



CURE
PARKINSON'S

Brand guidelines

This guide is intended to help you understand and use our brand in the most consistent and compelling way.

By implementing these brand guidelines, you will help maintain the quality and integrity of our image.

We ask members of the Parkinson's community to regularly review our website, guides and leaflets to ensure we meet the expectations we have set ourselves.

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Who we are

OUR VISION

A world free from Parkinson's

OUR MISSION

To find a cure for Parkinson's (the clue is in our name)

We fund, facilitate and encourage research which aims to find a cure for Parkinson's, with urgency, for people currently living with Parkinson's.

OUR VALUES

We're here for the cure

Everything we do is designed to lead us to a cure. Our research, fundraising, communications and thought leadership are all driven forward with this in mind. Once we have found the cure, to the satisfaction of the Parkinson's community, the charity will close.

We're game-changers

We have challenged the status quo since day one and will continue to do so - until we see people cured.

People first, in everything

People, particularly people with Parkinson's, are at the heart of what we do. Our team, our work and our thinking are shaped by the people affected by this condition. We are committed to connecting with everyone interested in finding a cure for Parkinson's, bridging the scientific divide between people with Parkinson's and researchers, and engaging supporters and donors.



Brand assets

OUR NAME

The full name of our organisation is **Cure Parkinson's**.

We should use the full name '**Cure Parkinson's**' in the first instance of any written and printed communications, and when speaking to external audiences.

After this, in certain situations it's acceptable to shorten our name to our initials, CP. This may occur in speech, when you are repeatedly using our name (but still try to use the full name as often as you comfortably can); or where there is a strict character limit, for example on social media. We should no longer refer to ourselves by our previous name 'The Cure Parkinson's Trust' or use the old abbreviation 'CPT'.

BRAND ELEMENTS

Our brand is made up of a number of elements that, when combined, create a powerful brand identity. Key elements include our logo, colours, and typefaces.

Using these elements in a consistent way will help to present ourselves as professional and reliable.

THE CURE PARKINSON'S LOGO



This is the primary (default) version of our logo and should be used wherever it is practical to do so.

Our logo must endorse all the communications we create.

Our logo must never be redrawn or modified or translated.

There are alternative versions of the logo available for when the primary version cannot be used, for example, if there is not sufficient space to display it legibly or it needs to be printed in a single colour. Never recreate a version of the logo yourself for a specific purpose. Use one of the approved alternatives.

Cure Parkinson's primary logo

SYMBOL, LOGOTYPE AND CLEAR SPACE

The Cure Parkinson's primary logo consists of two elements: our **symbol** (logomark) and our **logotype** (wordmark).

The relationship and relative sizes of these two elements are fixed. Do not reposition the elements of the logo or alter the scale of individual elements.

Clear space refers to the area around the logo that needs to be kept clear of any other element. This maximises the logo's visibility and impact.

The minimum clear space is the height of the letter 'S' in the logotype.



Clear space = height of the letter S on all sides

Primary logo - size and positioning

SUGGESTED SIZES

A4 documents:

Display the logo at a width of 70mm (excluding clearspace).
Use 70mm wide logo on letterheads and compliment slips

Business cards:

Use logo at a width of 44mm (excluding clearspace)

A5 documents:

Display the logo at a width of 50-55mm

Posters:

Display the logo at a width of 100-200mm

Minimum size:

The logo shouldn't be reproduced below
33mm wide



LOGO POSITIONING

By default, the logo should be positioned top left, but this is not a hard and fast rule. The most important consideration is to give the logo space and prominence.



Alternatives to the primary logo

OPTIONS FOR WHEN THE PRIMARY LOGO DOES NOT WORK



Use the secondary logo when horizontal space is very limited



The icon can appear on its own as a screen icon (useful for social media etc.)



Simplified version, one colour (black) for use where colour is not available



Simplified reversed out version (white) for use on a dark or coloured background

Logo dos and don'ts



Use the primary logo where possible and observe the clear space requirement.



Avoid coloured backgrounds where the logo loses definition. A white background is preferable.



If using the primary logo over an image, the CP in the icon should be white (rather than the background tint.)



DO NOT place the logo over a competing texture or image. Remember the clearspace requirement.



Use the reversed out white logo if you need to place it over a background colour (e.g. on a balloon).



DO NOT place onto a texture where the logo loses definition. A plain background is preferable.



DO NOT alter colours.



DO NOT skew or distort.



DO NOT alter proportions or redraw the logo.



DO NOT recreate the logo using a font.



DO NOT add a drop shadow to the logo.



DO NOT add a glow or outline around the logo.



DO NOT use the logotype on its own.



DO NOT use the icon with different text next to it.



