



Our brand manual



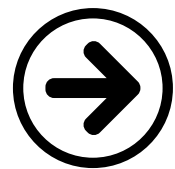
**Huntington's
Disease
Association**

Our brand

Our brand tells people, over and over again, this is who we are, what we do and what we stand for. Our brand guides the way we think, speak and act and determines whether or not we meet our goals. By consistently defining our brand, we consistently define who we are and how we work, and people are more likely to understand us, and in turn, support us.

Our brand manual

Everything we need to consistently apply and clearly communicate our brand is explained in our brand manual. It outlines our vision, mission and values; language, words, colours and photography we use. These Language Guidelines work alongside the brand manual to explain how to write for our different audiences and use the right tone of voice for maximum impact.



Brand guardian details

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A note on file types:

EPS files

Use these files when creating professional artwork. They are vector-based, so can be scaled infinitely without losing quality.

PNG files

Use these files if you don't have access to design software (e.g. Word documents, forms or presentations). The files have been saved with transparent backgrounds to give you the flexibility to use on different brand colours. They are pixel-based, so cannot be scaled up without losing quality.

A note on colour values:

RGB

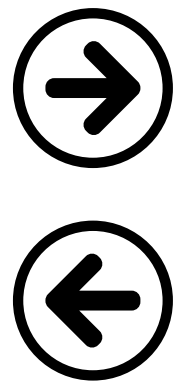
Use these colour values if you are creating materials that will be viewed on screen.

CMYK

Use these colour values if you are creating materials that will be printed digitally.

Pantone

These colour values should only be used when producing large quantities of printed materials and litho printing is an option.



Our vision

A better life for anyone affected by Huntington’s disease.

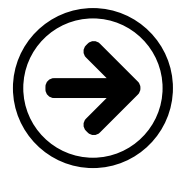
Our mission

We improve care and support services for people with Huntington’s disease, educate families and professionals, and champion people’s rights.

Our values

Values act as signposts. They ensure we don’t get side tracked from our mission and that we keep moving in the right direction. By keeping one eye on the road and one on our values, we end up where we need to be. Every day we are tenacious, experienced, compassionate and inclusive. These values are who we are, what we do, how we do it.

- We are:**
- Tenacious
 - Experienced
 - Compassionate
 - Inclusive



Personality

The way we think, speak and act determines whether or not we meet our goals. By consistently defining who we are and how we work, people are more likely to understand us, and in turn, support us.

Think

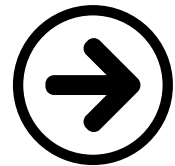
We have a practical but positive mindset – we accept the challenges of Huntington’s disease, and we look for ways to overcome them.

Speak

Our delivery is kind but direct. What we say is clear and to the point.

Act

We are professional, reliable and sincere. We are always here to support, educate and empower.





How we look

Our brand is made up of a variety of visual elements that are unique to us. In order to build brand recognition and raise the profile of Huntington's disease it's important to use them in a consistent way.

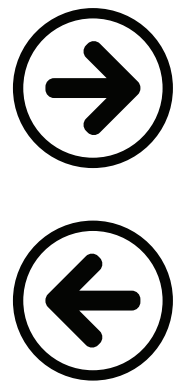
Our logo

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.

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

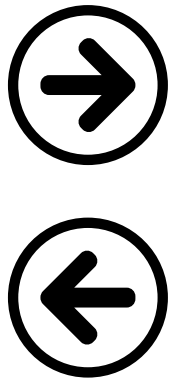
1.



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

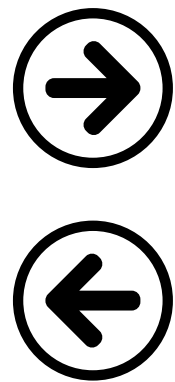
1.



2.



40mm/150px

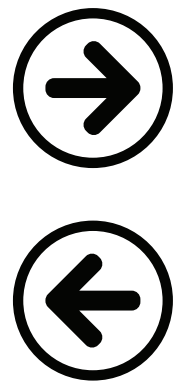


Sign off

This is the Huntington’s Disease Association sign off line. When there is space, it must appear on HDA collateral.

The sign off line has been supplied as a graphic asset and in a variety of formats for you to download.

Do not create your own version of the sign off or adjust the files provided.



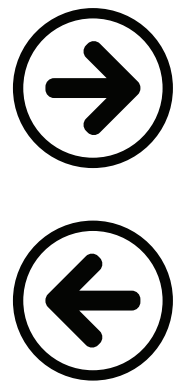
Inspired by our community

The concept

*The support given by The Huntington’s Disease Association continues through generations and extends to all aspects of life...The work we do, what motivates us the support we give is **Inspired by our community**.*

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.

NB: See the ‘Brand in action’ section

1.



Inspired by our community

Inspired by our community

11

2.



Inspired by our community

3.



Inspired by our community



✗ **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.



Inspired by our community

✗ **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

Font – primary

Our lead font is Montserrat. Chosen for its simplistic geometric letterforms, it is both distinctive and legible.

1. Three weights only

Montserrat comes in a variety of weights, but to aid legibility HDA only uses the light, medium and bold weights (plus their italic counterparts).

2. Usage

Light should be used for body copy.

Medium should be used for small titles and highlighting body text.

Bold should be used for headlines and text used on posters and other larger formats.

3. Line spacing

Line spacing can be calculated using the following equation:

leading = font size x 1.2

4. Size matters

Body copy should be no smaller than 10pt (print) / 16px (digital).

NB: See the ‘Brand in action’ section

1.

Aa

Montserrat Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Aa

Montserrat Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

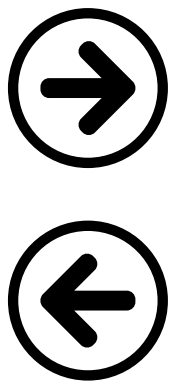
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Aa

Montserrat Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789



2.

This is a large poster headline in Montserrat Bold. It is 50 point type with 60 point leading.

This is a small title in Montserrat Medium.

This is body copy using Montserrat Light. It is 18 point type with 21.6 point leading.

Font – secondary

Our secondary font is Arial, use this when Montserrat isn’t available or when you are working with editable documents (e.g. forms or questionnaires).

Do not use Arial on designed materials.

1. Two weights only

Arial comes in a variety of weights, but to aid legibility HDA only uses the regular and bold weights (plus their italic counterparts).

2. Size matters

Body copy should be no smaller than 10pt (print).

3. Usage

Regular should be used for body copy.

Bold should be used for small titles and highlighting body text.

NB: See the ‘Brand in action’ section

1.

Aa

Arial Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

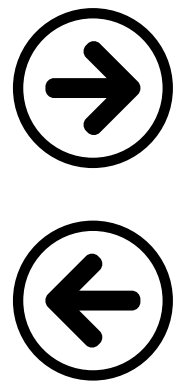
*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

Aa

Arial Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***



Font – script

We also have a script font, Caveat. Use it to add emphasis to the personal supportive aspect of artwork (e.g. quotes, thanks, ‘did you knows’).

1. One weight only

Caveat comes in two weights but HDA only uses the regular weight.

2. Usage

The script font should only be used for short quotes or pullouts. For legibility and accessibility purposes avoid using it for crucial information.

Do not use for large sections of body copy
Do not use for headlines or lead poster copy

3. Size matters

The script font should be set at a minimum of 14pt.

4. Brand rules

The fonts have been selected to ensure all our materials are presented in a clear, legible and accessible way.

Do not use fonts that aren’t listed in this guidance.
Do not apply any effects or use word art on any HDA materials.

NB: See the ‘Brand in action’ section

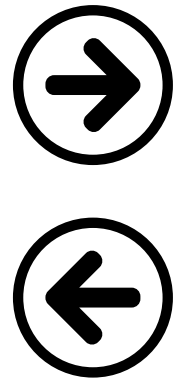
1.

Aa

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

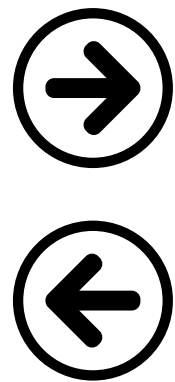
2.

“This is an example of a short quote suitable for setting in HDA’s decorative typeface.”



Brand colours

This is the colour palette for HDA.



1. Primary brand colour palette

Stem green and amaryllis pink

These two colours are central to the HDA brand. They are immediately identifiable and should always feature prominently on HDA collateral.

Stem green and amaryllis pink

- Do use as backgrounds colours
- Do use as highlight or headline text colours
- Do use to create icons and brand graphics
- Do not use to set body copy

Warm grey

- Do use as a background colour
- Do not use as a text colour

Black

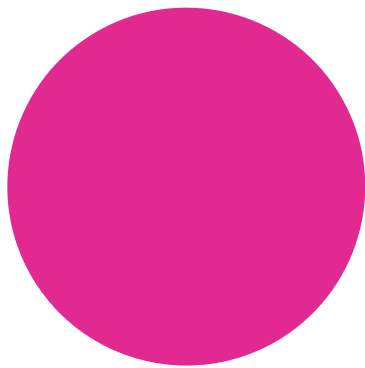
- Do use for body copy
- Do not use as a background colour

White

- Do use for text on dark backgrounds
- Do experiment with opacity on dark backgrounds
- Do use as a background colour

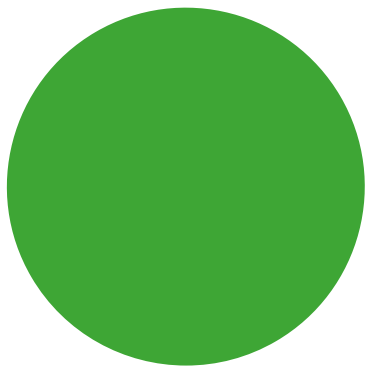
NB: See the ‘Brand in action’ section

1.



