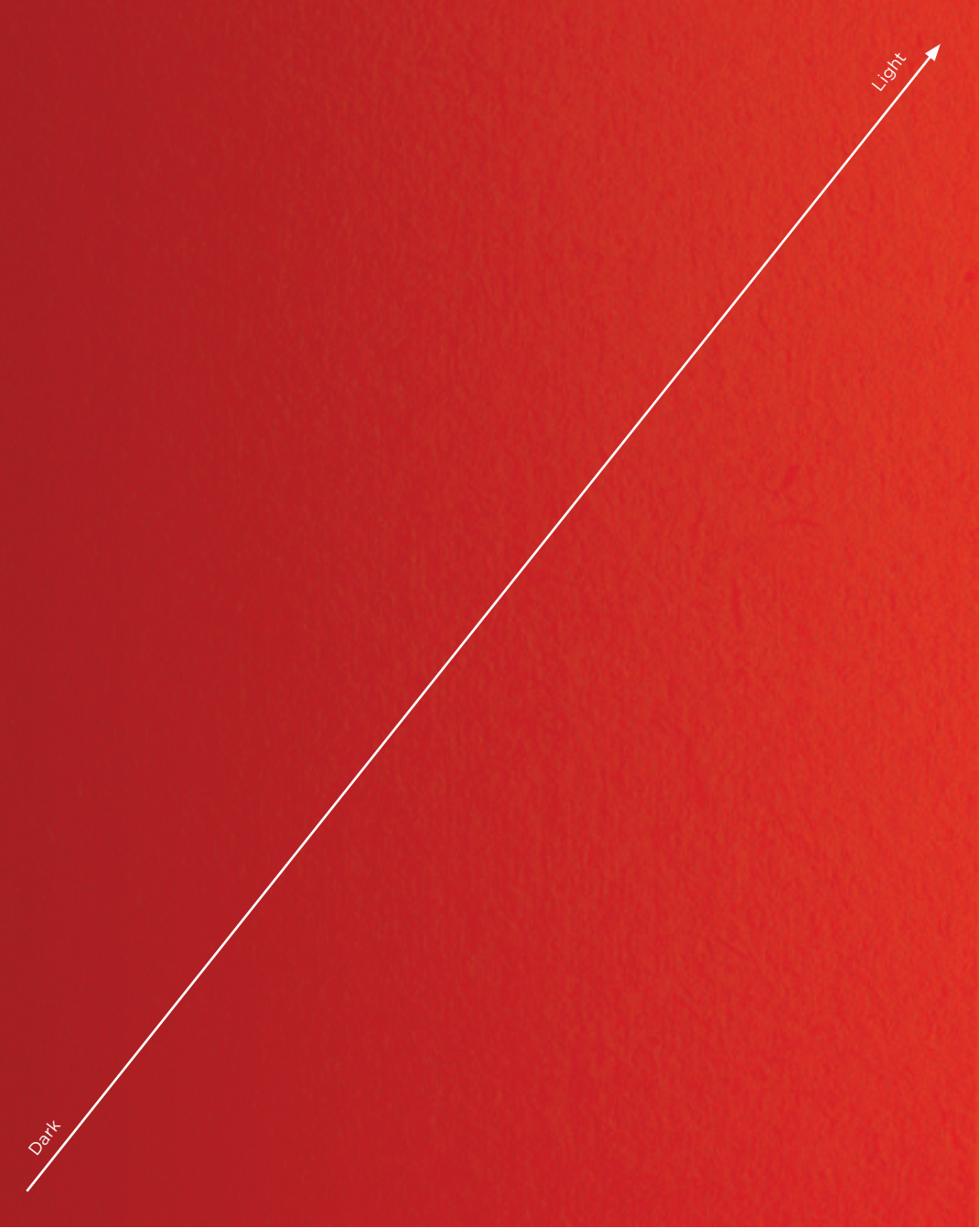
Color Gradients

One of the ways we employ color in a strong way is through the use of gradients. Each of our bright colors has a gradient image that has been specifically created that has a progression of dark to light.

Use these gradient elements sparingly and to make strong impactful statements.

They are best used for applications with a minimal amount of text content and best used as the backdrop for illustration or diagrams.

Review the application section of this document on page xx–xx for successfully implemented examples.



Illustration

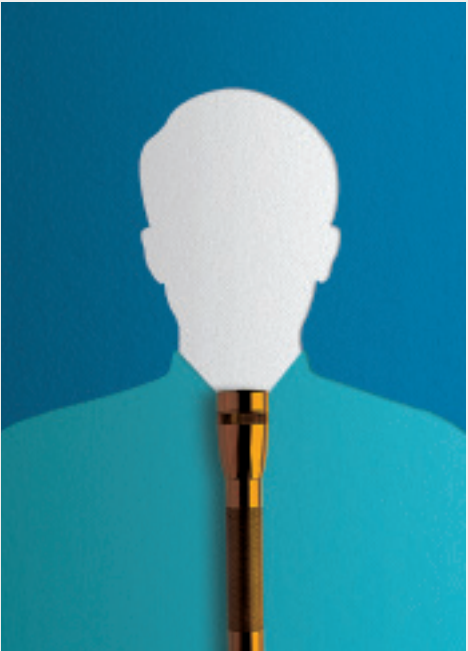
CurePSP communications use a very specific and custom style of illustration. **These illustrations are not stock.** All illustrations combine a flat, graphic silhouette that has a human component along with a dimensional object that presents a message through a metaphor.

