

AMERICAN PARKINSON DISEASE ASSOCIATION BRAND GUIDE

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MANAGING OUR BRAND

This brand guide clarifies our brand strategy, messaging, and visual identity. It is a vital tool for anyone communicating or creating materials on behalf of the American Parkinson Disease Association.

Using this guide

This guide was developed to ensure proper use of our brand. Communicating consistently allows us to make a unified impression on all our audiences. It's up to our staff and volunteers to manage and maintain the strength of our brand. Please refer to this guide whenever you create written communications or designed materials. This edition of the brand guide has been updated and expanded. It replaces the original 2016 edition.

Thinking about communications

We have many obvious and not-so-obvious opportunities to communicate. Make sure you consider how to apply the brand as outlined in this guide in each of these situations:

- Printed materials
- Online channels (web, email, social media)
- On-air communications (radio, TV, video)
- Mobile communications
- Face-to-face interactions, events, and presentations
- Office space

Getting assistance and approval

If you are creating a document that requires a new design treatment, please contact our home office staff. New graphics should be created sparingly and must adhere to the brand guide. They must also compliment other existing graphics and thus it is important to consult the home office before any new graphics are created. See also page 19.

For any questions, please contact:

Eloise Caggiano, Vice President of Marketing & Communications
718-737-8151 | ecaggiano@apdaparkinson.org

BRAND CHECKLIST

When creating materials for our organization, please use this checklist to make sure you've followed these guidelines appropriately. If ever in doubt, please contact the home office.

- ☐ Have you discussed your project with the home office staff (page 3)?
- ☐ Do your materials support and reflect our positioning statement (page 6)?
- ☐ Do your materials reinforce and reflect our personality (page 6)?
- ☐ Are you using our full name and acronym appropriately (page 10)?
- ☐ Are logo(s) used exactly as described in this guide (pages 13-19)?
- ☐ Are you using the correct typography (typefaces, sizes, and spacing) for headlines and body copy throughout your materials? (pages 20-22)
- ☐ Are you using the correct color palette as described in this guide (page 23)?
- ☐ Have you used photographs and other design elements in a manner consistent with this guide (page 24-26)?



STRATEGY

POSITIONING

Our positioning is the single idea we hope to own in the minds of our target audiences. It is the one simple idea they should associate with us.

Our positioning statement is an internal tool; we do not print it or distribute it to outside audiences. It exists to guide all of our communications efforts. Any communication materials we create—whether written or visual—should reinforce our positioning. Please keep our positioning statement nearby as you create online, printed, on-air, in-person, or other types of communication, to make sure that all of our communications efforts support it.

PERSONALITY

Our personality is a collection of words that describes the overarching feeling we want people to associate with our organization when they encounter our work and materials. **Like our positioning statement, our organization's personality is used for internal purposes only.**

As with the positioning statement, revisit these personality attributes as you create materials for us. The colors, typefaces, messaging, language, and other elements in this brandguide have been specifically selected to reflect and reinforce our personality.

The American Parkinson Disease Association is the best-equipped organization to help people with Parkinson's live life to the fullest.

Optimistic / Tireless / Caring /
Genuine / Urgent

OUR AUDIENCES FOR COMMUNICATIONS

We developed our brand thinking about the people we need to reach and what impressions we want them to have of the American Parkinson Disease Association.

Primary audiences

- People with Parkinson's
- Care partners
- Families affected by Parkinson's
- Corporations and foundations who support our work

Secondary audiences

- Extended communities of people with Parkinson's
- Health care providers
- Researchers
- Medical industry
- Government

GUIDING STRATEGIES

There are a few big ideas that have guided us as we've developed our brand, and that inform our approach to communications moving forward.

- Lead with messages about quality of life and patient support.
- Prioritize programs over fundraising on our website and other all-purpose collateral.
- Be more boastful about the value of the American Parkinson Disease Association and our services in all communications.
- Follow this guide to provide our community members with a seamless experience as they move between our home office and Chapter communications.