Amaryllis pink

Pantone: 226
CMYK: 5/95/0/0
RGB: 225/41/145



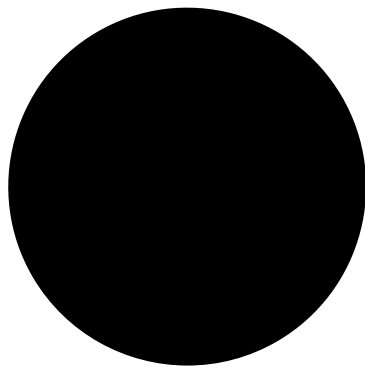
Stem green

Pantone: 361
CMYK: 75/4/100/0
RGB: 63/174/42



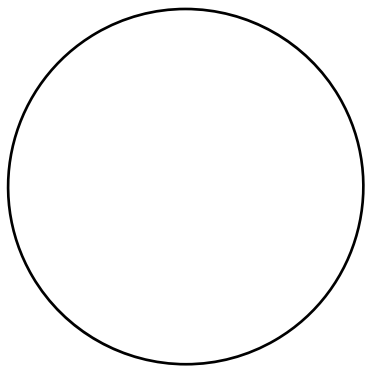
Warm grey

Pantone:
Warm Gray 1
CMYK: 15/14/17/0
RGB: 223/217/211



Black

CMYK: 0/0/0/100
RGB: 0/0/0



White

CMYK: 0/0/0/0
RGB: 255/255/255

A note on colour values:

RGB

Use these colour values if you are creating materials that will be viewed on screen.

CMYK

Use these colour values if you are creating materials that will be printed digitally.

Pantone

These colour values should only be used when producing large quantities of printed materials and litho printing is an option.

The concept

Our colour palette has meaning. The two colours function as pillars – they uphold our mission to both support and educate.

Stem green

A representation of our community, stem green is used when we want to highlight our supportive nature to the reader.

Amaryllis pink

This represents the facts and the reality of Huntington’s disease.

Colour – usage

Think about how best to apply the colour palette.

1. Tints

Experiment with tints of the colours to add depth and interest to brand graphics, icons and other devices.

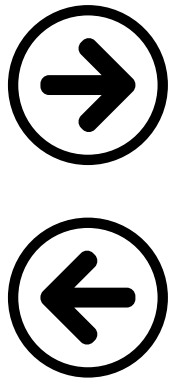
Do use the tint colours alongside the primary brand colours

Do not use the tints as the lead colours

NB: See the ‘Brand in action’ section

1.

		100% Tint CMYK: 5/95/0/0 RGB: 225/41/145	100% Tint CMYK: 75/4/100/0 RGB: 63/174/42
		90% Tint CMYK: 5/85/0/0 RGB: 226/57/148	90% Tint CMYK: 68/1/100/0 RGB: 74/176/58
		80% Tint CMYK: 4/76/0/0 RGB: 227/81/155	80% Tint CMYK: 60/0/87/0 RGB: 92/180/81
		70% Tint CMYK: 4/66/0/0 RGB: 229/106/164	70% Tint CMYK: 52/0/76/0 RGB: 114/187/106
		60% Tint CMYK: 3/57/0/0 RGB: 232/129/175	60% Tint CMYK: 44/0/65/0 RGB: 135/194/130
		50% Tint CMYK: 3/47/0/0 RGB: 234/152/187	50% Tint CMYK: 37/0/54/0 RGB: 156/203/152
		40% Tint CMYK: 2/38/0/0 RGB: 238/174/200	40% Tint CMYK: 28/0/41/0 RGB: 177/212/174
		30% Tint CMYK: 2/29/0/0 RGB: 242/195/213	30% Tint CMYK: 21/0/31/0 RGB: 197/222/195
		20% Tint CMYK: 1/19/0/0 RGB: 246/216/227	20% Tint CMYK: 13/0/20/0 RGB: 217/233/216
		10% Tint CMYK: 0/10/0/0 RGB: 250/235/241	10% Tint CMYK: 5/0/10/0 RGB: 236/244/235



Colour – usage

Think about how best to apply the colour palette.

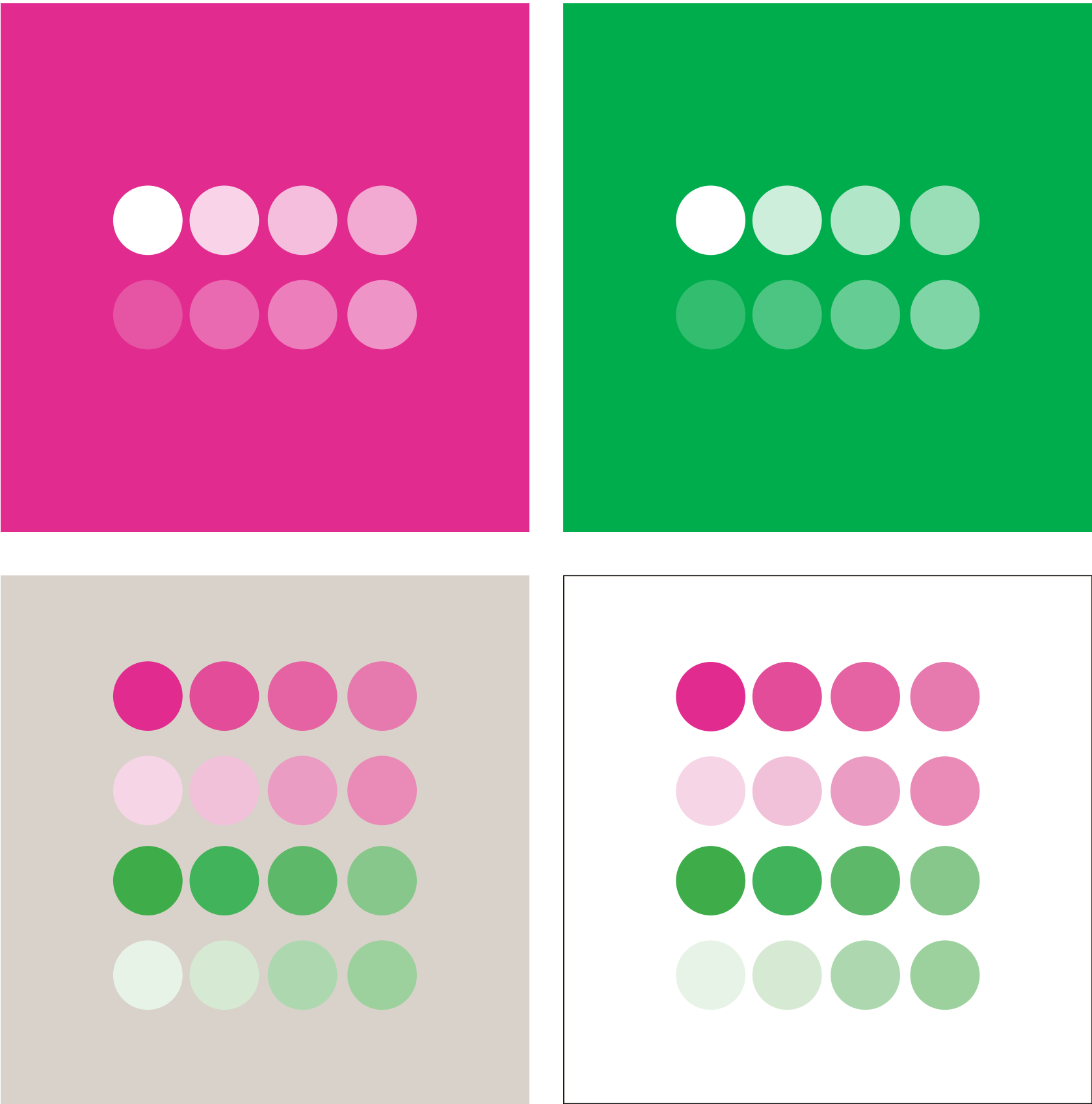
2. Combinations

Using the guidance below, try combining the different brand colours and tints to extend the palette.

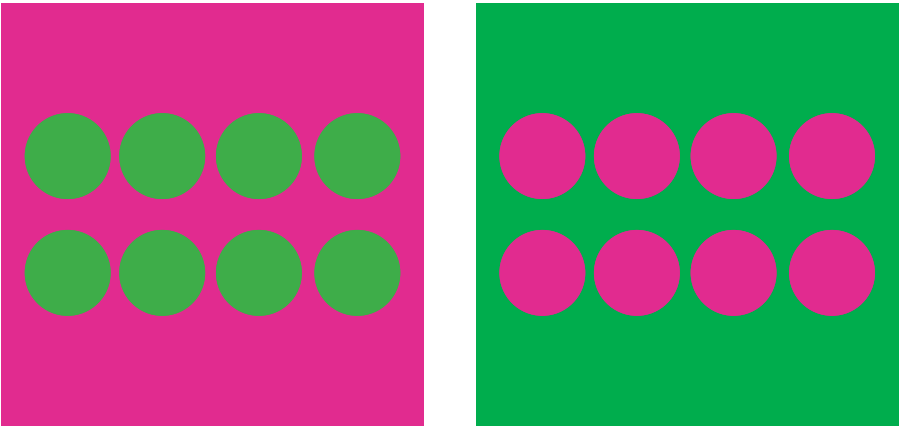
- Do** use tints of pink against the brand pink background.
- Do** use tints of green against the brand green background.
- Do** use the pink and green together and their tints on the neutral white and warm grey backgrounds.
- Do not** use the green or tints of the green on a solid pink background.
- Do not** use the pink or tints of the pink on a solid green background.

