



2020

BRAND GUIDE

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SUMMARY

The Myasthenia Gravis Foundation of America represents one of the most recognizable brands in the MG Community. In light of this fact, we take great pride in the positive brand experience that MGFA offers to members of the MG Community around the world. We are extremely protective of our brand elements to ensure there is no confusion about the high-quality, informative programs and offerings we provide to the MG Community. This MGFA Brand Guide outlines the best practices for utilizing and enforcing the MGFA brand for all awareness and development work including events, meetings, collateral and materials. Please follow the guidelines carefully to ensure you are “on brand.”



LOGO USE AND STYLING

PRIMARY LOGOS

The MGFA logo can be used in 2-color on a solid background with enough contrast to be read clearly.

PRIMARY LOGO



The 1-color version is slightly different but works best when it is on a photo or varied background. The teal logo can be used on light backgrounds as well.

1-COLOR REVERSE LOGO



1-COLOR TEAL LOGO



Logo with the tagline can be used in horizontal or stacked layout.

LOGO WITH TAGLINE



ALTERNATIVE LOGOS

Certain events take place within the MGFA community. Specific logos have been created that should be used in reference to each event.

The myMG logo should be used in all references of the mobile app.

SECONDARY LOGOS



EVENT LOGOS



APP LOGO



LOGO CLEARSPACE

Clearspace is the minimum amount of space around the logo into which no other object should infringe. Clearspace increases the visibility and brand impression and should be remain consistent at all times.

PRIMARY LOGO CLEARSPACE



X = vertical height of teal box in logo

The spacing between the tagline and the logo should remain consistent at all times.

LOGO TAGLINE CLEARSPACE



Tagline remains vertically centered to primary logo when horizontal.



Tagline remains aligned left when stacked.

LOGO MINIMUM SPACE

To make sure the logo is always clear and legible, there is a minimum size requirement for both web and print purposes. The minimum size requirement is based on the size of the organization's full name. The size required is the width of the logo.



Print: 1.35"
Screen: 96px



Print: 3.25"
Screen: 234px



Print: 1.8"
Screen: 132px

LOGO USAGE DO'S & DONT'S

Real world examples of how to and how not to use the logo.

CORRECT APPLICATION



INCORRECT APPLICATION





COLOR PALETTE

PRIMARY COLORS

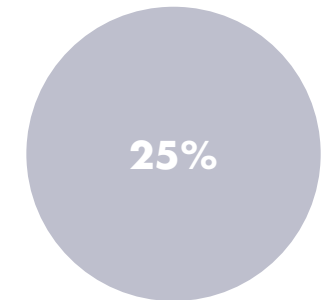
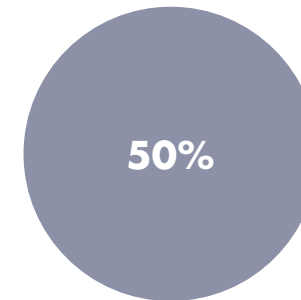
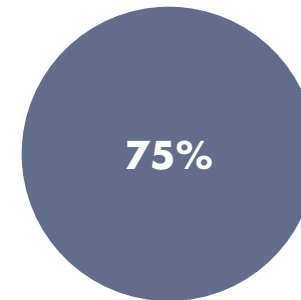
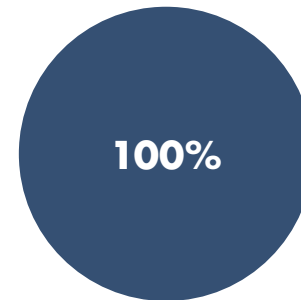
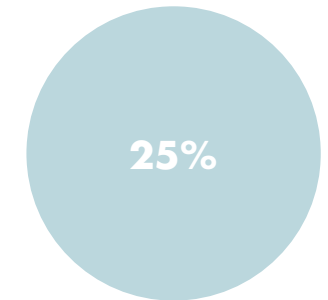
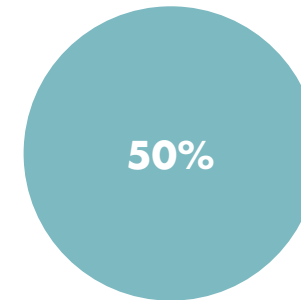
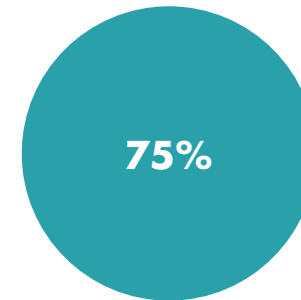
The main colors for MGFA are teal and blue and should be used with the greatest prominence when creating collateral.