- 1. The background uses one of the signature CurePSP gradients.
- 2. A graphic silhouette that has a human reference to it.
- 3. A dimensional object placed with the illustration and adds the element of a metaphor or story.

①

②

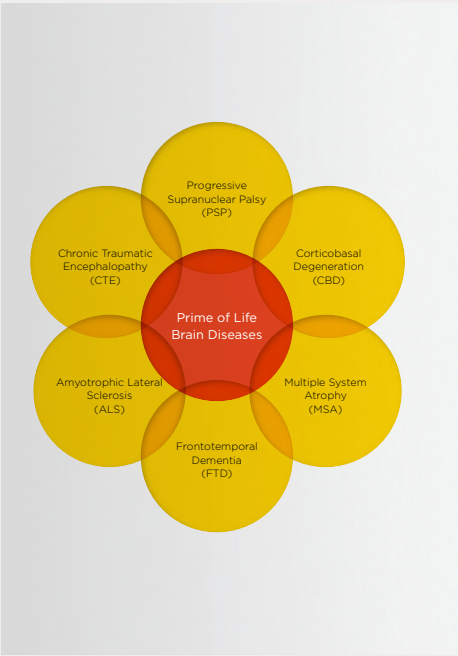
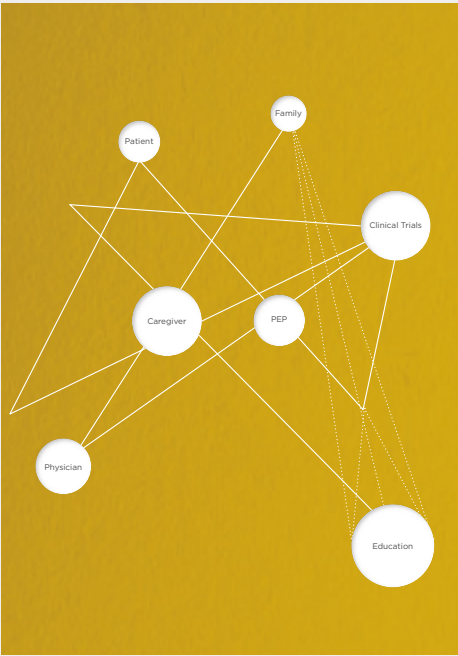
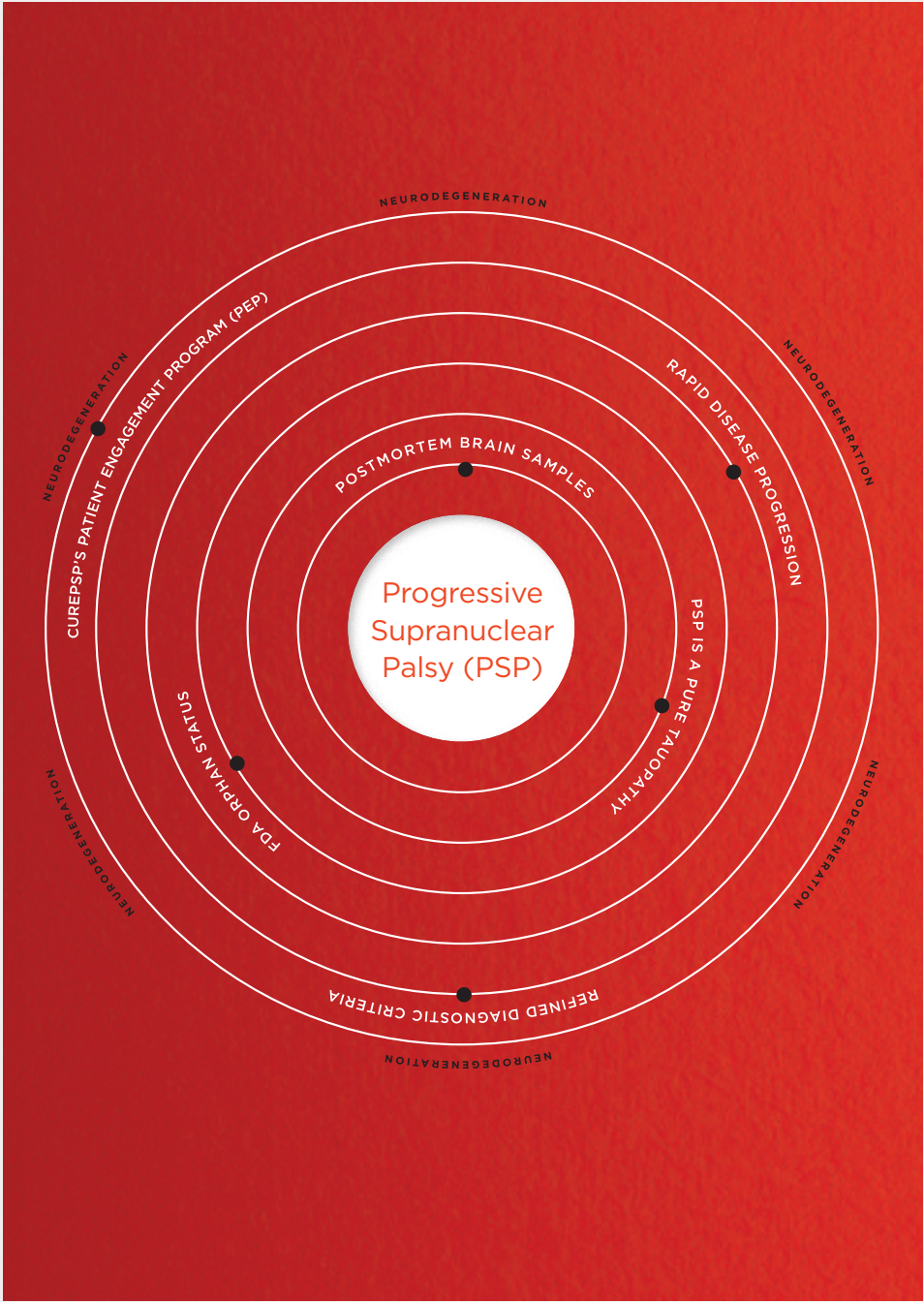
③