NB: See the ‘Brand in action’ section

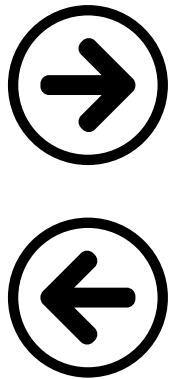
2.



Do use these colour combinations



Do not use these colour combinations





Brand elements

The following brand elements have been created to ensure consistency across HDA materials, whilst being as flexible as possible to allow artwork to be distinctive.

Brand blocks

This is the HDA brand block.
It should be used over full bleed imagery and patterned backgrounds to ensure the logo is always legible.

The brand blocks have been supplied as graphic assets, in a variety of formats, for you to download.

1. Positioning

The brand blocks should only be used top left or top right. There are two versions of each brand block, one for aligning left and one for aligning right.

2. Scale

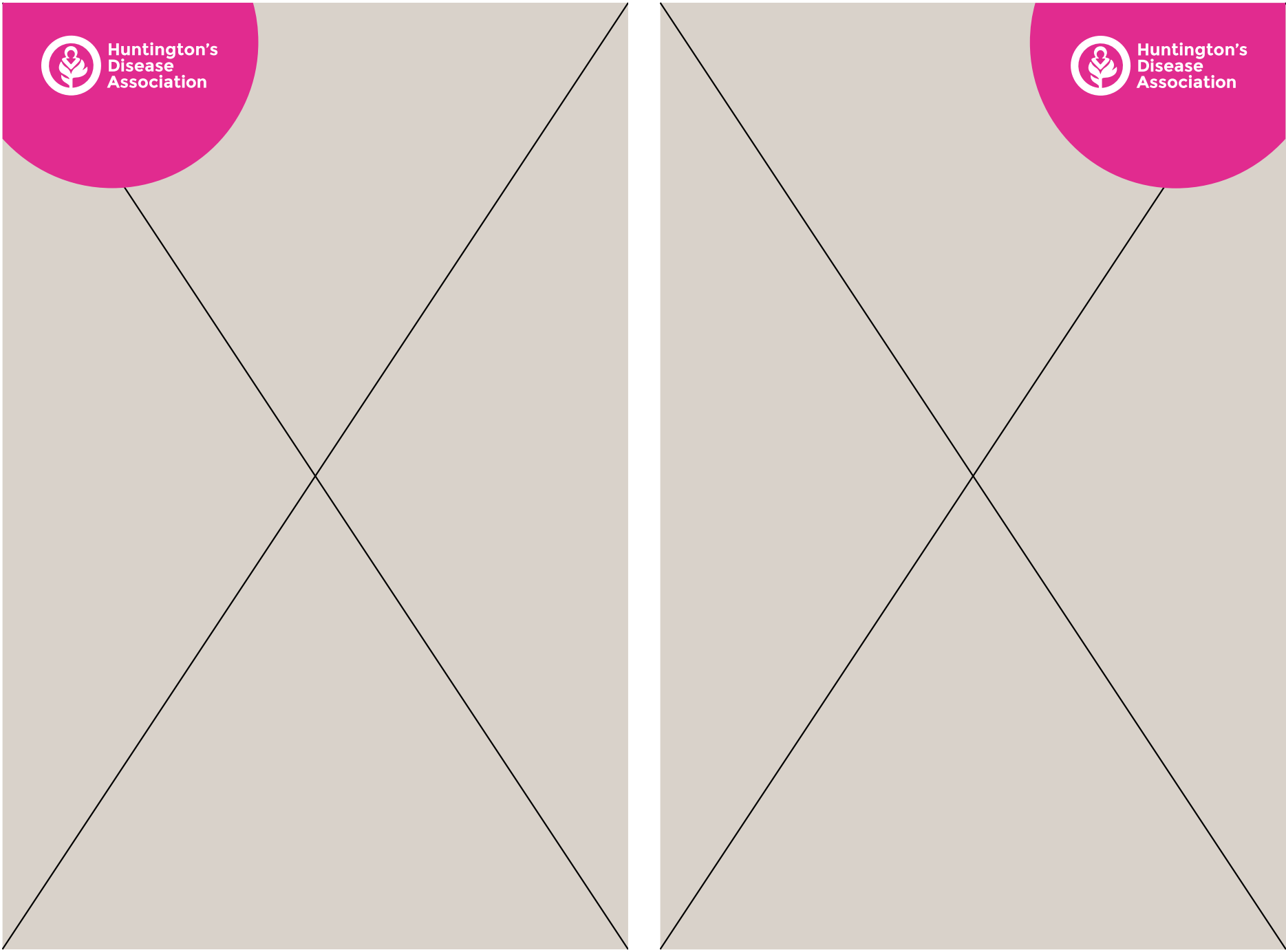
Use the brand blocks at a scale appropriate to your artwork, ensuring the minimum size of the logo is met.

3. Colours

The brand block is available in three different colourways, select the version most appropriate for your artwork.

NB: See the ‘Brand in action’ section

1.



3.



Brand strip

This is the HDA brand strip and it should be used when the logo needs to positioned at the bottom of an image.

This is a graphic asset that can be created easily from scratch, following the guidance below.

1. Positioning

The strip should be aligned to the bottom of the artwork.

2. Size

Use the strip at full width and at a height suitable to the artwork.

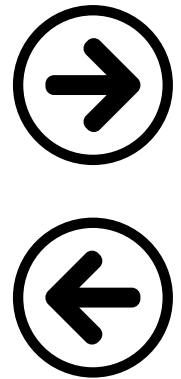
3. Colours

The strip should always be a solid brand colour.

4. Logo placement

The logo should always be aligned bottom left or right.

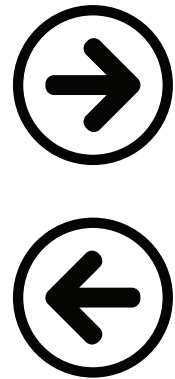
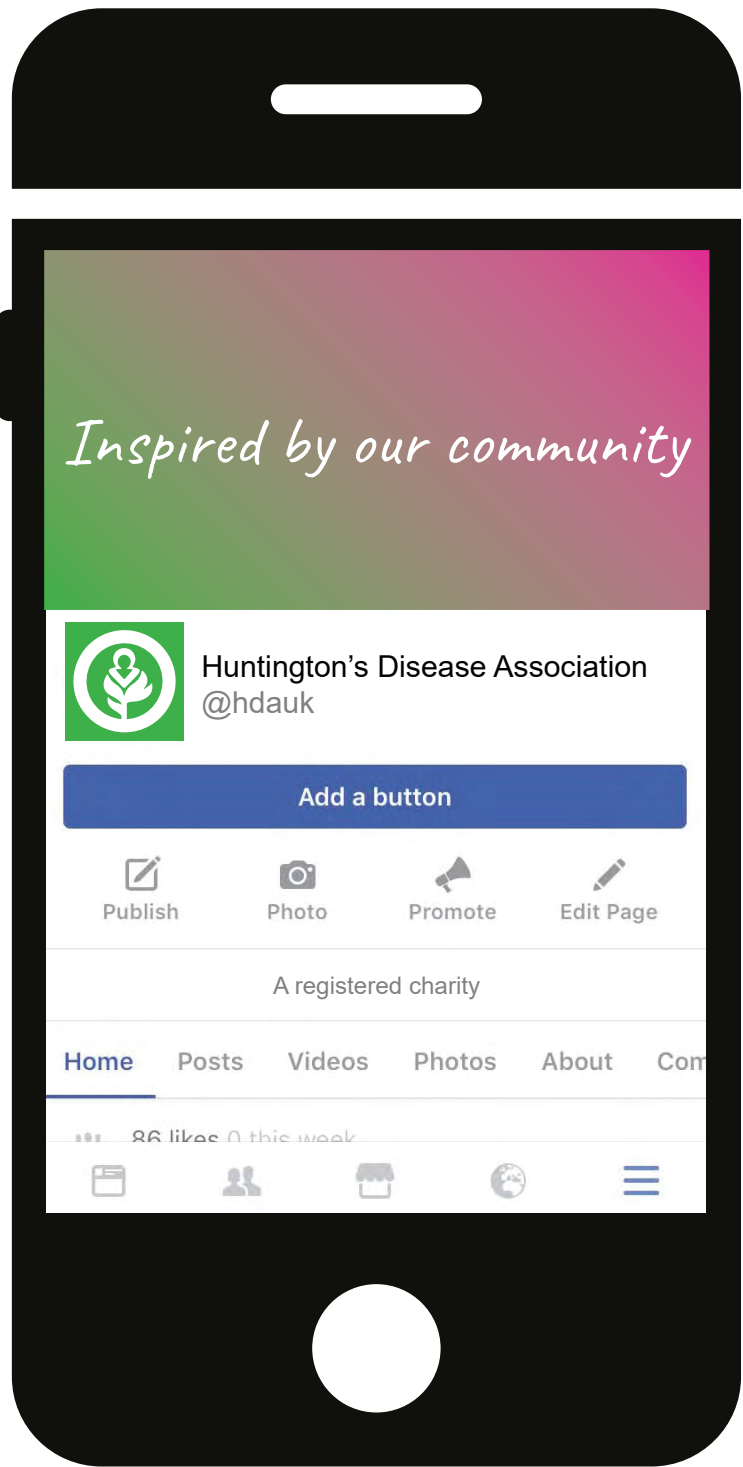
NB: See the ‘Brand in action’ section



Social media profile

On social media brand recognition is paramount, but space or time for impact is limited. It is for this reason that the amaryllis symbol is available as an individual graphic asset.