DO NOT add anything to the logo.



DO NOT use the logo at less than 100% opacity.

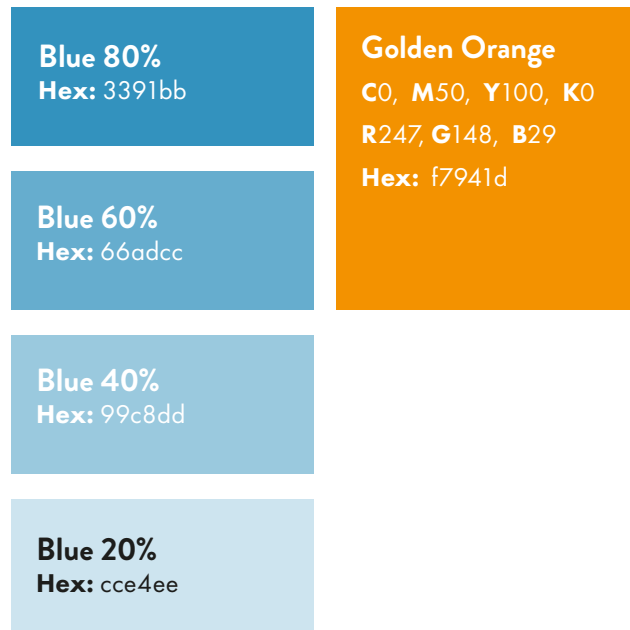
DO ask for help from our branding team if you have any queries about implementing the brand.

Colour palette

PRIMARY COLOUR PALETTE



SECONDARY COLOURS



This colour palette features the original Cure Parkinson's blue augmented with warmer orange tones.

Blue is strongly associated with Parkinson's and it helps communicate ideas around scientific rigour and clarity. The addition of gold, orange and red tones helps to round out the charity's personality, communicating ideas around urgency, energy and compassion.

Gradient start and end points

The start and end points of both gradients (blue to cyan and gold to deep orange) are 15% start and 85% end. The direction of both gradients should run linear from left to right.

Typography - preferred fonts

Brandon Grotesque Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 (.,:;!@£\$%&*?"')

Brandon Grotesque Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 (.,:;!@£\$%&*?"')

Use the Brandon Grotesque font family for short pieces of text which you want to stand out e.g. headings or quotations

**“Quotes will stand out
in Brandon Grotesque.”**

Futura PT Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 (.,:;!@£\$%&*?"')

Futura PT Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 (.,:;!@£\$%&*?"')

Futura PT Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 (.,:;!@£\$%&*?"')**

Use the Futura PT font family for body copy*. Where there is a lot of relatively small copy (12pt and below), consider dropping the opacity to 80%, it is less tiring to read.

*You may use Century Gothic as an alternative if Brandon Grotesque and Futura PT is not available.

Angled elements

Angled elements can be used as part of our identity tool kit.

Using a slight angle can add a playful element or help to find a pleasing balance between content on the page or screen and white space.

For example, our website uses an angled stroke device to separate paragraphs of text.

The angle should be between 3-5° from the horizontal or vertical.



Style guide

OUR BRAND PERSONALITY

Cure Parkinson's needs to present a rounded personality that engages the wider Parkinson's community as well as top level research scientists, neurologists and pharmaceutical companies, inspiring trust, confidence and collaboration across the board.

Intelligence is a key component as is **warmth** and **humanity**.

This Facebook review sums it up perfectly:

“The thinking Parkie’s charity - full of genuinely lovely people who understand and care.”

Gaynor Edwards, 18 July 2019



Style guide

ATTRIBUTES WE EMBRACE AND REJECT

The list below seeks to further refine Cure Parkinson's personality. There are certain 'mind-sets' that we should actively cultivate and others that we should guard against.

- Action** not inertia
- Agile** not cumbersome
- Clarity** not unintelligibility
- Collaborative** not insular
- Confident** not brash
- Connected** not isolated
- Curing** not treating
- Determined** not defeatist
- Fast** not reckless
- Flexible** not intransigent
- Hopeful** not gloomy
- Intelligence** not condescension
- Kindness** not detachment
- Knowledgeable** not superior
- Leading** not tethered
- "Living with"** not "suffering from"
- Original** not constrained
- Practical** not insipid
- Rigour** not ruthlessness
- Scientific** not cold
- Searching** not resting
- Single-minded** not unfocused



Photography

WHAT TO LOOK FOR WHEN CHOOSING AN IMAGE

Our goal is to always present the real world.

We want to show photos of our supporters, partners, researchers, and scientists we work with as well as our team.

