

Brand Guidelines 2022-23

(external use)

Colors

Only these colors may be used. These colors can also be utilized as tints.

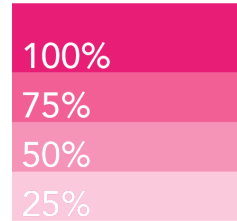
Please note: colors will vary slightly depending on whether they are printed on coated/uncoated paper or plastic.

Pantone® (PMS #) The printing industry standard for specifying solid ink colors.

CMYK The print industry standard for full color printing. Also known as process color printing, it relies on cyan, magenta, yellow and black to create the spectrum of color seen in most full color printing.

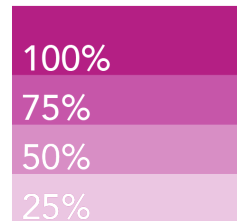
RGB A color system based on red, green and blue, and used to represent the full spectrum of color on video displays.

The colors shown on this page and throughout this guide have not been evaluated by Pantone® for accuracy and may not match the Pantone Color Standards. Please consult current Pantone Publications for accurate color. Pantone® is the registered trademark of Pantone, Inc.



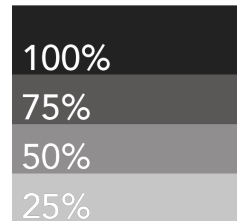
PFIC Pink

PMS 213c
C: 0 / M: 95 / Y: 30 / K: 0
R: 237 / G: 42 / B: 113
WEB: #ED2B71



PFIC Purple

PMS 241c
C: 31 / M: 100 / Y: 9 / K: 0
R: 180 / G: 31 / B: 132
WEB: #B41F84



PFIC Black

PMS Neutral Black c
C: 70 / M: 67 / Y: 64 / K: 74
R: 35 / G: 31 / B: 32
WEB: #231F20



PFIC Grey

PMS 424c
C: 58 / M: 49 / Y: 47 / K: 15
R: 109 / G: 110 / B: 112
WEB: #6D6E70

Fonts

There are two (2) typeface families used in the PFIC Network brand. Each of these typefaces convey a solid professional feel that clearly reflects PFIC Network's personality.

Headlines should NOT be all CAPS. Do not use Avenir Black for body copy.

The display sans serif font, AVENIR BLACK, is primarily used for titles, headlines. AVENIR is designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

CALIBRI REGULAR, is primarily used for body copy in a Regular format.

Headline - Avenir (Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-+=

Body Copy - Calibri (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-+=

Logo

This logo represents several themes that are important to PFIC Network and our community:

- ◆ Community and connection
- ◆ Our commitment
- ◆ Advocacy
- ◆ Involvement
- ◆ Patient network
- ◆ Growth

With the continued growth of the PFIC Network and the rare disease community, this logo signifies that, even in an ever changing rare disease environment that grows more complex, our values as a patient led advocacy organization will never change. To encourage innovation in new therapy and drug research and development, and to ensure patient support, we must look to the future and embrace the promise of new ideas and new technologies.

Together, we WILL make a difference.

Icon (PFIC Pink PMS 213c, PFIC Purple PMS 241c)



Logo Type (PFIC Black PMS Neutral Black c,
PFIC Grey PMS 424c)

Any mention of PFIC Network (or PFIC Network logo) in a publication, website or promotional item will need to have a registration mark ®. Please state at the bottom or back of piece:

“NORD, the NORD logo and tagline are registered trademarks of the National Organization for Rare Disorders. NORD is a registered 501(c)(3) charity organization.”

Logotype and Wordmark Usage Policy

This policy provides our requirements regarding use of the PFIC Advocacy & Resource Network (PFIC Network) word marks and logotypes (this includes but is not limited to the “PFIC Network” logo, its variants, and all PFIC Network sub-brands, event logos and variants). PFIC Network, and its sub branded word marks, logos, slogans, copyrighted designs or other brand features of PFIC Network are available for use or download on the PFIC Network website.

As the need to address future branding concerns arises, we may cancel, modify, or change the terms of this policy without notice to the logo user (“You”). You are responsible for complying with any modified terms, so please review this policy and become familiar with any modifications we publish.

The PFIC Network word marks, sub brands and logos are the sole and exclusive property of PFIC Network. Your use of any word mark and/or logo implies acceptance of, and agreement with, the terms of this policy. If you do not accept and agree to follow the rules as set out in this policy, you do not have the right to use the word marks and/or logos and are prohibited from using them. Any use of PFIC Network word marks and/or logos not in compliance with this policy is not authorized. If you violate the rules in this policy, you must cease and desist from all use of any PFIC Network word marks and/or logos, regardless of the uses otherwise allowed in this policy. In addition, PFIC Network reserves the right to revoke its approval of your use of the word marks and/or logos at any time.

Permission is granted to you to use the PFIC Network word marks and logos only under the following terms and conditions:

Rules for Using the PFIC Network Word Marks and/or Logos:

You must comply with all of the following rules when using a word mark and/or a logo:

- PFIC Network logos and word marks are for **non-commercial use only**. Usage of PFIC Network’s logos and word marks for commercial sales, individual

fundraising or organizational fundraising is strictly prohibited unless otherwise expressed in writing by an authorized agent of PFIC Network.

