

LOVE TO ERASE MS



## BRAND GUIDE

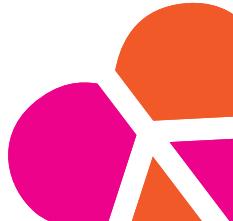
Ashley Levine

---

# TABLE OF CONTENTS

BRAND OVERVIEW	3	
NEW LOGO AND CONCEPT	4	
LOGO VARIATIONS	5	
HEART VARIATIONS	6	
ONE COLOR VARIATIONS	7	
VARIATIONS CONTINUED	8	
PROHIBITED LOGO USAGE	9	
SAFE AREA	10	
COLOR PALETTE	11	
FONT USAGE	12	
STATIONARY SYSTEM	13-18	
COLLATERAL ITEMS	19-21	
PROMOTIONAL ITEMS	22-35	

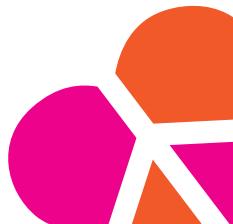
This BRAND **BOOK** acts a guideline for all Race to Erase MS' logos and collateral pieces. It aims to provide consistency for our brand in all visual aspects.



---

# BRAND OVERVIEW

Race to Erase MS exists to move us closer everyday to a cure for Multiple Sclerosis. It is a non-profit organization that seeks to fund cutting edge research into new treatments being tested by the county's top doctors. Race to Erase MS also promotes awareness of MS and visibility of those suffering from it in order to build public momentum investment into promising new treatment. Since 1999, the Race to Erase MS has raised \$37,394,738 in contributions and has funded MS research grants and programs totaling \$25,847,445. There has been great progress in treatments since the organization was founded in 1993.



---

# NEW LOGO AND CONCEPT

The old logo was overlapping and the colors did not represent the cause. The colors were reminiscent of a college team, rather than a non-profit.

The design of the new logo is meant to speak directly to the cause. The heart represents **happiness, determination** and **confidence**. Its purpose is to bring people together and attention to this much needed organization.

The new logo is more effective in conveying the purpose of what the non-profit is all about. One weakness of the old logo was that it did not have a graphic element. By incorporating a heart into the logo, not only makes the logo stand out, but it makes it easier to market.



---

## LOGO VARIATIONS



STACKED (PREFERRED CHOICE)



HORIZONTAL

---

# HEART VARIATIONS



1/2 pink  
1/2 orange

↑ main logo  
colors



1/2 pink  
1/2 red



1/4 pink  
3/4 red

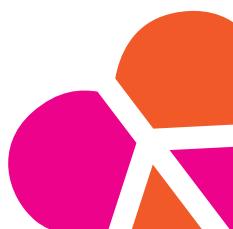


1/4 orange  
3/4 pink



---

## ONE COLOR VARIATIONS



---

# VARIATIONS CONTINUED

BLACK & WHITE



REVERSED



SOCIAL MEDIA



# PROHIBITED LOGO USAGE

When using this logo, please adhere to our following branding specifics. There are some things that should not be altered in the logo. These include...

DISTORTED



ROTATED



REARRANGED



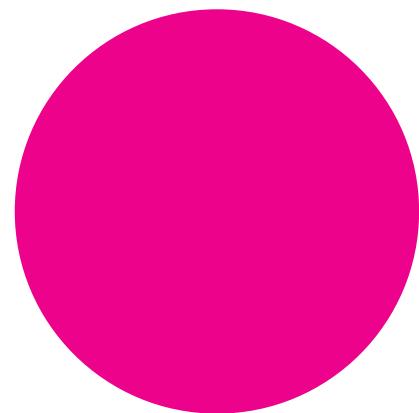
---

# SAFE AREA

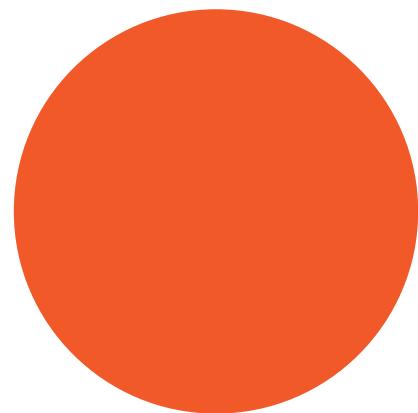
Space equal to the size of the heart of the logo should remain free of any type of graphics or logos on all four sides



