WORLD PARKINSON'S DAY

IDENTITY GUIDELINES

Version 1.1 March 2022

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LOGO BASICS

LOGO BASICS
PRIMARY LOGO

The World Parkinson's Day logo is a core element of the brand identity. The logo is set in a customized version of the free (open-source available) condensed sans-serif typeface Fira. It is paired next to The Spark, details of which are on the following page. The logo has been carefully constructed and should not be modified in any way.

CLEAR SPACE

The minimum amount of space that should surround the logotype is equal to half the height of the logo.

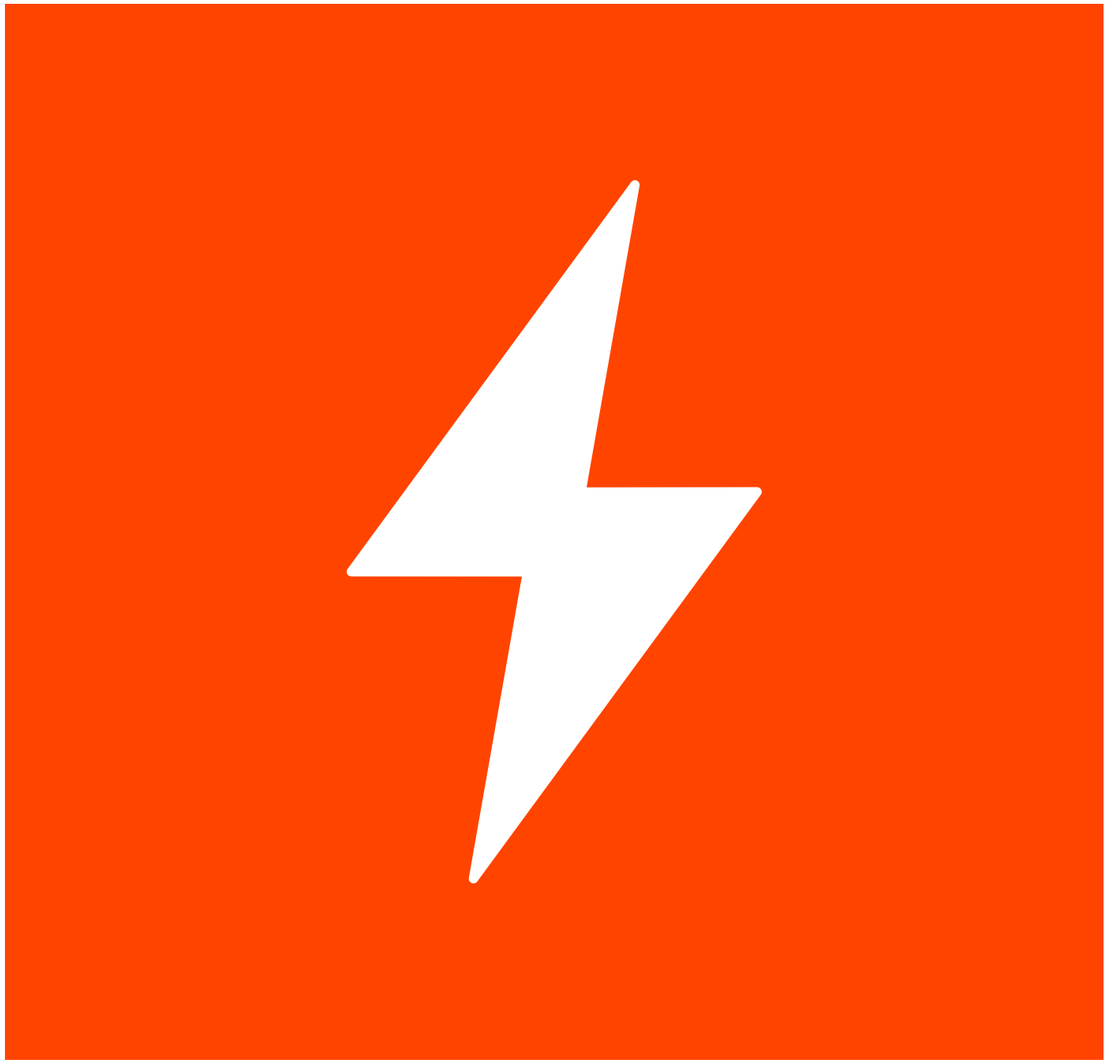
MINIMUM SIZE

Do not use the symbol smaller than 100px wide (in digital applications) and 1 inch wide (for print).