- Word marks and logos may not be used in an ambiguous way as described herein:
 - No word mark and/or logo may be used in any way that suggests that PFIC Network is affiliated with, sponsors, approves or endorses you, your organization, your websites, your products or your services.
 - No word mark and/or logo may be used in any way that mischaracterizes any relationship between you and PFIC Network
 - Vendors may not use any word marks and/or logos to advertise PFIC Network or its members as clients on industry or vendor websites and promotional pieces without PFIC Network’s written permission, and which must be requested in writing.
- All PFIC Network’s logos are distinctive, designed pieces of graphic artwork, owned by PFIC Network. The following usage guidelines must be followed:
 - Do not modify or alter the logos
 - Do not change scale, skew or rotate any logo
 - Do not change the design of any logo
 - Do not change or vary the colors of any logo
 - Avoid screening logos
 - Do not shrink any logo to less than 1” in width or height
 - Do not combine a logo with any other design, trademark, graphic, text or other element, including your name, any trademarks or any generic terms
 - No other design, trademark, text, graphic or other element may be placed closer to a Logo without first meeting the clear space requirements found in the PFIC Network Brand Guidelines
 - Logos may only be placed on solid backgrounds (preferably white) unless approved by PFIC Network, and not over an image or pattern (unless approved by PFIC Network)
 - No artistic effects (such as drop-shadows, gradients or embossing) may be applied
- No word mark or logo may be used or displayed in any of the following ways:
 - In any manner that, in the sole discretion of PFIC

Network, discredits PFIC Network or tarnishes its reputation and goodwill

- In any manner that infringes, dilutes, depreciates the value, or impairs the rights of PFIC Network in the word marks and/or logos
- In any manner that is false or misleading
- In connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable
- In any manner that violates the trademarks, copyright, or any other intellectual property rights of others
- In any manner that violates any law, regulations, or other public policy
- In any manner as part of a name of a product or service of a company or organization other than PFIC Network
- All goodwill generated by the use of any word mark and/or logo inures to the benefit of PFIC Network
- You may not assert rights to any PFIC Network word mark and/or logo whether by trademark registration, common law ownership, domain name registration or anything else
- You must, if requested from PFIC Network, provide samples of any materials that include the PFIC Network word marks and/or logos for purposes of determining compliance with this policy
- You must make any change(s) to your use of the word marks and/or logos that are requested by PFIC Network
- Your download and use of the logos is subject to the PFIC Network Site Terms
- Partners who have agreements with PFIC Network must comply with the terms of their agreement in addition to this policy

PFIC Network Owned Logos:

When downloading and displaying the PFIC Network logos, user agrees to terms outlined in PFIC Network logo policy stated above. For alternate, additional file formats or logo variations, please contact PFIC Network: info@pfic.org.

Approved Logo Usage



PFIC Network Logo w/ Tag

When to use:

White/light backgrounds only.



PFIC Network Logo w/o Tag

When to use:

White/light backgrounds only. "PFIC Network" needs to be spelled out somewhere on page.



PFIC Network Long Logo w/ Tag

When to use:

White/light backgrounds only. Limitations of use.



PFIC Network Logo w/ Tag (white)

When to use:

Dark backgrounds only. Not for use in any other instance.

Logo Safety Zone



Safety zone uses “c” from logo as guide.



Dotted rule indicated PFIC logo safety zones.

Which version of logo to use?

- PMS and CMYK : Hi-end and multi-colored printed marketing materials (300 dpi/vector art)
- RGB: Digital/screen 72-300dpi, presentations or web/ screen applications ONLY (not for printed materials)

PMS Logos: PMS is short for Pantone Matching System, the printing industry’s standard for specifying ALL solid ink colors. Use for applications that are ink-specific. (i.e.: T-shirts, pens and embroidery).

CMYK Logos: Also known as process color printing (4-color); using cyan, magenta, yellow and black inks to create the spectrum of color seen in most full color printing. Use on hi-end, multi-colored printed materials. (i.e.: ads, full color communications and posters).

RGB Logos: A color system based on red, green and blue light, and used to represent the full spectrum of color on video displays.

BW or 1-Color Logos: Similar to PMS, but uses just a single color. Use for applications that are limited in printing: Embossing, internal office laser prints/ faxes and 1-color silkscreened promotions.

REVERSED or WHITE Logos: This is to be used when the background is black or extremely dark to recognize the traditional PFIC Network black wording logo.

Logo Violations



Rearranging the PFIC Network logo, changing proportions of the elements.



Drop shadows or placing a box or circle around the PFIC Network logo



Combining other logos with the PFIC Network logo.



Skewing the PFIC Network logo or using unauthorized colors.

Contact

For questions and requests regarding the PFIC Network® brand components, please contact our Marketing Department:

Tyler Bradley, Director of Communications
tyler@pfic.org

Emily Ventura, Executive Director
emily@pfic.org

PFIC Advocacy & Resource Network