



EBF3
HADDs
FOUNDATION

BRAND STYLE GUIDE



Brand Style Guide

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BRAND PURPOSE & POSITIONING

Mission Statement

To enhance the lives of people with HADDS through research, education, support and advocacy.





BRAND PURPOSE & POSITIONING

The Foundation's Purpose

Vision:

Raise educational awareness and funding for research so that every person with HADDs:

- Has a supportive community
- Is able to reach their full potential
- Has access to the most current educational/therapy materials
- Has access to the most current research

Values:

Ethical & Transparent: It is the Foundation's priority to be ethically and financially responsible when advancing our mission in the areas of research, education, support and advocacy.

Committed: We are nothing as an organization if we are not committing our energy, talents and resources consistently towards research and education. Commitment drives progress!

Inclusive & Collaborative: Be ambassadors for inclusion, welcoming and facilitating an environment of hope, belonging and community for all impacted by HADDs globally.





LOGO

Logo Color

The Foundation has two primary colors to represent the brand: Navy and Dark Teal. If these colors cannot be used, you may use a all white on dark backgrounds or a black, dark teal or navy logo for single color.

If you are going to use the logo in a official capacity, we ask that you send your materials to info@hadds.org for approval.

Official capacity is defined as a sponsored HADDs function, print material, apparel or social media campaign.

LIGHT BACKGROUNDS



DARK BACKGROUNDS



ONE COLOR PRINT





LOGO

Layout

The Foundation's logo needs to have adequate space around the image. This is required in situations when it is being paired with a partner logo or being displayed independently. If there is not ample space to accommodate, logo mustn't be used.

SPACE AROUND LOGO



SPACE AROUND LOGO





LOGO

Incorrect Usage

We ask that the Foundation's logo be used within our guidelines. Please refrain from changing the colors, rotating or distorting the dimensions.

If you are going to use the logo in a official capacity, we ask that you send your materials to info@hadds.org for approval.

DO NOT ROTATE LOGO



DO NOT CHANGE THE BACKGROUND



DO NOT CHANGE THE COLORS OF THE LOGO





COLOR PALETTE

Primary Colors

The Foundation has two primary colors. If you are unable to match the tones exactly to our pantones, please use either the Black or White logos (see pg. 4) or request special permission for use at info@hadds.org.



Dark Teal

HEX: #076a6a



Traditional Navy

HEX: #071a41



PRIMARY TYPEFACE

Font Name

PT Serif

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()_

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()_

Italics *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&()_*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!#\$%&/.|*`@',?::)

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

mail@example.com

If PT Serif is not an option, use Georgia or Droid Serif Font



SECONDARY TYPEFACE

Font Name

Copperplate

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_

Light **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!#\$%&/.|*`@',?;:)

PENULTIMATE
THE SPIRIT IS WILLING BUT THE FLESH IS WEAK
SCHADENFREUDE
3964 ELM STREET AND 1370 RT. 21
THE LEFT HAND DOES NOT KNOW WHAT THE RIGHT HAND IS DOING.
MAIL@EXAMPLE.COM



Brand Personality

The Foundation's brand is rooted in four areas: research, education, support and advocacy.

Any materials produced on behalf of the Foundation or in support via external fundraising, events, etc must align with the brand and mission.

If you have questions about whether the venue, activity, event or content aligns, please contact info@hadds.org and we can provide you guidance on brand promotion and use.





Foundation Name & Logo Meaning

The Foundation's name encompasses the full name of the syndrome and its genetic source. The name has evolved since it was originally published from (EBF3-HADDS) to the most widely used naming of HADDS.

EBF3 (EBF Transcription Factor 3) is a protein coding gene located on the 10th chromosome. This is the genetic location/source for the syndrome.

HADDS stands for Hypotonia, Ataxia, Delayed Development Syndrome.

The logo symbolizes the Foundation's mission to be supportive (hands), inclusive (circle), and rooted in scientific research (double helix). The graphic in the logo, as well as just the logo's text, can be used independent of the two official Foundation logos.





SAMPLE

Applications

The Foundation approves use for a range of applications such as the website, social media engagement/communications, informational materials, conference, fliers and other fundraising materials as long as it stays within the parameters outlined in this document.

As a reminder:

If you are going to use the logo in a official capacity, we ask that you send your materials to info@hadds.org for approval.

Official capacity is defined as a sponsored HADDs function, print material, apparel or social media campaign.