100px wide (web) / 1 inch wide (print)

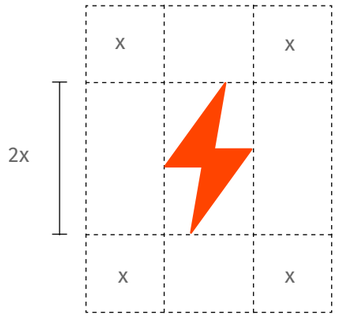
LOGO BASICS
THE SPARK

The Spark symbol is the heart of World Parkinson's Day's brand identity. The Spark was inspired by dopamine, one of the key electro-chemical neurotransmitters that Parkinson's Disease both takes from people and what they seek to retain. It is also a symbol of the spark that will ignite a movement of change within the Parkinson's community and around the world. The Spark should primarily be used in the primary logo lockup, but can be used on its own if needed.



CLEAR SPACE

The minimum amount of space that should surround the symbol is equal to half the height of the symbol. **Please note** 'clear space' does not apply to type and illustration applications such as those found on pages 17 through 21.



MINIMUM SIZE

Do not use the symbol smaller than 18px wide (in digital applications) and .25 inch wide (for print).

18px wide (web) / .25 inch wide (print)

LOGO BASICS
COLOR USAGE

The symbol, logotype and logo lockup should primarily be used in orange or white (equally). For budgetary printing reasons, the logo can be used in black and white. Avoid using black on orange or orange on black.

CORRECT USAGE

Black and white logos should only be used for one color applications.

INCORRECT USAGE

LOGO BASICS
INTERNATIONAL IN PROGRESS

Arabic

اليوم
العالمي لشلل
الرعاش

Catalan

DIA
MUNDIAL DEL
PARKINSON

Croatian

SVJETSKI
DAN PARKINSOVE
BOLESTI

Czech

SVĚTOVÝ
DEN
PARKINSONA

Dutch

WERELD
PARKINSON
DAG

Estonian

ÜLEMAAILMNE
PARKINSONITÕVE
PÄEV

Faroese

ALTJÓÐA
PARKINSONDAGUR

Farsi

روز جهانی پارکینسون

Finnish

MAAILMAN
PARKINSON-PÄIVÄÄ

LOGO BASICS
INTERNATIONAL IN PROGRESS

Flemish

WERELD PARKINSON DAG

French

JOURNÉE MONDIALE DE LA MALADIE DE PARKINSON

Galician

DÍA MUNDIAL DO PARKINSON

Italian

GIORNATA MONDIALE DEL PARKINSON

Japanese

世界パーキンソン病デー

Korean

세계 파킨슨 병의 날

Gallurese

CIURRATA MUNDIALI DI LU PARKINSON

German

WELT-PARKINSON-TAG

Greek

ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΚΑΤΑ ΤΗΣ ΝΟΣΟΥ ΤΟΥ ΠΑΡΚΙΝΣΟΝ

Maltese

JUM DINJI TAL-MARDA TA' PARKINSON

Norwegian

DEN INTERNASJONALE PARKINSONDAGEN

Polish

ŚWIĄTOWY DZIEŃ PARKINSONAZ

Hebrew

יום העולמי למודעות למחלת פרקינסון

Hungarian

PARKINSON-KÓR VILÁGNAPJA

Icelandic

ALÞJÓÐLEGUR DAGUR PARKINSONSSJÚKDÓMS

Portuguese

DIA MUNDIAL DA DOENÇA DE PARKINSON

Romanian

ZIUA MONDIALĂ DE LUPTĂ ÎMPOTRIVA BOLII PARKINSON

Russian

ВСЕМИРНЫЙ ДЕНЬ БОРЬБЫ С БОЛЕЗНЬЮ ПАРКИНСОНА

Sardinian

DIE MUNDIALE DE SU PARKINSON

Chinese (Simplified)

世界帕金森病日

Slovak

SVETOVÝ DEŇ PARKINSONOVEJ CHOROBY

Urdu

اکے نسن کراپ عالمی دن

Danish

INTERNATIONAL PARKINSONDAG

Basque

PARKINSON-AREN MUNDU EGUNA

Slovenian

SVETOVNI DAN PARKINSONOVE BOLEZNI

Spanish

DÍA MUNDIAL DEL PARKINSON

Swedish

VÄRLDSPARKINSONDAGEN

French Canadian

JOURNÉE MONDIALE DE LA MALADIE DE PARKINSON

Traditional Chinese

世界帕金森病日

Turkish

DÜNYA PARKINSON GÜNÜ

Ukranian

ВСЕСВІТНІЙ ДЕНЬ БОРОТЬБИ ЗХВОРОБОЮ ПАРКІНСОНА

LOGO BASICS
INCORRECT USAGE

Maintain the integrity of the World Parkinson's Day logo and The Spark symbol by avoiding the following incorrect uses.

