

LOGO USAGE GUIDE

PRIMARY LOGO

The Primary Logo should be used on all collateral where first introduction of the brand occurs.



Primary Logo: Two Color



Primary Logo: White



Primary Logo: Black

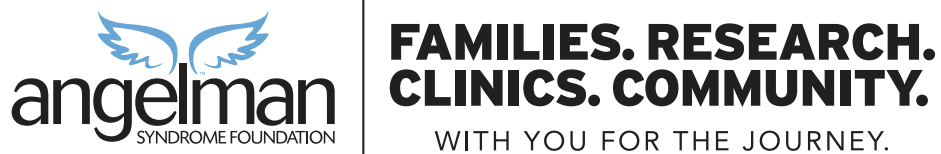
PRIMARY LOGO ON COLOR

The Primary Logo should be used as solid single color (black or white) in instances where the full color mark is unsuitable.



PRIMARY LOGO WITH TAGLINE

The Primary Logo With Tagline should be used when introducing Angelman Syndrome Foundation to new audiences and only when space allows legible sizing.



Primary Logo With Tagline: Two-Color Horizontal



Primary Logo With Tagline: White Horizontal



Primary Logo With Tagline: Black Horizontal

PRIMARY LOGO WITH TAGLINE

The Primary Logo With Tagline should be used when introducing Angelman Syndrome Foundation to new audiences and only when space allows legible sizing.



**FAMILIES. RESEARCH.
CLINICS. COMMUNITY.**

WITH YOU FOR THE JOURNEY.

Primary Logo With Tagline: Two-Color Vertical



Primary Logo With Tagline: White Vertical



Primary Logo With Tagline: Black Vertical

PRIMARY LOGO WITH TAGLINE ON COLOR

The Primary Logo With Tagline should be used as a solid single color (black or white) in instances where the full color mark is unsuitable.



DON'TS

Ensure the logo is clearly recognizable by using it properly, and do not alter it in any circumstances. Consider the logo version and the background it is placed on to provide the best legibility. The examples show various uses to avoid.



Do Not Resize Proportions



Do Not Grayscale



Do Not Outline



Do Not Add A Gradient



Do Not Rotate



Do Not Distort



Do Not Recolor



Do Not Move Elements

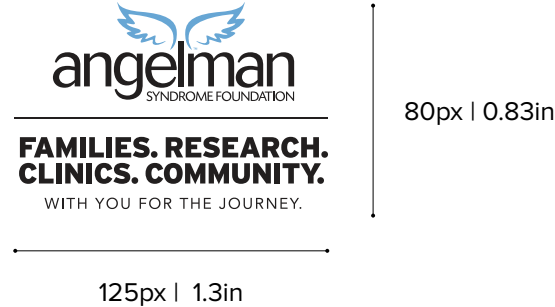
CLEAR SPACE AND SIZING

Clear space is the minimum "breathing room" maintained around the logo lock-up. It is kept free of graphics, text, and other logo marks. It also defines the minimum distance between the logo lock-up and the edge of a printed piece. The clear space around the logo is equal to the height of a single wing mark.



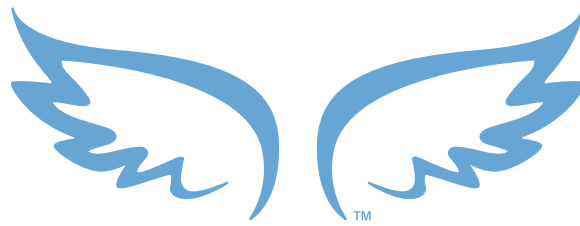
LOGO SIZE MINIMUMS

The Primary Logo With Tagline may be used no smaller than the dimensions below to ensure readability.



ANGEL WINGS ICON

The Angel Wings Icon may be used as a stand-alone design element when one of the primary logos is present.



Angel Wings Icon: Two-Color



Angel Wings Icon: White



Angel Wings Icon: Black

Examples of Angel Wings Icon Usage



COLOR PALETTE

Primary

Angel Blue Light

PANTONE: 284 C

C: 55 M: 22 Y: 0 K: 0

R: 106 G: 170 B: 228

BLACK

WHITE

Secondary

Angel Blue Dark

PANTONE: 7692 C

C: 100 M: 69 Y: 24 K: 7

R: 0 G: 84 B: 135

Angel Purple

PANTONE: 267 C

C: 77 M: 97 Y: 0 K: 0

R: 96 G: 38 B: 158

Specific Usage

Angel Pink

PANTONE: 219 C

C: 7 M: 99 Y: 9 K: 0

R: 223 G: 22 B: 131

Angel Orange

PANTONE: 1585 C

C: 0 M: 72 Y: 100 K: 0

R: 255 G: 107 B: 0

Primarily used on graphics promoting the ASF Annual Walk Event

Primarily used on graphics promoting ASF Resource-Related Content

TYPOGRAPHY

The official font for Angelman Syndrome Foundation is Proxima Nova.