MESSAGING

OUR NAME

We are the American Parkinson Disease Association. It is important to use our name correctly and consistently. As much as possible, use our full name when writing or speaking about us.

Our full name should be used the first time that the organization is mentioned in written materials or spoken remarks. After the initial mention, it is acceptable to use “APDA” as shorthand, though the acronym should be used sparingly.

When the name appears in the middle of a sentence, it should be preceded by “the” (e.g., “Our community values the American Parkinson Disease Association.”)—unless the name is being used as an adjective. When the name is being used as an adjective in the middle of a sentence, “the” will be dropped (e.g., “In the interest of maintaining American Parkinson Disease Association brand standards, you should always lead with our full name.”).

Chapter Names

To ensure clarity and foster a cohesive brand identity, it is also important to use a consistent Chapter naming convention across the organization.

The correct Chapter naming convention is “The APDA [State/Region] Chapter.”

The following examples of Chapter names are incorrect: APDA Northwest; APDA Connecticut; APDA NW; APDA CT.

Information & Referral Center Names

The correct Information & Referral Center naming convention is “The APDA Information & Referral Center at [Institution].”

It is acceptable to use the acronym “I&R Center” after first using the full name and establishing the acronym. That is, after “The APDA Information & Referral (I&R) Center at [Institution],” it is then acceptable to use “The APDA I&R Center at [Institution].”

American Parkinson Disease Association

NAME

The APDA Northwest Chapter

The APDA Connecticut Chapter

CHAPTER NAMING CONVENTION EXAMPLES

The APDA Information & Referral Center at Butler Hospital

The APDA Information & Referral Center at Stanford University

INFORMATION & REFERRAL CENTER NAMING CONVENTION EXAMPLES

OUR VISION

Our vision statement defines our North Star and long-term aspirations and inspires our community by painting a picture of the future we strive to create.

We will primarily use our mission statement (below) when talking about APDA and the work we do, and *the vision statement should only be used in conjunction with the mission statement.*

OUR MISSION

Our mission statement is a succinct and compelling declaration of our core purpose. It's what we do and how we do it, and it tells the public how we are different from other organizations.

Every staff member and board member should know the mission statement word for word.

A world without Parkinson's disease.

VISION STATEMENT

Every day, we provide the support, education, research, and community that helps everyone impacted by Parkinson's disease live life to the fullest.

MISSION STATEMENT



VISUAL IDENTITY

LOGO & TAGLINE

The American Parkinson Disease Association logo is made up of our initials in a uniquely drawn icon, our full name in a rounded-corner all caps font, and our tagline.

The **horizontal logo-tagline** version should be used at all times. The logo only can be used if space does not permit the tagline to be read legibly or if the logo-tagline lockup has already been used once within the piece. A **stacked** version has also been provided for use only when horizontal space is limited.

Our logo should always be reproduced from the master digital artwork provided and should not be redrawn or recreated.

Tagline

Our tagline works with our name to express our personality.

The tagline must always be used “locked up” with our logo. There are some occasions when it may be used separately on the same page, but it should never appear alone. When used as a design element, the tagline should always appear in our brand typeface.



LOGO/TAGLINE LOCKUP (PRIMARY)



