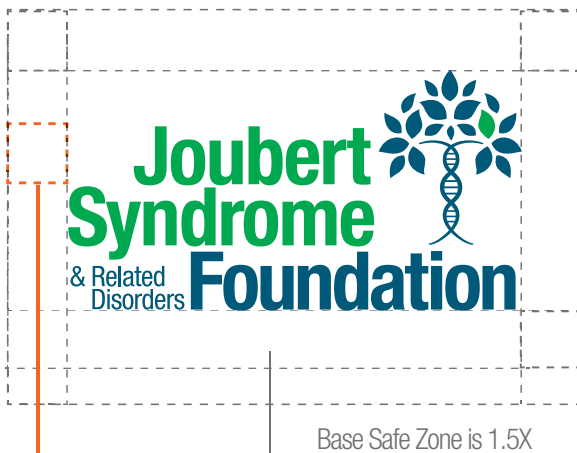


Brand guide

# The Logo

The following logos depict the orientation options for the Joubert Syndrome & Related Disorders Foundation logo.

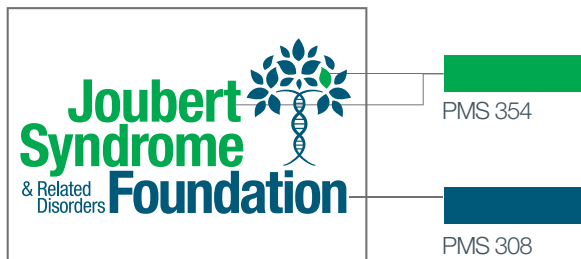
Keep in mind the minimum space around the logo, or “safe zone”, is necessary to keep the logo from feeling cramped in the space. It is always better to make the logo slightly smaller in order to keep the safe zone, rather than making it fill the entire space.



*"Cap J" X-height defines "Safe Zone"*

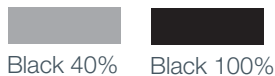
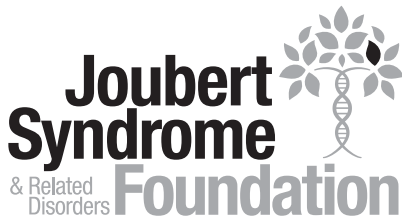
# Logo Colors

On white: Preferred

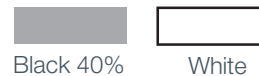
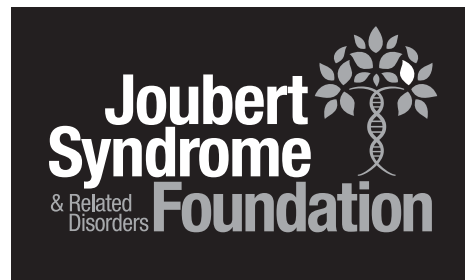


The following logos depict the color applications in which the Joubert Syndrome & Related Disorders Foundation logo may be used. Use a color variation whenever possible, with the version on white as your first choice. Black and white may be used as a last resort.