DO NOT

Change the typeface of the logo

DO NOT

Stretch or Italicize the logo

DO NOT

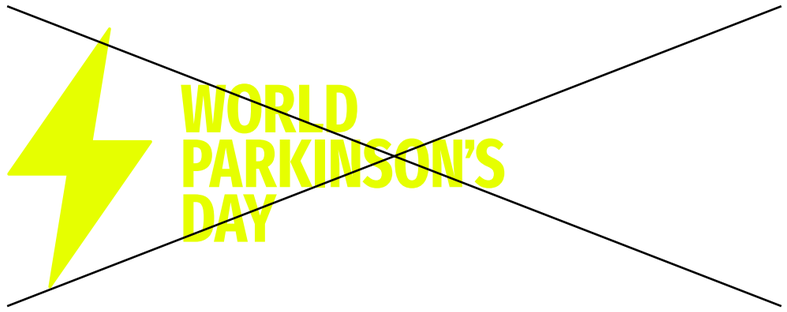
Typeset the logo

DO NOT

Lockup the logo and symbol in an unapproved way

DO NOT

Use the logo on imagery that does not allow for color contrast or legibility



DO NOT

Use the logo in unapproved colors

COLOR

COLOR
PRIMARY PALETTE

World Parkinson’s Day’s primary brand color is orange, and should be used as the main color across all brand applications. While white and black are both secondary colors that can be used for typography in addition to orange, only white and orange can be used as background colors except in preset digital applications.