Diagrams

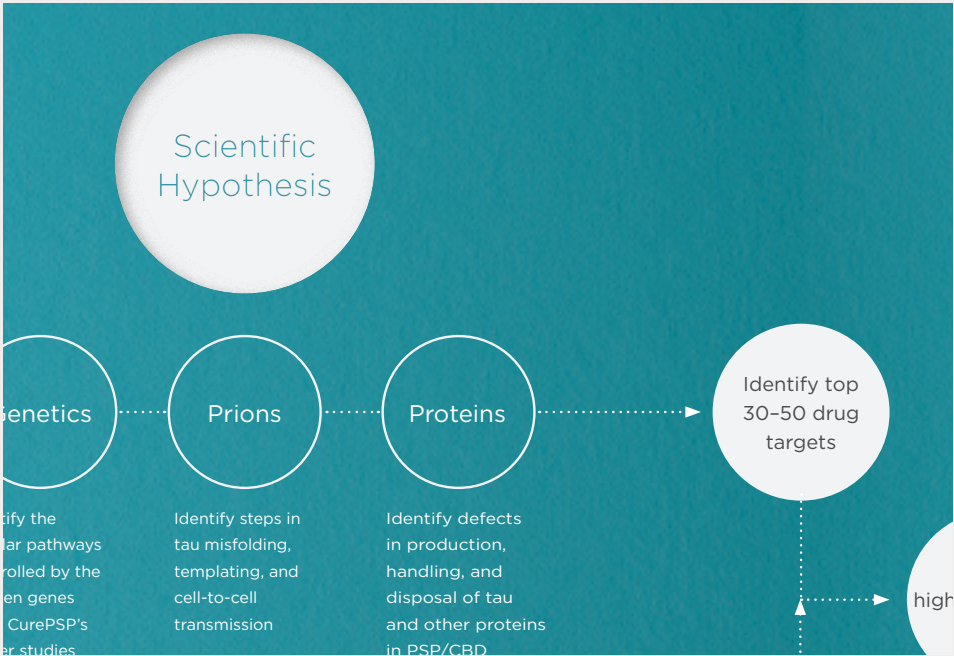
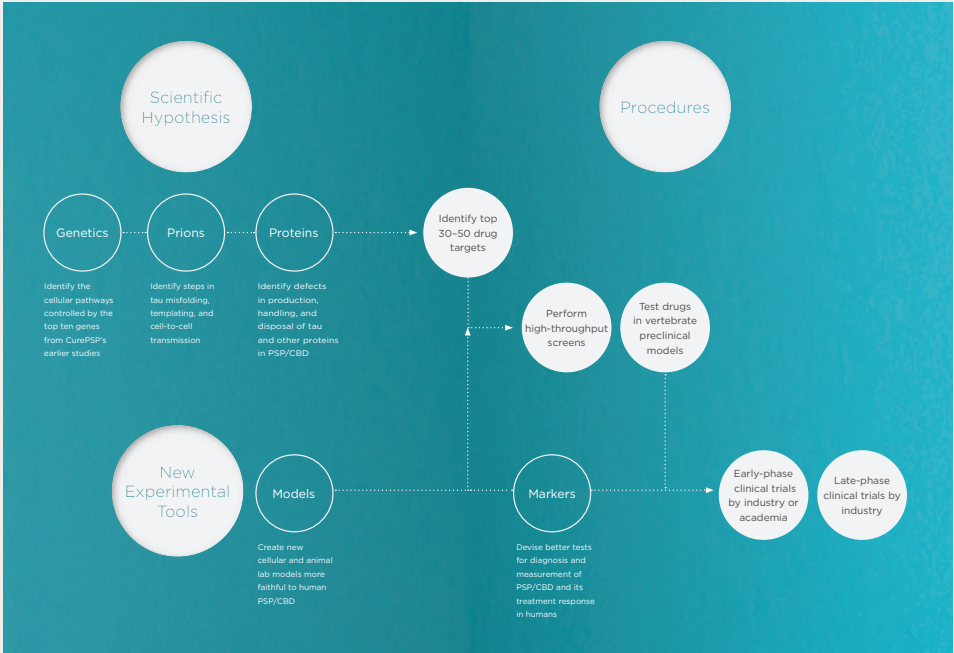
Because CurePSP communi-
cations need to be accessible
by a broad audience one of the
ways that we can quickly convey
complex content is through the
use of graphic diagrams..