STACKED LOGO/TAGLINE LOCKUP

DO NOT SHOW LOGO WITHOUT THE TAGLINE

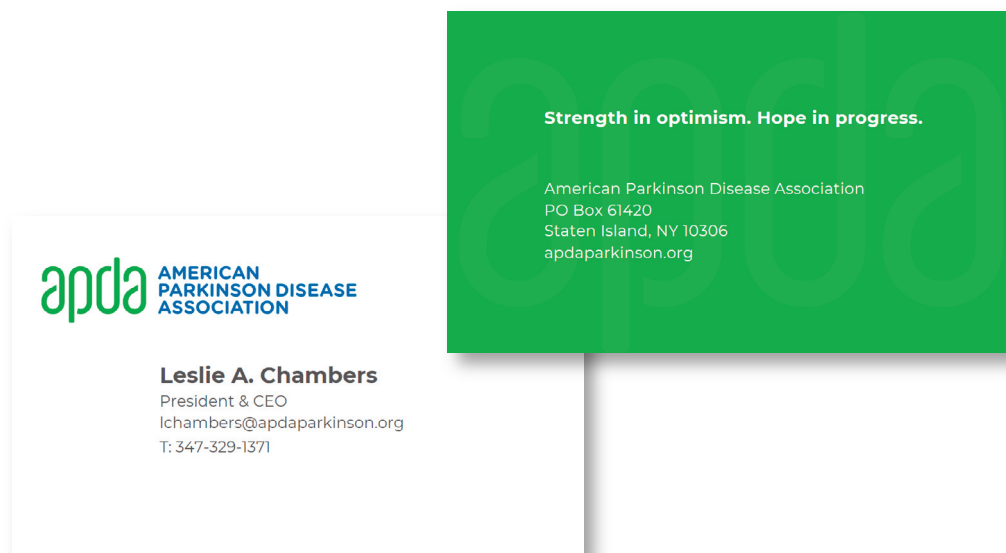


LOGO & TAGLINE

In some unique cases, it may be appropriate to separate the logo and tagline to give special emphasis to our tagline, or to accommodate a small space such as a business card.

This separated approach should only be used in professionally designed materials. Always use the tagline artwork. Do not type out the tagline.

If in doubt, please contact the home office.



Strength in optimism. Hope in progress.

TAGLINE ARTWORK

COLOR VERSIONS

Whenever possible, use the **full-color** version of our logo. A white background behind the logo is also strongly recommended.

Additional logo versions are available for special production situations:

A **grayscale (black)** logo version is provided for use in black-and-white applications, such as newspaper ads. The grayscale version should not be used on any materials produced in full color.

A **white (reversed)** version of the logo is recommended for use on materials where the logo must appear against a dark-colored background. When using this version, always make sure that the background color provides sufficient contrast for the logo to be easily read.

FULL-COLOR LOGO



GRAYSCALE LOGO



WHITE (REVERSED) LOGO



LOGO USAGE

Clear space

Consistent use of logo alignment, spacing, and size helps solidify our brand.

For optimal legibility and impact, the logo should always be set apart from other design elements. The minimum amount of space between the logo and other elements should be at least equal to the height of two “E”s from our full name.

Logo placement

Due to the alignment of the logo, it sits most comfortably when aligned at the left of a page.

Co-branding

When placing our logo alongside partner logos on American Parkinson Disease Association materials, our logo should always come first and be more prominent in size. Horizontal partner logos should not exceed the height of our logo; square logos should never be more than 1.5X the height of our logo.



CLEAR SPACE



HORIZONTAL PARTNER LOGO EXAMPLE



SQUARE PARTNER LOGO EXAMPLE

MINIMUM SIZE

Our logo should always appear large enough to be easily read. Please follow the recommended minimum sizes for the logo versions, with and without the tagline.

2.5" wide [print]
500px wide [screen]



DO'S & DON'TS

The examples on this page illustrate misuse of the logo that can dilute the strength of our brand. As a rule, always reproduce the logo and tagline using the appropriate master digital file and do not modify or alter it in any way.



DO NOT STRETCH OR CHANGE THE PROPORTIONS



DO NOT CHANGE THE COLORS IN THE LOGO



DO NOT ROTATE THE LOGO



DO NOT ADD DROP SHADOWS OR OTHER EFFECTS TO THE LOGO



DO NOT REARRANGE THE ELEMENTS OF THE LOGO



DO NOT PLACE THE LOGO ON BUSY BACKGROUNDS

CHAPTER LOGOS

In order to establish a strong American Parkinson Disease Association core brand, our Chapters must follow a visually consistent treatment. The examples at the right show how Chapter names fit within our logo.