ORANGE

C/M/Y/K	0/85/100/0
R/G/B	255/68/0
HEX	#FF4400
PMS	172 C / U

WHITE

C/M/Y/K	0/0/0/0
R/G/B	255/255/255
HEX	#FFFFFF

BLACK

C/M/Y/K	100/100/100/100
R/G/B	0/0/0
HEX	#000000
PMS	PMS PROCESS BLACK

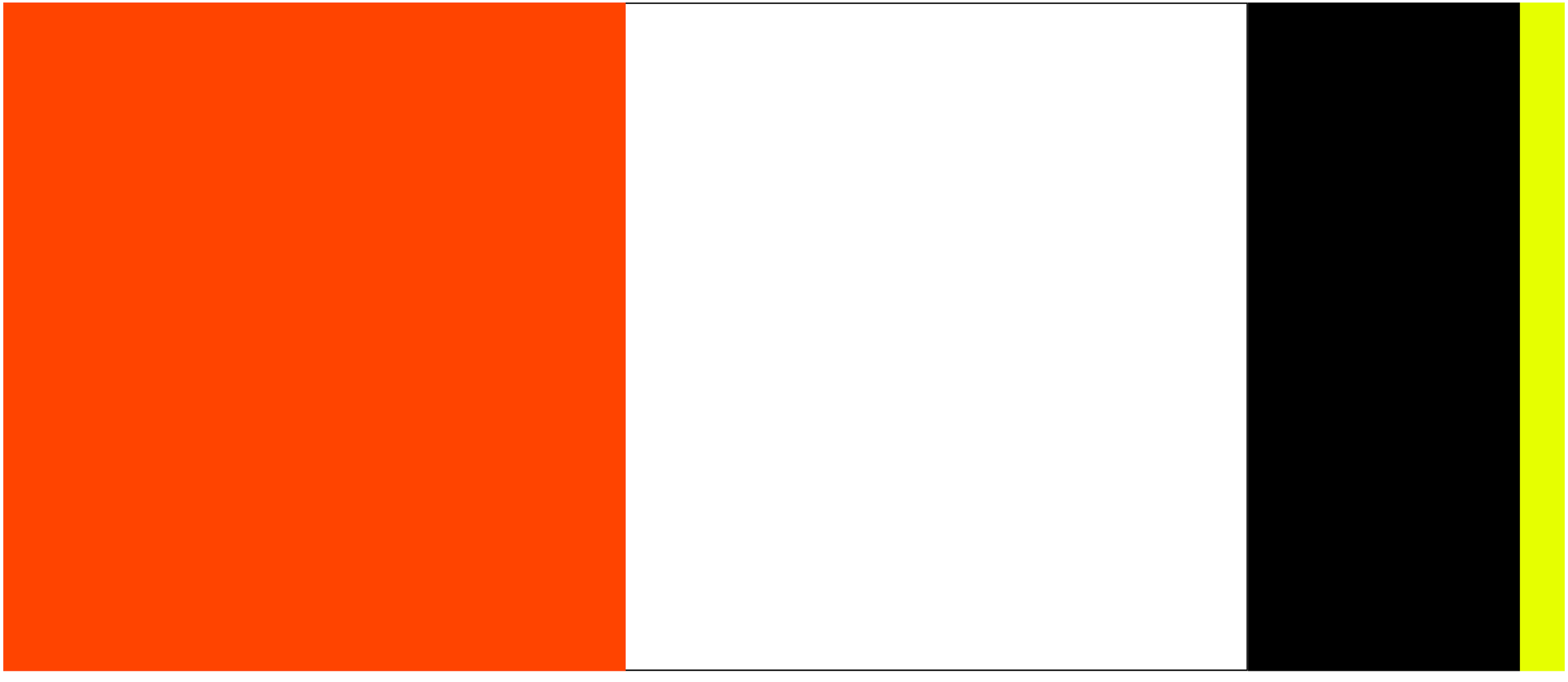
WEB YELLOW

R/G/B	230/255/0
HEX	#E6FF00

The Web Yellow can be used sparingly as a highlight color for the website only.

COLOR
USAGE RATIO

When looking at the overall brand system in use, there should be a clear ratio of color usage across applications. Orange and white should be the primary colors used, with black as a way to highlight type or illustrations. The web yellow should only be used sparingly on the website and in limited digital applications.



TYPOGRAPHY

TYPOGRAPHY

Fire Sans is the **FREE** brand typeface that should be used across all applications. Besides body copy, it should be used in all caps to create a sense of urgency. Headlines, subheads, and CTA's should be set in the 'Extra Condensed' version of the font for more impact.

FIRA SANS EXTRA CONDENSED BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

FIRA SANS EXTRA CONDENSED MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

FIRA SANS REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

HEADLINE

Fira Sans Extra Condensed Bold / All Caps / Leading: 0.8 / Tracking: -10

LOREM IPSUM DOLOR SIT AMET, CONSECT.

Note: Headlines should ideally not exceed approximately **10 words** as the readability for viewers decreases if there are too many all caps words in a row.

SUBHEAD

Fira Sans Extra Condensed Bold / All Caps / Leading: 1 / Tracking: -10

LOREM IPSUM

Note: Use this style for subheads under approximately **15 words.**

Alternate: Fira Sans Extra Condensed Medium / Leading: 1

Lorem ipsum dolorem subit etiam set equis

Note: Use this style for subheads above approximately **15 words.**

BODY COPY

Fira Sans Regular / Sentence Case / Leading: 1.5

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad miniviam dolor sit amet, consectetur adipiscing elit.

