

The STXBP1
Foundation
Brand Guidelines

Welcome to the most current design handbook for the **STXBP1 Foundation**. Here we provide guidance on proper alignment with our identity and brand. Please read through this brief style guide to learn about our design treatments and how to apply them across various marketing and communications initiatives.

It is critical to share this style guide with your designers and agency teams as we are all ambassadors of the **STXBP1 Foundation** brand. Our brand has strong equity, and it has become familiar and unique within the rare disease community and medical industry. We ask for your help in respecting and preserving its value. The **STXBP1 Foundation's** brand strategy is to purposefully drive consistency and coherence across multiple touch points while still being flexible to make a meaningful impact.

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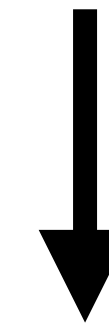
The background of the image is a dense, abstract pattern of vertical bars of varying heights and colors. The colors used are a vibrant red, a light teal, and a dark charcoal grey. The bars are scattered across the entire frame, creating a textured, rhythmic visual effect. The text 'Elements of our Identity' is positioned in the upper left quadrant, partially overlapping the pattern.

Elements of our
Identity

LOGO BUG



NAME



STXBP1 disorders

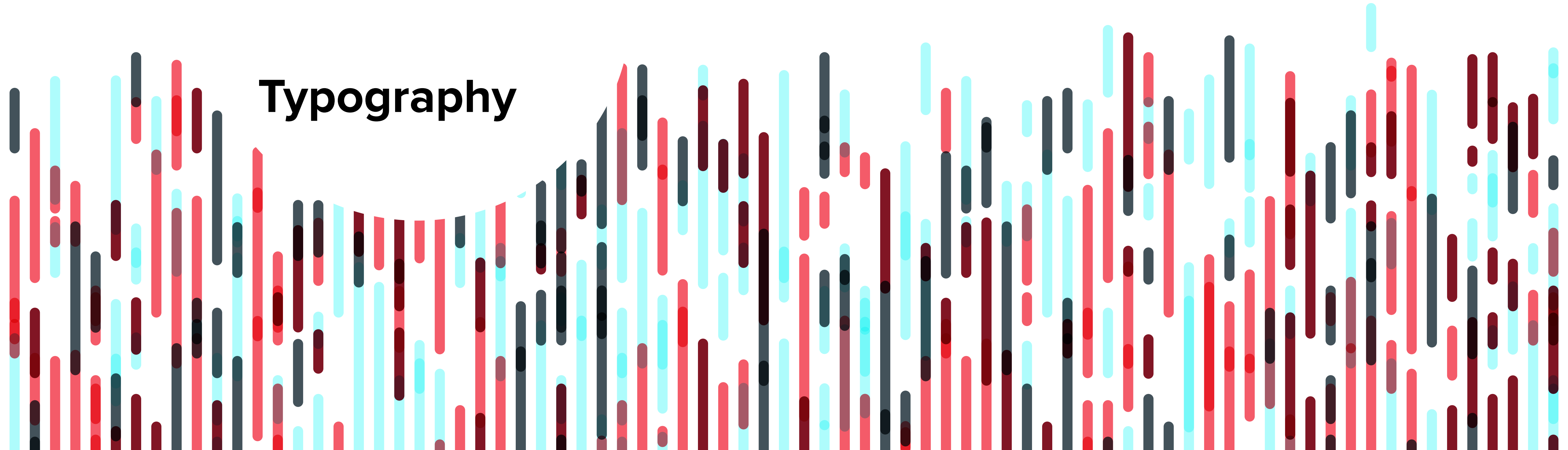
— Science + L♥ve = Cure —



TAGLINE

Typography: Source Sans Pro and Proxima
Colors: Maroon and Charcoal

Typography



Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions, and above all, creates a voice. That is why typography is such an essential component of our brand's visual identity.

We use a balanced combination of modern and classic fonts depending on the use case. Source Sans Pro is best suited for web use as it easily presents across various devices in a standard way. And, using Proxima and Minion for print gives us a differentiated and more sophisticated look.

Aa

SOURCE SANS PRO WEB USE

Source Sans Pro font is free for commercial use

abcdefghijklmnopqrstuwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

£!@#\$%^&*()_+ -=[]{};'\,./:”|<>?

FONT STYLES

Regular

AaBbCcDdEe123

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Aa

**PROXIMA
PRINT USE**

Proxima font is free for commercial use

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

£!@#\$%^&*()_+ -= [] {} ; ' \ , . / : " | < > ?