- Chapters must always be named with the geographic name followed by the word “Chapter.”
- The height of Chapter names should be equal to 3/4 the height of an “E” in our full name. The distance between our full name and Chapter names should also be equal to the height of an “E” in our full name.
- Please contact the home office staff if any adjustments need to be made to a Chapter logo. Do not create your own Chapter logos.

INFORMATION & REFERRAL (I&R) CENTER LOGOS

Similar to the Chapter logos above, it is important for APDA I&R Centers to be properly identified and remain consistent with the APDA brand.

- The primary use for the I&R Center logo is for signage to designate the I&R Center physical space and make it easily identifiable for visitors.
- The height of the Center name must be equal to 3/4” of the height of an “E” in our full name. The distance between our full name and the Center name should also be equal to the height of an “E” in our name.
- Please contact the home office staff if any adjustments need to be made to an I&R Center logo. Do not create and/or revise your own Center logos.



EXAMPLES



INFORMATION & REFERRAL CENTER
UNIVERSITY OF CHICAGO



INFORMATION & REFERRAL CENTER
STANFORD UNIVERSITY

PROGRAMS & EVENTS

Logos

The visual treatment for national APDA programs and events (such as those pictured here) will always be created at the home office.

Any additional graphics that are needed must have a look that's cohesive with the overall APDA brand and complement any existing program branding. Before creating anything new, please contact the home office as they may already have resources that suit your needs.

Any new program graphics must be reviewed/approved by the Marketing & Development team prior to use. The home office reserves the right to revise or reject any graphics that are not in keeping with the brand guide.

The supplemental color palette is for limited use and should be used sparingly. Predominant colors in all designs/communications should be the APDA core colors (see page 23).

Optimism Walk Logo

The logos at right must be used to identify all American Parkinson Disease Association Optimism Walk events. The horizontal version is preferred; use the stacked version when horizontal space is limited.

As a rule, always reproduce the logo using the appropriate master digital file and do not modify or alter it in any way.

Marketing Materials/Templates

For all APDA programs, the creation of templates for marketing materials (flyers, social and email graphics, etc.) is an ongoing process. Many assets have been created and are available for your use. However, consistency is still key to successful branding and. If you have a need for a template that has not yet been created/provided, please contact the home office.

NATIONAL PROGRAM LOGOS



PRIMARY LOGO (HORIZONTAL VERSION)

STACKED LOGO



DO NOT CREATE NEW LOGOS OR COMBINE ELEMENTS WITH OUR LOGO

OUR TYPEFACES

Consistent use of typography strengthens the recognition of our visual identity and helps maintain a sophisticated, professional look for our materials and communications. Use the typefaces shown here in all professionally designed materials to create a unified look across all media, including our website. Additional typefaces should generally be avoided.

Our brand typeface is Montserrat for headlines and Source Sans for body copy. Use whichever weights of these fonts are needed to create balance and hierarchy of information.

These are free Google fonts which can be downloaded at <https://fonts.google.com/>.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!`@\$&

MONTERRAT REGULAR (HEADLINE FONT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!`@\$&

SOURCE SANS PRO REGULAR (BODY COPY FONT)

SUBSTITUTION TYPEFACE

There are many situations where standard system fonts must be used instead of the specialized American Parkinson Disease Association typefaces.

This includes:

- online and digital materials (emails, PowerPoint presentations)
- everyday office correspondence (letters, faxes, handouts)

Please use Arial as the primary substitution typeface when needed, but not on professionally designed print materials or on our website.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!`@\$&

ARIAL (SUBSTITUTION FONT)

ACCENT TYPEFACE (USE SPARINGLY)

From time to time, there may be a need for an accent font to add interest to an event program or signage. This accent font should be used very sparingly. The core brand fonts should always be the primary and prominent fonts used, with the accent font just to add a bit of interest. Madelyn is the only approved accent font. Do not use any other accent fonts. If you have issues accessing the font, please contact the home office. This font is available on the APDA Intranet.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!`@\$&

MADELYN (LIMITED USE ACCENT FONT)

TYPE HIERARCHY

Consistent use of type styles will ensure cohesiveness across all American Parkinson Disease Association communications. The example on this page gives a recommendation on how type sizes and styles can be combined in a designed publication. Optimal sizes and formatting will vary based on the type of communication.