CTA'S

Fira Sans Extra Condensed Bold / All Caps / Tracking : 10

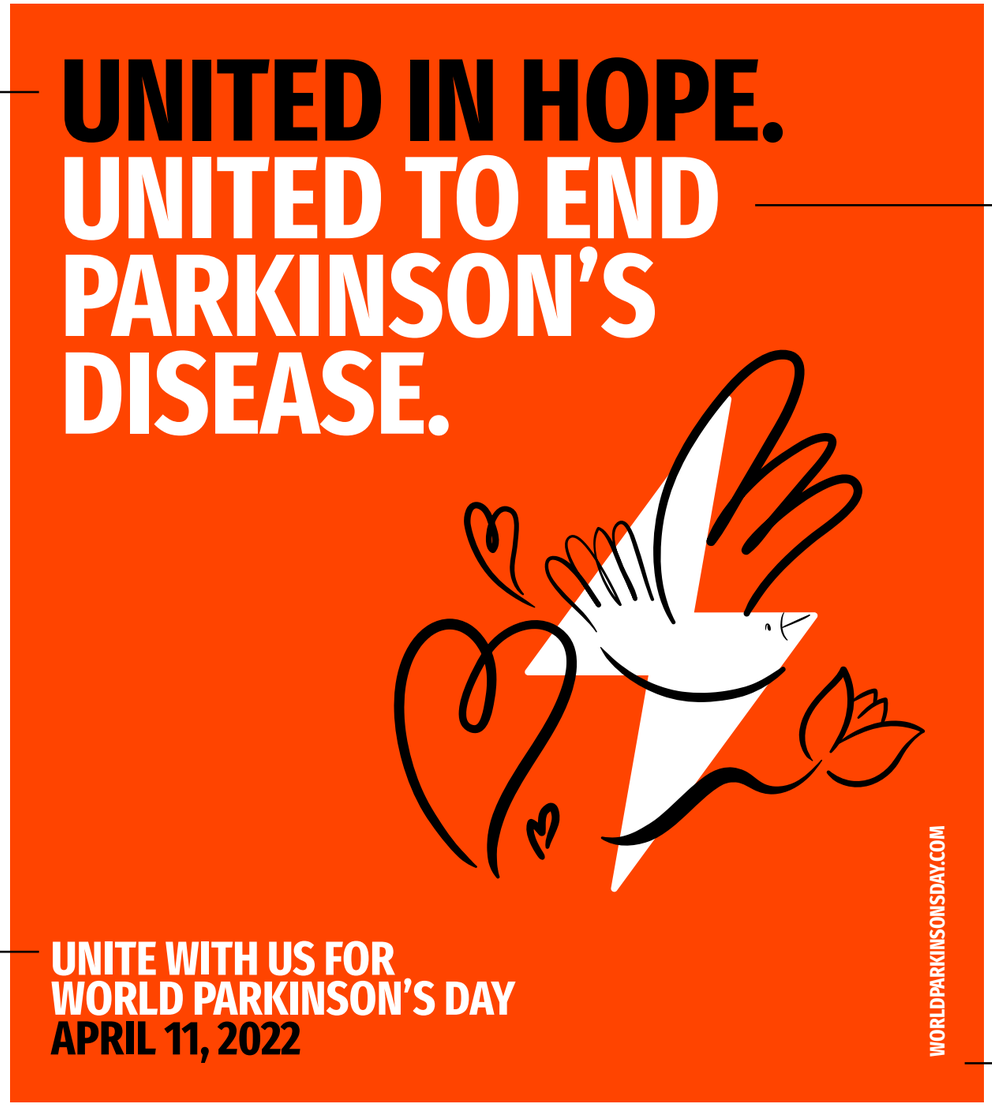
LOREM IPSUM

TYPOGRAPHY
TYPE HIERARCHY

Below is an example breaking down the key components of a successful design and composition. Keep in mind our system is intentionally flexible, but certain elements and uses are universal.

HIGHLIGHTED TYPE

One or two lines of typography can be highlighted to emphasize a word or phrase like the example below.



HEADLINE

This is the most prominent piece of type on the page

SUBHEAD

This is the secondary type. It should be no more than 50% of the headline size.

CTA

This is the 'sign off', website or tagline.

TYPOGRAPHY
TYPE HIERARCHY (EXAMPLES)

Formats can shift and backgrounds can change colors, however our system collectively holds together by following a few key design constraints such as type size and style and color use.

