

Parkinson's Foundation Quick Reference Guide

[Parkinson.org/MediaKit](https://parkinson.org/MediaKit)

Updated September 2025

For additional information contact **Julie Seireg**

Senior Director of Marketing

305-537-9958 . jseireg@parkinson.org

tagline

Better Lives. Together.

When possible, print our tagline in two colors from our palette. Use the color with the most contrast against the background for the word "Together."

mission

The Parkinson's Foundation makes life better for people with Parkinson's disease by improving care and advancing research toward a cure. **In everything we do, we build on the energy, experience, and passion of our global Parkinson's community.**

logo

Our logo is always reproduced in one flat color. Whenever possible, use PD Blue on a white background, or white on PD Blue or dark color backgrounds. Art is also available in all-black for placements where color is not available.

Do not:

- Place the logo on complex or low-contrast backgrounds
- Recreate logo elements
- Add drop shadows or other special effects
- Use the logo as a 'watermark' behind typography
- Change the logo color
- Skew or distort the logo
- Use the logo smaller than 1.5" wide

Do:

- Maintain clear space around the logo at least as wide as the stem of the P in the mark.

[DOWNLOAD LOGOS](#)



This horizontal configuration above is the default – use it when possible. The stacked version (at right) may be used in placements where horizontal space is tight.



Chapter names are always typeset under the Foundation name as seen here.

Sub-brands



Peer-to-Peer Sub-brands



Professional Sub-brands



Parkinson's Foundation Quick Reference Guide - Visual Elements

colors

Our signature color is PD Blue. Use it as the primary color in all materials.

For more information on how to use these colors according to our brand standards, see the **FULL Brand Guidelines**.

	HEX Code	CMYK	RGB	Pantone Coated Colors	Pantone Uncoated Colors
White	#ffffff	0c, 0m, 0y, 0k	255, 255, 255		
Cloud	#e3e4e5	1c, 0m, 0y, 10k	227, 228, 229	663C	649U
Silver	#a3a5a6	2c, 1m, 0y, 35k	163, 165, 166	429C	4275U
Pewter	#4a4c4e	5c, 3m, 0y, 69k	74, 76, 78	6216C	5395U
Black	#000000	0c, 0m, 0y, 100k	0, 0, 0	Pantone Black 6	
Sky	#d9f5f9	13c, 2m, 0y, 2k	217, 245, 249	15% 2199C	15% 311U
PD Blue	#00bfd9	100c, 11m, 0y, 15k	0, 193, 218	2199C	311U
Ocean Blue	#0081a1	100c, 20m, 0y, 37k	0, 129, 161	6132C	314U
Giving Orange	#f5a91d	0c, 31m, 88y, 4k	245, 169, 29	1375C	123U

typography

Our professional materials feature the font Montserrat. This font is free and available to download without license.

Montserrat

Use Bold weight for headlines.

ABCDEFGHIJKLMNabcdefghijklmn1234567890

Use Regular weight for content.

ABCDEFGHIJKLMNabcdefghijklmn1234567890

graphics

A variety of professionally-created artwork is available for use in our materials, including patterns, icons, etc. Contact the Communications department for more information.