When choosing an image aim to:

- Use images which contribute to the story being told
- Reveal the reality of a situation, person or event but emphasise the positive
- Use good quality, clear images, and remember, images for print generally need to be at least 300 dpi
- Be inclusive, show diversity

Avoid:

- Boring, static or clichéd images
- Obviously staged, retouched or digitally altered images
- Gender, age or racial stereotypes

When placing an image aim to:

- Make sure the image is large enough to have impact
- Give the image space to maximise its impact
- Crop the image in a way that makes it compelling



This image shows Cure Parkinson's funded Research Assistants Nadine Loefflad and Aleesa Nazeer, engrossed in their work at the Royal Free Hospital. The image showcases our research, includes our branding and conveys a feeling of collaboration.

Photography

Colour

- We prefer colour, rather than black and white imagery
- We prefer images that feature our core colour palette of blue, cyan, gold or orange

(These aren't hard and fast rules, just preferences where possible)

Stock images

We recognise that there will be times when the use of stock photography is unavoidable.

Stock images have a poor reputation but they can offer a quick, easy and cost effective alternative to commissioning photographs.

- Stock images are most effective when they don't look like stock images. Select photos that look real. Avoid images that are 'cheesy', staged or digitally enhanced
- When selecting stock images ensure that the chosen shot reflects Cure Parkinson's personality and adds to the story being told
- Avoid using stock photography for every image
- Ensure you have the correct image licence for each usage

People

- We want to see real people in real situations, rather than anonymous models
- We celebrate diversity in age, gender and ethnicity
- People with Parkinson's should be the focus



This image celebrates the Positively Parkinson's team who together swam across the Solent to the Isle of Wight to help raise awareness and funds for Cure Parkinson's. The image is bright and cheerful, includes our branding and conveys a sense of camaraderie.

Photography



This image shows our work and supports our message.



This stock image looks credible. It shows someone engrossed in their work.



This stock image is staged and 'cheesy,' it does not add to our story or support our message.



Avoid clichéd, digitally composed and obviously manipulated images.



This image is poorly lit. As a result, the backdrop grabs more attention than the people. Aim to capture the lively atmosphere of an event where possible.



This image is obviously staged, it looks 'cheesy' and lacks integrity.

Photography

TIPS FOR CAPTURING A GREAT IMAGE

Remember, our goal is to always present the real world.

- Take natural and spontaneous photos as well as some staged and static images where relevant
- Avoid shooting people against overly busy backgrounds; portrait shots should be crisp and clear with a short depth of field, so that the background drops out of focus
- Try to avoid filling the whole shot with people or locations, including some clear space will help with positioning and cropping later
- Focusing in on a detail can help de-clutter an image, if you are photographing a large group, consider using a single person as a focal point
- When photographing a person, always get their permission to use their image
- If using a phone to record a video, please ensure you're filming in landscape orientation (not portrait)
- Images supplied should be as high resolution as possible

We'd like to encourage anyone involved in our research, organising or participating in one of our events or living with Parkinson's to donate their images to help build up our photography library.

If you're happy to share your photographs with Cure Parkinson's please contact gemma@cureparkinsons.org.uk

Style guide: Lexicon

CURE PARKINSON'S LEXICON

Please follow this guide to ensure that all our copy is consistent across all channels.

Acronyms: Unless the acronym is in common use, such as 'BBC', they should always be spelt out in full when they are first used, with the acronym in brackets. For example, International Linked Clinical Trials (iLCT).

Ampersands: The use of ampersands should be limited to job titles only or where space is very limited.

Bold text: Should be used for headings and subheadings. It should only be used sparingly in text, for emphasis only.

Capitals: Use capitals in titles and headings and for special days and festivals, for example Valentine's Day.

All our fundraising products should be capitalised, i.e. The £1,000 Challenge, Rounds for Research, Cure Collective.

'Patrons', 'trustees' and 'committees' should be capitalised only as part of a formal title.* They should be written in lowercase everywhere else. Correct use example: 'Mike Ashton, Chair of the Board of Trustees' or 'Lyndsey Isaacs, a trustee of Cure Parkinson's, walked around the coast of Scotland.'

People leave gifts in Wills, not wills.

*except for the Annual Report. As this is a formal document 'Patrons', 'Trustees' and 'Committees' should be capitalised wherever used in this document.

Clip art: Never use clip art. If you need an image, please speak to the marketing team.

Dates: Do not include a date suffix unless referring to an anniversary i.e. Cure Parkinson's 15th Anniversary. Correct use example: 15 December 2024

Days and festivals: Should be given capital letters, for example New Year's Day or Valentine's Day.

Exclamation marks: Only to be used sparingly, they look over-excitable! Don't use more than one. Ever!!