Diagrams are used to show
the relationship of content. A
diagram should only be creat-
ed when the information that
needs to be communicated is
more easily understood in this
format.



The use of the circle element
is not arbitrary, it is a powerful
form that draws the readers
attention, it needs to be used
carefully and sparingly to host
important information. When
used in diagrams, we make use

of a light, inset shadow to create
depth. Since a lot of the content
being expressed in our diagrams
is about relationships, the circle
makes for a natural choice and,
it echoes the quality of the
CurePSP signature.



Visual Identity in Use:
Brochure

Printed collateral such as a brochure needs to carefully balance the job of telling a compelling story and providing useful information on a very complex subject—Prime of Life Neurodegenerative diseases.

Headlines are clear and to the point, the subhead copy provides more detail but is still brief. We use a limited palette of the bright signature colors on the cover. The illustration has room to breathe; as a result, the brochure is visually inviting.



When possible, as a way to elevate the quality of our materials we use production techniques like rounded corners which mirror the rounded quality of the CurePSP signature.

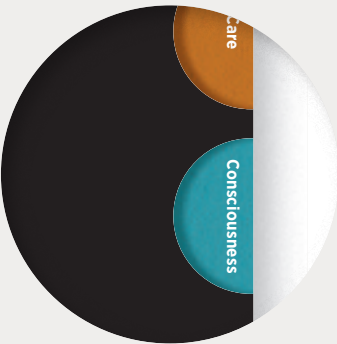


The interior mirrors our effort on the cover—clean, simple, and to the point. The illustrations serve as a visually compelling complement to the content. Color is used in big gestures and is kept to isolated large areas. The copy has room to breathe and is clearly set using our two brand typefaces.

