

LOGOTYPE IDENTITY

Guidelines for the correct usage of the Together Under the Umbrella logo



LOGO STANDARDS

These guidelines show you how to use the Together Under The Umbrella logo correctly. Building a consistent identity helps people recognise and know the campaign. It represents the campaign and our individual neurological disease areas.

Like any brand we want to remain coherent in all our communication. Using the Together Under the Umbrella logo provides credibility, so to assist you we've established a few simple guidelines to be followed in all communications work.

Thanks for helping us keep a strong identity!

LOGO STANDARDS – COLOUR

This is the official Together Under the Umbrella logotype. The official colours are yellow, blue, sky blue and grey. This version should be used whenever colour options are available.

If using print production in CMYK:

Yellow - C: 6%;M: 0%; Y: 97%; K: 0%
Navy – C: 99%;M: 85%; Y: 25%; K: 11%
Sky blue - C: 75%;M: 23%; Y: 0%; K: 0%
Grey - C: 52%;M: 40%; Y: 36%; K: 3%

If producing for web in RGB:

Yellow - #FFFF00
Navy – #203F77
Sky blue – #139CD8
Grey - #828A91

An all black logotype is allowed where colour is not a given ingredient. A reversed logotype in white and grey is permitted against a dark background where colour is not an option.

The logopack containing all the versions of the logo you'll need is [available to download here](#).



LOGO STANDARDS – CORPORATE TYPE FACE

The Corporate Type Faces used by Together Under the Umbrella are:

Muro Regular: Logo, Headings - capitalised

Oswald Regular: Sub-headings

Avenir Light: Body text

Web text: Open Sans

These should be used throughout all campaign material.

The fontpack containing all the fonts you need is [available to download here](#).

**1 IN 3 PEOPLE ARE AFFECTED BY A
NEUROLOGICAL DISORDER. ARE YOU?**

Share your story & image with the hashtag [#UnderTheUmbrella](#)

LOGOTYPE-IN PICTORIAL IMAGES

When the Together Under the Umbrella Logotype is displayed against an image, the logotype's integrity, prominence, and readability are paramount considerations. The goal is always to provide adequate contrast so the logotype stands out clearly from its background.



LOGOTYPE OFFICIAL USE

MEMBERS

EFNA members are encouraged to include the Together Under the Umbrella logo on their websites, Newsletters, letterheads, Annual Reports, and other informative material to indicate their involvement with the campaign for its duration. Appropriate text should be included when using the logo.

The Together Under the Umbrella logo can be used for fundraising activities, or in the promotion of congresses, conferences or other activities provided EFNA has agreed to be a partner or collaborator.

The logo may not be used in any situation where EFNA could be implicated legally or financially.

NON-MEMBERS AND OTHER PARTIES

Non-members associations or other parties unrelated to EFNA are not permitted to use the Together Under the Umbrella logo without authorisation.