Brand guidelines

Community fundraising

Fight Parkinson's™
Together we can

Last updated: 21 January 2026

Support logos

The 'Supporting Fight Parkinson's' logo should be used for external community fundraisers.

On light backgrounds, the full colour version should always be used.

Monotone logos
There are times when a monotone (black or white) version of the logo should be used. Below are a few examples:

Dark backgrounds
On dark backgrounds the white version should be used.

Printing special products
Logos are sometimes used in non-conventional ways like laser engravings, embroidery, 3D printing, textile printing. All of these products use special machines that don't support ordinary colored files.
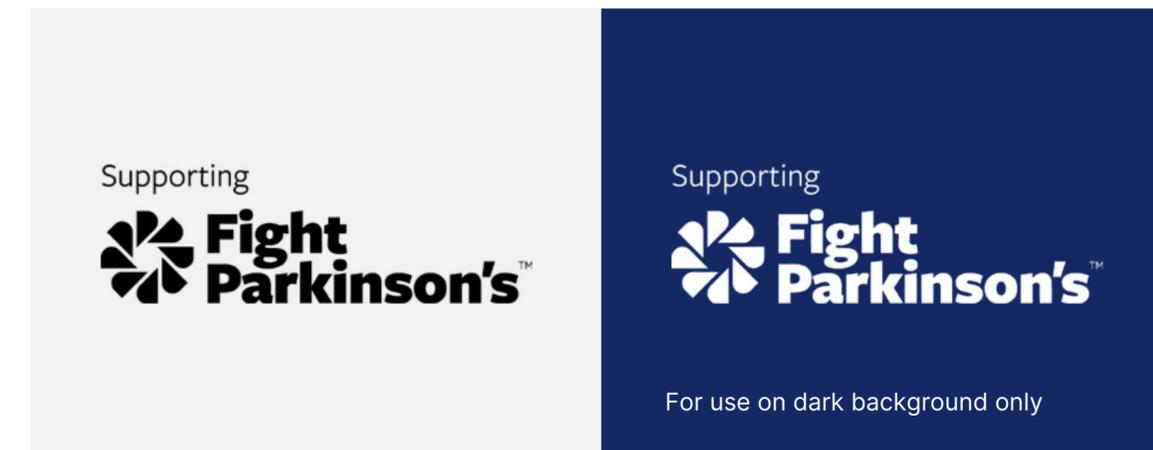
Scanning and faxing
Sometimes when scanning or faxing a document the machine may or may not support colors. By using a black logo, you can reinforce contrast and shades on your documents to ensure legibility.

Supporting Fight Parkinson's
For external community fundraisers to use.

For use on dark background only

Logo rules

To ensure brand consistency, the logo must not be altered. The following are some examples of how NOT to treat the logo.

⊗ DON'T stretch or warp the logo

⊗ DON'T recolour the logo

⊗ DON'T rearrange or resize elements of the logo

⊗ DON'T use a drop shadow

⊗ DON'T use the logo on a background with poor contrast

⊗ DON'T rotate the logo

⊘ DO ensure the logo is legible

⊘ DO lock up the logo with the corner of the artboard

⊘ DO ensure the logo appears with the trademark symbol

Colour palette

Navy

RGB　20, 40, 100
CMYK 100, 80, 0, 50
HEX　#142864
PMS　281

No tints to be used

Bright Blue

RGB　50,100,230
CMYK　85, 60, 0, 0
HEX　#3264E6
PMS　2728

75%

50%

25%

10%

For more information
Contact the Fight Parkinson's Marketing Team

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