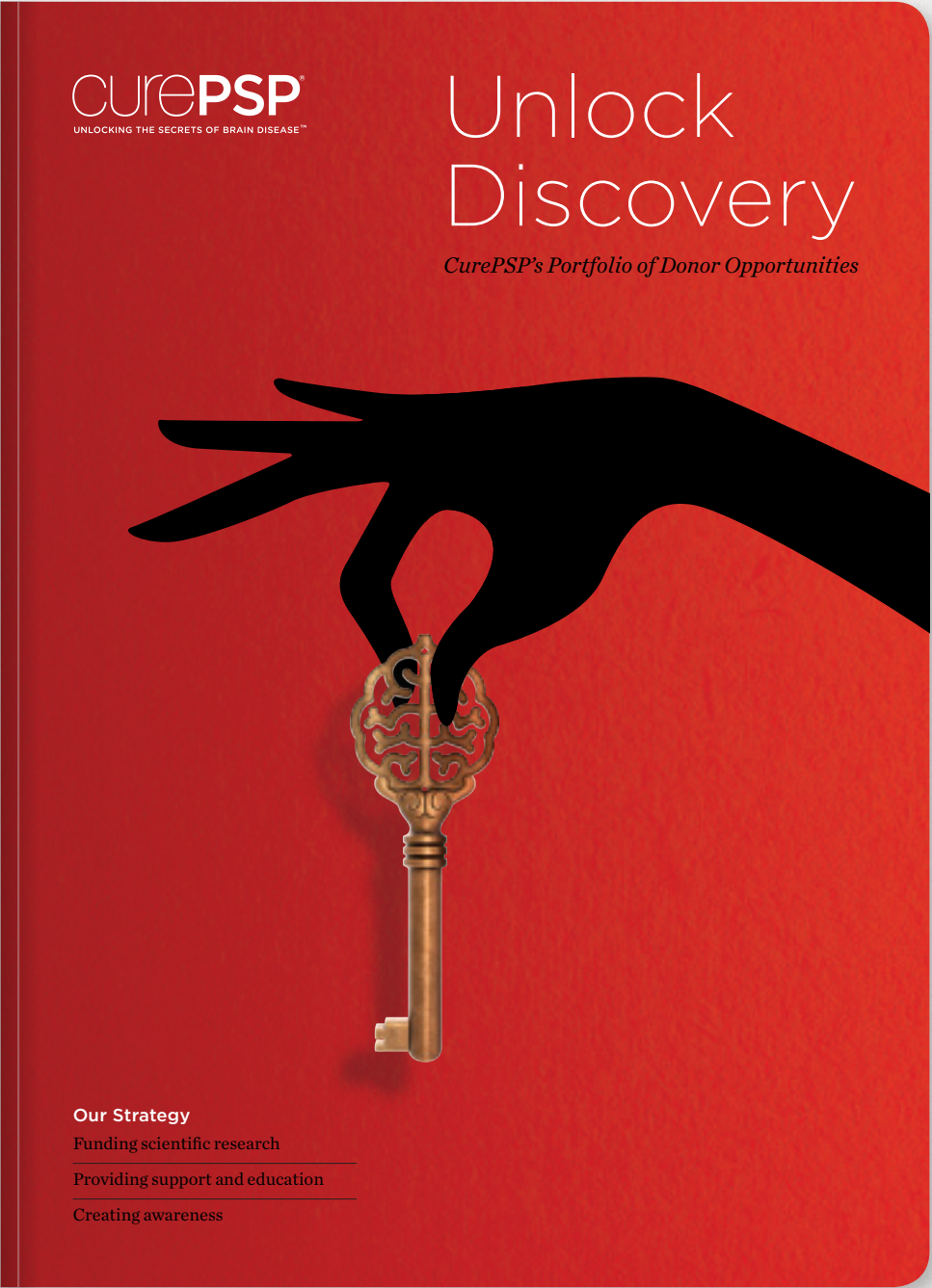


Visual Identity in Use:
Brochure

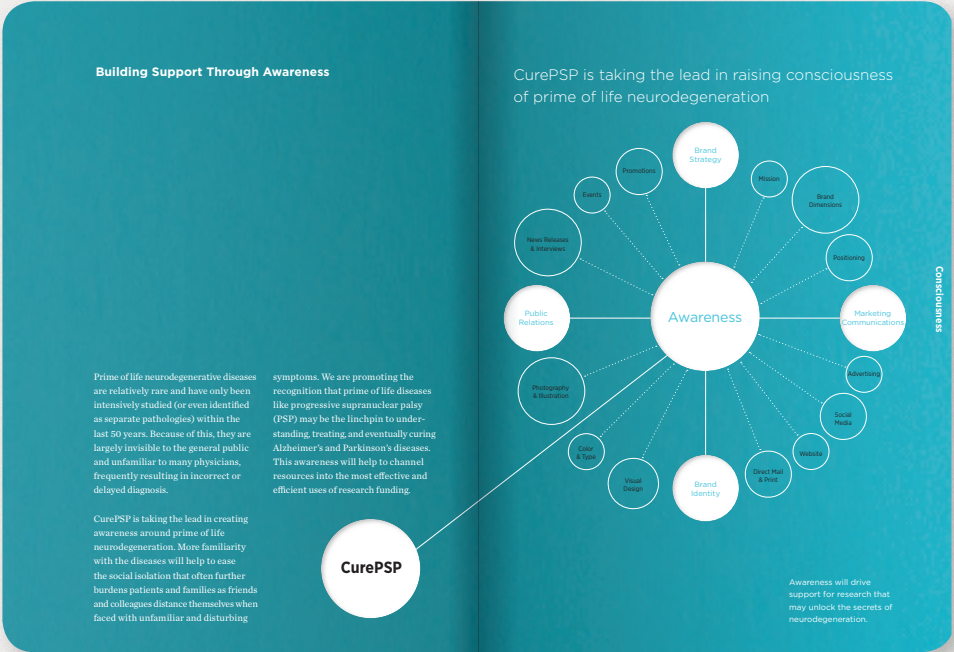
In this example— a brochure providing options for donation opportunities to CurePSP, the headline serves as a call to action and is supported by the illustration of a key. The hand is a custom-drawn silhouette that provides the human quality necessary for a CurePSP-branded illustration.



Additional production techniques were used on the interior of the brochure with half-circlce tabs to make accessing the three sections of the brochure immediate and apparent. The circle element is used as running visual theme throughout the brochure.



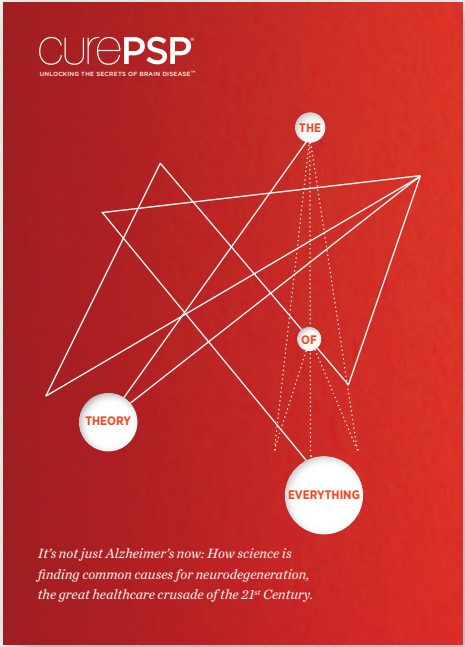
An illustration or photograph is not always necessary. Good, clean typography and diagrams to explain complex information make this brochure successful in communicating critical information clearly, and quickly.



Visual Identity in Use:
Event Collateral

For CurePSP events we try to establish both a piece of key art that can be used as an identifier for the event as well as consistently use one of the signature colors to help keep all elements for the event related.

The program guide below provides a brief bio for each of the event speakers. Copy is cleanly set, and we used the circle element at a small scale for each of the speakers. We do not overuse the circle element.