It should only be used as a social media profile image and if a text version of Huntington’s Disease Association has a prominent position elsewhere on the page (e.g. use ‘Huntington’s Disease Association’ as your page name, username or handle).



Address and contact block

It is important that the main contact information for HDA is presented consistently. Use the format and styling opposite as a guide, ensuring minimum type size is met.

1a. Layout

The layout opposite was created with larger formats such as leaflets and brochures in mind. For smaller formats consider stacking the information, or tailor the type of details you include to the artwork you're creating.

1b. Styling

The layout and amount of information included is flexible, but the styling must be consistent.

Do use a thick stroke weight above the text in brand green or pink to anchor the information

Do highlight the contact information in the medium weight of Montserrat

Do format the address and charity information in a smaller type size

Do not, for clarity, abbreviate the different methods of contacting (e.g. it should always be ‘email’ not ‘e’)

2. Positioning

Always anchor the contact information to the bottom left of the artwork and on the back cover (when the format allows).

1.

Get in touch

For advice and support or to
speak to a Specialist HD Adviser

email **info@hda.org.uk**
phone **0151 331 5444**

www.hda.org.uk
twitter @hda_tweeting
facebook @hdauk

Huntington's Disease Association
Suite 24, Liverpool Science Park IC1,
131 Mount Pleasant, Liverpool L3 5TF

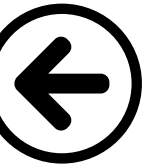
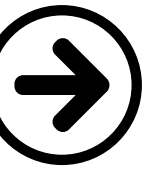
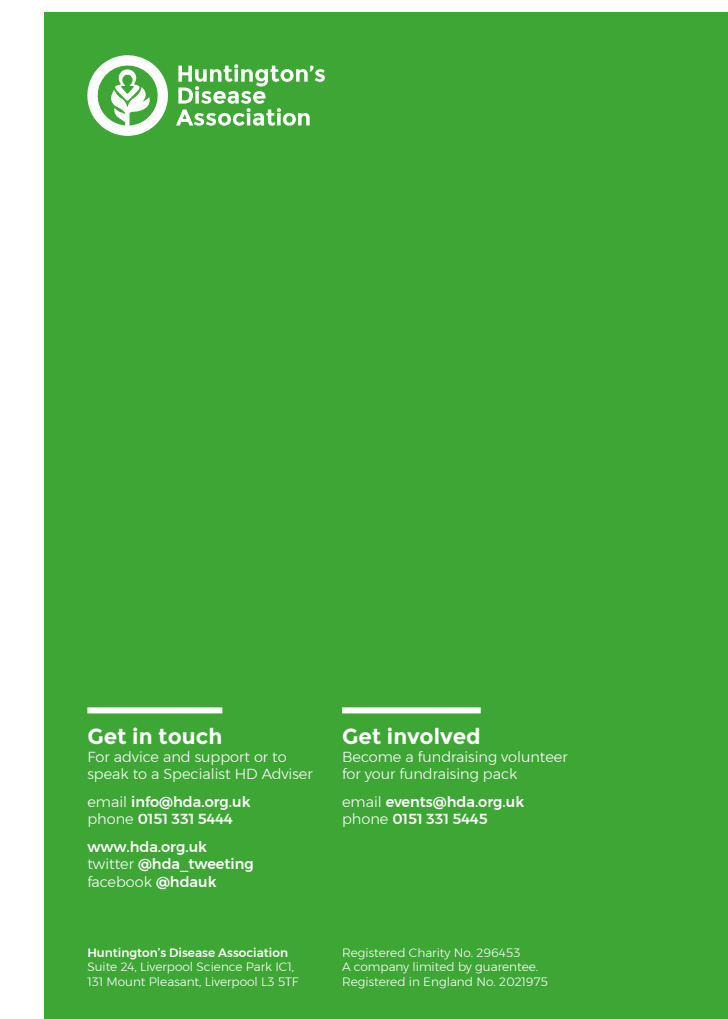
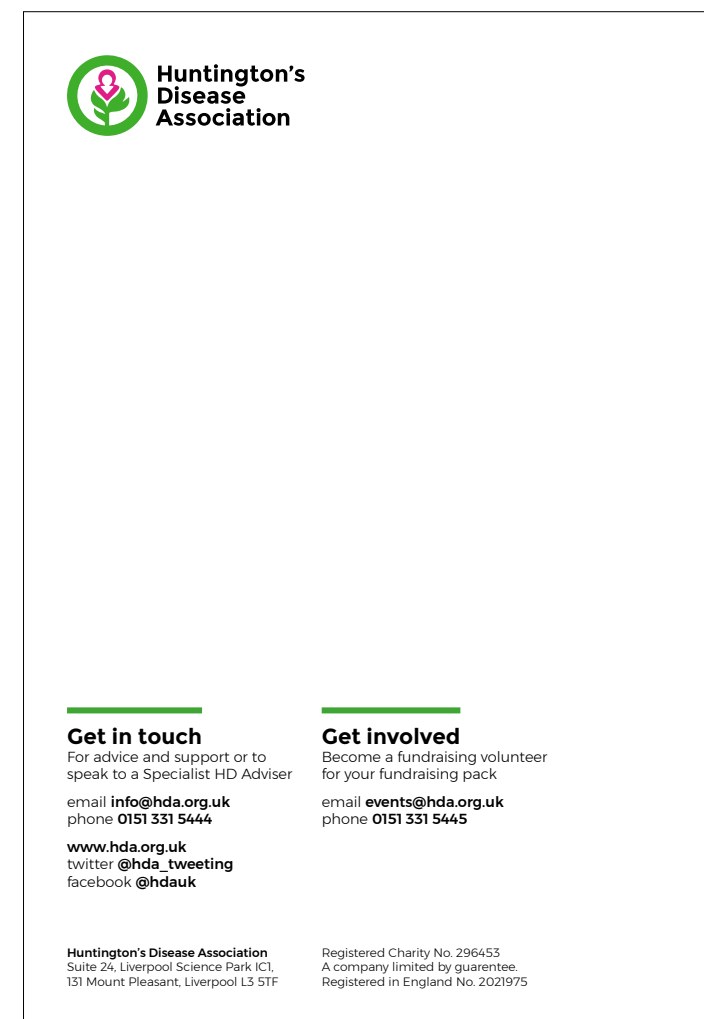
Get involved

Become a fundraising volunteer
for your fundraising pack

email **events@hda.org.uk**
phone **0151 331 5445**

Registered Charity No. 296453
A company limited by guarantee.
Registered in England No. 2021975

2.



Graphic circle devices

Circles are central to the HDA brand. They represent the connected network of support that HDA offers.

By introducing simple circular devices into HDA artwork, a distinctive graphic language starts to emerge.

1. The rule of three

Use no more than three circles on artwork. This limitation will ensure the circle devices don't dominate.

2. Size

Use the circle devices at different sizes and experiment with outlines.

3. Colours/tints

The brand colour guidance applies here (see pages 16-18).

NB: Using the white at varying levels of opacity against the brand green/pink is particularly successful

4. Imagery

Consider using the circular devices as a mask for brand imagery.

NB: See the 'Brand in action' section





Photography

Photography is one of our strongest tools for communicating who we are. Whether it's a specially commissioned case study or an end of race snap, both types of image have a place in HDA communications.

When introducing imagery into your artwork, consider the guidance on the following pages...

There is a 50-50 chance a person will inherit the Huntington's gene if their parent has it.

Brand imagery

This style of imagery underpins the supportive values of the brand. It should be used when we present our brand to a general audience. (e.g. advertising campaigns, brochure covers).

When you have the opportunity to commission or purchase professional photography, please consider the following:

1. Supportive values

Holding a sleeping newborn, a cup of coffee with a sibling, a reassuring arm around a friend...our brand imagery captures the quiet, emotional moments that we all have and emphasises the supportive nature of our work.

2. Subjects

People are at the heart of our imagery. Subjects come from different walks of life and belong to different generations, meaning each picture tells a different story.

3. Composition

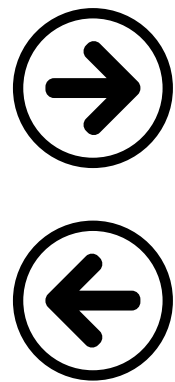
Brand photography should always feature more than one person and capture a natural, unposed, moment between the subjects. Taking pictures at eyeline level will also help to achieve this.

Do not crop too closely, leave space around the subject for brand elements

Do not take shots at an angle

3. Tone

Our imagery has a warmth to it, these are people who are looking ahead positively.



Secondary photography

Commissioned photography won't always be achievable and there are times when it won't be suitable either. Here are some examples of where a different approach to imagery may be required.

1. Targeted campaigns

When campaigns or materials have a specific focus, select imagery suitable for the subject (e.g. an event poster or an article focused on our latest research).