Fonts and font sizes: In internal documents you should use Brandon Grotesque for headlines and Futura PT or Century Gothic for body copy. If these are not available in external settings, select a clean, rounded, sans serif alternative. Text should never be less than 11 point. This is to make sure it is easy for everyone to read. This includes footnotes and references.

Style guide: Lexicon

Full stops: You don't need a double space after a full stop. This used to be very common but is now considered 'old fashioned'.

Fundraising products: Our regular giving product is 'Friends of Cure Parkinson's'. All our fundraising products should be capitalised, i.e. The £1,000 Challenge, Rounds for Research, Cure Collective.

Headings and titles: Only the first letter of each heading or title should be capitalised.

Italics: Don't use italics (it makes text appear cluttered and difficult to read.) Where necessary, use bold for emphasis within text. Use sparingly.

Logos and statutory wording: When Gift Aid is mentioned, the logo should always be included.

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All public-facing communications should include the Fundraising Regulator and AMRC logos.



This is how our statutory wording should appear on all documents:

Name and Registered Office: Cure Parkinson's is the operating name of The Cure Parkinson's Trust, 120 New Cavendish Street, London W1W 6XX. The Cure Parkinson's Trust is a registered charity in England and Wales (1111816) and Scotland (SCO44368) and a company limited by guarantee - company number 05539974 (England and Wales).

If limited space this can be shortened to:

Cure Parkinson's is the operating name of The Cure Parkinson's Trust, a registered charity in England and Wales (1111816) and Scotland (SCO44368) and a company limited by guarantee - company number 05539974 (England and Wales).

On larger materials such as pull up banners this can be shortened further to:

Registered charity: England and Wales (1111816) and Scotland (SCO44368)

Names: Cure Parkinson's

We are Cure Parkinson's. This should not be abbreviated to CP.

We are a charity, not a trust.

We are a single entity, so please use 'is', not 'are.' Correct use example: Cure Parkinson's is mandated to take the drug to clinical trial.

'Patrons', 'trustees' and 'committees' should be capitalised only as part of a formal title. They should be written in lower-case everywhere else. Correct use example: 'Mike Ashton, Chair of the Board of Trustees' or 'Lyndsey Isaacs, a trustee of Cure Parkinson's, walked around the coast of Scotland.'

Style guide: Lexicon

Numbers: Write out numbers one to nine as words. From 10 onwards, use numerals. If you are writing a sentence, then use either words or figures for consistency. For example, write 1 to 12 or one to twelve.

If a number has four figures or more, use a comma to separate the thousand, for example 5,000 or 50,000.

Parkinson's: We say 'Parkinson's', rather than 'Parkinson's Disease'.

When we talk about someone with Parkinson's we should say 'People with Parkinson's (PwP)'. This can be widened to include family and friends by saying 'People affected by Parkinson's'.

We do not describe family members as 'carers'.

We never describe people with Parkinson's as 'sufferers', people are either 'affected by' or 'living with' Parkinson's.

Photography: Avoid stock photography where possible. Use naturalistic images which include colours found in our brand where there is the option to do so. Do not portray people with Parkinson's as sufferers. If you need an image, please speak to the marketing team.

Punctuation: should be inside quote marks and brackets, i.e. (This was her first trial.)

You don't need a double space after a full stop.

Spelling "S" and "Z": Use British spelling. Words such as "prioritise", "organise", "emphasise" and "recognise" should always be spelt with a "s". Add the English variations to your Word dictionary to avoid this mistake.

Telephone numbers: Use international prefixes.
For example: +44 (0)20 7487 3892

Time: Use the 12-hour clock with am or pm. For example, 9am, 3.30pm or 12 noon.

Underlining: Don't use underlining for emphasis, it makes text difficult to read. Where necessary, use bold to highlight text. Use sparingly.

Web and email addresses: Do not use 'www' when giving a web address, it isn't necessary. For example, "find out more at 'cureparkinsons.org.uk'".

Don't put a full stop, comma, or any other punctuation mark at the end of a web or email address as people may think it is part of the address.

Don't underline web or email addresses: it makes them difficult to read in a printed document. If it is automatically underlined, remove it.

Branding support

CONTACT US

If you have any questions about how to use the brand guidelines please contact gemma@cureparkinsons.org.uk

To download the assets please visit cureparkinsons.org.uk/brand



Registered with
FUNDRAISING
REGULATOR

Name and Registered Office: Cure Parkinson's is the operating name of The Cure Parkinson's Trust, 120 New Cavendish Street, London W1W 6XX. The Cure Parkinson's Trust is a registered charity in England and Wales (1111816) and Scotland (SCO44368) and a company limited by guarantee - company number 05539974 (England and Wales).