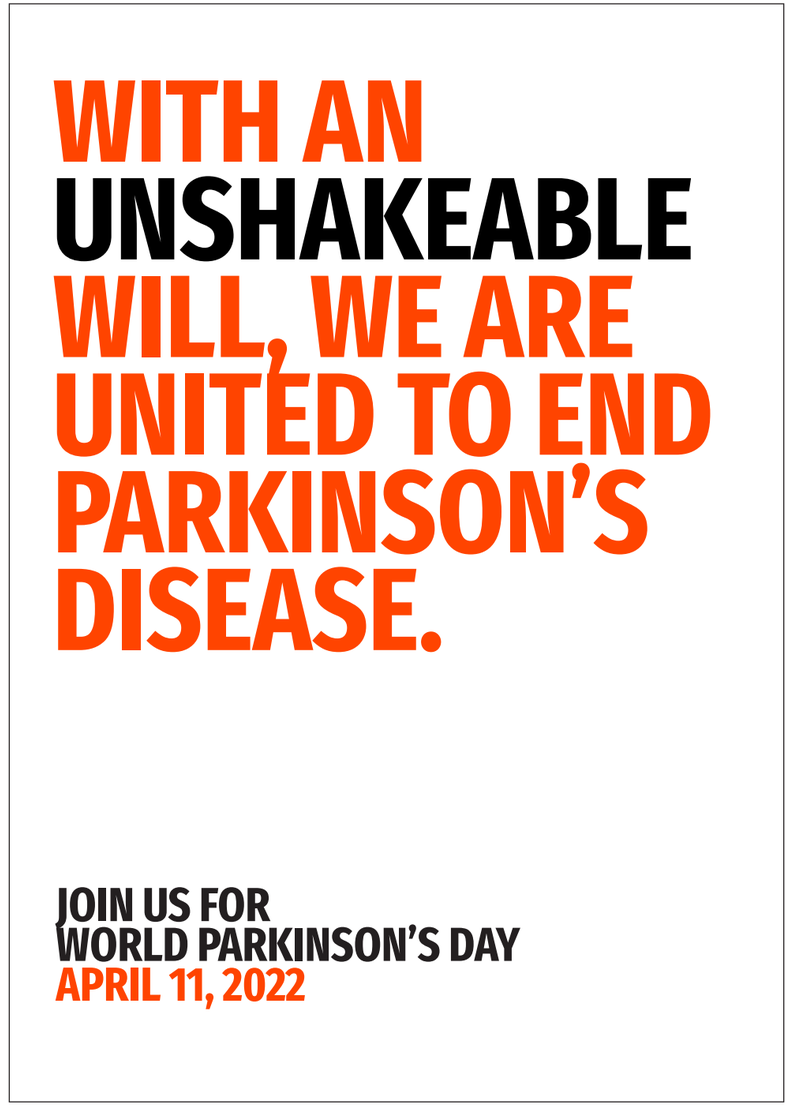


ILLUSTRATION & HAND-LETTERING

ILLUSTRATION
OVERVIEW

The World Parkinson’s Day brand has an expansive illustration and hand-lettering library that adds an urgent, gestural and emotional aspect to the system.

ILLUSTRATION & HAND-LETTERING
ILLUSTRATION EXAMPLES

ILLUSTRATION & HAND-LETTERING
HAND-LETTERING EXAMPLES

HAND-LETTERING EXAMPLES

ILLUSTRATION & HAND-LETTERING
USAGE

This page shows the three ways in which the illustrations and hand-lettering can be used. These elements can additionally be used on white backgrounds where The Spark is orange and the hand-lettering and

ON TOP OF THE SPARK

The primary way that illustrations and hand-lettering are used is over The Spark. Some of the illustrations have been drawn with the purpose of fitting directly over the symbol, like this bird whose beak is created by the shape of The Spark.

THE SPARK WITHIN ILLUSTRATION

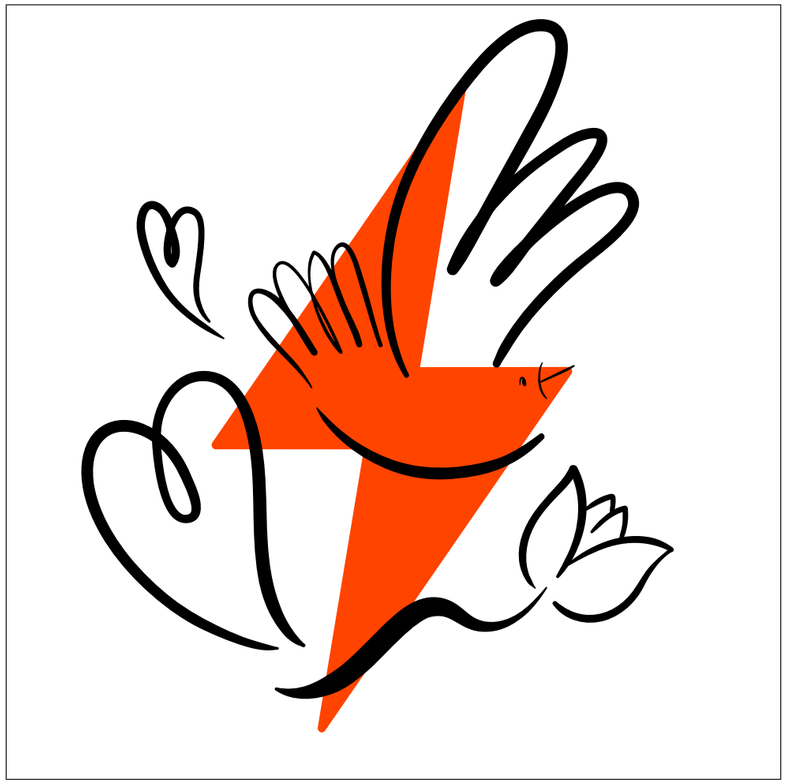
The Spark can also be contained once or several times within an illustration to explain a concept. Here The Spark is being used to show how the World Parkinson's Day movement is taking place across the world.

WITHOUT THE SPARK

For a more simple composition (for social media, a sign, etc.) the illustrations and hand-lettering can be used on their own.

ILLUSTRATION & HAND-LETTERING
USAGE

These elements can additionally be used on white backgrounds where The Spark is orange and the hand-lettering or illustrations are black.