TIP: Always spell out our full organization name before using the APDA acronym.

HEADING LOREM IPSUM

HEADING
Montserrat Light
24 pt, all caps

Subheading sed diam nonummy nibh

SUBHEADING 1
Montserrat Regular
13 pt

Sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper. Nibh euismod tincidunt ut laoreet dolore. Rem que prenihitat voluptium qui.

BODY
Source Sans ProRegular
10 pt, 14 pt leading

Sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitatio lorem ipsum. Quia premolu ptatum rem que prenihitat voluptium qui bea sitatqu idebis sed.

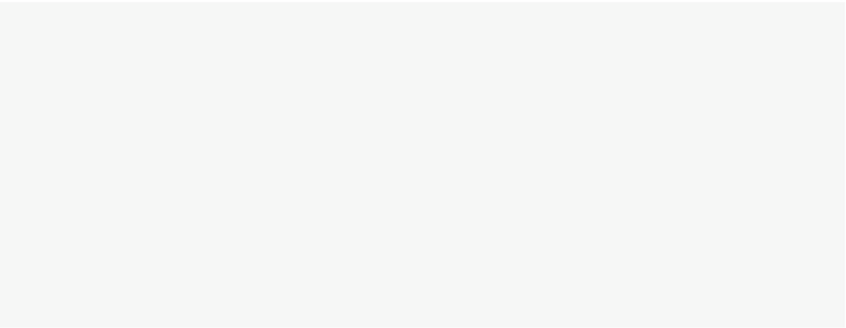
“Callout sect etuer adic ing elit, sed diam nonummmynibh euis mod laoreet dolore.”

CALLOUT
Montserrat Light
13 pt

Subheading 2 lorem ipsum dolor

SUBHEADING 2
Source Sans Pro Bold
10 pt

Sit amet, consectietuer adipiscing elit, sed tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper. Nibh euismod tincidunt ut laoreet dolore.



CAPTION SINCTUR ALIT APERUM AS ENDELLO RESTRUM

CAPTION
Montserrat Light
6.5 pt, all caps

COLOR PALETTE

Color is an integral element of the American Parkinson Disease Association visual identity, and it is important that it be reproduced consistently and accurately. The blue color is familiar for our brand, while the green was chosen with our personality in mind, conveying our optimistic and caring qualities.

Because different printing processes and onscreen displays encode color differently, each color in the palette is shown with several equivalent breakdowns. If you are unsure which color model to use for a project, please contact the home office staff (see page 3).

Supplemental Colors

Our secondary color palette is for limited use and should only be used in addition to our core colors. These colors are provided to help support our designs, but should not compete with our primary colors.

The colors represented throughout this guide have not been evaluated by Pantone, Inc and may not match the Pantone system. Consult a Pantone Color Formula Guide for reference. PANTONE® is the property of Pantone, Inc.

CORE COLORS

BLUE

PRINT
PMS 300 C
CMYK 99 / 50 / 0 / 0

SCREEN
RGB 0 / 94 / 184
HEX # 005EB8

GREEN

PRINT
PMS 7738 C
CMYK 74 / 0 / 98 / 2

SCREEN
RGB 72 / 162 / 63
HEX # 48A23F

SUPPLEMENTAL COLORS

LIGHT BLUE

PRINT
PMS 305 C
CMYK 54 / 0 / 6 / 0

SCREEN
RGB 89 / 203 / 232
HEX #59CBE8

YELLOW-GREEN

PRINT
PMS 583 C
CMYK 26 / 0 / 100 / 0

SCREEN
RGB 183 / 191 / 16
HEX # B7BF10

DARK BLUE

PRINT
PMS 2757 C
CMYK 100 / 95 / 4 / 42

SCREEN
RGB 0 / 30 / 96
HEX # 001E60

PURPLE

PRINT
PMS 258 C
CMYK 51 / 79 / 0 / 0

SCREEN
RGB 140 / 71 / 153
HEX # 8C4799

ORIGINAL PHOTOGRAPHY

Dynamic photos of people can be an effective way to add life and personality to our communications and are an important way to show what the American Parkinson Disease Association is all about. Do use photography wherever appropriate.

