



VISUAL IDENTITY MANUAL

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DEVELOPMENT

About the United Mitochondrial Disease Foundation

The United Mitochondrial Disease Foundation is redefining hope for families affected by mitochondrial diseases - hereditary disorders, now considered as common as childhood cancers, that affect the cell's ability to produce life-sustaining energy. The United Mitochondrial Disease Foundation offers support to all sufferers of mitochondrial disorders regardless of diagnosis, suspected or confirmed. Our mission is to promote research and education for the diagnosis, treatment and cure of mitochondrial disorders and to provide support to affected individuals and families.

Since 1996, the United Mitochondrial Disease Foundation has funded just under \$3,000,000 in research toward a cure and has helped thousands of families through the family support network. The United Mitochondrial Disease Foundation supports scientific collaboration and family networking through international symposia and is building an endowment to sustain research through the millennium.

Brand Identity Program Introduction

Welcome to the United Mitochondrial Disease Foundation Visual Identity Manual (VIM). The purpose of the VIM is to establish guidelines for the consistent use of the United Mitochondrial Disease Foundation brand and image. The United Mitochondrial Disease Foundation has grown significantly in recent years. With that growth comes the need to ensure that the foundation's branding standards are reinforced and maintained everywhere we have a presence.

The VIM, which includes easy-to-follow explanations and examples, provides specific instructions for the creation and use of marketing elements ranging from Masterbrand and print advertising to stationery and electronic communication. The standards contained within the VIM are not intended to limit design opportunities, but to produce synergy with a common look and feel. Please review this information carefully. Adhering to these standards is mandatory as the United Mitochondrial Disease Foundation increases its presence and brand awareness throughout the world. Your understanding and implementation of these standards will help the United Mitochondrial Disease Foundation maintain a consistent, unified image.

Should you have any questions regarding the content of this manual or the United Mitochondrial Disease Foundation branding issues in general, please refer your questions to:

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The United Mitochondrial Disease Foundation
Communications Director
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Pittsburgh, PA 15239
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Fax: 412-793-6477
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Chapter 1

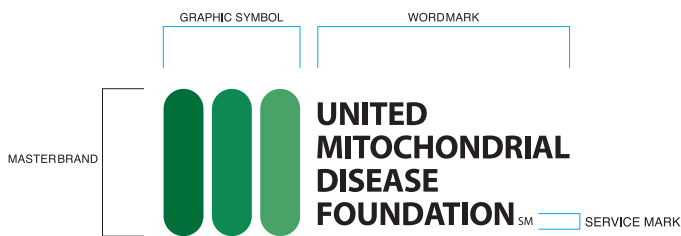
United Mitochondrial Disease Foundation Masterbrand Guidelines

Revised, April 7, 2006

Masterbrand Elements

The Masterbrand, when used consistently, will build awareness. It consists of three elements; the "Graphic Symbol," the "Wordmark," (UNITED MITOCHONDRIAL DISEASE FOUNDATION) and the "Service Mark," (SM). As illustrated on this page, the three elements must always appear together in the same configuration with the Graphic Symbol appearing on the left of the Wordmark with the Service Mark placed to the right of the last "N" in FOUNDATION on that same base line. The examples shown below are in the Masterbrand's preferred color variation, which should be used as described, as it optimally expresses the Identity. Never replace or incorporate typeset copy within any part of the Masterbrand.

Masterbrand Elements



Masterbrand Elements with Tag Line

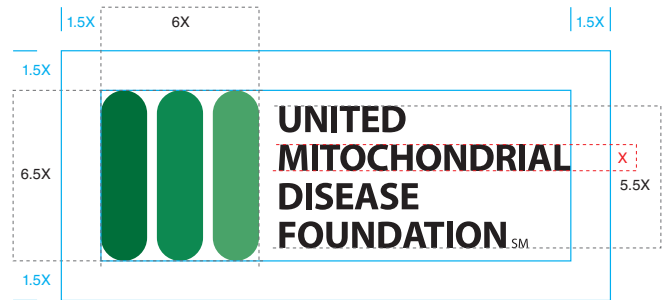
The approved Tag Line (HOPE. ENERGY. LIFE.) can be incorporated into and may be used with the Masterbrand as a fourth element as demonstrated in the following illustrations.



