COLOR LOGO

FARA Friedreich's Ataxia Research Alliance

FARA

Can use without 'Friedreich's Ataxia Research Alliance' when appropriate
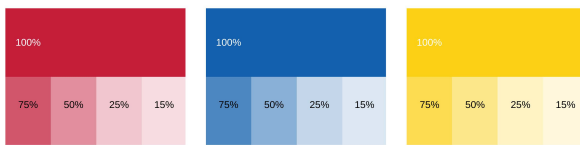
100%	75%	50%	25%	15%

100%	75%	50%	25%	15%

100%	75%	50%	25%	15%

RED:

100% - #C41E3A
75% - #D3566B
50% - #E18E9C
25% - #F0C7CE
15% - #F6DDE2

BLUE:

100% - #125FAD
75% - #4D87C2
50% - #88AFD6
25% - #C4D7EA
15% - #DCE7F3

YELLOW:

100% - #FCD116
75% - #FDDD50
50% - #FDE88A
25% - #FEF3C5
15% - #FFF8DC

PMS 200
C:0 M:100 Y:63 K:12
R:211 G:17 B:69
Hex: C41E3A

PMS 286
C:100 M:66 Y:0 K:2
R:0 G:93 B:170
Hex: 125FAD

PMS 116
C:0 M:17 Y:91 K:1
R:252 G:209 B:22
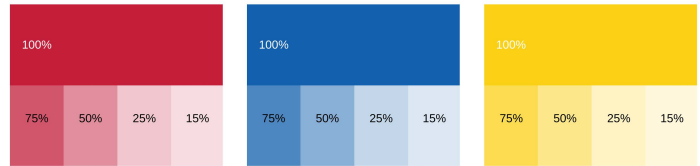Hex: FCD116

FONTS

Headlines:
Vista Sans Light
Vista Sans Regular
Vista Sans Italic
Vista Sans Bold

Body Text:
Gill Sans Regular
Gill Sans Italic
Gill Sans Bold

Donor Letters:
Garamond Regular
Garamond Italic
Garamond Bold

Constant Contact:
Arial Regular
Arial Italic
Arial Bold

SINGLE COLOR USAGE

FARA Friedreich's Ataxia Research Alliance

100% Black

FARA Friedreich's Ataxia Research Alliance

100% PMS 286

CORRECT LOGO USAGE

INCORRECT LOGO USAGE

COLOR LOGO

FARA Friedreich's Ataxia Research Alliance **EUROPE**

100%			
75%	50%	25%	15%

100%			
75%	50%	25%	15%

100%			
75%	50%	25%	15%

RED:

100% - #C41E3A
75% - #D3566B
50% - #E18E9C
25% - #F0C7CE
15% - #F6DDE2

BLUE:

100% - #125FAD
75% - #4D87C2
50% - #88AFD6
25% - #C4D7EA
15% - #DCE7F3

YELLOW:

100% - #FCD116
75% - #FDDD50
50% - #FDE88A
25% - #FEF3C5
15% - #FFF8DC

● **PMS 200**
C:0 M:100 Y:63 K:12
R:211 G:17 B:69
Hex: C41E3A

● **PMS 286**
C:100 M:66 Y:0 K:2
R:0 G:93 B:170
Hex: 125FAD

● **PMS 116**
C:0 M:17 Y:91 K:1
R:252 G:209 B:22
Hex: FCD116

SINGLE COLOR USAGE

FARA Friedreich's Ataxia Research Alliance **EUROPE**

100% Black

FONTS

Vista Sans Light
Vista Sans Regular
Vista Sans Italic
Vista Sans Bold

Headlines

Gill Sans Regular
Gill Sans Italic
Gill Sans Bol

Body Text

Life is About how We React.

Kyle Bryant was diagnosed with Friedreich's ataxia (FA) when he was 17. In the face of this debilitating disease, Kyle took action with a 2,500 mile family bike ride to raise awareness and funds for research. This "reaction" has developed into a national program of the Friedreich's Ataxia Research Alliance (FARA). Now with 6 locations, welcoming over 2,000 participants who raise over $1 million annually.

rideATAXIA provides a platform for individuals to be proud of what they are doing about their situation.

rideATAXIA design represents the FA community; positive, optimistic, vibrant. The design also shows professionalism; clean, legible, and pur-posefully communicative. The goal of this guide is to enable anyone who works with design aspects to add to the reach of the program by creating a consistent look on all different platforms - whenever anyone encounters rideATAXIA design it should look and feel the same on any platform.