2. Case studies

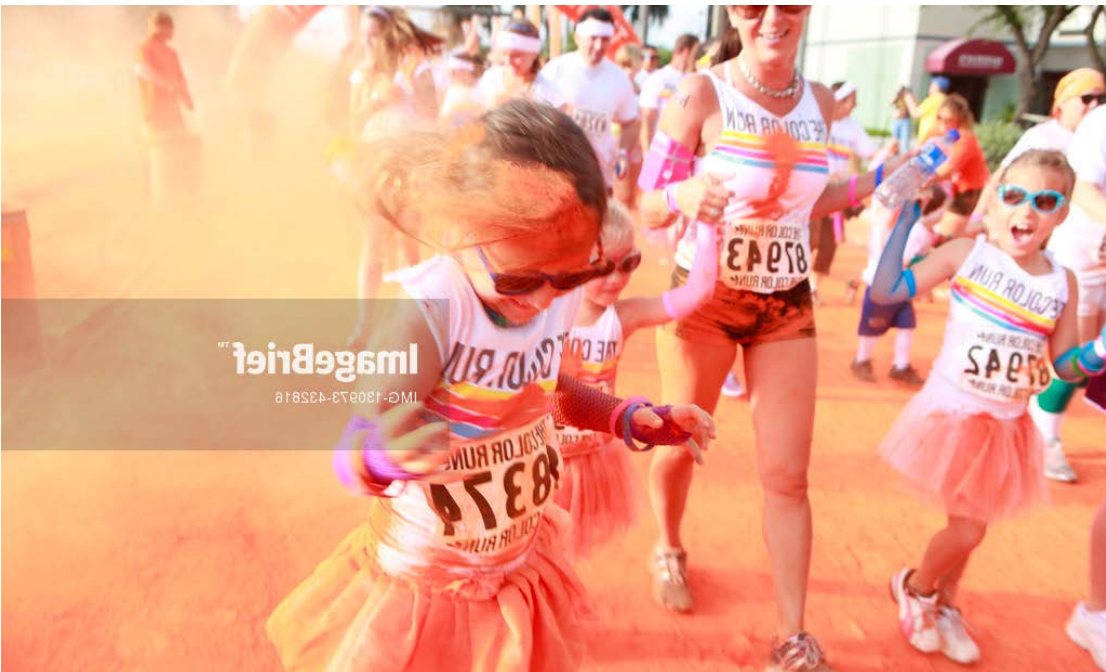
Case studies are a great engagement tool and with permissions, case study images can be used across a variety of materials (e.g. newsletters, social media platforms and features on the HDA site).

With a focus on the individual, this type of imagery shows people accepting and looking ahead in their lives. The subjects should be engaged in activity or looking directly, and confidently, at the camera.

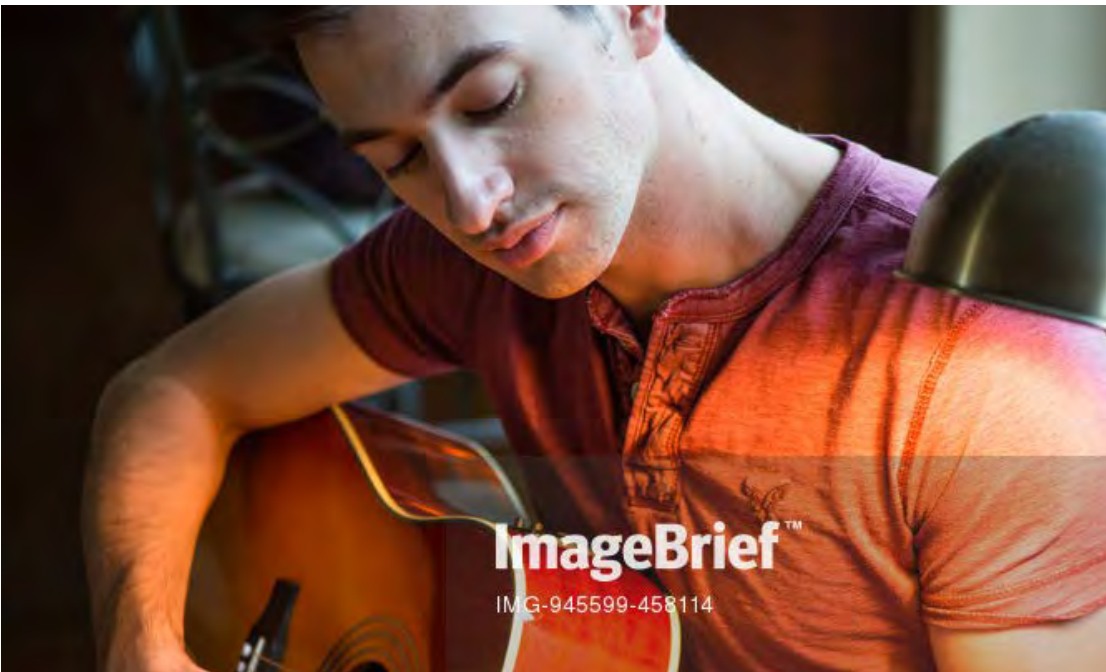
3. Fundraising and events

Often these are images that will be supplied by the fundraisers themselves so control is limited. They are 'of the moment', and should be used in this way in newsletters and other temporary communications.

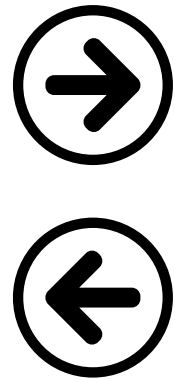
1.



2.

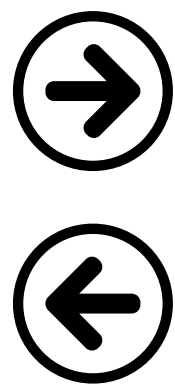


3.



Brand rules

How to use our imagery.



✗ **Do not** crop in too close



✗ **Do not** add effects or borders



✗ **Do not** place text over images



✗ **Do not** angle images



✗ **Do not** alter the proportions of the image



✓ **Do** use the brand circles to mask images



✓ **Do** bleed images to the edge



✓ **Do** give the subjects space and use the full wider shot



How we talk

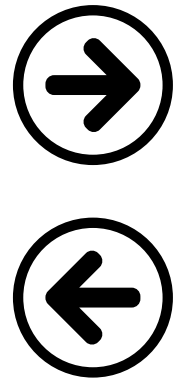
To communicate our values in a consistent and recognisable style appropriate to our different audiences - we speak and write using our brand tone of voice. Its personality is unique to us.



Think about using different tones for different audiences

Like many charities Huntington's Disease Association has a wide range of audiences. All people find it much easier to read and remember information that is written in plain English. So, wherever possible, and certainly for all public communications, write simply, in everyday language that you can easily say out loud. Your tone of voice should be direct and positive, and use the active tense and avoid passive sentences. Don't use jargon.

However, there will be times when writing directly to professional audiences your tone of voice will need to reflect their language, including sector specific terminology. If you are clear that a communication is directed specifically at a professional audience, such as advice for care professionals or GPs, then please use the language you feel is appropriate.

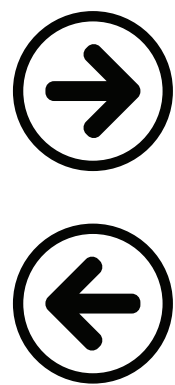


Our values shape the way we speak and write.

- 1. Tenacious**
- 2. Experienced**
- 3. Compassionate**
- 4. Inclusive**

At different times you will need to emphasise the different values, for example, when writing a fundraising appeal ‘compassionate’ and ‘tenacious’ may be the values to focus on. When explaining behaviour changes to a care professional you will need to be ‘experienced’. When talking with a loved one about end of life care you will need to be ‘compassionate’. When discussing the genetic implications of a positive test result you will need to be ‘compassionate’ and ‘inclusive’.

The following pages show explain how you can alter your tone of voice and build our values into your writing.



1. Tenacious

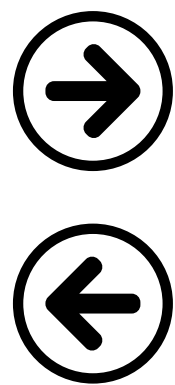
Our tone of voice is strong and reliable. We want people to feel confident that they get the support they need, no matter what.

We help people affected by Huntington’s through all stages of the disease. The effects of the disease on the person, their family and carers are hard. It is particularly difficult to see the person you love lose control and die, knowing that this may also happen to you or another member of your family. For this reason, our support continues through generations and extends to all aspects of life - as our sign off says ‘Inspired by our community’.

We work to improve the quality of life for those affected by Huntington’s disease in many ways, including raising awareness, fundraising, telephone support, working with partner organisations, and championing members’ cases. We are not a campaigning organisation but sometimes we need to speak out about an injustice we perceive or when see the rights of a person with HD not being met. We never say no and we never walk away.

In practice do:

- Be practical and positive – acknowledge the challenges and offer ways to overcome them.
- Use clear and direct language.
- Use precise language and short sentences.
- Include stories from the people affected by HD and health professionals we support – let other people endorse our tenacity.

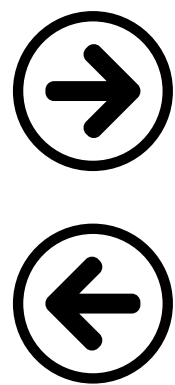


2. Experienced

Our tone of voice is confident and authoritative. We back up what we say with evidence and verification. We are here to support and educate.

