



THE CENTRAL OHIO PARKINSON SOCIETY

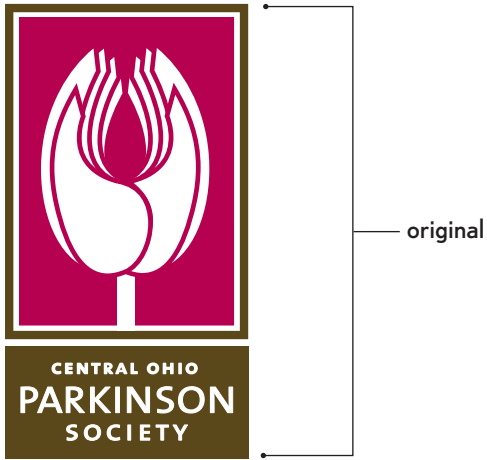
PROVIDING SUPPORT TO
INDIVIDUALS AND FAMILIES AFFECTED
BY PARKINSON'S DISEASE

BRAND IDENTITY STANDARDS
v1.1 **OCTOBER 2010**

TABLE OF CONTENTS:

Brand Identity Study.....	1
Color.....	3
Font.....	4
Print vendor standards	4
Web/MS Word/Powerpoint standards	4
Stationery.....	5
Mission statement (for office display).....	11
Twitter page background.....	12
Credits.....	Back of booklet

BRAND IDENTITY STUDY:



DO NOT SHRINK VERTICALLY!



DO NOT EXPAND HORIZONTALLY!



DO NOT STRETCH VERTICALLY!



DO NOT CONDENSE HORIZONTALLY!



BRAND IDENTITY STUDY (cont'd):



#10 envelope/business card/
letterhead (100% size)

BEST NOT TO GO UNDER
6pt or 7pt FONT SIZE FOR
LEGIBILITY!

125%



150%



175%



200%



4pt stroke (or 1/16")
white around identity
to break from any
color background.

COLOR (SPOT/4C PRINT/BLACK/GRAY):



PMS 215 C



PMS 462 C



C:0 M:100
Y:35 K:27



C:50 M:58
Y:100 K:45



100% BLACK



40% BLACK
(FILLER)



20% BLACK
(SCREEN)



COLOR (WEB/MS WORD/POWERPOINT):



#B60050



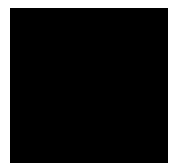
#5A471B



r:182 g:0
b:80



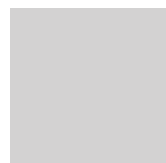
r:90 g:71
b:28



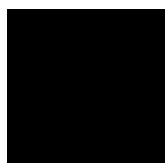
#000000



#999999



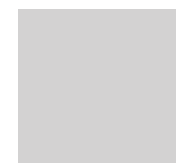
#CCCCCC



r:0 g:0
b:0



r:167 g:165
b:166



r:211 g:210
b:210



FONT (PRINT: STATIONERY; MS WORD NEWSLETTER
(SUBTOPIC, MISC. ARTICLES)):

Nobel Regular
Nobel Bold

FONT (PRINT: MS WORD NEWSLETTER
(MAIN TOPIC ARTICLES)):

Times Regular
Times Italic
Times Bold
Times Bold Italic

FONT (WEB SITE):

Arial Regular
Arial Bold

FONT (MS WORD/POWERPOINT):

Arial Regular
Arial Bold

Times Regular
Times Italic
Times Bold
Times Bold Italic

PRINT VENDOR STANDARDS:

Proper files when saving for print:

TIF
EPS
PDF

NOTE: Be sure to work with your print vendor regarding any software updates to coincide with your final files.

Always provide native files, including any imported images.

Collect all fonts used.

Eliminate any unused colors prior to print.

Approvals via COPS members/board MUST be signed to proceed! Check press runs if necessary!

WEB/MS WORD/POWERPOINT STANDARDS:

Proper files when saving for web/MS Word/Powerpoint:

JPEG/JPG
PNG

NOTE: Be sure to provide test runs (review flow of pages, any animation, links, forms, etc.) with the web site or presentation before "going live".

