

The logo for the FSHD Society features the letters 'FSHD' in a bold, orange, sans-serif font. A small yellow and orange graphic element is positioned to the left of the 'F'. Below 'FSHD', the word 'SOCIETY' is written in a white, sans-serif font.

**FSHD**  
**SOCIETY**

# **BRAND GUIDE**

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# THE LOGO

The Primary Logo serves as the main identifier of our organization across all brand applications, embodying our core values and character.

The primary logo for FSHD Society is displayed on a light beige background. It consists of the letters 'FSHD' in a bold, orange, sans-serif font, with a small yellow and orange geometric detail on the left side of the 'F'. Below 'FSHD' is the word 'SOCIETY' in a bold, dark teal, sans-serif font.

**FSHD**  
**SOCIETY**

The Logo with Tagline helps to give a clarifying explanation of the brand purpose through a few simple words. Our tagline explains our reason for existing, leading with action-forward language and optimism.

The logo is centered on a light orange background. It consists of three lines of text. The first line is 'FSHD' in a large, bold, orange sans-serif font. The second line is 'SOCIETY' in a large, bold, dark teal sans-serif font. The third line is 'POWERING THE PATH FORWARD' in a smaller, bold, orange sans-serif font.

**FSHD**  
**SOCIETY**  
**POWERING THE PATH FORWARD**

Alternate Logo



1.



2.



3.

Alternate Logo

An alternate logo that should only be used in materials where a true one-color logo needs to appear (i.e., embroidery).

1. Orange
2. White
3. Black

Logo with Tagline

This is the preferred use of the logo to ensure full brand understanding. The tagline version of the logo should be used when space allows for the tagline to be seen at a legible size.

4. Full color
5. Full color reverse
6. White
7. Orange
8. Black

The color guidelines established for the Primary Logo also apply to these assets.

Logo with Tagline



4.



5.



6.



7.



8.

Our logo should be reproduced in full color whenever possible. For specific color values to use when reproducing the logo (4-color process, RGB), refer to the Color Palette section. White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements.

If color reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse in white out of a color background.

When our logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.



**Full Color Logo**

For use on white backgrounds or where there is sufficient contrast between the logo and the background for reproduction.



**Full Color Reverse Logo**

For use on dark backgrounds or where there is sufficient contrast between the logo and the background for reproduction.



**One-color Orange**

For use when the application requires a simplified mark in orange.



**Black**

For use when color reproduction is not an option.



**White**

For use when color reproduction is not an option or viable solution on dark or black backgrounds.



**Light Background**



**Dark Background**

The FSHD Society logo family is provided in a variety of file formats to best reproduce the logo representing our brand. Please follow the guidelines at right for selecting the proper file for your use.

**Vector (AI)**

Scalable.

This version is for high-quality print reproduction that supports transparency.

**AI format logos:**

- When needing to scale to any size without sacrificing image quality
- In page layout and graphics programs for print projects
- To create files in any of the other image formats at exactly the sizes required
- Provided in RGB or CMYK (4C) format



**Raster (PNG or JPEG/JPG)**

Limited to max pixel width of file.

These versions are used for all desktop and on-screen applications.

**PNG format logos:**

- For higher-quality laser print reproduction (i.e. Microsoft Word®, PowerPoint®)
- In screen and web applications where a higher-quality logo may be needed
- For transparency (when placing the logo on a background that is not white)
- Support RGB format only



**JPG format logos:**

- For PowerPoint® presentations, Microsoft® Word documents and other office applications
- Printing on low-resolution printers such as laser or inkjet printers
- JPG format logos are never used for high-resolution printing
- Do not support transparency, place over white backgrounds only
- Provided in RGB or CMYK (4C) format

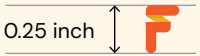
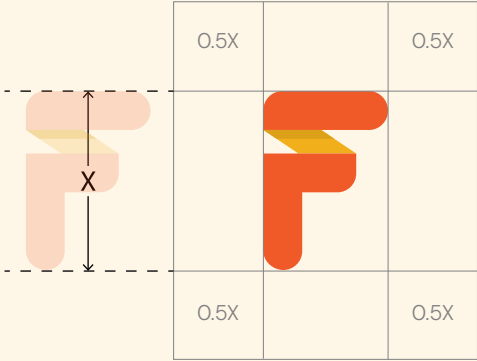


Ensure the correct clearance is applied when placing the logo, or symbol, for optimum clarity and contrast. "X" is determined by the height of the F.