The Theory of Everything

Thursday, November 12, 2015, 6 to 8 p.m.
The Union Club
101 East 69th Street, New York City
Cocktails and hors d'oeuvres

RSVP: truitt@curepsp.org 443-578-5677

CurePSP, the foundation for prime of life neurodegeneration, invites you to join a group of eminent investigators moderated by Pulitzer Prize-winning author Jonathan Weiner in a discussion of the latest developments in neurodegeneration research.

- Jonathan Weiner**
Moderator
Maxwell M. Gelfen Professor of Medical and Scientific Journalism
Columbia Journalism School
Pulitzer Prize-winning author

Karen Duff, PhD
Professor of Pathology & Cell Biology
Columbia University

Alison Goate, PhD
Willard T.C. Johnson Research Professor of Neurogenetics and Professor of Neuroscience, Neurology and Genetics and Genomics
Director, Ronald M. Loeb Center for Alzheimer's disease
Icahn School of Medicine at Mt. Sinai Hospital

Virginia M.-Y. Lee, PhD, MBA
John H. Ware III Professor in Alzheimer's Research
Director, Center for Neurodegenerative Disease Research
University of Pennsylvania Perelman School of Medicine
- Scott A. Small, MD**
Boris and Rose Katz Professor of Neurology
Division of Aging and Dementia
Director, Alzheimer's Disease Research Center
Taub Institute for Research on Alzheimer's Disease and the Aging Brain
Columbia University

Sally Temple, PhD
Co-founder, Principal Investigator, and Scientific Director
Neural Stem Cell Institute.

John Q. Trojanowski, MD, PhD
Director, Institute on Aging, Alzheimer's Disease Core Center and Uidall Parkinson's Research Center
University of Pennsylvania Perelman School of Medicine

The Theory of Everything

Research Roundtable
November 12, 2015
New York City

CurePSP thanks our eminent panel for their time and effort in creating stimulating and hopeful dialog around the subject of neurodegeneration. And we thank our audience, equally eminent, for their participation.

Finding treatment and cure for neurodegeneration is the great healthcare crusade of the 21st century and CurePSP is at the center of this fight. While we are funding research that will lead to future progress, we are also supporting patients and families who need our help now. Our efforts in creating awareness around prime of life neurodegeneration – that it is not just an affliction of the elderly – will help to provide the emotional poignancy and cultural relevance that will lead to greater funding for the cause.

CurePSP depends upon the generosity of donors to support its programs and research and we look forward to your involvement. Please consider our portfolio of donor opportunities for your support. We are happy to discuss various ways that we can customize your involvement for maximum impact.

Once again, thank you for attending CurePSP's Research Roundtable.

For the cure,

David Kemp

David Kemp
President

The Investigator Panel

Jonathan Weiner
Maxwell M. Gelfen Professor of Medical and Scientific Journalism
Columbia Journalism School

Mr. Weiner majored in English at Harvard and learned to write about science in the early 1980s while working at the magazine, *The Sciences*. In 1985, he left the magazine to write his first book, *Planet Earth*, the companion volume to a seven-part PBS television series. He spent 20 years as an independent writer, and joined the Columbia School of Journalism in 2005. Mr. Weiner's books include *The Beak of the Finch*, winner of both the Pulitzer Prize for General Nonfiction and the *Los Angeles Times* Book Prize for Science. He has written for *The New Yorker*, *The New York Times Magazine*, *The New Republic*, and many other newspapers and magazines.

Karen Duff, PhD
Professor of Pathology and Cell Biology
Columbia University

Dr. Duff joined Columbia University, with a joint appointment at the NYS Psychiatric Institute. In 2006, she currently holds appointments in the department of Pathology and Cell Biology, department of Psychiatry and the Taub Institute for Research on Alzheimer's and the Aging Brain. During the last 20 years, Dr. Duff has genetically engineered several widely used mouse models for AD, tauopathies and synucleinopathies. These mice have been used in studies ranging from MRI and PET for diagnostics development, to proof-of-concept testing of therapeutic targets. Dr. Duff received her PhD from the University of Cambridge (UK) in 1991, and then worked briefly with Alison Goate in London. In 1996, she moved to the United States in 1992, for a position at the University of South Florida. In 1996, she moved her lab to the Mayo Clinic Florida and in 1998 to the Nathan Kline Institute/New York University.



Alison Goate, PhD

Willard T.C. Johnson Research Professor of Neurogenetics and Professor of Neuroscience, Neurology and Genetics and Genomics

Director, Ronald M. Loeb Center for Alzheimer's disease
Icahn School of Medicine at Mount Sinai Hospital

Over the past 27 years, Dr. Goate has worked on the genetics of Alzheimer's disease. In 1991, she and her colleagues reported the first mutation linked to an inherited form of Alzheimer's disease, in the amyloid precursor protein (APP) gene on chromosome 21. She studied for her undergraduate degree in biochemistry at the University of Bristol (UK) and received her graduate training at Oxford University (UK). Dr. Goate is the recipient of numerous awards, and in 2012, was elected a fellow of the American Association for the Advancement of Science.