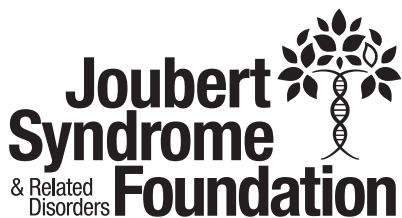
Black & white: Preferred



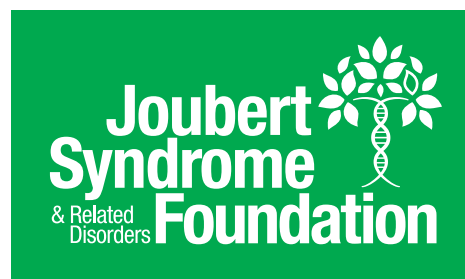
Reversed: Secondary option



Black: Alternate option

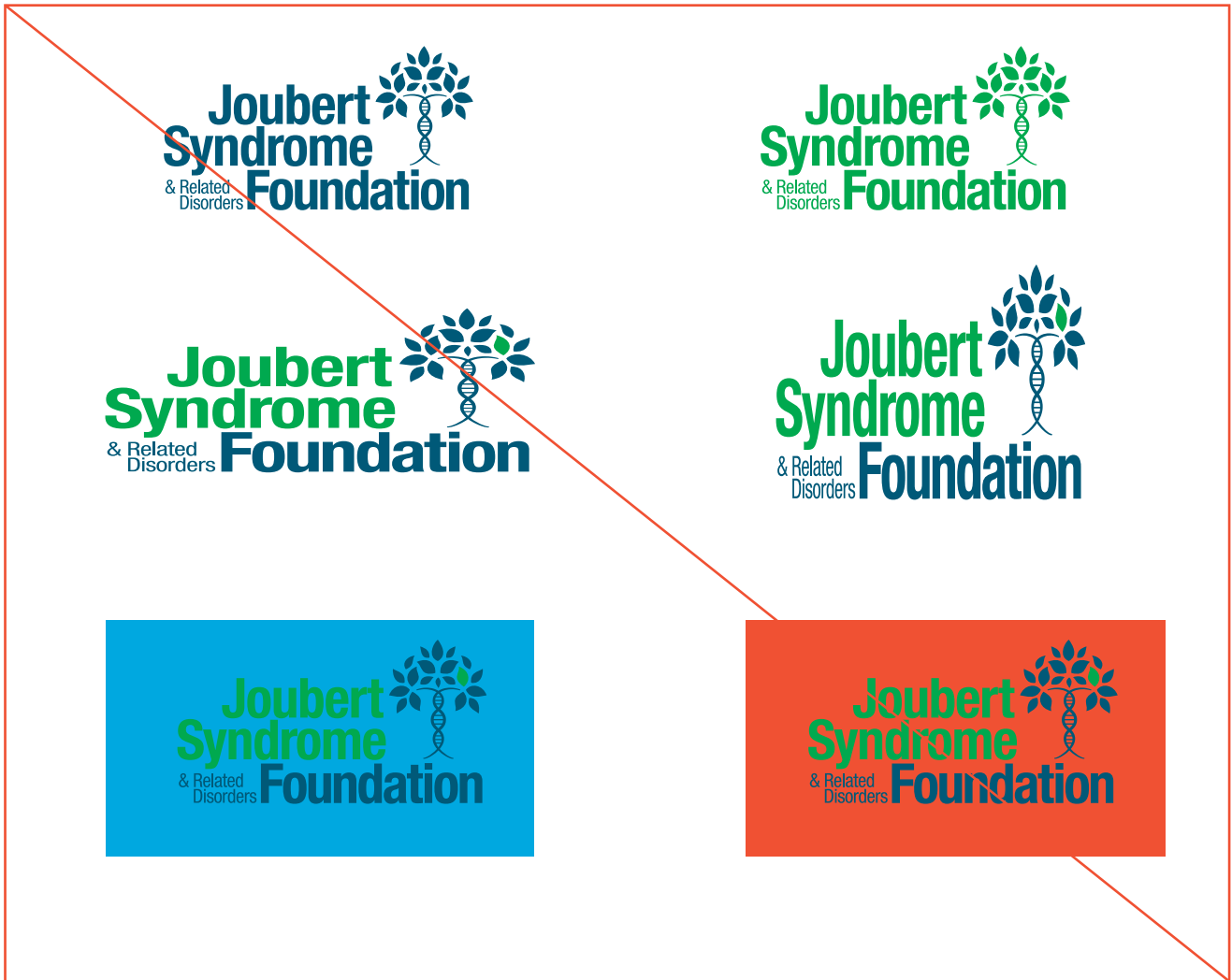


Reversed: Alternate option



# Logo Don'ts

DO NOT use the logo in any of these color schemes or configurations.

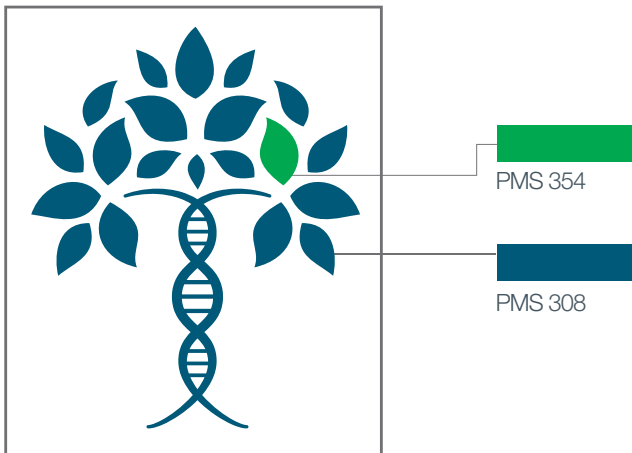


# Logomark



The logomark may be used alone as a design element.

On white: Preferred



# Brand Colors

Colors are a key component in establishing a strong brand. Use combinations of these colors and their tints in communication pieces to further reinforce the brand.

Pantone 308



Pantone 354



RGB



R: 0  
G: 86  
B: 124

R: 0  
G: 174  
B: 65

CMYK



C: 100  
M: 59  
Y: 35  
K: 16

C: 94  
M: 0  
Y: 100  
K: 0

HEX



#00567C

#00AE41

# Typography

Consistent use of typography is a key component in establishing strong branding.

**Helvetica Neue Condensed**

*Helvetica Neue Condensed Oblique*

**Helvetica Neue Bold Condensed**

***Helvetica Neue Bold Condensed Oblique***

Helvetica Neue Light Condensed

*Helvetica Neue Light Condensed Oblique*