We are experienced at helping people affected by Huntington’s disease. We are trusted experts, providing quality up to date and accurate information that is informed by the lived experience of the people we work with. Our knowledge is grounded in empirical and theoretical research and evidence. We support the person affected by HD, family and carers, and care and medical professionals. We do our best to inform people so they can make the right choices for themselves. Our help and sound advice is proven to work.

- In practice do:**
- Be informative, factual, practical and knowledgeable.
 - Be professional, reliable and sincere.
 - For every communication, consider whether you can support it with powerful statistics or visualised data.
 - Include stories from the people, health professionals and organisations we work with – let other people endorse our experience.



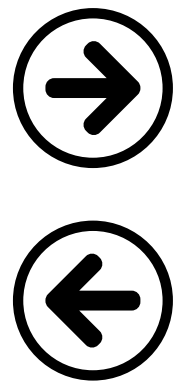
3. Compassionate

Our tone is friendly and accessible and easy to understand. Whilst being factual, we are never shocking, sensational or sentimental.

We understand that Huntington’s disease is different for everyone and that what lies ahead will be difficult. We do not want to add to people’s anxiety. We hold their hand. We listen. Our writing seeks to validate and recognise the challenges of Huntington’s disease, but it never assumes an individual’s needs, experiences or choices. We are always impartial and non-judgemental. We are always sensitive to the controversy surrounding the disease. We sensitively provide opportunities for people to tell their own stories and in turn improve peoples’ understanding of the disease

In practice do:

- Address the realities of living with Huntington’s.
- Be kind but direct, clear and to the point.
- For every communication consider whether you can include a quote from a named person.
- For every communication consider whether you can use a story about a person, health professional or organisation we work with.



4. Inclusive

Our tone of voice is welcoming and friendly. There is an undercurrent of support in everything we say.

An inclusive tone of voice uses the practical elements of a ‘tenacious’ and ‘compassionate’ tone, and ‘dials down’ our expertise, whilst explicitly reaching out to people and organisations. We source, write and present material about Huntington’s disease so that anyone can understand it. We simplify the complexity. Any member of our community can understand the words we choose. We never use a complex word where a simple one will do.

People affected by HD often feel alone in their struggles with the disease. We help them connect with others, in-person, over the phone, or through social media. Inclusive can be captured in language by clearly telling the stories of what we did together and the impact we made. We name check people, partners, funders, supporters, etc. and include their voices.

In practice do:

- Be warm and straightforward and honest.
- Use the first person: you, we, our, us.
- Be open about how we collaborate and give our partners’ names.
- For every communication, consider whether you can name check an individual or organisation we have collaborated with to deliver the work you are writing or talking about.
- Include stories from the people and organisations we work with – let other people endorse our inclusivity.



Brand in action

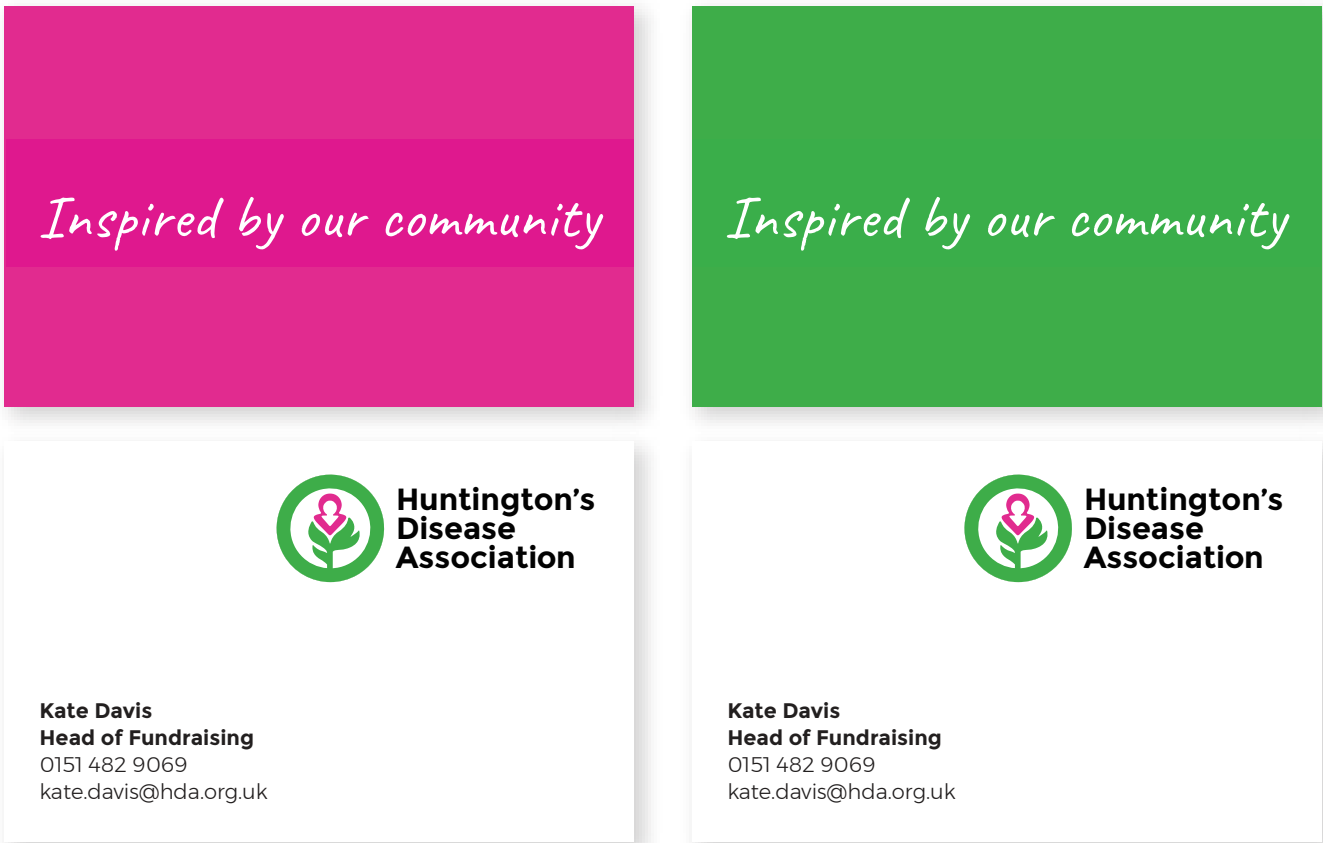
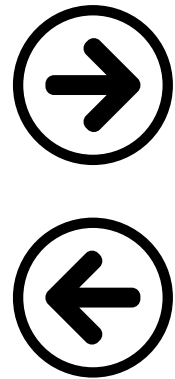
The brand has been created with simplicity in mind, for use by designers and non designers alike.

The elements can be used in a variety of ways, so even the most light touch application remains recognisable to the HDA brand.

The following pages provide examples of the HDA brand in action.