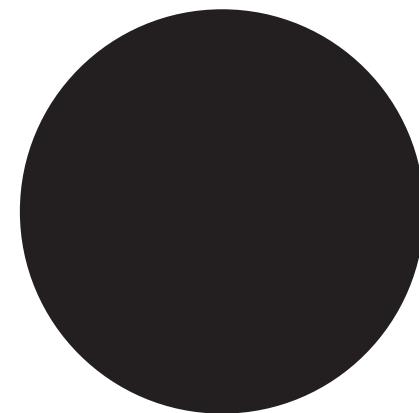
# COLOR PALETTE



CYMK      0 0 100 0  
RGB        236 0 140  
PANTONE    219 C  
WEB        #ff3399



CYMK      0 95 80 0  
RGB        241 90 41  
PANTONE    171 C  
WEB        #FF6633



CYMK      0 0 0 100  
RGB        35 31 32  
PANTONE    219 C  
WEB        #231f20



# FONT USAGE

## MR Eaves XL Mod Nar

abcdefghijklmnoprstuvwxyz

THIN    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

abcdefghijklmnoprstuvwxyz

BOOK    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

**abcdefghijklmnoprstuvwxyz**

ULTRA    **ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**1234567890!@#\$%^&\*()**

## ITC Avant Garde Gothic

abcdefghijklmnoprstuvwxyz

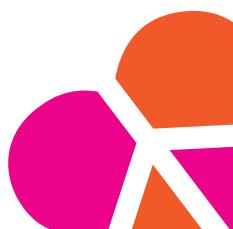
BOOK    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

abcdefghijklmnoprstuvwxyz

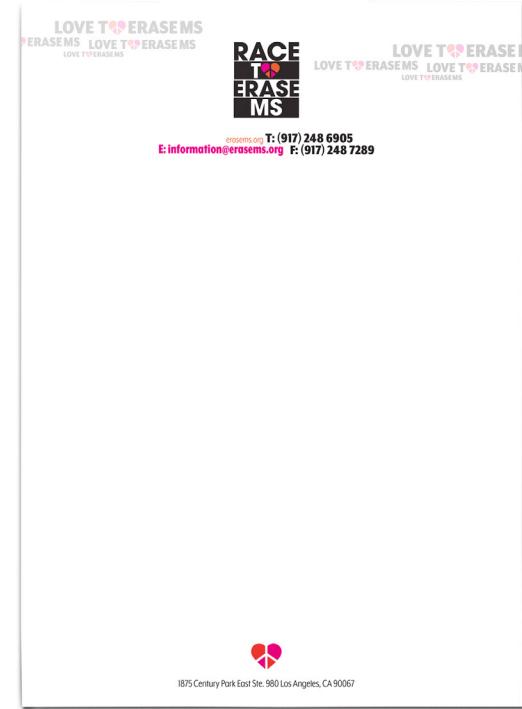
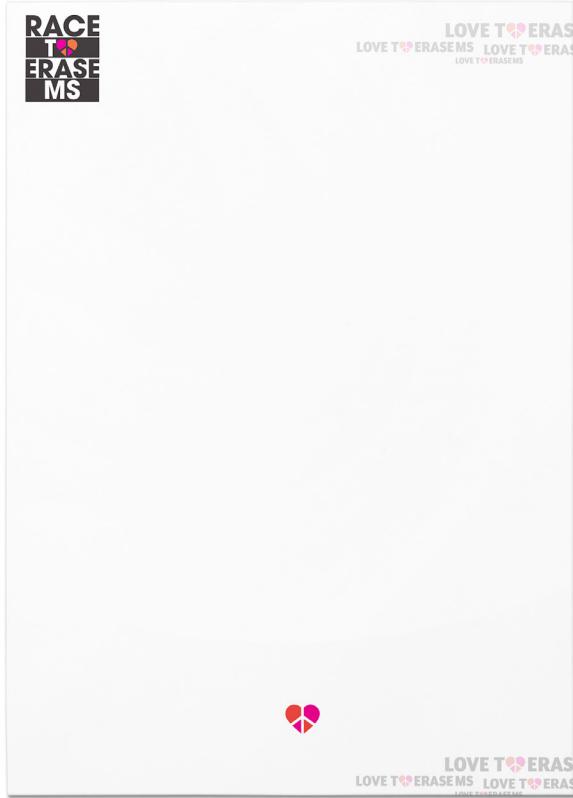
MEDIUM    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

**abcdefghijklmnoprstuvwxyz**

BOLD    **ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**1234567890!@#\$%^&\*()**