Color tint is the mixture of a color with white, which increases lightness. Color tints are provided, to give more flexibility to the primary colors.

PRIMARY



COLOR TINTS

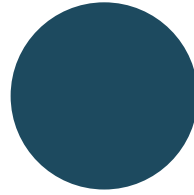


AIT COLORS

Alternate secondary and accent colors are shown as well and should be used in support of the primary colors.

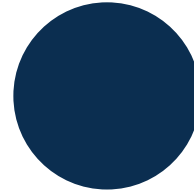
Event colors are used in relation to some of the MGFA branded events, such as MG Walk.

SECONDARY



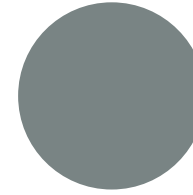
DARK TEAL

Pantone 2182 C
C:91 M:64 Y:44 K:29
R:29 G:74 B:95
Hex #1d4a5f



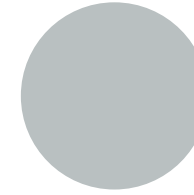
DARK BLUE

Pantone 295
C:96 M:77 Y:34 K:44
R:16 G:48 B:81
Hex #103051



DARK GREY

Pantone 430 C
C:55 M:41 Y:42 K:7
R:121 G:131 B:132
Hex #798384



GREY

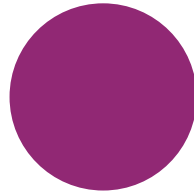
Pantone 441 C
C:27 M:18 Y:20 K:0
R:187 G:193 B:193
Hex #bbc1c1



LIGHT GREY

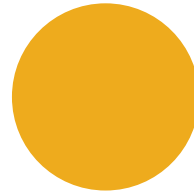
Pantone 663 C
C:7 M:5 Y:5 K:0
R:235 G:235 B:235
Hex #ebebeb

ACCENT



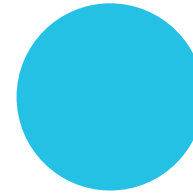
PLUM

Pantone 512 C
C:48 M:98 Y:24 K:5
R:143 G:41 B:115
Hex #8f2973



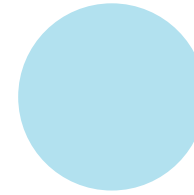
GOLD

Pantone 4008 C
C:5 M:35 Y:100 K:0
R:239 G:171 B:30
Hex #efab1e



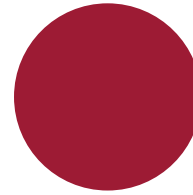
AQUA

Pantone 311 C
C:67 M:0 Y:8 K:0
R:5 G:195 B:229
Hex #05c3e5



LIGHT BLUE

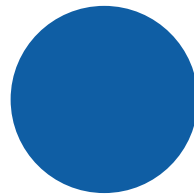
Pantone 317 C
C:28 M:0 Y:5 K:0
R:173 G:237 B:247
Hex #adedf7



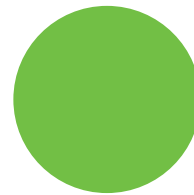
CRIMSON

Pantone 7427 C
C:25 M:100 Y:77 K:20
R:158 G:25 B:52
Hex #9e1934

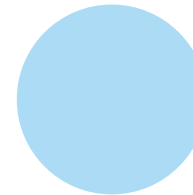
EVENT COLORS



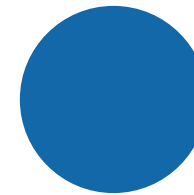
Pantone 2384 C
C:95 M:68 Y:6 K:0
R:0 G:93 B:63
Hex #005da3



Pantone 360 C
C:60 M:0 Y:99 K:0
R:113 G:191 B:69
Hex #71bf45



Pantone 635 C
C:30 M:3 Y:0 K:0
R:171 G:218 B:246
Hex #abdaf6



Pantone 307 C
C:92 M:59 Y:9 K:1
R:0 G:103 B:166
Hex #0067a6

GRADIENTS

Using some of the colors from the brand palette, we can create gradients to be used for an eye-catching effect when necessary.