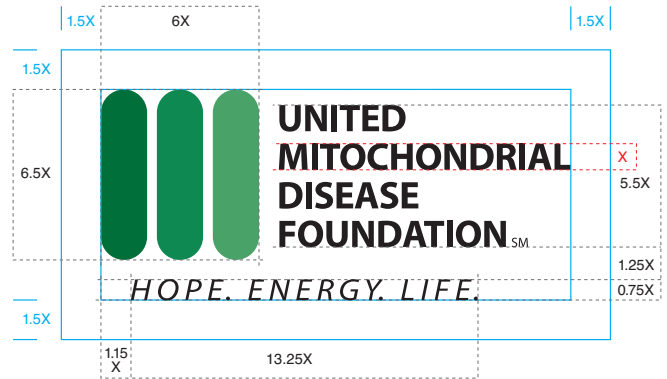
Masterbrand Clear Space Area

For the United Mitochondrial Disease Foundation Identity to be communicated effectively, the Masterbrand should not be crowded or overwhelmed by other graphic elements. Therefore, a Clear Space Area surrounding the Masterbrand must always be kept free of any element such as text, graphics, borders or other logos. The Clear Space measurement is 1.5X ("X" equals the cap height of the letters in the Wordmark) and should be applied equally around the entire Masterbrand.

Masterbrand Clear Space Area



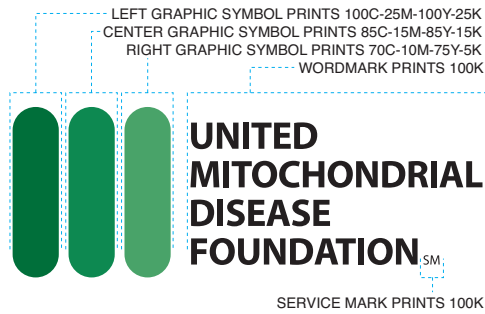
Masterbrand with Tag Line Clear Space Area



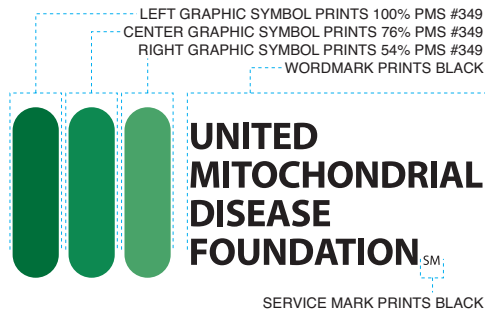
Masterbrand Identity Color Variations

The colors that have been chosen to represent the Masterbrand were designed to reinforce and extend The United Mitochondrial Disease Foundation's brand and message. The color version, either the 4-Color process version or the Spot Color version of the Masterbrand should **ONLY** be utilized over a white background.

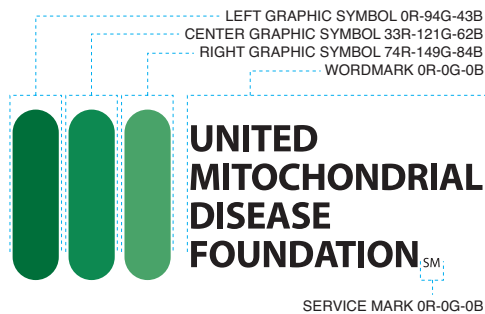
Masterbrand 4-Color call outs.



Masterbrand Spot Color call outs.

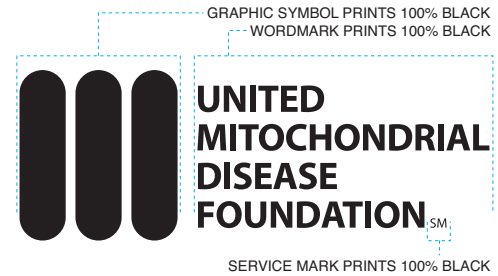


Masterbrand RGB Screen Color call outs.