STATIONERY (BUSINESS CARD, 100% SIZE):

FRONT (NO BLEED):

Daniel E. Davis, MBA, CHES, LSW ← Name, 10pt Nobel Bold, PMS 462 (or 4C)
President/CEO ← Title, 10pt Nobel Bold, PMS 462 (or 4C)
2800 Corporate Exchange Dr, STE 265 ← Address, 10pt Nobel Regular, PMS 215 (or 4C)
Columbus, OH 43231
614-890-1901 ← Phone number(s), 10pt Nobel Bold, PMS 462 (or 4C)
614-890-1904 FAX ← Additional information, 10pt Nobel Regular, PMS 215 (or 4C)
866-920-6673 TOLL FREE
CENTRAL OHIO PARKINSON SOCIETY
ddavis@centralohioparkinson.org ← Email, 10pt Nobel Regular, PMS 462 (or 4C)
www.centralohioparkinson.org ← Web site, 10pt Nobel Regular, PMS 215 (or 4C)

BACK (w/ BLEED):

A non-profit organization dedicated to providing support to individuals and families affected by Parkinson's disease through support groups, education, awareness and the support of research. ← Mission statement, 12pt Nobel Regular, PMS 462 (or 4C)
← Brand identity w/o name (background), 20% tint PMS 462 (or 4C)
Find us on Facebook! ← Background, PMS 215 (or 4C)
← Text, 12pt Nobel Regular, white

NOTE: purpose of the curve is to provide positivity, enlightenment, strength.
"Smile" against the negativity, progress through this disease that hinders.

STATIONERY (ALTERNATIVE BUSINESS CARD, 100% SIZE):

FRONT (NO BLEED):



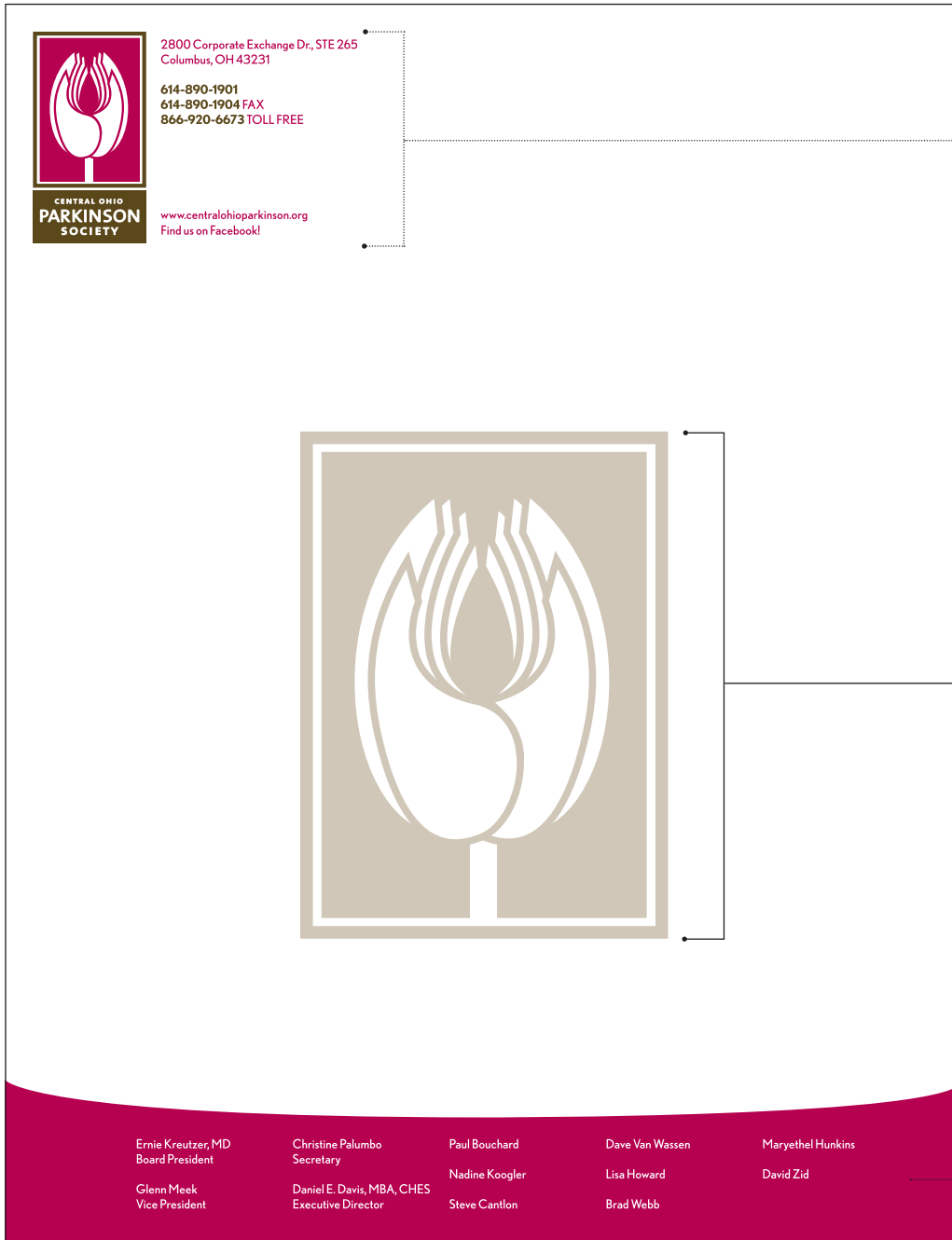
Identity
(2-color or 4-color)
enlarged proportionately
with at least 1/16" margin
to draw emphasis.