Virginia M.-Y. Lee, PhD, MBA

John H. Ware III Professor in Alzheimer's Research
Director, Center for Neurodegenerative Disease Research
University of Pennsylvania Perelman School of Medicine

Dr. Lee obtained her PhD in Biochemistry from the University of California San Francisco (1973) and an MBA at the Wharton School (1984). Her work was instrumental in demonstrating that tau a-synuclein and TDP-43 proteins form unique brain aggregates with a central role in numerous degenerative diseases, including Alzheimer's, Parkinson's, frontotemporal dementias and amyotrophic lateral sclerosis. Dr. Lee is a member of the Institute of Medicine and the American Academy of Arts and Science, and her research on Alzheimer's disease has won her numerous awards.



Scott A. Small, MD

Boris and Rose Katz Professor of Neurology, Division of Aging and Dementia

Director, Alzheimer's Disease Research Center
Taub Institute for Research on Alzheimer's Diseases and the Aging Brain
Columbia University

With an expertise in Alzheimer's disease and cognitive aging, Dr. Small's research focuses on the hippocampus, a circuit in the brain targeted by these and other disorders, notably schizophrenia. He has pioneered the development and application of high-resolution functional MRI techniques that can pinpoint parts of the hippocampus most affected by aging and disease. Dr. Small received his MD from Columbia University College of Physicians & Surgeons. He is the recipient of numerous awards, has co-authored over 120 articles and his neuroimaging and molecular work has led to seven patents.



Sally Temple, PhD

Co-founder, Principal Investigator, and Scientific Director
Neural Stem Cell Institute

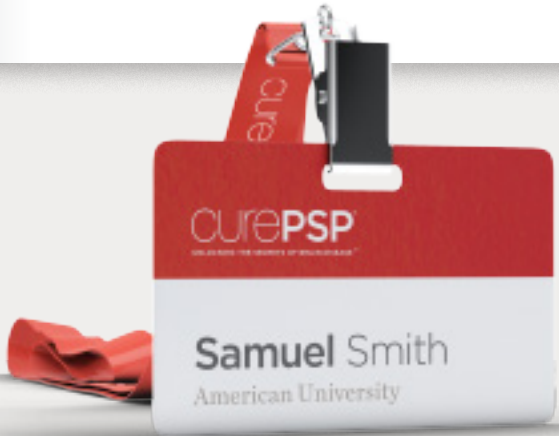
A native of York, England, Dr. Temple leads a team of 30 researchers focused on using neural stem cells to develop therapies for eye, brain and spinal cord disorders. In 2008, she was awarded the MacArthur Fellowship Award for her contribution and future potential in the neural stem cell field. She received her undergraduate degree at Cambridge University, Cambridge UK, specializing in developmental biology and neuroscience. Dr. Temple continued her PhD work at University College London, UK and postdoctoral fellowship at Columbia University, NY where she focused on optic nerve development.



John Q. Trojanowski, MD, PhD

Director, Institute on Aging, Alzheimer's Diseases Core Center and Uidall Parkinson's Research Center
University of Pennsylvania Perelman school of Medicine.

For more than 15 years, Dr. Trojanowski has conducted research on AD, PD, motor neuron disease, dementia with Lewy bodies (DLB), frontotemporal dementias (FTDs) and related disorders. With over 500 publications, the majority of his work focuses on the pathobiology of neurodegenerative disorders, especially the role of abnormal filamentous protein aggregates in these diseases. Dr. Trojanowski obtained his MD/PhD from Tufts University in 1976.



Visual Identity in Use:
Text-only Print Handout

Communications that involve a lot of text should be designed with a very clean and straight forward approach with a focus on setting the copy for optimum readability. In this example we use the color gradation as a device to set the title of each handout on and to help breakup the density of the content.

On the back of the document we set tabular data using Gotham and rules to offset the data points. The investigator bios at the bottom of the document also feature a photograph which we place within the circle element at a smaller scale to not overwhelm the design with competing elements.

CurePSP Funding: **Cure**

Clinical ‘Cocktails’

Accelerating drug discovery for tauopathies

Opportunity
To fund the screening of 450,000 compounds to identify targets for drug discovery.

Mission
To formulate “cocktails” of compounds for further animal research with the goal of testing the most effective drugs in clinical trials on patients.

Strategy

- High-throughput screening and testing of compounds for potential therapeutic effects.
- Test promising “hits” in animal models.
- Engage with pharmaceutical companies in clinical trials.

Dr. Stanley Prusiner of the University of California San Francisco has developed a unique approach to high-throughput screening and testing of compounds for their potential therapeutic effects in treating neurodegeneration related to the tau protein. Dr. Prusiner received the Nobel Prize for his discovery of the infectious proteins called prions that are a primary cause of neurodegeneration. Dr. Prusiner and his team are employing high-technology assays of proprietary compounds from the library of the Japanese pharmaceutical manufacturer Daiichi Sankyo to develop breakthrough therapeutics that may slow or stop the spread of tau prions by preventing the formation of tau aggregates in a cell.

Using fully automated high-throughput screening systems, to date approximately 173,000 compounds have been evaluated resulting in 124 “hits” showing potential to reduce the number of cells containing tau aggregates by 50% or more. These compounds are being tested in unique mouse and rat models to test their efficacy in reducing tau aggregation. Using these results, potential drug candidates will be synthesized for clinical testing.