HEADLINES | Proxima Nova Condensed Extra Bold

[Upper Case | Leading: 5 pt. sizes less than the font size | Tracking: 0]

Subheadlines | Proxima Nova Regular

[Title Case | Leading: 5 pt. sizes less than the font size | Tracking: 0]

Subheadlines | Proxima Nova Italic

[Title Case | Leading: 5 pt. sizes less than the font size | Tracking: 0]

Body/Supporting copy | Proxima Nova Regular

[≥ 10 pt. | Mixed Case | Leading: 5 pt. sizes more than the font size | Tracking: 0]

Body/Supporting copy | Proxima Nova Italic

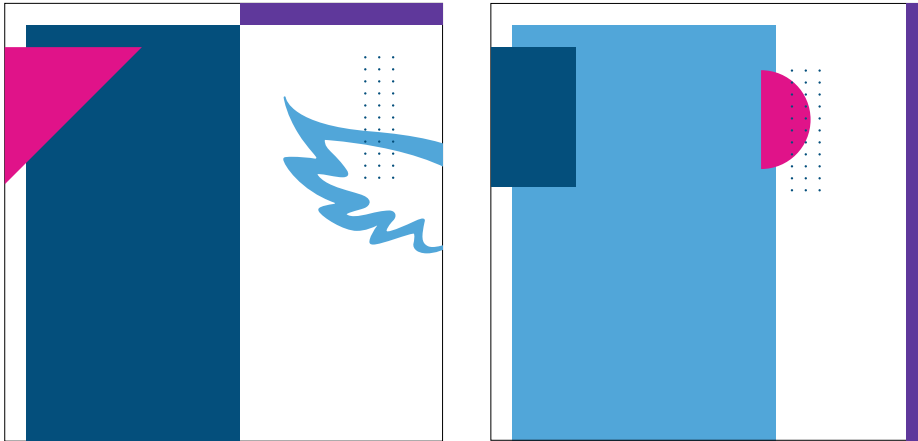
[≥ 10 pt. | Mixed Case | Leading: 5 pt. sizes more than the font size | Tracking: 0]

Fine Print | Proxima Nova Regular

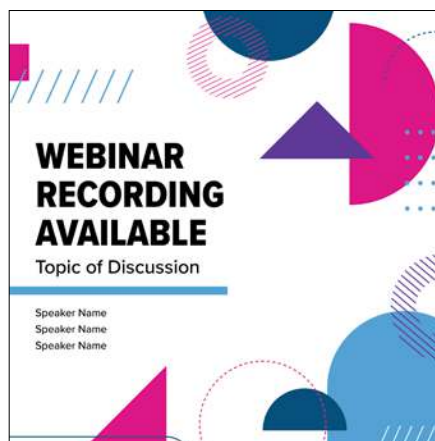
[6 pt. | Mixed Case | Leading: 5 pt. sizes more than the font size | Tracking: 0]

PATTERNS

Angelman Syndrome Foundation uses colorful geometric patterns to create visual interest on its graphics.

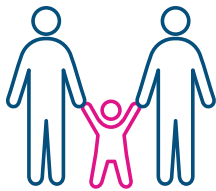


Examples of Pattern Usage

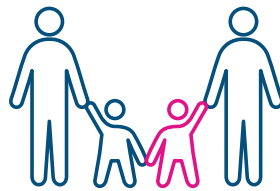


ICONS

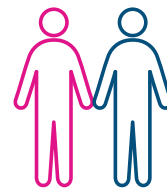
Angelman Syndrome Foundation approves the use of the below iconography. Pink is used to represent the individual with AS.



Family + Child with AS



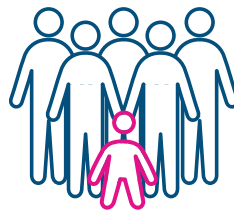
Family + Child with AS



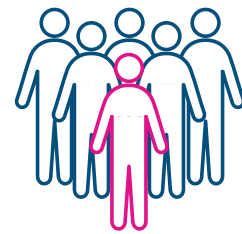
Family + Adult with AS



Sibling with AS



Community Supporting Child with AS



Community Supporting Adult with AS



Research



AS Clinics



AS Resources



Virtual Resource



Volunteer



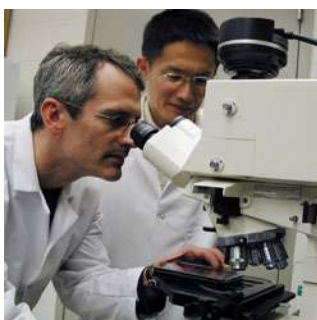
Marathon



Annual Walk Event

IMAGERY

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The mission of the Angelman Syndrome Foundation is to advance the awareness and treatment of Angelman syndrome through education and information, research, and support for individuals with Angelman syndrome, their families and other concerned parties. We exist to give all of them a reason to smile, with the ultimate goal of finding a cure.

Angelman.Org

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