BACK (w/ BLEED):



Name, 10pt Nobel Bold, PMS 462 (or 4C)
Title, 10pt Nobel Bold, PMS 462 (or 4C)
Address, 8pt Nobel Regular, PMS 215 (or 4C)
Phone number(s), 10pt Nobel Bold, PMS 462 (or 4C)
Additional information, 8pt Nobel Regular, PMS 215 (or 4C)
Email, 10pt Nobel Regular, PMS 462 (or 4C)
Web site(s), 10pt Nobel Regular, PMS 215 (or 4C)
Mission statement, 10pt Nobel Regular, white Background, PMS 215 (or 4C)

STATIONERY (LETTERHEAD, SAMPLE @ 60% SIZE):



100% VIEW:



2800 Corporate Exchange Dr., STE 265
Columbus, OH 43231

614-890-1901
614-890-1904 FAX
866-920-6673 TOLL FREE

www.centralohioparkinson.org
Find us on Facebook!

Address,
8pt Nobel Regular,
PMS 215 (or 4C)

Phone number(s),
8pt Nobel Bold,
PMS 462 (or 4C)
Additional information,
8pt Nobel Regular,
PMS 215 (or 4C)

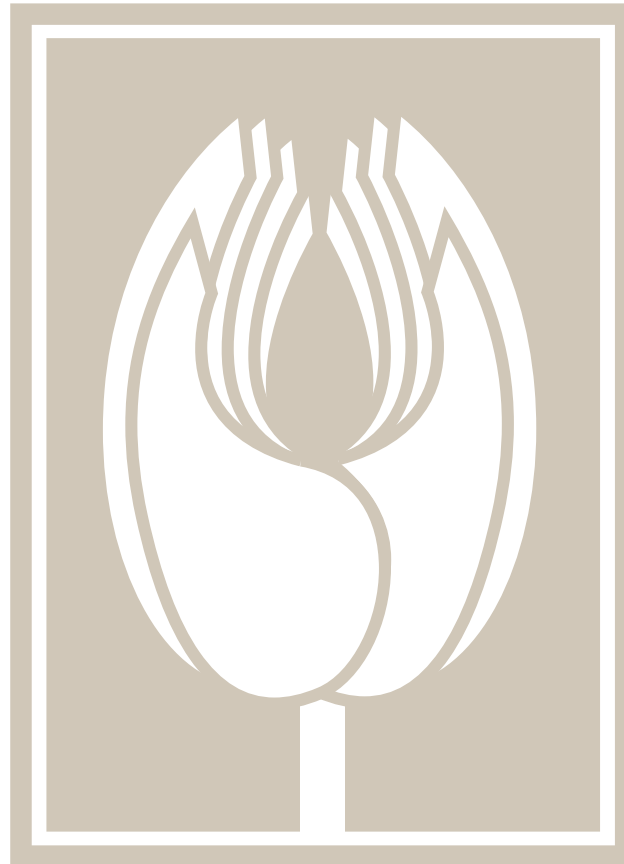
Web site(s),
8pt Nobel Regular,
PMS 215 (or 4C)

Brand identity w/o name (background), 20% tint PMS 462 (or 4C)

BODY COPY: 10pt Nobel Regular
10pt Arial Regular (if used in MS Word)

Information on next page →

STATIONERY (LETTERHEAD, BOTTOM, 100% SIZE, w/ BLEED):