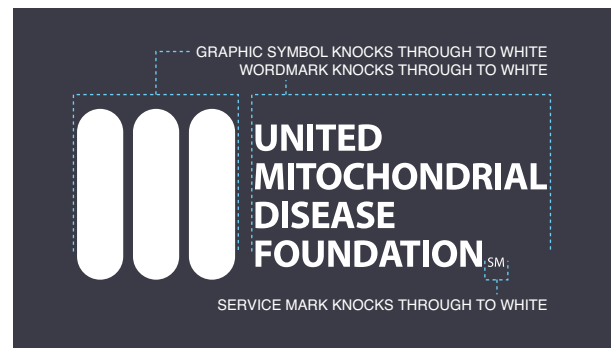


Note: Refer to Chapter 3 (still in development) for additional information on RGB format.

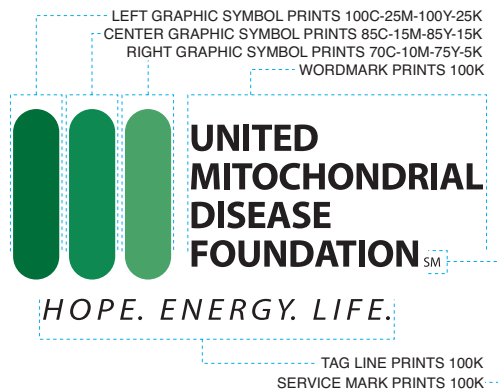
Masterbrand Solid Color call outs.



Masterbrand Solid Color call outs.



Masterbrand with Tag Line 4-Color call outs.



Note: When a Tag Line is used it must always appear in the same color used for the Wordmark.

Masterbrand Identity Solid Color Applications

For applications when a color version can not or should not be used, a single Solid Color version of the Masterbrand should be utilized as follows. A black Masterbrand on white or surprinting over a light background is *preferred*. When black is not being used a dark solid color on white or surprinting over a light background is *acceptable*. When the Masterbrand appears on a dark background, knocking through to white is *preferred*.

Masterbrand Solid Color *Preferred* Examples:

Solid black on white background. *Preferred.*



Solid black surprinting light background. *Preferred.*



Solid white knocking through background to white. *Preferred.*



Masterbrand Solid Color *Acceptable* Examples:

Solid dark color on white background. *Acceptable.*



Solid dark color surprinting light background. *Acceptable.*

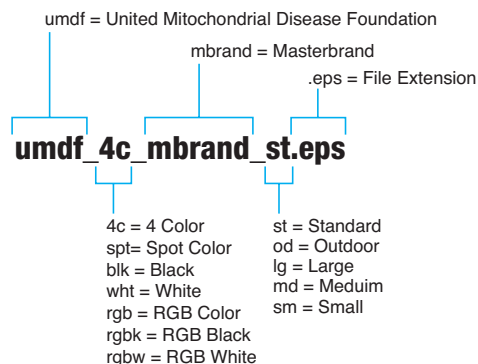


Note: Only when black ink is not being utilized is an alternate secondary solid color acceptable.

Masterbrand Artwork Files

All approved Masterbrand Artwork files are available as “.eps” files. Each file is named as follows: title first (United Mitochondrial Disease Foundation), then the color, then the description, (Masterbrand), then its usage size and finally the file extension. The complete Masterbrand set of files can be obtained by contacting Kara Strittmatter at the United Mitochondrial Disease Foundation Headquarters at (412) 793-8077 ext. 114 or by e-mail kara@umdf.org. Please use only the approved Masterbrand file versions provided.

Masterbrand Artwork File Naming Convention



Masterbrand Artwork File Names

umdf_4c_mbrand_st.eps
umdf_4c_mbrand_od.eps
umdf_4c_mbrand_lg.eps
umdf_4c_mbrand_md.eps
umdf_4c_mbrand_sm.eps

umdf_blk_mbrand_st.eps
umdf_blk_mbrand_od.eps
umdf_blk_mbrand_lg.eps
umdf_blk_mbrand_md.eps
umdf_blk_mbrand_sm.eps

umdf_spt_mbrand_st.eps
umdf_spt_mbrand_od.eps
umdf_spt_mbrand_lg.eps
umdf_spt_mbrand_md.eps
umdf_spt_mbrand_sm.eps

umdf_wht_mbrand_st.eps
umdf_wht_mbrand_od.eps
umdf_wht_mbrand_lg.eps
umdf_wht_mbrand_md.eps
umdf_wht_mbrand_sm.eps

Masterbrand Artwork RGB File Names

umdf_rgb_mbrand_st.eps
umdf_rgb_mbrand_sm.eps

umdf_rgbk_mbrand_st.eps
umdf_rgbk_mbrand_md.eps

umdf_rgbw_mbrand_st.eps
umdf_rgbw_mbrand_sm.eps

Note: Refer to Chapter 3 (still in development) for additional information on RGB format.