Whenever possible, use real and uplifting photos that showcase the full spectrum of individuals affected by Parkinson's disease in our community. These photos can help tell the story of our impact. Please use event photos sparingly as they only show one small aspect of the work we do.

Using photos effectively

When shooting or selecting photos, seek out active moments rather than posed shots. Having a clear focus, such as close-ups of faces or other details can make photos more compelling. Distracting and unattractive backgrounds should be avoided or deliberately cropped.

Whenever possible, use full-color photos rather than black-and-white or duotone images. Be sure that photographs are scaled proportionately, so they don't appear stretched or squashed. Photographs that will appear in printed materials must have a resolution of at least 300 dpi at the final size they will be printed; photographs that will be used online should have a resolution of 72 dpi.

The images at the right show examples of potential photography styles. If you have questions about photography usage, please contact the home office staff.



STOCK PHOTOGRAPHY

When high quality original photography is not available, or to supplement original photography, stock photography can be helpful.

The majority of guidelines related to what kinds of original photography to use also apply to stock photography (see page 24).

If you have any questions about stock photography usage, please contact the home office.



GRAPHIC ELEMENTS

Creative use of graphic elements lends depth to our materials and helps our brand be easily recognizable. The elements shown and described on this page should be used by professional designers only.

Watermark

Our icon can be used as a watermark or pattern to add texture to designs. This treatment works best with a minimal amount of contrast between the two tones—place the icon in white with ~10% transparency on top of a solid blue or green background.