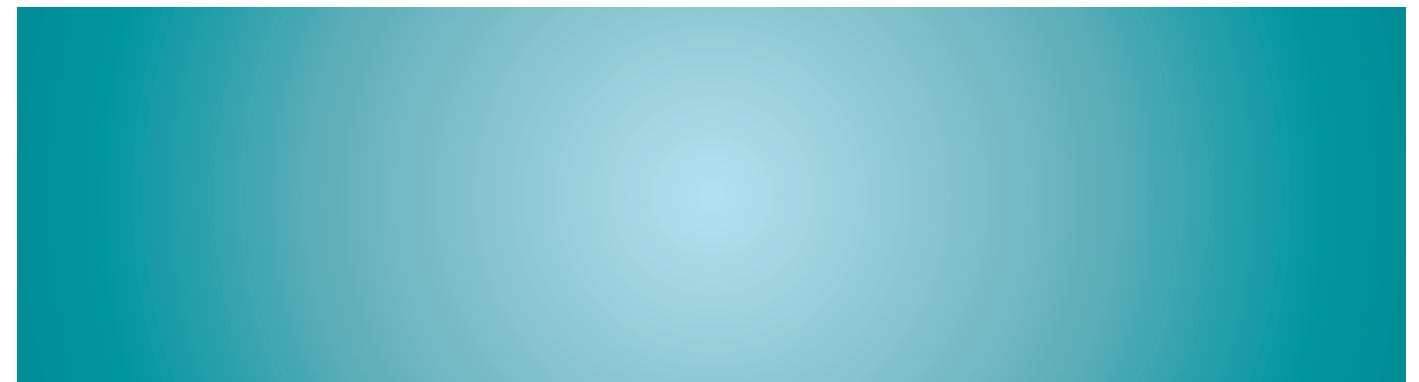
TEAL

BLUE



TEAL

LIGHT BLUE



TEAL

LIGHT BLUE

TEAL



TYPOGRAPHY

FONTS

The font in the logo uses different weights in the **Futura** font family.

[Futura](#) 

If Futura is not available, **Nunito Sans** is a free alternative from Google which is quite similar.

[Nunito Sans](#) 

The website and many of the social media graphics use different weights in the **Raleway** font family, also free from Google.

[Raleway](#) 

Futura
Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans
Nunito Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway
Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



ONEVOICE MESSAGING

ONEVOICE MESSAGING

The Myasthenia Gravis Foundation of America represents one of the most recognizable brands in the MG Community. In light of this fact, we take great pride in the positive brand experience that MGFA offers to members of the MG Community around the world. We are extremely protective of our brand elements to ensure there is no confusion about the high-quality, informative programs and offerings we provide to the MG Community. This MGFA Brand Guide outlines the best practices for utilizing and enforcing the MGFA brand for all awareness and development work including events, meetings, collateral and materials. Please follow the guidelines carefully to ensure you are “on brand.”

MYASTHENIA GRAVIS FOUNDATION OF AMERICA ONEVOICE MESSAGING

Vision: A World Without Myasthenia Gravis (MG).

Mission: To create connections, enhance lives, and cure MG.

Mission Delivery Strategies

- Create a robust resource network to improve access and enhance lives for those with MG.
- Build a nationwide support network for those affected by MG.
- Spearhead, support, and fund the most promising research on MG.
- Improve time to diagnosis and care for MG through professional education, diagnostic tools, and outreach.
- Raise awareness about MG through advocacy, communications and education.

Brand Promise

We promise to be the leading global source of information, funding, guidance, and impactful programs for anyone living with or touched by myasthenia gravis.

ONEVOICE MESSAGING

Differentiators

- MGFA is **the largest, most widely-recognized patient advocacy organization** solely dedicated to myasthenia gravis. We have the **strongest reach** to drive awareness and connect patients across the global MG Community.
- MGFA possesses the **most resources and strongest relationships with medical professionals and MG experts** around the world so we can provide powerful, impactful programs to help those living with MG.
- MGFA has **a formal, proven grant funding process** that drives the **objective, non-biased selection of grant funding** opportunities directed at the most promising research for better treatments and a cure.
- MGFA is the **only organization that provides sanctioned Support Groups** to connect members of the MG Community with similar symptoms and MG experiences.
- MGFA is the only MG-focused organization that provides a **consistently-presented Wellness and Research-based webinar series** to inform and educate the global MG Community.
- MGFA utilizes an **external, medical-professional led medical advisory board** that helps make informed decisions about healthcare and research-based initiatives and programs.

Personality

- Constantly moves forward and never stops.
- Dynamic, action-based movement
- Results-oriented, goals-oriented.
- Friendly, supportive, empathetic, and helpful
- Educator in Chief, knowledgeable, experienced

ONEVOICE MESSAGING

Elevator Short Version (35 Words)

Myasthenia Gravis Foundation of America (MGFA) is the largest, leading patient advocacy organization solely dedicated to finding a cure for the rare neuromuscular disease myasthenia gravis (MG) while improving the lives of those living with MG.