FONT STYLES

Light AaBbCcDdEe123

Regular AaBbCcDdEe123

Bold **AaBbCcDdEe123**

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Aa

**MINION
PRINT USE OPTION**

Source Sans Pro font is free for commercial use

abcdefghijklmnopqrstuwxyz

ABCDEFGHIJKLMNOSTUWXYZ

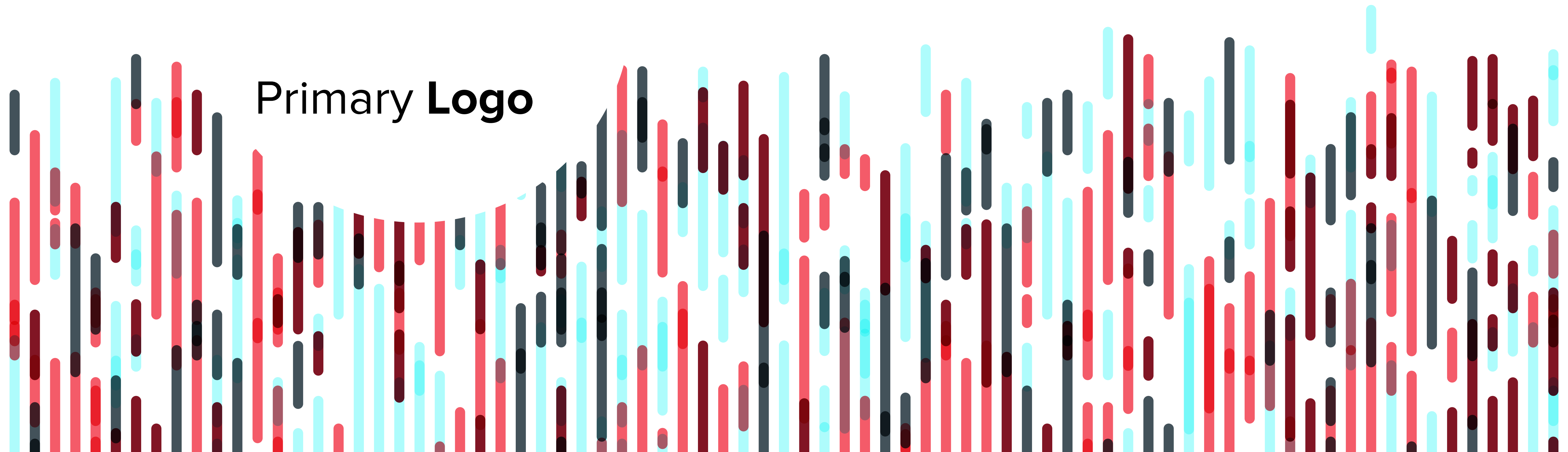
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FONT STYLES

Regular

AaBbCcDdEe123

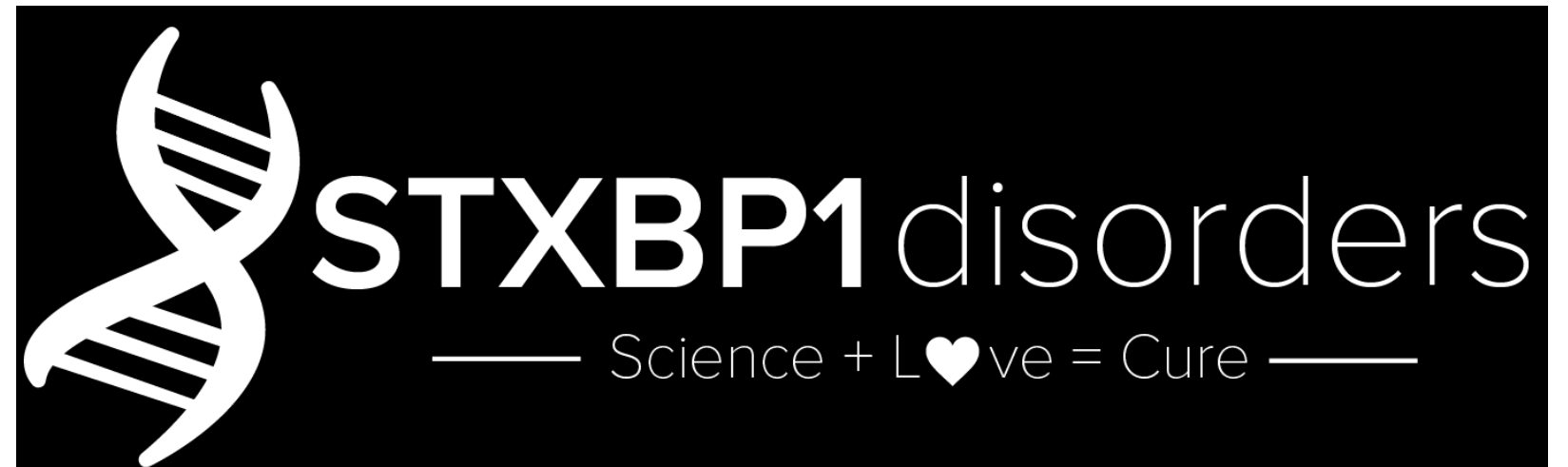
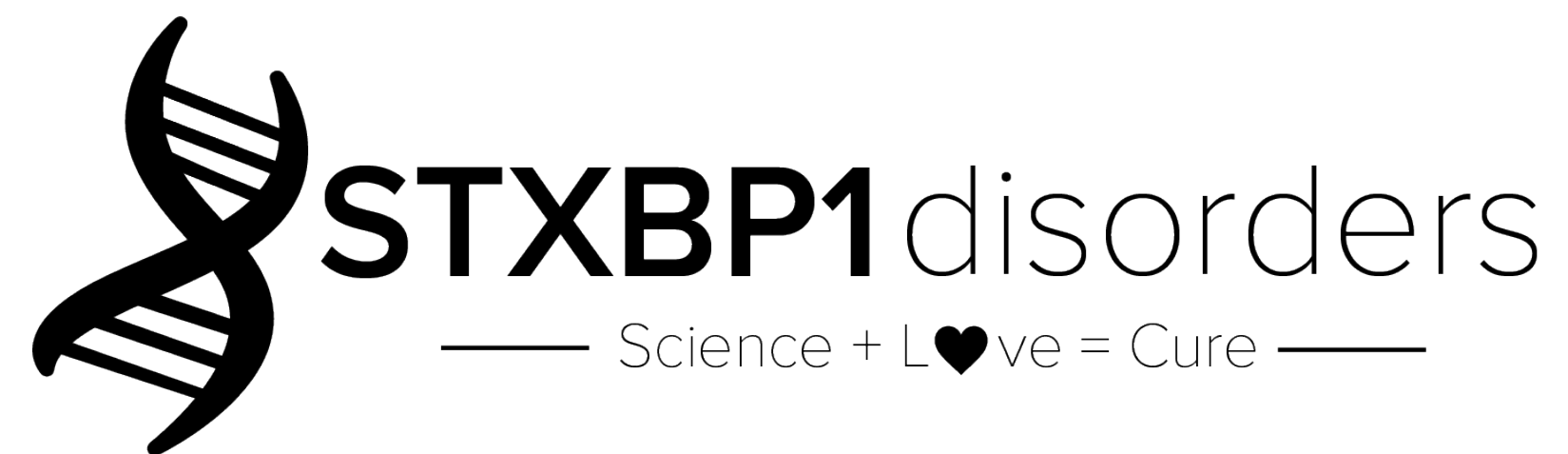
Primary Logo