ON TOP OF THE SPARK

THE SPARK WITHIN ILLUSTRATION

WITHOUT THE SPARK

ILLUSTRATION & HAND-LETTERING
LOGO ANIMATION ILLUSTRATIONS

Below are some of our key graphics from an explanatory brand animation available for World Parkinson's Day 2022.

SOCIAL MEDIA

SOCIAL MEDIA
TWITTER & FACEBOOK ASSETS

Below are some of our key graphics that can be used (and accessed via the website) and shared on Twitter and Facebook. You're welcome to share these on any channels / platforms, however the website allows you to deeplink to Twitter and Facebook and will pre-populate a message which you can then customize. **Assets are either JPEGs and MP4s.**

IMAGE SIZE AND FORMATS

These assets 4:5 ratio at 2000px : 2500px and are either JPEGs or animated MP4's in RGB color space.

SAMPLE MESSAGING

This #WorldParkinsonsDay, we're asking you to share your Spark! We're calling on the global Parkinson's community to speak up and get involved. Check out worldparkinsonsday.com to learn how Parkinson's advocates from over 80 countries are coming together to raise awareness

#worldparkinsonsday #thespark #parkinsons #wpd2022

PLEASE NOTE:

These assets are equally shareable on Instagram, but not via our website as instagram does not allow deeplinking.

SOCIAL MEDIA
INSTAGRAM & TIKTOK STICKERS

Below are some of our key graphics that can be used (and accessed via the website) as stickers on **Instagram Stories** and on **Tik Tok.** These are available for download, but will also be available as of April 1, 2022 as searchable and usable on **GIPHY**, which runs on Instagram, TikTok, Snapchat as well as Apple's iMessage apps.