Masterbrand with Tag Line File Naming Convention

All approved Masterbrand files are also available with the Tag Line (HOPE. ENERGY. LIFE.). Their file names follow the same convention as the non-tagged versions but have been amended to include a **_tag** in the name as follows.



Masterbrand Size Variations

There are five approved formats of the Masterbrand depending upon the size of the application. The “Standard” Masterbrand is to be applied where the Graphic Symbol appears at least .625 inches but smaller than 2 inches tall. The “Large” Masterbrand is to be applied where the Graphic Symbol appears taller than 2 inches. This iteration includes smaller Service Mark, “SM” type (relative to the Standard Masterbrand). The “Outdoor” Masterbrand is to be used in all large format applications. This iteration includes smaller Service Mark, “SM” type (relative to the Large Masterbrand). The “Medium” Masterbrand is to be applied where the Graphic Symbol appears at least .437 inches but smaller than .625 inches tall. This iteration includes horizontally separated elements (relative to the Standard Masterbrand) to allow better readability at these sizes. The “Small” Masterbrand is to be applied where the Graphic Symbol appears at least .312 inches but smaller than .437 inches tall. This iteration includes horizontally separated elements as well as larger Wordmark type (relative to the Standard Masterbrand) to allow better legibility at these sizes.

Masterbrand Standard Format. File name: *umdf_4c_mbrand_st.eps*
For use in applications from .625 inches to 2 inches tall.



Masterbrand Large Format. File name: *umdf_4c_mbrand_lg.eps*
For use in applications larger than 2 inches tall. [See Appendix A for Large Format example.](#)

Masterbrand Outdoor Format. File name: *umdf_4c_mbrand_od.eps*
For use in all large format applications. [See Appendix B for Outdoor Format example.](#)

Masterbrand Medium Format. File name: *umdf_4c_mbrand_md.eps*
For use in applications from .437 inches but smaller than .625 inches tall.



Masterbrand Small Format. File name: *umdf_4c_mbrand_sm.eps*
For use in applications from .312 inches but smaller than .437 inches tall.



Note: Use of the Masterbrand when the Graphic Symbol is smaller than .312 inches tall is not acceptable.

Masterbrand Unacceptable Applications

Do not alter in any way the appearance of the Masterbrand artwork, either in proportion, orientation or color. Special attention should be placed when placing the Masterbrand on a solid background and it should never be placed on a busy background image.

Masterbrand Unacceptable Background examples:

DO NOT use any color Masterbrand on any background other than white.



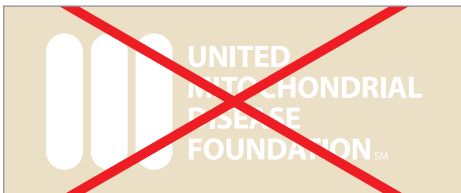
DO NOT use any Masterbrand on a busy or high contrast background.



DO NOT use the Solid Color Black Masterbrand on a dark background.



DO NOT use the Solid Color White Masterbrand on a light background.



DO NOT change the color of any part of the Masterbrand.



DO NOT use any of the Masterbrand Elements separately.



DO NOT alter the Wordmark.



DO NOT alter or replace the Graphic Symbol.



DO NOT alter the size between the Graphic Symbol and the Wordmark.



DO NOT change the Wordmark typeface.



DO NOT distort the Masterbrand.



Masterbrand Large Format. File name: umdf_4c_mbrand_lg.eps
For use in applications larger than 2 inches tall.



**UNITED
MITOCHONDRIAL
DISEASE
FOUNDATION**SM



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SM