WATERMARK EXAMPLES

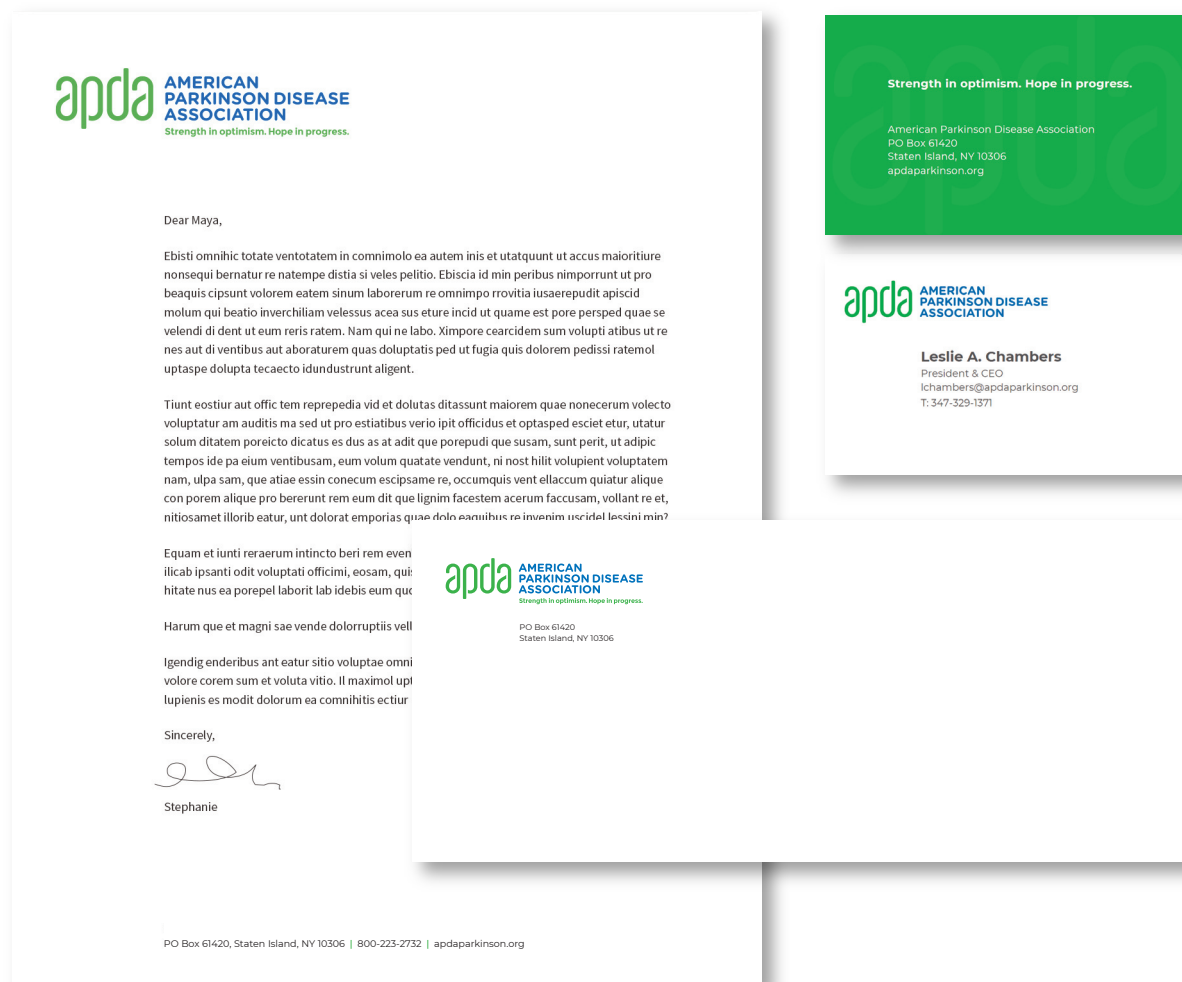
SOCIAL MEDIA/FAVICON

Our icon alone works well in social media and as the American Parkinson Disease Association website favicon. It can appear as green on white or white on a blue or green field. Do not use this version of the logo in place of our full logo in any other situations.