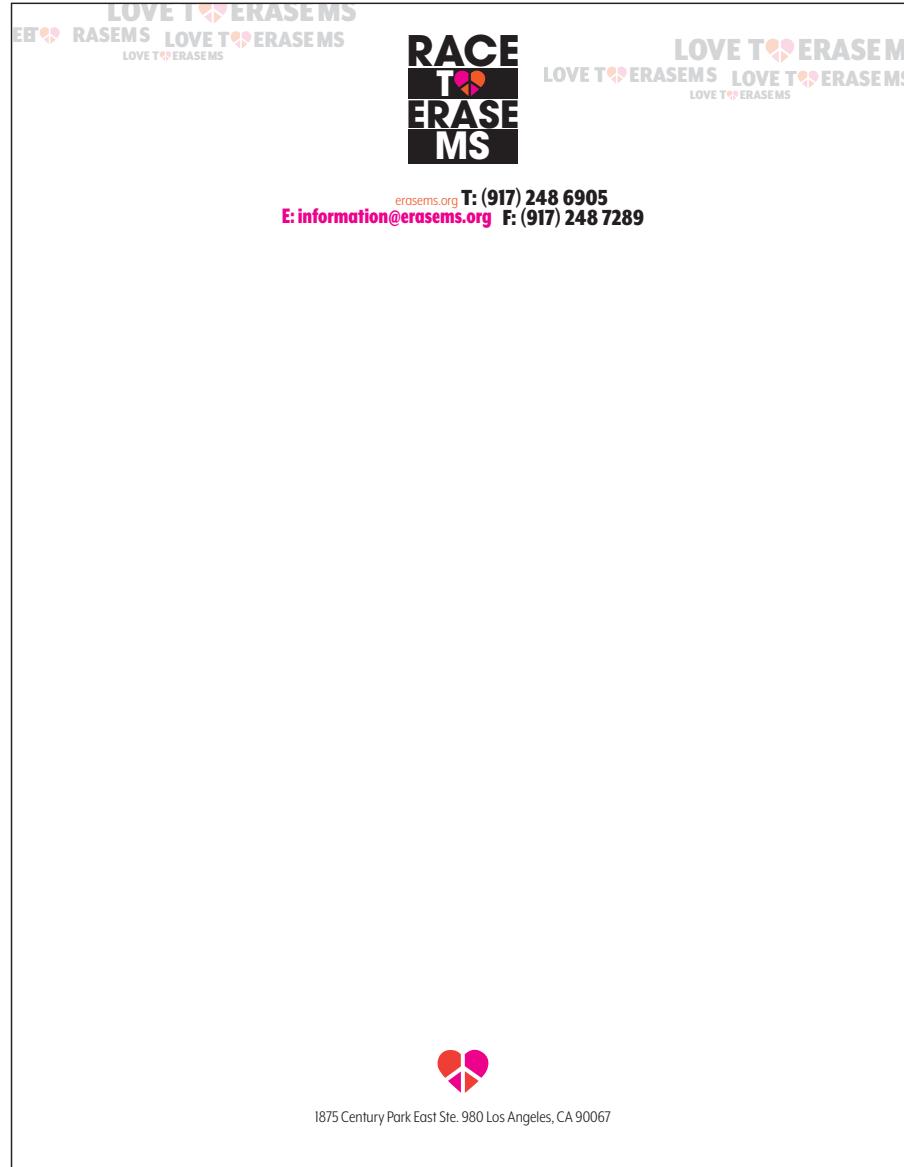
# STATIONERY SYSTEM



# BUSINESS CARD



# LETTERHEAD



# ENVELOPE



erasems.org **T: (917) 248 6905**

**E: information@erasems.org F: (917) 248 7289**

1875 Century Park East Ste. 980 Los Angeles, CA 90067

LOVE TO ERASE  
LOVE TO ERASEMS LOVE TO ERASE





# Nancy Davis

President

**917-248-6905**

[nancydavis@erasems.org](mailto:nancydavis@erasems.org)

5 Century Park East Ste. 980 Los Angeles, CA 90067

LOVE TO ERASE MS  
LOVE TO ERASE MS LOVE TO ERASE MS  
LOVE TO ERASE MS

RACE  
TO  
ERASE  
MS

TO ERASE MS

[erasems.org](http://erasems.org)

LOVE TO ERAS  
LOVE TO ERAS

LOVE TO ERASE MS



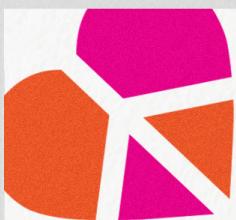
# Nancy Davis

President

**917-248-6905**

[nancydavis@erasems.org](mailto:nancydavis@erasems.org)