Primary Logo



Symbol



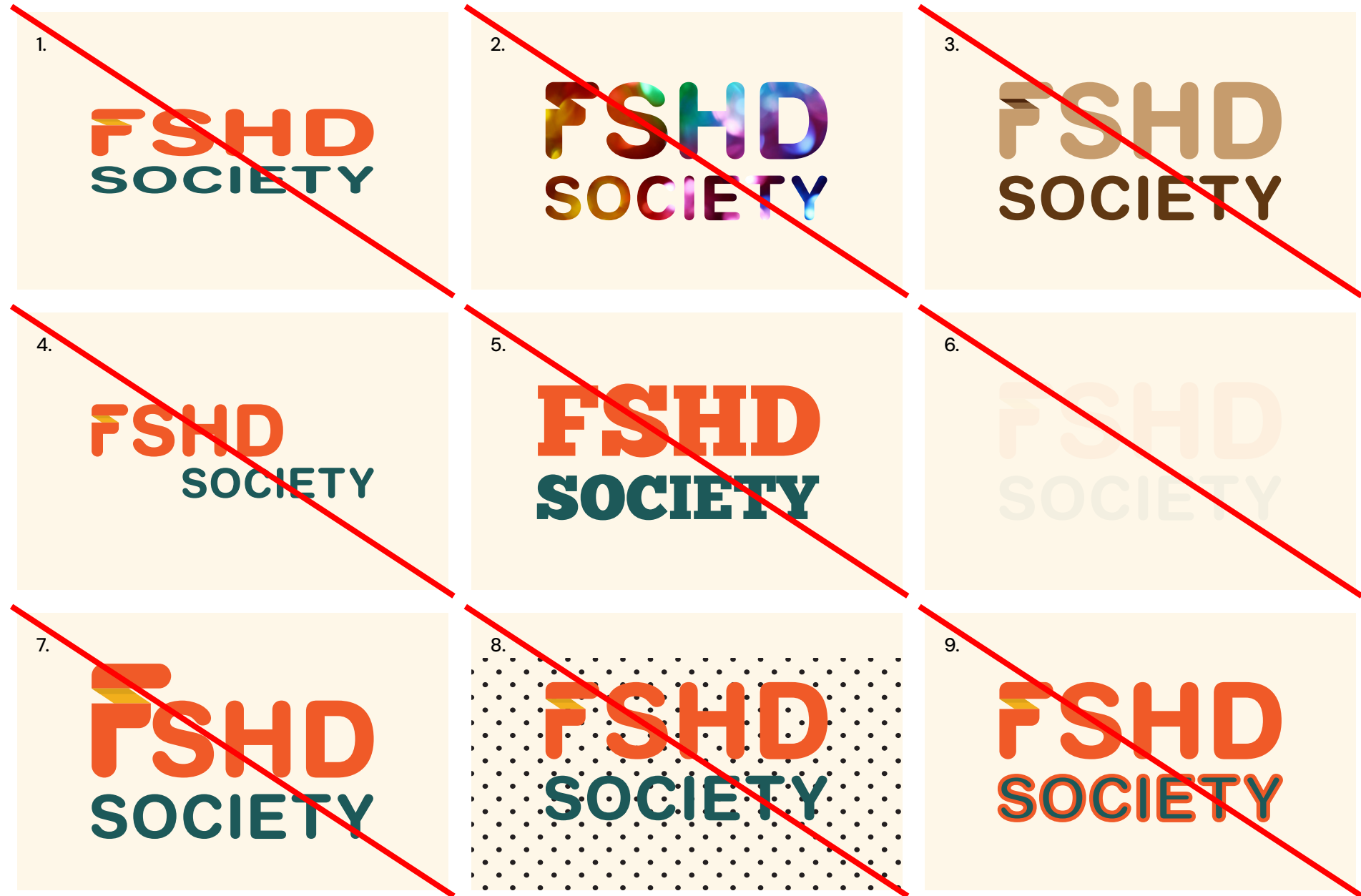


Consistent use of our logo is key to accurately representing our brand and upholding visual coherence across all brand applications.

Here are some examples of what you should avoid when using our logo.

**Do Not:**

1. Squash, stretch or distort
2. Use a pattern within the logo
3. Recolor
4. Rearrange
5. Typeset or change the typeface
6. Use weak contrast
7. Resize individual elements
8. Place on complex backgrounds
9. Add a stroke



# OUR COLORS

Our color palette is built off of the colors in our logo. Bright, bold colors to represent the energy, enthusiasm and hope of the FSHD Society.