Elevator Pitch Long Version (107 Words)

Myasthenia Gravis Foundation of America (MGFA) is the largest, leading patient advocacy organization solely dedicated to finding a cure for the rare neuromuscular disease myasthenia gravis (MG) while improving the lives of people living with MG. More than 70,000 are diagnosed and living with MG in the United States alone. Those with myasthenia suffer with profound, debilitating physical symptoms such as extreme fatigue and muscle weakness that impact a person's ability to see, swallow, smile, walk or breathe. MGFA is focused on funding the most promising research discoveries for better treatments and a cure while providing impactful programs, guidance, and education to help support members of the MG Community.

Boilerplate (News releases and official documentation)

The Myasthenia Gravis Foundation of America (MGFA) is the largest, leading patient advocacy organization solely dedicated to finding a cure and improved treatments for the rare neuromuscular disease myasthenia gravis (MG) by funding critical research discoveries and providing patient-centric programs to connect and assist members of the global MG Community. You can visit MGFA at myasthenia.org.



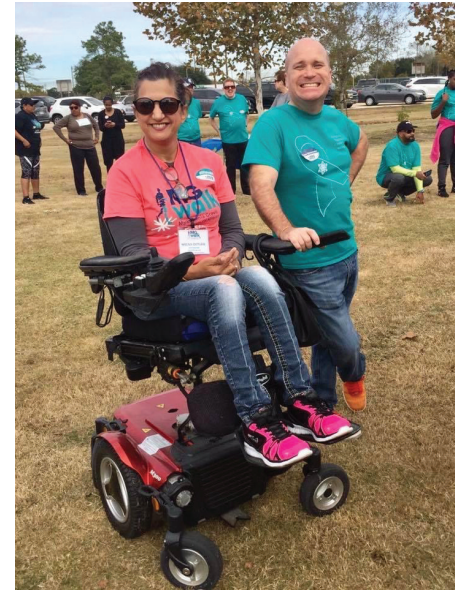
IMAGERY

NEW ENERGY

AND PERSONALITY

ACTION IMAGERY

As much as possible, MGFA imagery and photography should feature MG Community members in action or showcasing their participation in events. The imagery should show momentum or a call to action.



ICONOGRAPHY

The following icon images are approved by MGFA marketing to demonstrate various aspects of content and programs. These abstract icons can be utilized to indicate or allude to medical programs, health needs, centers of excellence, and community.





TRADEMARKS

TRADEMARK INFORMATION

The MGFA desires to promote and enhance its image and goodwill through the careful and consistent use of its name and logos (collectively, the “Trademarks”) in connection with activities, events, and publications, pursuant to the following policy:

1. All Trademark usage must be approved in advance and in writing by the Executive Committee of the Board of Directors. The Executive Committee may choose not to grant the right of use for any reason in its sound discretion and may withhold permission for any reason or for no reason at all.
2. All advertising, literature, publications, marketing, or promotional items that include the Trademarks shall show the proper registration status and identify the MGFA as the owner of the Trademarks.
3. The Trademarks shall not be used in a manner or with respect to products, publications, events, or services that, in the sole discretion of the Executive Committee of the Board of Directors, will decrease the value of the Trademarks or otherwise impair or damage the MGFA’s reputation or goodwill.
4. In the event the Executive Committee of the Board of Directors grants the right to use the Trademarks, the licensee shall: (i) cooperate with MGFA National Office staff in facilitating MGFA’s control of the nature and quality of the advertising, literature, products, publications, events, marketing, or promotional items bearing the Trademarks; (ii) permit reasonable inspection of the licensee’s operation; and (iii) supply MGFA with specimens of all uses of the Trademarks upon request.
5. If MGFA, in the exercise of its sole and absolute discretion, determines that the use of the continued use of the Trademarks by any licensee is in any way detrimental to the mission or reputation of MGFA or if any of the foregoing provisions are breached, the Executive Committee of the Board of Directors may immediately terminate such right to use the Trademarks. Upon such termination, all use of the Trademarks and any terms confusingly similar thereto shall immediately be discontinued and all printed materials bearing any of the Trademarks shall be destroyed. In any event, termination of the affected license eliminates all rights in and to the Trademarks and the goodwill connected therewith previously granted to the entity whose license has been terminated, and those eliminated rights revert to the MGFA.
6. Whether to grant the right to use the Trademarks is and shall remain in the sound discretion of the Executive Committee of the Board of Directors. Nothing contained in this policy shall be construed as conferring a right to use the Trademarks for any purpose beyond what has been expressly granted by the Executive Committee of the Board of Directors.



CONTACT INFORMATION

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If you have questions about the use of MGFA's brand elements or content contained within this style guide, please contact Michael Antonellis, Vice President of Marketing Communications at MGFA – mantonellis@myasthenia.org



MYASTHENIA GRAVIS
FOUNDATION OF AMERICA