1875 Century Park East Ste. 980 Los Angeles,



# Nancy Davis

President

**917-248-6905**

[nancydavis@erasems.org](mailto:nancydavis@erasems.org)

1875 Century Park East Ste. 980 Los Angeles, CA 90067

LOVE TO ERASE MS  
LOVE TO ERASE MS LOVE TO ERASE MS  
LOVE TO ERASE MS

RACE  
TO  
ERASE  
MS

TO ERASE MS

[erasems.org](http://erasems.org)

LOVE TO ERAS  
LOVE TO ERAS

LOVE TO ERASE MS



187



# Nancy Davis

President

**917-248-6905**

[nancydavis@erasems.org](mailto:nancydavis@erasems.org)

5 Century Park East Ste. 980 Los Angeles, CA 90067

LOVE TO ERASE MS  
LOVE TO ERASE MS LOVE TO ERASE MS  
LOVE TO ERASE MS

RACE  
TO  
ERASE  
MS

TO ERASE MS

[erasems.org](http://erasems.org)

LOVE TO ERAS  
LOVE TO ERAS

LOVE TO ERASE MS



# Nancy Davis

President

**917-248-6905**

[nancydavis@erasems.org](mailto:nancydavis@erasems.org)

1875 Century Park East Ste. 980 Los Angeles,

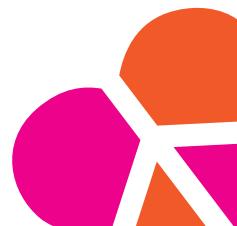
# COLLATERAL BANNER



# COLLATERAL POSTER



# COLLATERAL CONTINUED

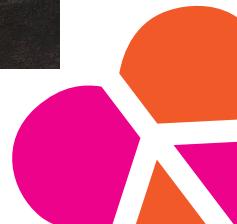


# PROMOTIONAL T-SHIRT 1



---

## PROMOTIONAL T-SHIRT 2



# PROMOTIONAL T-SHIRT 3



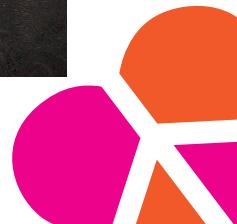
---

# PROMOTIONAL T-SHIRT 4



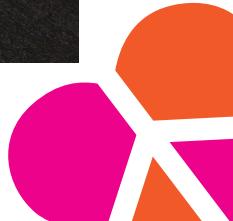
---

# PROMOTIONAL T-SHIRT 5



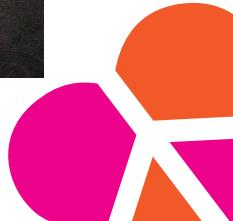
---

# PROMOTIONAL T-SHIRT 6

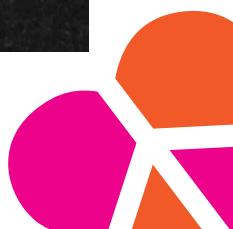


---

# PROMOTIONAL T-SHIRT 7



# PROMOTIONAL T-SHIRT 8

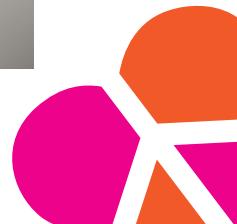


---

# PROMOTIONAL TOTE BAG

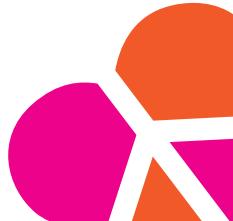


# PROMOTIONAL BACKPACK



---

# PROMOTIONAL WATER BOTTLE



---

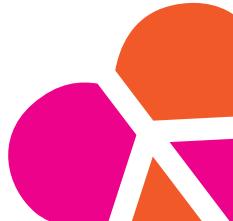
# PROMOTIONAL MUG



# PROMOTIONAL PHONE CASE



# PROMOTIONAL CONTINUED



LOVE TO ERASE MS  
LOVE TO ERASEMS LOVE TO ERASE MS  
LOVE TO ERASEMS

LOVE TO ERASE MS  
LOVE TO ERASEMS LOVE TO ERASE MS  
LOVE TO ERASE MS

# THANK YOU

LOVE TO ERASE MS  
LOVE TO ERASEMS LOVE TO ERASE MS  
LOVE TO ERASEMS

LOVE TO ERASE MS  
LOVE TO ERASEMS LOVE TO ERASE MS  
LOVE TO ERASEMS