<div>Bright Ember</div> <div>HEX f05929</div> <div>RGB 240/89/41</div> <div>CMYK 0/80/94/0</div>	<div>Healing Breeze</div> <div>HEX 1c5959</div> <div>RGB 28/89/89</div> <div>CMYK 87/47/57/30</div>	<div>Golden Horizon</div> <div>HEX f2b01c</div> <div>RGB 242/176/28</div> <div>CMYK 4/33/100/0</div>		
<div>Marigold Glow</div> <div>HEX dba11a</div> <div>RGB 219/161/26</div> <div>CMYK 14/38/100/0</div>	<div>Dream Wave</div> <div>HEX 50b1b1</div> <div>RGB 80/177/177</div> <div>CMYK 66/10/33/0</div>	<div>Pure Horizon</div> <div>HEX ffffff</div> <div>RGB 255/255/255</div> <div>CMYK 0/0/0/0</div>	<div>Silver Strength</div> <div>HEX d9d9d9</div> <div>RGB 217/217/217</div> <div>CMYK 14/10/11/0</div>	<div>Night Spark</div> <div>HEX 000000</div> <div>RGB 0/0/0</div> <div>CMYK 0/0/0/100</div>

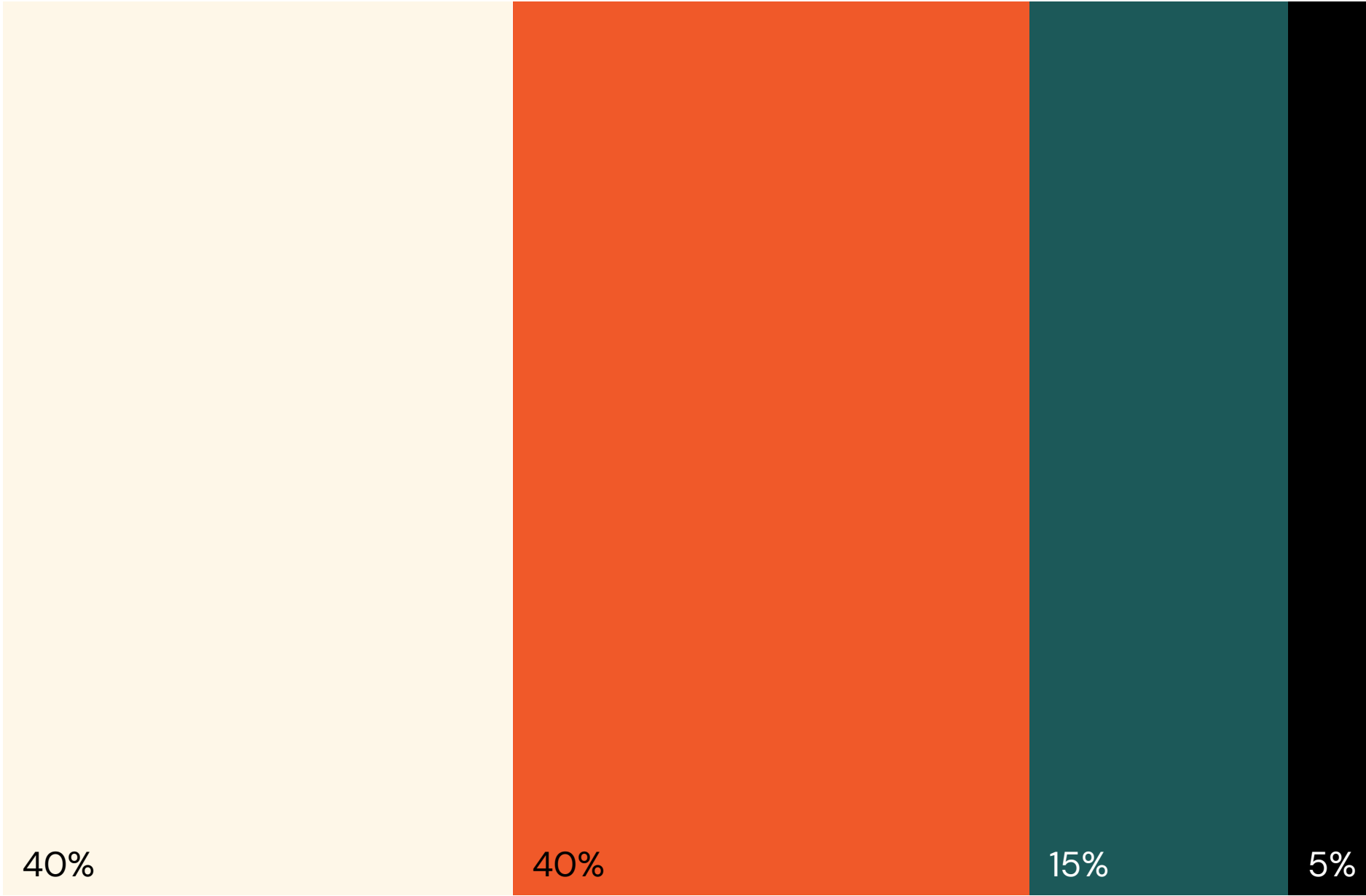
Related colors, derived from tints of the primary palette, are also available and can be used with their parent colors to create layered effects in layout.