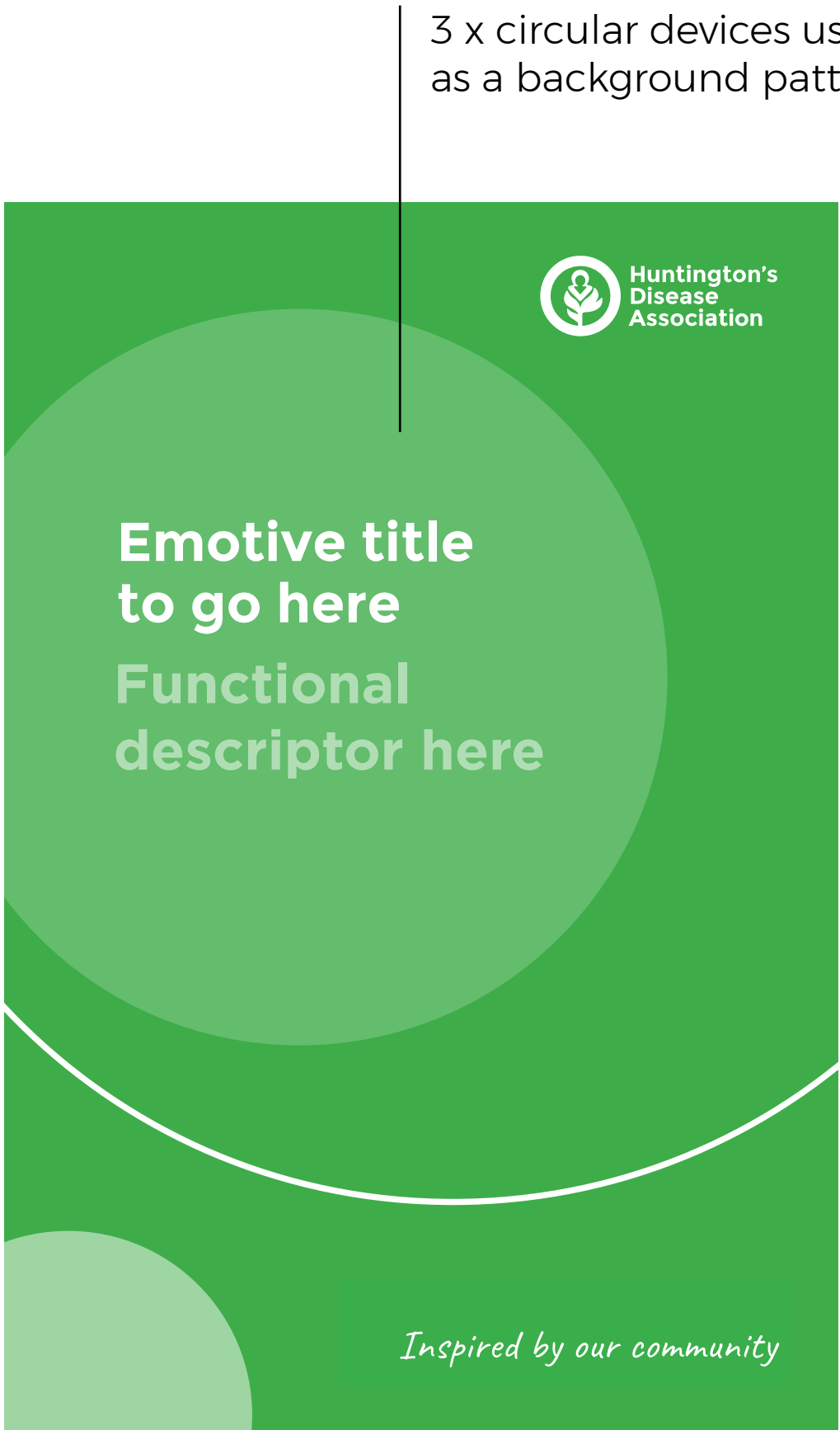
Brand in action

Stationery samples



Brand in action

Brochure cover samples



Things to note:
When photography isn't available, or appropriate, the circular devices can be used to create interest and add individuality to materials.

Brand in action

DL Leaflet samples

Photography can
be masked within
the circle devices

Brand block




ImageBrief™
IMG-913414-952438

**Emotive title
to go here**
**Functional
descriptor here**

Inspired by our community

3 x circular devices used
as a background pattern



**Emotive title
to go here**
**Functional
descriptor here**

Inspired by our community

Get in touch
For advice and support or to
speak to a Specialist HD Adviser

email info@hda.org.uk
phone 0151 331 5444

www.hda.org.uk
twitter @hda_tweeting
facebook @hdauk

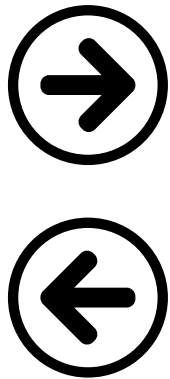
Get involved
Become a fundraising volunteer
for your fundraising pack

email events@hda.org.uk
phone 0151 331 5445

Huntington's Disease Association
Suite 24, Liverpool Science Park IC1,
131 Mount Pleasant, Liverpool L3 5TF

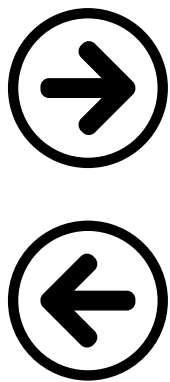
Registered Charity No. 296453
A company limited by guarantee.
Registered in England No. 2021975

Contact details stacked
to fit the narrow format.



Brand in action

Brochure spread samples



Montserrat Bold used for headline copy

Circle devices used to contain images and quotes

Script typeface used for a short, personal quote

Amaryllis pink used to highlight section of text

ADVISORY SERVICE

This is a sample headline. Our aim is to ensure that no-one has to face Huntington’s Disease alone.

Sub title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac sollicitudin elit, eget sagittis magna. Ut gravida justo quis magna viverra maximus. Ut auctor felis ornare sapien tincidunt, et interdum felis efficitur. In non lectus nibh. In dapibus facilisis sem. Duis vehicula maximus dui, id dapibus tortor vulputate at. Integer diam magna, accumsan sit amet finibus sit amet, blandit vitae est.

Suspendisse volutpat ante vitae nibh venenatis semper. Integer sodales iaculis iaculis. Duis sit amet iaculis nulla. Ut gravida libero id elit semper, nec pulvinar neque venenatis.

Sub title here

Suspendisse tristique fringilla nulla cursus consectetur. Etiam feugiat luctus nisl, in elementum nulla auctor vitae. Vestibulum laoreet elit eu metus tempus gravida. Phasellus ut condimentum neque. Curabitur quam eros, elementum vitae cursus vitae, sagittis vel lorem. Maecenas dui augue, sollicitudin eget mi ut, pretium congue quam. Morbi efficitur nec arcu ac pretium. Donec tincidunt arcu sapien, ut rhoncus arcu efficitur non. Praesent lobortis, sem quis efficitur tincidunt, eros risus tempor magna, ut auctor velit massa finibus nunc. Nunc varius finibus massa, nec ultricies felis cursus a.

“The HDA will play a very important part in our lives now as there is a 50/50 chance that the disease has been passed on to Rochelle and her younger brother.”



ImageBrief™
IMG-334187-512102

“As a full time carer to a wife with HD, our adviser spent time with me to check that I’m coping and enquired about my wellbeing.”

Suspendisse volutpat ante vitae nibh venenatis semper. Integer sodales iaculis iaculis. Duis sit amet iaculis nulla. Ut gravida libero id elit semper, nec pulvinar neque venenatis.



Sub title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac sollicitudin elit, eget sagittis magna. Ut gravida justo quis magna viverra maximus. Ut auctor felis ornare sapien tincidunt, et interdum felis efficitur. In non lectus nibh. In dapibus facilisis sem. Duis vehicula maximus dui, id dapibus tortor vulputate at. Integer diam magna, accumsan sit amet finibus sit amet, blandit vitae est.

Suspendisse volutpat ante vitae nibh venenatis semper. Integer sodales iaculis iaculis. Duis sit amet iaculis nulla. Ut gravida libero id elit semper, nec pulvinar neque venenatis.

Morbi efficitur nec arcu ac pretium. Donec tincidunt arcu sapien, ut rhoncus arcu efficitur non. Praesent lobortis, sem quis efficitur tincidunt, eros risus tempor magna, ut auctor velit massa finibus nunc. Nunc varius finibus massa, nec ultricies felis cursus.

Did you know?

There is a 50 50 chance a person will inherit the Huntington's gene if their parent has it.



Rounded corners used for pullout boxes

Brand in action
Poster samples

Use the circle devices
to highlight the supportive
element of the image.

Montserrat bold headline



ImageBrief™
IMG-913414-952438

Clarity, support & understanding

**Your donations will help improve
our services for Huntington's Disease**

Accab iunto dolorporum, velent, totatus aut quia
nonsequ ideleni conem lictiis cipictum eium eaquid
ut lique accum escium quiatur, aut hiligni mperum
quis repelles re veriti suntureriae molores nem nihillit
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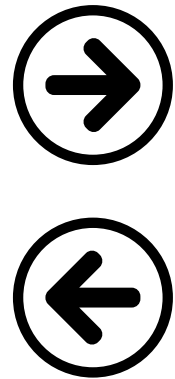
Inspired by our community

**0151 331 5444
www.hda.org.uk**

Brand block

Photography can
be masked within
the circle devices

Line above to
anchor the sign-off



Brand in action
Poster samples

Use the circle devices
to highlight the supportive
element of the image.

If you're working with
design software consider
experimenting with the
multiply effect on the
solid coloured circles.



Clarity, support
& understanding

Your donations will help improve
our services for Huntington's Disease

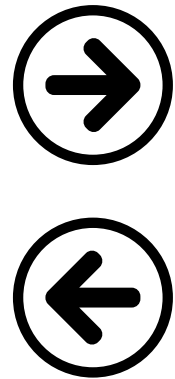
Accab iunto dolorporum, velent, totatus aut quia
nonsequ ideleni conem lictiis cipictum eium eaquid
ut lique accum escium quiatur, aut hiligni mperum
quis repelles re veriti suntureriae molores nem nihillit
rehendel eratis expla