Background, PMS 215 (or 4C)
Board or Directors, 8pt Nobel Regular, white

Ernie Kreutzer, MD
Board President

Christine Palumbo
Secretary

Paul Bouchard

Dave Van Wassen

Maryethel Hunkins

Glenn Meek
Vice President

Daniel E. Davis, MBA, CHES
Executive Director

Nadine Koogler

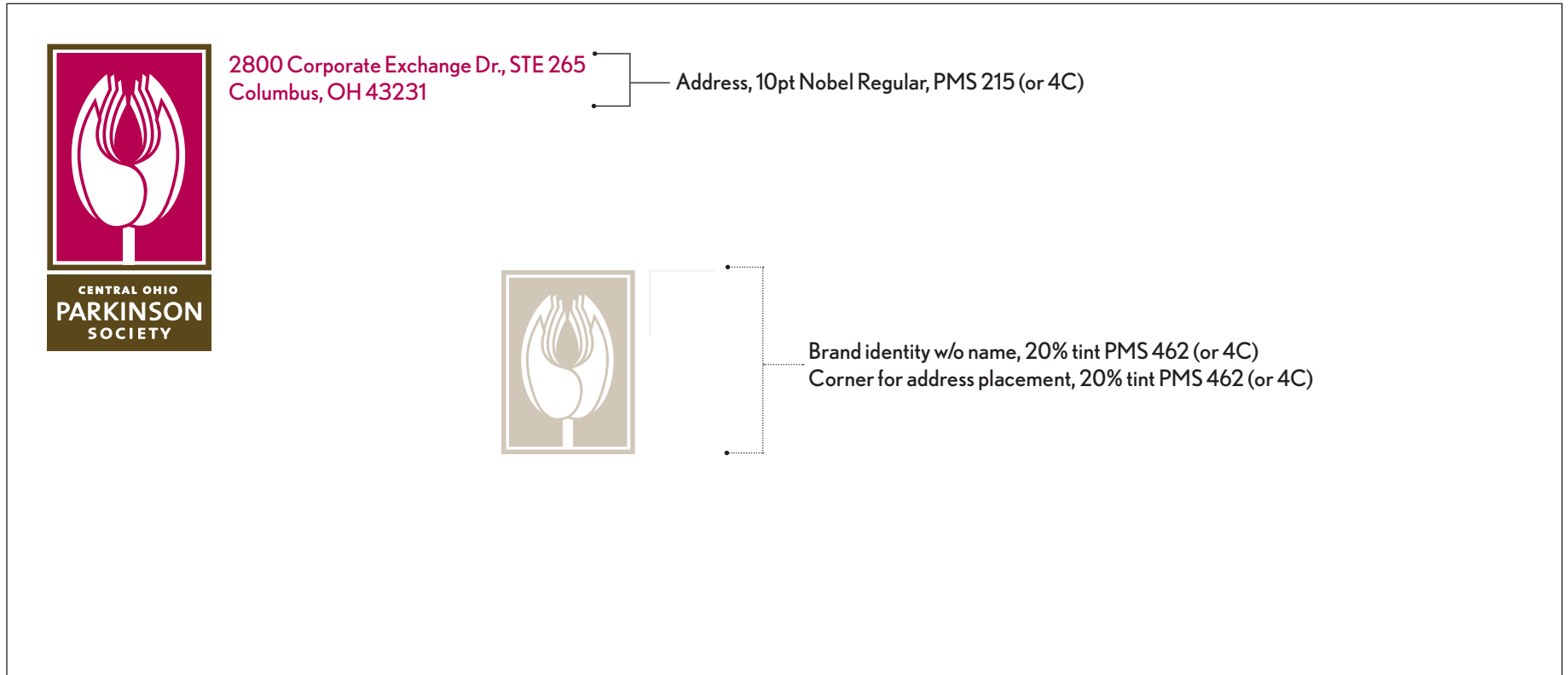
Lisa Howard

David Zid

Steve Cantlon

Brad Webb

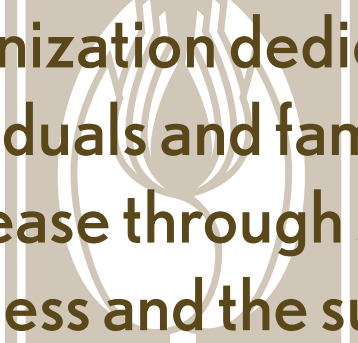
STATIONERY (#10 ENVELOPE, FRONT, NO BLEED):



STATIONERY (#10 ENVELOPE, BACK, w/ BLEED):

Background, PMS 215 (or 4C)
Mission statement, 9pt Nobel Regular, white
Web site(s), 10pt Nobel Regular, white

A non-profit organization dedicated to providing support to individuals and families affected by Parkinson's disease through support groups, education, awareness and the support of research.
www.centralohioparkinson.org Find us on Facebook!



A non-profit organization dedicated to providing support to individuals and families affected by Parkinson's disease through support groups, education, awareness and the support of research.

www.centralohioparkinson.org

TWITTER PAGE BACKGROUND:

Location
Contact information
Web site URL



**CENTRAL OHIO
PARKINSON
SOCIETY**

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614-890-1901
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Executive Director

Paul Bouchard
Nadine Koogler
Steve Cantlon
Dave Van Wassen
Lisa Howard
Brad Webb
Maryethel Hunkins
David Zid

Mission Statement

Board of Directors

INTENDED TO LEAVE BLANK

OFFICE USE ONLY.

Contact Daniel E. Davis for questions, comments, etc.

614-890-1901

614-890-1904 FAX

866-920-6673 TOLL FREE

ddavis@centralohioparkinson.org

Layout and design courtesy of Raymond M. Brahler

twisted_mind@att.net (freelance)

www.twistedminddesign.net

twitter.com/twistedminddsn

[linkedin.com/in/twistedminddesign](https://www.linkedin.com/in/twistedminddesign)