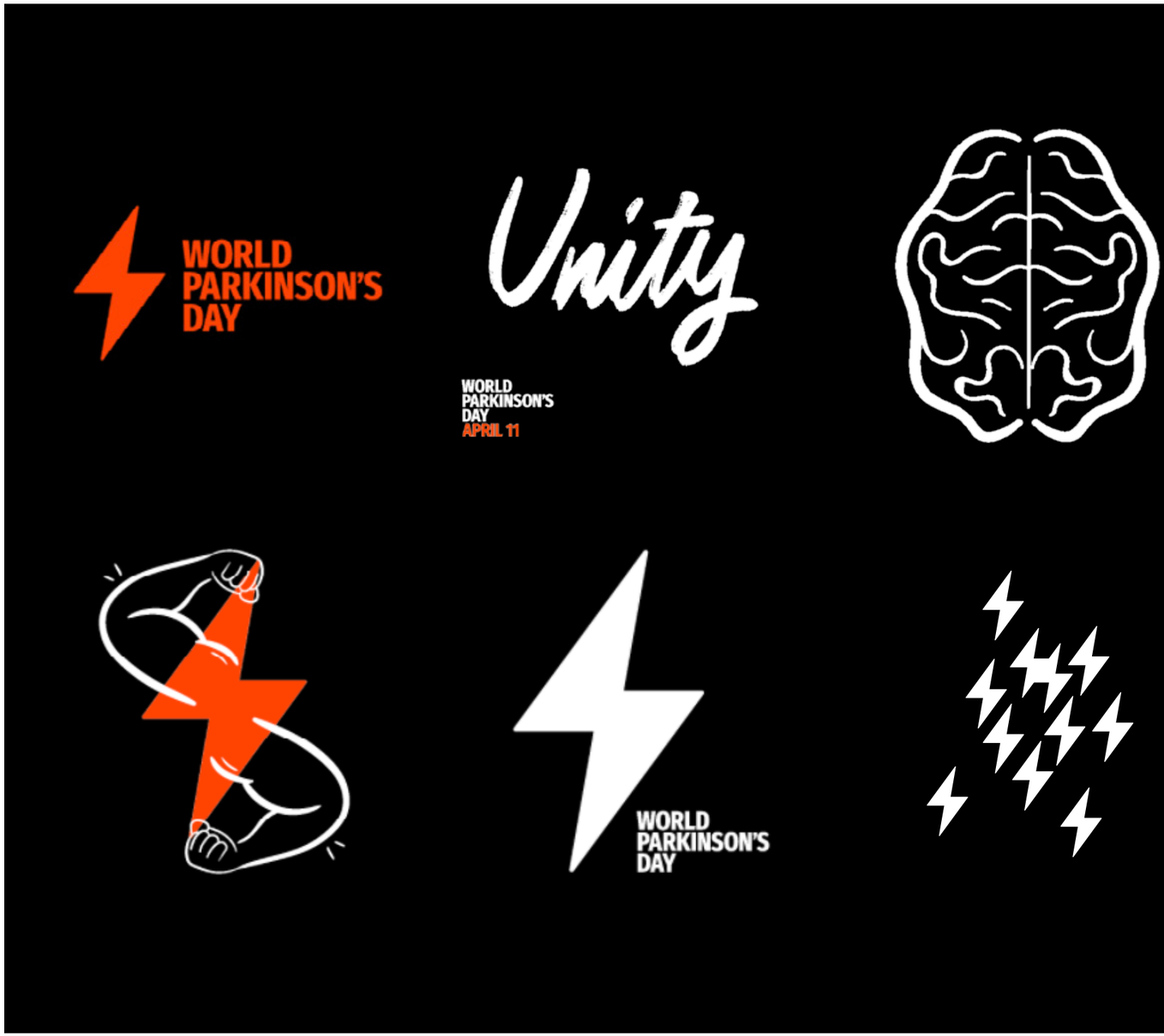


IMAGE SIZE AND FORMATS

These assets 1:1 ratio at 1000px : 1000px and are either JPEGs or animated MP4's in RGB color space.

IMPORTANT:

To use these assets within platforms like Instagram Stories and TikTok, you must:

- Access the 'GIFS' section of the platform app
- Search for *#thespark* or *#parkinsons*
- Then scroll down (through other images) to find our and select WPD branded assets

SOCIAL MEDIA
TEMPLATES

Below are some of our key layered files in **Adobe Photoshop** format that can be used (and downloaded via the website). These have additional artwork within the files and for the more design savvy can be adjusted then shared via any channel, or platform, as well as printed and used physically. **Please note: the photograph within the artwork is placeholder only (FPO).**

IMAGE SIZE AND FORMATS

These assets 4:5 ratio at 2000px : 2500px and are layered Adobe Photoshop (PSD) files.

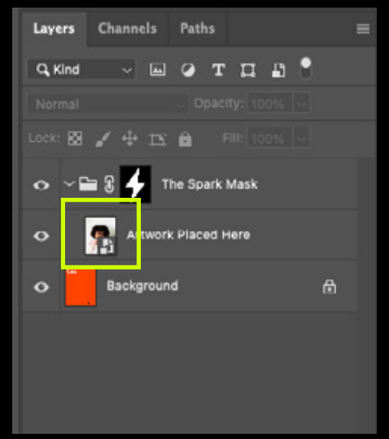
SOCIAL MEDIA
TEMPLATES

Please see notes below about the use of this template.

'PORTRAIT' SPARK TEMPLATES

This template is one we hope to have many advocates using. As noted in the previous page, this is an Adobe Photoshop file that can be used as follows:

- Open file in Adobe Photoshop (any recent version)
- Identify the '**Artwork Placed Here**' layer (it is a 'smart' layer)
- Double click on the layer image in the layers palette
- This will open the image file in a separate window
- Paste or place your own 'portrait' image in this artboard
- Press 'save' and close this window
- You may have to adjust the portrait size and location several times to make sure the face fits nicely in the frame.
- Finally, save out your PSD into a JPEG or PNG and share on any and all channels you'd like.



Upon opening the PSD file, double click on the area highlighted above to open the portrait image file.

MESSAGING

MESSAGING HIERARCHY

HEADLINES

Meet The Spark, a new international symbol of Parkinson's awareness

Share your Spark on World Parkinson's Day.

Join the movement to end Parkinson's Disease.

The headlines are "sticky" hooks that directly communicate the 'Spark' concept. These create consistency in how partners show their support.

SUPPORTING MESSAGES

The Spark – inspired by the dopamine that's so valuable to those with the disease – will energize our community to come together to end Parkinson's.

Ending Parkinson's starts with ending the stigma around the disease. Let's change what it means to live with Parkinson's Disease.

This World Parkinson's Day, we're calling on everyone impacted by the disease to share their Spark – what is the Spark that inspires you?

We can only end Parkinson's if we work together. Join our movement today and find out how you can get involved to help end Parkinson's.

The copy is deliberately simple. It quickly communicates the mission and goals of the campaign, while setting a sense of urgency.

CTA'S

Learn More at WorldParkinsonsDay.com

Micro Action – Encourage others to go to our hub for more resources and ways to get involved.

Show Us Your Spark

Medium Action – Call on followers and partners to use our templates and create their own Spark badge.

Join Our Movement Today

Macro Action – Drive our audience to sign up to their respective local / global Parkinson's org and work alongside us

Three levels of that drive from specific to wider actions.

IDENTITY GUIDELINES

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