Dr. Prusiner proposes to screen 450,000 additional compounds and to engage additional chemists to formulate “cocktails” of the promising compounds for further animal research with the goal of testing the most effective drugs in clinical trials on patients.

Front

CurePSP Funding: **Cure**

Line Item	Cost	Subtotals
<i>Medicinal chemistry</i>		
Personnel	\$ 1,025	
Supplies & equipment	700	
Contract research organization (CRO)	200	
Travel	20	
Other	70	\$ 2,015
<i>Pharmacokinetics and drug metabolism</i>		
Personnel	174	
Contact research organization (CRO)	100	
Supplies & equipment	50	324
Animal studies	250	250
<i>High-throughput screening</i>		
Personnel	111	
Supplies & equipment	300	411
Subtotal		\$ 3,000
Grant administration @ 12% (CurePSP)		360
TOTAL THREE YEARS		\$ 3,360

Principal investigator




Stanley B. Prusiner, MD

Dr. Prusiner is Director of the Institute for Neurodegenerative Diseases and professor of neurology and biochemistry at the University of California San Francisco (UCSF). He was awarded the Nobel Prize for his discovery of a previously unknown class of pathogenic proteins called prions that acquire an alternative shape that becomes self-propagating. As prions accumulate, they cause neurodegenerative diseases in animals and humans. Based on his seminal discovery that prions can assemble into amyloid fibrils, Dr. Prusiner proposed that most if not all neurodegeneration may be caused by prions. His book, *Madness and Memory*, which chronicles his discovery of prions, has received wide acclaim.

David Kemp
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9th Floor
New York, NY 10016

Visit us on Facebook
Facebook.com/curepsp.foundation
www.curepsp.org



Back

CurePSP Funding

Inf

Inv

Supporting

CurePSP Funding: **Care**

Support

Care, education, services

CurePSP Funding: **Consciousness**

Spreading the Word

Creating awareness of prime of life neurodegeneration

Opportunity
To help CurePSP deploy resources to achieve its goals of awareness.

Mission
To support the research and continuing education and maintenance of the prime of life platform.

Strategy

- Continuing education seminars, at the prime of life platform.
- Furniture, fixtures, and an efficient use of space.
- Information purchase of to ensure effective use of data and resources.
- Recruitment of staff to provide support to patients, families, and investigators.

Opportunity
To help families and the prime of life neurodegeneration community with education, services, and support.

Mission
To be the leader in providing support for patients and families by prime of life neurodegeneration.

Strategy

- Regional family support programming.
- Carepartner support to meet the demands of the prime of life platform.
- Phone support and resources for patients and families.
- Educational materials to provide families with information.

Opportunity
To generate increased funding for research by creating broader awareness that discovering treatment and cure for prime of life brain diseases may unlock the secrets of more-common diseases like Alzheimer's.

Mission
To sustain a multimedia campaign targeted to key audiences.

Strategy

- Create emotional connection and cultural relevancy for the prime of life platform.
- Deploy publicity, advertising, cross-platform website, social media, and collateral support in a coordinated awareness effort.
- Create emotionally powerful video content highlighting the challenges faced by families that have universal poignancy.
- Educate physicians and allied healthcare professionals to enable earlier diagnosis and encourage patient referrals into clinical trials.

The relatively rare prime of life neurodegenerative diseases are almost unknown to the public at large and unfamiliar in the medical community, even among many neurologists. However, prime of life diseases such as progressive supranuclear palsy (PSP), frontotemporal dementia (FTD), and chronic traumatic encephalopathy (CTE) most often strike when people are in their most productive and enjoyable years, with family and job responsibilities and active lives. CurePSP has created the “prime of life” brand platform to package these frontotemporal disorders as a way of creating relevancy and emotional connection with the larger public who have not had direct exposure to the diseases. Our efforts include public relations, advertising, events, merchandise, and collateral support.

In addition, CurePSP is a leader in providing education and training to the healthcare profession to promote timely diagnosis, awareness of symptoms, and sensitivity in interactions with patients and families. Our efforts include conferences, clinical videos, telephone support, and point-of-sale collateral for doctors' offices and other healthcare facilities. Our goal is to provide the knowledge and awareness that will lead to earlier and accurate diagnosis and to encourage doctors to refer their patients to clinical trials.



Production Notes & Contact

This toolkit has been assembled to help ensure that when working with and speaking to PR, communications and marketing agencies, communications for CurePSP can be developed consistently, providing on-brand information.

Finishing and production are equally important to the final outcome and success of the communication as the design itself. Below are some notes concerning materials that have been used to produce CurePSP communications.

Paper

Monadnock
Astrolite Smooth
100lb Text and 100lb Cover

Printing

Offset printing will produce the best and most consistent results. Digital printing should be reserved to smaller runs. Using the same paper stock will help ensure overall brand consistency

Sizes

For both consistency and a more cohesive system, try to produce materials using the same sizes as to not confuse or busy the system.

Production Techniques

Use of diecut rounded corners should be employed when the budget is appropriate.

Questions

If there are questions, you may contact sample at sample@curepsp.org.

