

# Brand Visual Guide

May 2025



# BRAND IDENTITY



The Arthritis Foundation Partners for Patients identity is formed by the brandmark, color, typography, photography and composition. Together, this system of core elements creates a consistent visual language for the brand.

## Primary Logo

The primary logo should appear on communications that are focused on this program. Consistent use of the logo will ensure strong brand integrity and recognition. Never recreate the brandmark or any of its elements; only use official, prepared art files.

The Arthritis Foundation Partners for Patients logo comes in an established set of color options. Deviations from the following options are not permitted without consent from Marketing and Communications leadership.

The logo should appear in its full color version, to be used over a white (or light) background for best contrast.

## Primary Logo Color Alternatives

When the brandmark is used on different backgrounds, across different mediums, it is important that the brandmark has a white background to distinguish it from the background.



# CLEAR SPACE, SIZING, COLORS & FONTS

## Clear Space

To ensure visual clarity, allow for ample space around the brandmark. This exclusion zone should be free from any other elements. Use the capital "A" in Arthritis as a scalable measuring device.



1" or 96 pixels

## Sizing

To ensure legibility, adhere to the minimum reproduction size of each individual logo layout.

## Colors

These colors serve as a foundational palette to work across all mediums. Consistent use of these colors will strengthen the Arthritis Foundation Partners for Patients brand. The primary palette consists of Green and Blue and White. Lead all external consumer communications with these colors.

**AF Green / PMS 2257**  
CMYK 87 0 91 0  
RGB 0 173 80  
#00AD50

**PMS 654**  
CMYK 100 71 10 47  
RGB 0 58 112  
#326295

**White**  
CMYK 0 0 0 0  
RGB 0 167 181  
#OOA7B5

## Fonts

Use Futura PT Bold when displaying the program name in materials. Alternatively, use Century Gothic Bold, and if neither are available, please bold the program name in the font being used.

**Futura PT Bold**

**Aa**

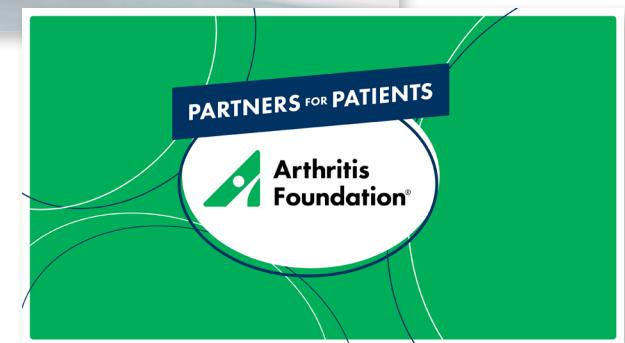
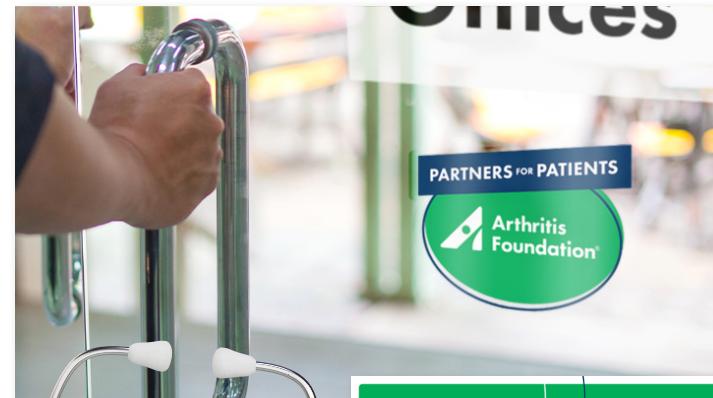
**Century Gothic Bold**

**Aa**

# BRAND USAGE

## Sample usage

Arthritis Foundation Partners for Patients graphics and photography should highlight this unique program, including the partnership between the physician, patient and the Arthritis Foundation. We also want to emphasize the idea of being champions of Yes, showing unity, confidence and optimism.



# Questions

If you have any questions, concerns or specific needs, please contact:

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