FULL COLOR USAGE :

1.5"

PREFERRED MINIMUM SIZE

The Logo and Icon are available in the following file formats : Adobe CS2 and above .ai, .eps, .pdf, jpg(300dpi), .png24, .tif

SINGLE COLOR (GRAYSCALE) USAGE :

DARK USAGE :
Usage on a dark background is generally not encouraged.
The logo should be placed on a WHITE background first.

SUPPORTING ICON USAGE :

The rideATAXIA icon may also be used by itself in situations where use of the entire logo is not feasible, or the symbol is used as a graphic art element.

On a dark background, it is permitted to print the icon in one color (usually whte) without the drop shadow behind the wheels.

FONT THEME :

NEVIS BOLD - **Headings Titles & Sub-titles**

Myndraine - Body Text / **BOLD** as needed

Cedar Street – "comments and notations"
(Caps and Lowercase ONLY)

In any text, the word "ride" is in lowercase and the word "ATAXIA" is in caps with no space between the two words. Ex: rideATAXIA

RIDE to CURE FA - rideATAXIA

rideATAXIA is a nation-wide program of bike rides that welcomes people of all abilities to ride, and to raise funds for FARA's mission to treat and cure FA through research.

rideATAXIA.org | cureFA.org

COLOR GUIDE :

BRAND STANDARD COLORS
THE MAIN COLORS TO BE USED FOR
TEXT, BACKGROUNDS AND TEXT CELLS

BLACK - TEXT and HEADLINES
C:0 M:0 Y:0 K:100
R:35 G:31 B:32
Hex: 231F20

PMS 312
C:96 M:0 Y:11 K:0
R:0 G:175 B:219
Hex: 00AFDB

PMS 286
C:100 M:66 Y:0 K:2
R:0 G:93 B:170
Hex:125FAD

PMS 200
C:0　　M:100　　Y:63
K:12 R:211 G:17 B:69
Hex: C41E3A

SUPPLEMENTAL COLORS
BORDERS, ACCENTS, DROP SHADOWS -
ONLY TO BE USED SPARINGLY

PMS 116
C:0 M:17 Y:91 K:1
R:252 G:209 B:22
Hex: FCD116

LT.BLUE
C:35 M:0 Y:0 K:0
R:156 G:220 B:248
Hex: 9CDCF8

NAVY
C:100 M:100 Y:25 K:25
R:38 G:34 B:97
Hex: 262261

RED
C:0 M:100 Y:100 K:0
R:237 G:28 B:36
Hex: ED1C24

[ONLY WHEN PMS 200 IS NOT APPROPRIATE]

NOTES :

Stick to Black or White for text and headlines - save the
Brand Standard colors for text cells, banners and borders.
Off-white and halftone colors should not be used. **<EX 3>**

All text box corners should be rounded rather than square.

Always consider using **MYNDRANE** for body text;
and **NEVIS BOLD** for headlines, titles and sub-titles

Be aware of situations where fonts might need to be
enhanced with a high contrast drop shadow. **<EX 1>**

Try to avoid awkward letter spacing - especially as it relates
to the word "**ATAXIA**". Negative kerning required. **<EX 2>**

NOTES (continued) :

PHOTOGRAPHS / DIGITAL MEDIA

Photographs should always be "optimized" for legibility and contrast such as eliminating shadows on faces, backgrounds, etc. Photographs that are low resolution should not be used (with fuzzy edges/pixelation). **<EX 3>**

A rule of thumb for printing is 300dpi - for online use : 72dpi. When in doubt, please submit photograph for suitability.

rideATAXIA, FARA and SPONSOR LOGOS

rideATAXIA and FARA logos when used, should always be prominent. Where a sponsor logo appears, it should also be prominent - front and center. These are determined on case by case basis however. **<EX 4>**

PRE-PUBLICATION APPROVAL

All files submitted for approval to : kyle@rideataxia.org
In-House designs must be submitted at least 2 days prior to publication - **External** designs must be submitted at least 5 days prior to publication - in both cases, lead time is to allow for review, editing and/or re-creation if needed.