Bright Ember	Healing Breeze	Golden Horizon
50% HEX f7ac94 RGB 247/172/148	50% HEX 8eacac RGB 142/172/172	50% HEX f9d78e RGB 249/215/142
10% HEX fdeeea RGB 253/238/234	10% HEX e8eeee RGB 232/238/238	10% HEX fef7e8 RGB 254/247/232

Marigold Glow	Dream Wave	Silver Strength	Night Spark
50% HEX edd08c RGB 237/208/140	50% HEX a8d8d8 RGB 168/216/216	50% HEX ececec RGB 236/236/236	50% HEX 808080 RGB 128/128/128
10% HEX fbf6e8 RGB 251/246/232	10% HEX eef7f7 RGB 238/247/247	10% HEX fbfbfb RGB 251/251/251	10% HEX e5e5e5 RGB 229/229/229

Maintaining a consistent color balance across the brand is crucial to achieving visual consistency.

Overuse of our bold brand colors could potentially result in a busy, cluttered design. To avoid that, try to lead with light neutrals or white as much as possible, using our bolder brand colors as accents or color blocks.



# OUR TYPOGRAPHY

To establish a strong brand identity across all communications, it's essential to maintain consistency in font usage.

Helvetica Rounded LT Std Black is our Primary Typeface. It is used for all of our headlines, impactful communications and messages.

**HELVETICA ROUNDED  
LT STD BLACK**

**A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z 1 2 3 4 5 6 7 8 9 0  
- & \* @ ? ! / + ( , : ; ) .**

DM Sans is our Secondary Typeface and is used for body copy or any large passages of text.

Regular or Medium are our primary selections for body copy. The chosen weight will be dependent on its font size and contrast against surrounding elements. Medium, Bold and Black are used for highlighting and emphasis.

# DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-&\*@?!/+(,;:).

DM Sans Thin  
DM Sans ExtraLight  
DM Sans Light  
DM Sans Regular  
DM Sans Medium  
**DM Sans SemiBold**  
**DM Sans Bold**  
**DM Sans ExtraBold**  
**DM Sans Black**

*DM Sans Thin*  
*DM Sans ExtraLight*  
*DM Sans Light*  
*DM Sans Regular*  
*DM Sans Medium*  
***DM Sans SemiBold***  
***DM Sans Bold***  
***DM Sans ExtraBold***  
***DM Sans Black***



DM Serif Display is our Special Use Typeface and can be used sparingly for added emphasis or polish within body copy.

Regular or italic can be used to help highlight or add emphasis within a block of copy. The use case should be up to the designer's discretion.

So that DM Serif Display reads properly, tracking should be set to 25pt when using this typeface.

**DM Serif Display**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-&\*@?!/+(:,;).

**DM Serif Display Regular**  
*DM Serif Display Italic*

Blithe is our Tertiary Typeface and is primarily used for annotations.

However, Blithe can be used relatively anywhere throughout our brand to create emphasis and contrast to scale creativity within our communications.

There is one weight available for use, Regular.

So that Blithe reads properly as a hand-written script, no tracking beyond O (zero) should be used with this typeface.

Blithe  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-&\*@?!/+(&,:;).

When producing written copy, maintaining visual hierarchy is crucial for optimal legibility and readability. Using the suggested typefaces establishes a distinctive, cohesive and memorable style.

- As a general rule, we recommend:
- Helvetica Rounded LT Std Black for headlines, always capitalized
  - DM Sans Bold or Black for sub-headings
  - DM Sans Regular or Medium for body copy
  - DM Serif Display in the rare case that a serif typeface is needed
  - Blithe for emphasis & contrast elements

**Sub-Heading**

DM Sans Bold/Black  
Minimum 100% Leading  
0–15pt Tracking

**Headline**

Helvetica Rounded LT Std Black  
All Caps  
Leading 74%  
Tracking 40pt

**Body Copy**

DM Sans Regular/Medium  
100% Leading (e.g 10/12)  
0 – 25pt Tracking

**Special Use Body Copy**

DM Serif Display Regular/Italic  
100% Leading (e.g 10/12)  
Tracking 25pt

**Emphasis & Contrast**

Blithe  
Minimum 100% Leading  
Zero Tracking

This is what a sub-heading could look like.

THIS IS A  
HEADLINE

This is what a section of body copy could look like. We recommend utilizing a regular weight with a minimum 100% leading and up to 25pt tracking to enhance readability, especially in lengthy passages with small type sizes.

*This is what a section of serif body copy could look like.*  
We recommend only using this typeface sparingly when added emphasis or polish is needed within body copy.

*Use this font as an addition to add more interest & character.*

When using our colors in a piece of communication, always try to ensure legibility. Do not layer bright colors on top of another or dark colors on top of another in a way that would make something difficult to read.

Here are a set of primary color combinations that could be a good place to start.

