

BRAIN AWARENESS WEEK LOGO



BRAIN AWARENESS WEEK LOGO – MINIMUM SIZE & CLEAR SPACE

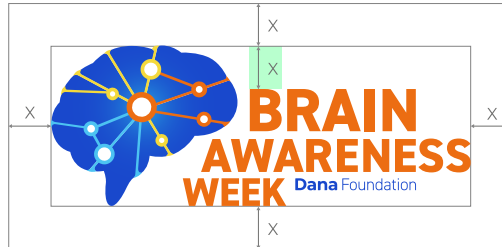
The Dana Foundation logo requires a minimum size and safe area in order to be clear and easy to read



Minimum logo size is such that the height of icon mark at least .75 inches

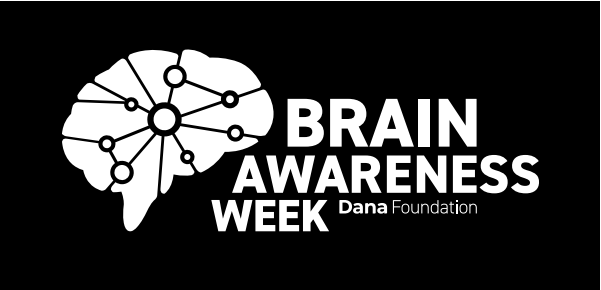
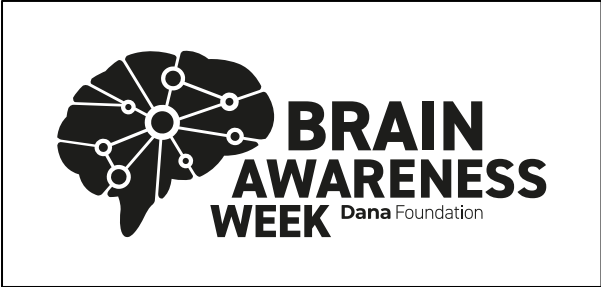


Minimum logo clear space is based on the horizontal negative (x) space between the "B" in "Brain" and the top of the brain icon. Do not leave less than this space.



BRAIN AWARENESS WEEK LOGO – BLACK AND WHITE LOGO

Where color cannot be used, use these black and white versions



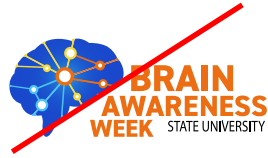
BRAIN AWARENESS WEEK ICON MARK

Minimum clear space within a circular boundary around the icon mark is based (x) space indicated by the width of the center white circle. Do not leave less than this space.

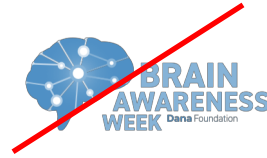


BRAIN AWARENESS WEEK LOGO DON'TS

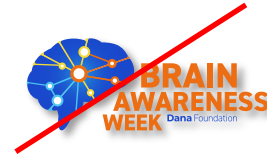
Correct and consistent use of the logo is critical to building customer recognition of the identity. Altering the logo in any way decreases recognition. This page shows some typical mistakes to avoid.



Don't remove or replace the Dana Foundation from the logo
Dana Foundation cannot be removed from the logo



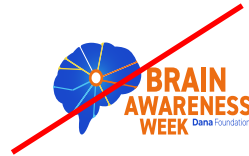
Don't use colors outside the approved palette
For special circumstances, contact the communications team.



Don't apply effects to the logo artwork
Drop shadows should not be applied to logo artwork.



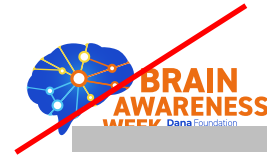
Don't rotate the logo
Only use logos at a standard horizontal orientation.



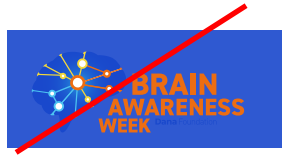
Don't condense or stretch or change the elements of the logo
Do not condense or stretch or alter or re-arrange the logo elements.



Don't place the logo on complicated background
Only use the logos over solid colors and simple photography that do not reduce legibility.



Don't add or cover up elements of the logo



Don't place the logo over similar colors.
Only use the logos over colors that do not reduce legibility.

COLOR PALETTE

The original colors from the Dana Foundation and Brain Awareness Week logos

Original Logo Colors



HEX: #1948CC
RGB: 25 72 204
CMYK: 88 75 0 0
PMS: 2728C



HEX: #4CC3F2
RGB: 76 195 242
CMYK: 59 3 0 0
PMS: 2985C



HEX: #EC6D12
RGB: 236 109 18
CMYK: 3 70 100 0
PMS: 158C



HEX: #F4D93B
RGB: 244 217 59
CMYK: 6 10 88 0
PMS: 7404C