Inspired by our community

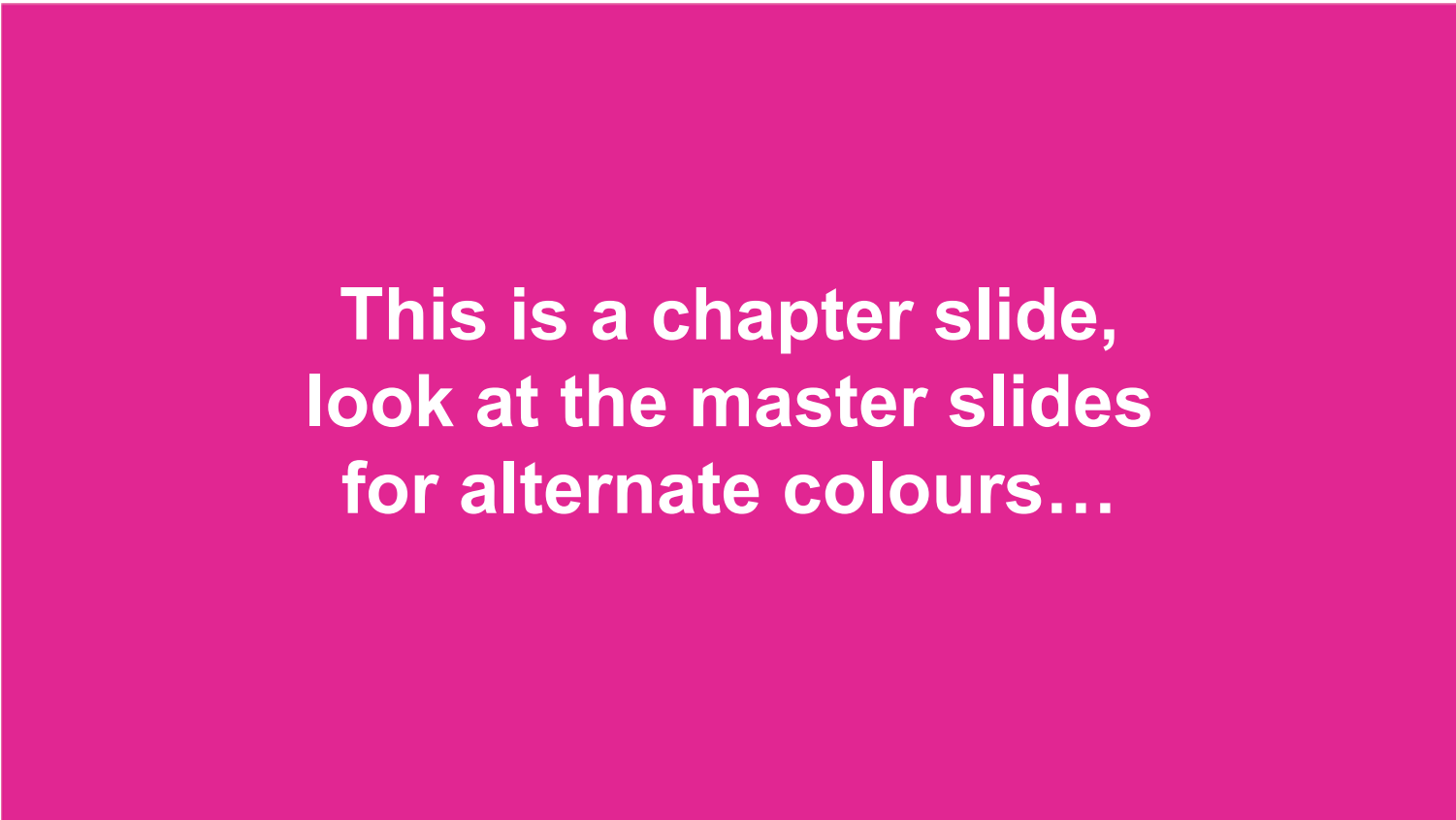
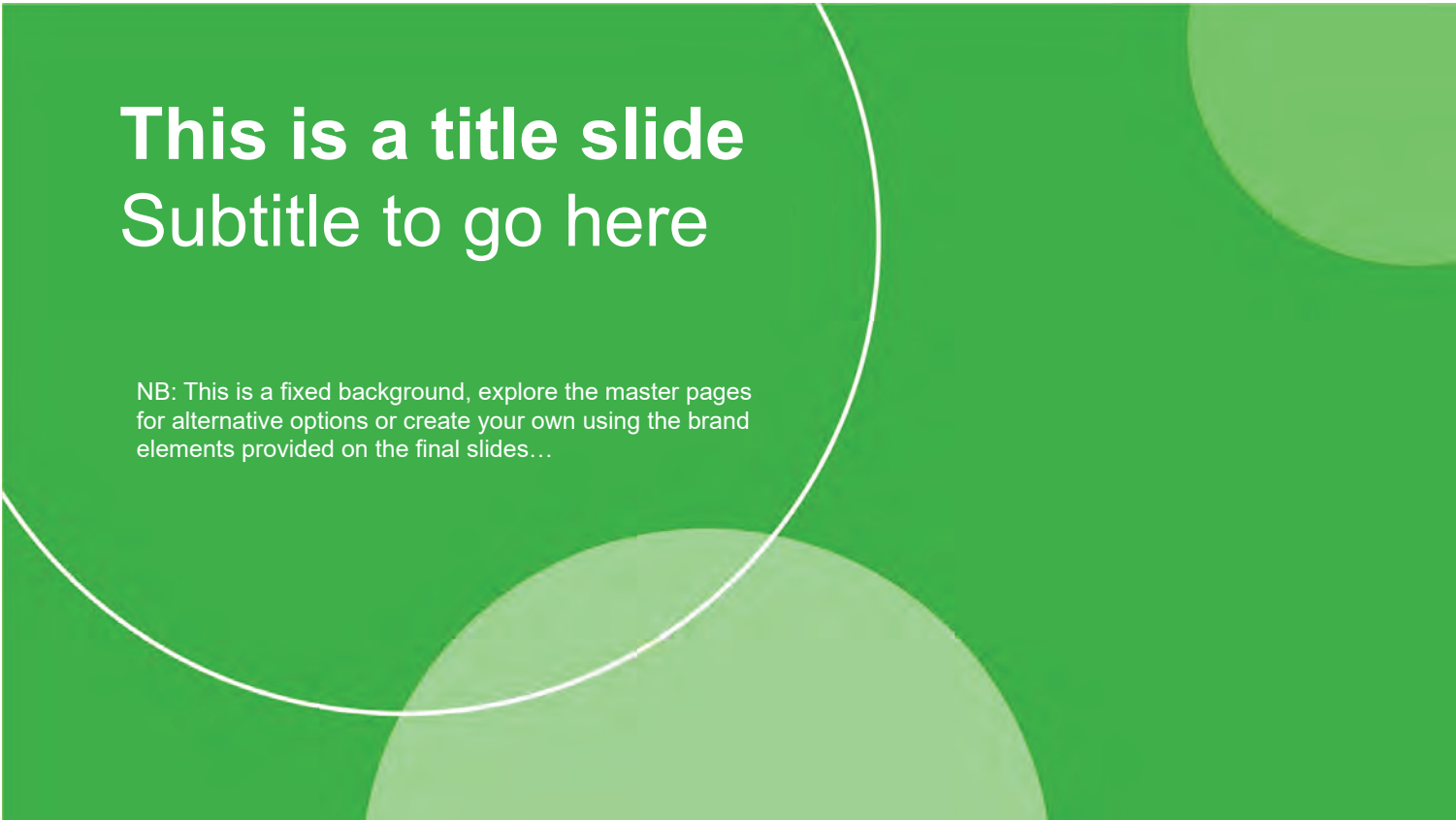
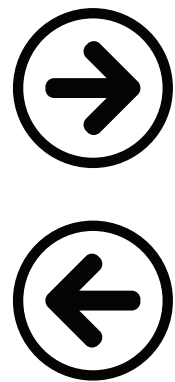
Montserrat bold headline

Use the brand strip to
house the logo and sign-off



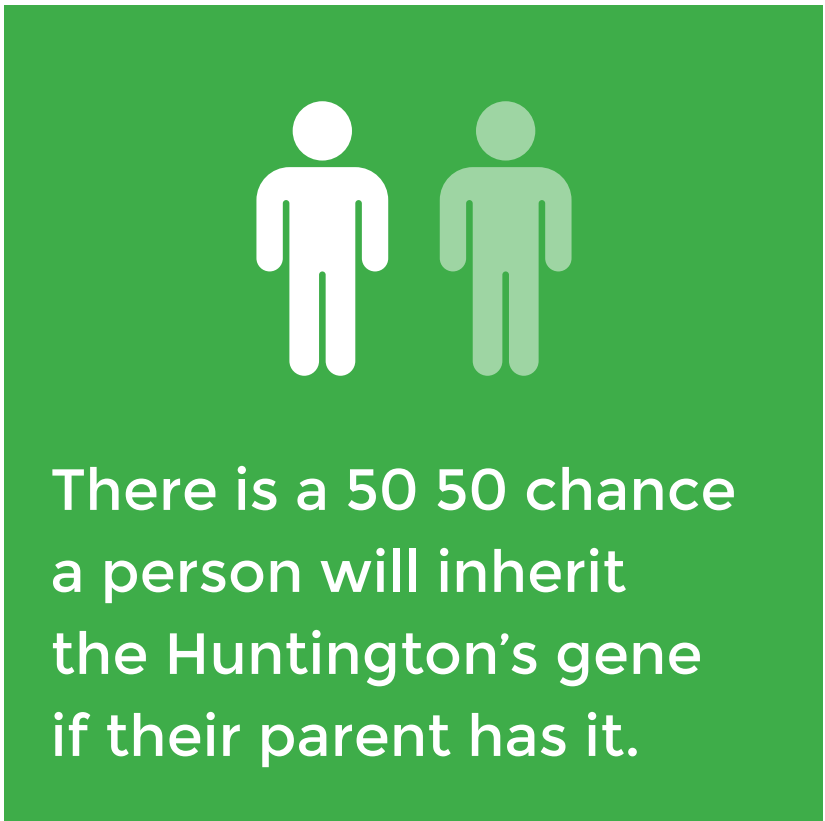
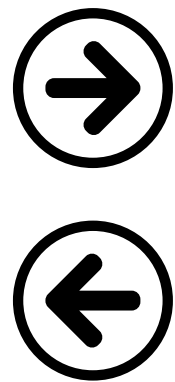
Brand in action

Presentation samples



Brand in action

Social media graphic samples

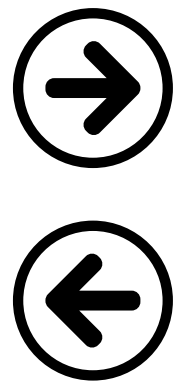


Things to note:
The brand can be applied in a variety of ways – keeping more regular forms of communication, like social media, visually interesting.

Brand in action
Merchandise samples



Things to note:
These are just some ideas about how the brand could be applied to different merchandise. Experiment with colour and circular devices to add interest to the products.





Brand guardian details

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