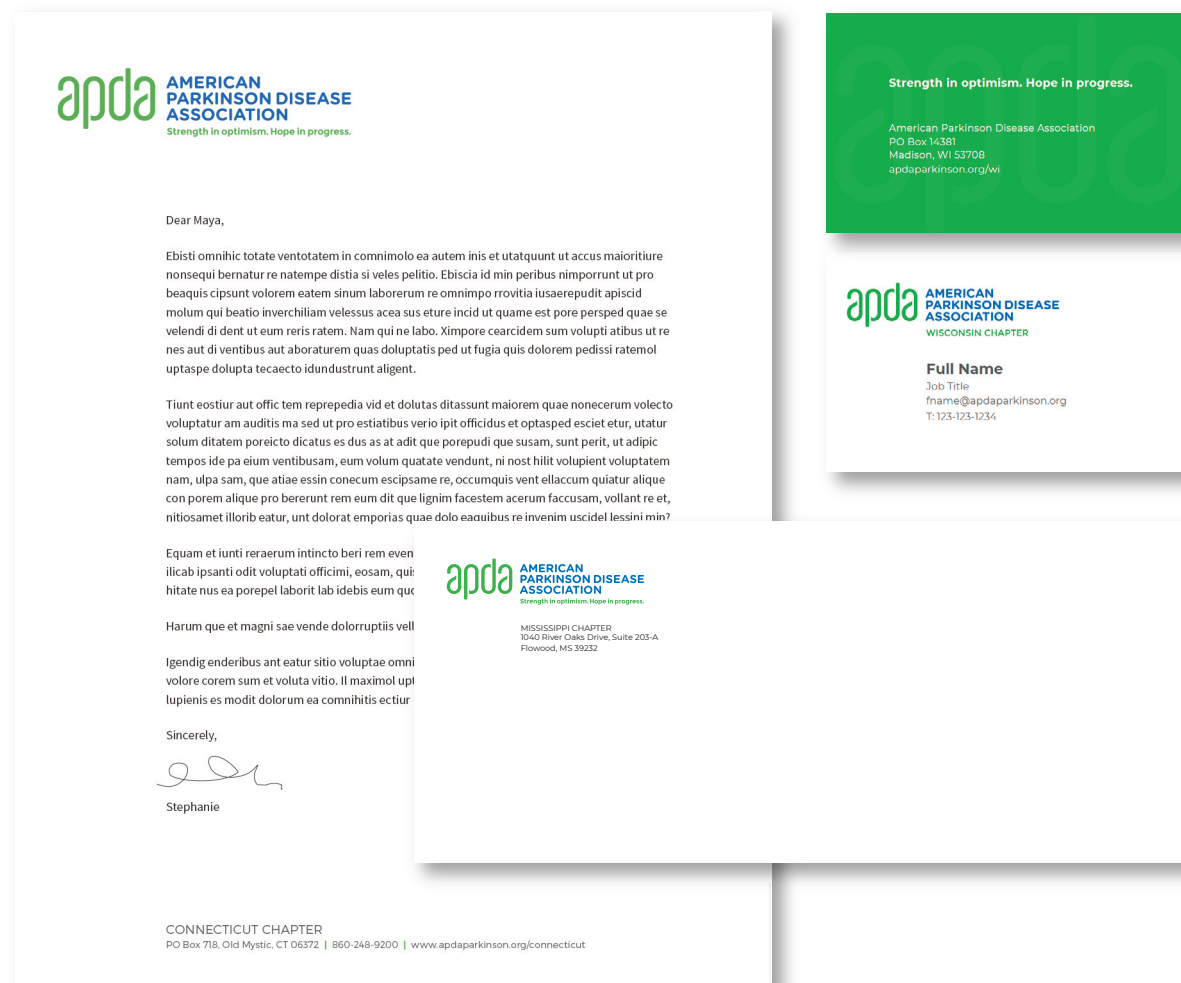
STATIONERY

This page shows core stationery materials created using our identity system. Use them for all basic office communications in accordance with the template margins and styles provided.



STATIONERY FOR CHAPTERS

Chapters should use the provided stationery templates for all basic office communications. This stationery has been customized with the American Parkinson Disease Association Chapter logos and localized contact information.



EMAIL SIGNATURE

Using a standard email signature helps maintain a consistent and professional look and extends the American Parkinson Disease Association identity to everyday electronic communication. All email correspondence should use Arial 10-point type in black for the main text and follow the signature example to the right.

Please refrain from adding personal quotes or messages to your signature in outgoing emails.

Jane Sample (she/her)*

Vice President

American Parkinson Disease Association

800.223.2732

apdaparkinson.org | [Facebook](#) | [Instagram](#) | [Donate Today](#)

Jane Sample (she/her)*

Executive Director

American Parkinson Disease Association

Massachusetts Chapter

800.223.2732

apdaparkinson.org/ma | [Facebook](#) | [Instagram](#) | [Donate Today](#)

**pronouns are optional*

URLs

The URL for our website is www.apdaparkinson.org, which should be shortened to “apdaparkinson.org” in marketing materials for the cleanest look.

For the same reason, the correct formatting for Chapter website URLs is “[apdaparkinson.org/\[state/region abbreviation\]](https://apdaparkinson.org/[state/region abbreviation])” as shown in the examples to the right.

To maintain consistency use all lowercase in email addresses (e.g. “info@apdaparkinson.org”) and URLs.

apdaparkinson.org

URL USAGE IN MARKETING MATERIALS

apdaparkinson.org/nw

apdaparkinson.org/ri

apdaparkinson.org/fl

CORRECT CHAPTER URL EXAMPLES