Files should be submitted in proper "end usage" file format.
Pdf, jpg, gif or png as needed - vector files submitted in CS6 or below.

REFERENCED EXAMPLES

rideATAXIA NorCal
Virtual Challenge
MAY 2020

TOTAL
FUNDS RAISED
$97,000

<EX 1>

rideATAXIA
^^
Dallas 2020

Awkward letter spacing -
negative kerning where
indicated by carets

rideATAXIA
Corrected letterspacing

<EX 2>

STÉPHANE
METZGER

rideATAXIA Virtual
Teammates
in France

FABRICE LECORNU

<EX 3>

rideATAXIA NorCal
Virtual Challenge
MAY 2020

Want to DOUBLE THE DOLLARS
for your
rideATAXIA NorCal Fundraiser ?!

HORIZON

Horizon Therapeutics has pledged
to match ALL donations for
rideATAXIA NorCal up to
$10,000 !

From now until ride day - Saturday May 30th

<EX 4>

rideATAXIA.org | cureFA.org

FARA ENERGY BALL BRAND MARK STYLE GUIDE

LOGOS: Horizontal
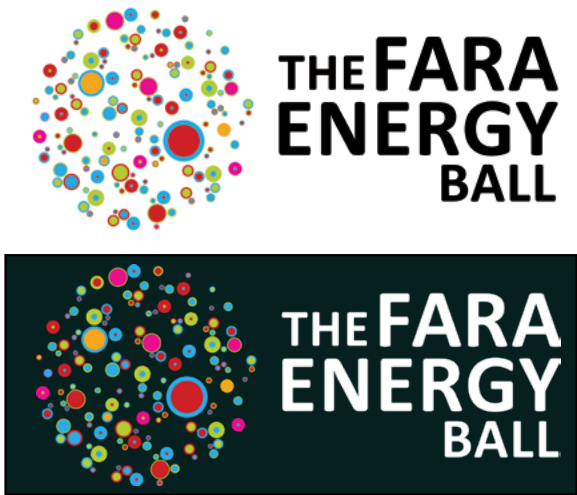
LOGOS: Vertical
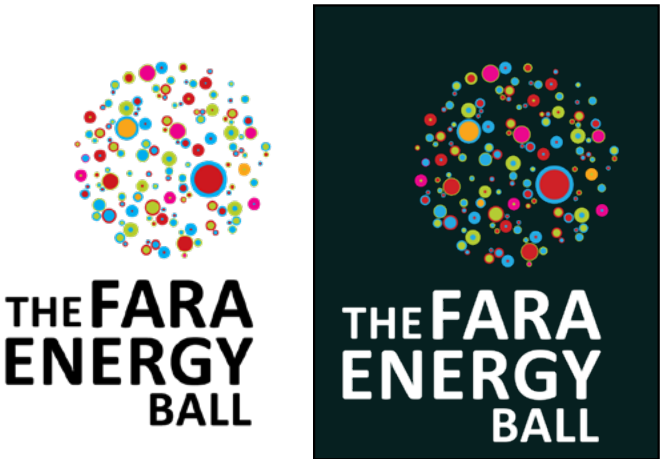
	100%	75%	50%	25%
#CE252B				
#24AAE2				
#F9A51C				
#B2CA36				
#E7128B				
#231F20				

The chart at left outlines the FARA Energy Ball graphics color palette, brand mark color guidelines are intended to ensure proper reproduction and consistency within the visual brand language. Consistent use of color plays a major role in brand building.

**PREFERRED MINIMUM SIZE
1" WIDE**

**MINIMUM REPRODUCTION SIZE
.5" WIDE**

├─.5"─┤

SYMBOL ONLY

The FARA Energy Ball symbol may also be used without the logotype in situations where use of the entire brand mark is not feasible, or the symbol is used as a graphic art element.