



Main Logo Usage & Guidelines

Cure SMA receives many requests from people who want to use our logo to support their spinal muscular atrophy (SMA) fundraising and awareness efforts. Although we would like to accommodate all the requests we receive, we need to ensure our brand is used correctly and for the proper purposes. We do turn down requests for one reason or another.

Please email media@curesma.org or your Cure SMA staff contact for questions about your request.

Cure SMA typically does not allow third-party use of the Cure SMA logo or brand features to create paraphernalia or swag. You can check out the Cure SMA Merchandise Store, where various organization-branded items are available for purchase. If an item is available for purchase through Cure SMA, we will not permit the creation or sale of the same or similar product, even if a portion of the proceeds come to Cure SMA.

If a third-party requestor is working with us on a project or initiative:

In the case of working with Cure SMA, a staff contact working with the third-party requestor is responsible for coordinating communications and marketing plans and logo permissions, working with the Marketing and Communications Team.

To obtain approval for the use of the Cure SMA logo on an approved product or merchandise item, the request must meet the following guidelines:

- 100% of the proceeds from selling a product donning the Cure SMA logo must be donated to the organization. Exceptions may be made but need to be approved.
- All materials with the Cure SMA logo and mention of Cure SMA, must be submitted for approval to Cure SMA before printing/creating and publicizing.
- For a product or item using the Cure SMA logo but not associated with a larger coordinated project or initiative, Cure SMA is under no obligation to promote the sale of this product in any newsletters or on social media channels owned or operated by the organization.

Please contact media@curesma.org to request permission to use the Cure SMA logo.

If approved for using the Cure SMA logo on a product or in materials, the primary Cure SMA contact is responsible for sharing the correct logo with the requestor.

USING OUR LOGO

Main Logo Usage & Guidelines

Logo

Our logo is the foundation of our visual identity. It's our name and signature look all in one, and should be featured prominently on all our materials.

Using the Logo

Our logo was designed to reflect our work and values, and should not be altered in any way. When reproducing the logo, use only the artwork supplied.

Logo & Tagline

Whenever possible, our tagline should be used with or near our logo.

Logo Lockups/Taglines

The logo-tagline lockups should be used whenever possible. However, our logo may be used without the tagline if the tagline appears elsewhere on the same surface, or if space is very limited.

Use the horizontal logo-tagline lockup as the primary option. Use the stacked logo-tagline lockup for applications where space is limited, or where a centered treatment is preferred.



LOGO

Make today a breakthrough.

TAGLINE

LOGO-TAGLINE LOCKUPS



HORIZONTAL VERSION (PREFERRED)



STACKED VERSION

Logo Placement/Positioning

The central positioning of the Cure SMA logo should always be on the upper or lower left-hand side.

The logo can also be centered at the top or bottom.

The logo should never be positioned on the upper or lower right side. There are a few instances when this is ok; spacing limitations or product printing limitations.

Logo Placement/Positioning with a partnering logo

The central positioning of the Cure SMA logo should always be on the upper or lower left-hand side. With the partner logo on the right, unless requested by the third party.

See the following page for examples.

USING OUR LOGO

Logo Integrity

The examples on this page illustrate misuse of the logo that can dilute the strength of our brand. As a rule, always reproduce the logo using the appropriate master digital file and do not modify or alter it in any way.



Do not change the logo colors.



Do not stretch or squash the logo.



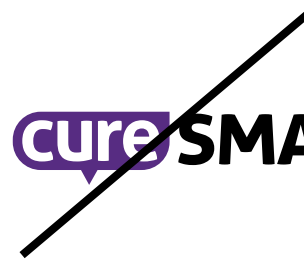
Do not change the type in the logo.



Do not alter the purple shape within the logo.



Do not remove the purple shape from the logo



Do not move elements of the logo or create new lockups.



Do not rotate the logo.



Do not add effects to the logo.



Do not use the logo over busy images.