

# Our logo

This is the Huntington’s Disease Association logo. It must appear on all HDA materials.

The logo has been supplied in a variety of formats, for you to download.

**Do not** create your own version of the logo or adjust the files provided.

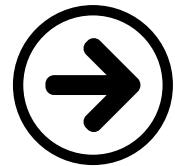
**Do not** separate the symbol and the logo type.



## The concept

Our logo is more than just an identifier – it actually explains who we are, our mission and our values. The amaryllis symbol shows the people – the flower head as the person with Huntington’s disease, the leaves as the community.

More importantly, it shows how we act. We are members who uphold, surround and protect each other. We continue to grow upwards and outwards as a community. We bring different strengths to the table, but we are connected to the same stem, the same roots, the same values.



Download  
the assets

# Logo usage

Think about which colour version of the logo is best to use.

## 1. Full colour logo

Use the full colour logo on a white background.

**Do not** place over photographs  
**Do not** place on a coloured background

## 2. White out version

Use the white out version of the logo on solid brand colour backgrounds.

**Do not** place over photographs

## 3. Black version

Use the mono version of the logo when colour reproduction isn't available or for use within a third party logo strip.

**NB: See the 'Brand in action' section**

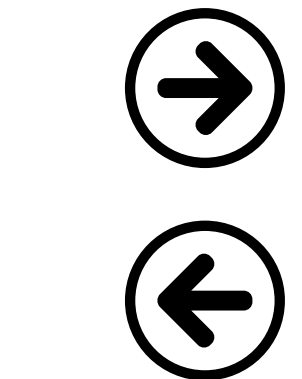
1.



2.



3.



# Logo usage

Think about how best to apply the logo.

## 1. Give the logo space

To ensure our logo stands out from surrounding imagery and text, minimum clearspace guidance must be followed. This is the size of the letter 'H' as shown opposite.

## 2. Use the logo at a legible size

In print applications the logo should be used at a minimum of 40mm. In digital applications the logo should be used at a minimum of 150px.

## 3. Consider the positioning

The logo should always be anchored to a corner of the design. Think about what you are producing and where it will be seen before determining the position (e.g. if a leaflet is going to be displayed in a rack the logo should be top left or top right, to ensure it is visible).

**NB: See the 'Brand in action' section**



# Sign off

Think about how best to apply the logo.

## 1. Usage/positioning

The sign off is a separate element to the main HDA logo. It is not a strapline and should only be used on collateral where there is space for them to co-exist.

*Do align with the left edge of the logo*

*Do align with the baseline of the logo*

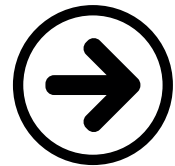
*Do not place the sign off directly below or next to the logo.*

## 2. Scale/legibility

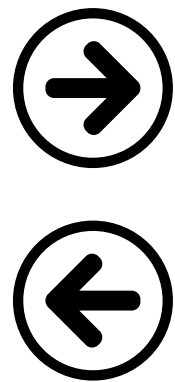
The sign off should never dominate the HDA logo. To ensure legibility adjust the size of the sign off according to the output.

## 3. Anchor

Consider using a line stroke (in HDA brand colours) to anchor the sign off.



Brand rules



✗ **Do not** separate the logo elements, always use the assets provided.



✗ **Do not** amend/adjust the relationships, scale or colour of logo or other brand assets.



✗ **Do not** use the old logo or reprint old materials



✗ **Do not** distort the logo or other brand assets.



✗ **Do not** change the typeface of the logo



✗ **Do not** use the logo or amaryllis symbol as a watermark.



✗ **Do not** place the sign-off directly next to the logo. **Do not** allow the sign-off to dominate the logo

- Bullet point here
- Bullet point two here
- Bullet point three here

✗ **Do not** use the amaryllis symbol as bullet points