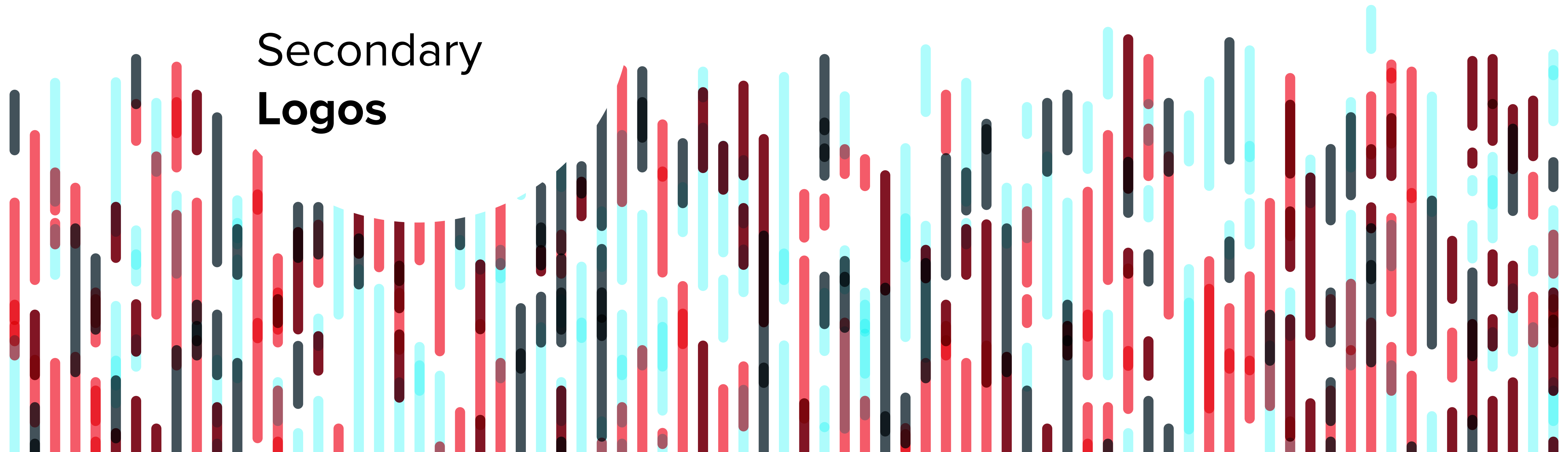
03 • PRIMARY LOGO

stxbp1disorders.org

In most cases and where space permits, the primary logo in its horizontal layout is the first option to use. If the printer or web page allows for a four-color logo (broken out in CMYK or RBG), use this main version locked with our logo bug and tagline.



Secondary Logos



04 • SECONDARY LOGOS

stxbp1disorders.org



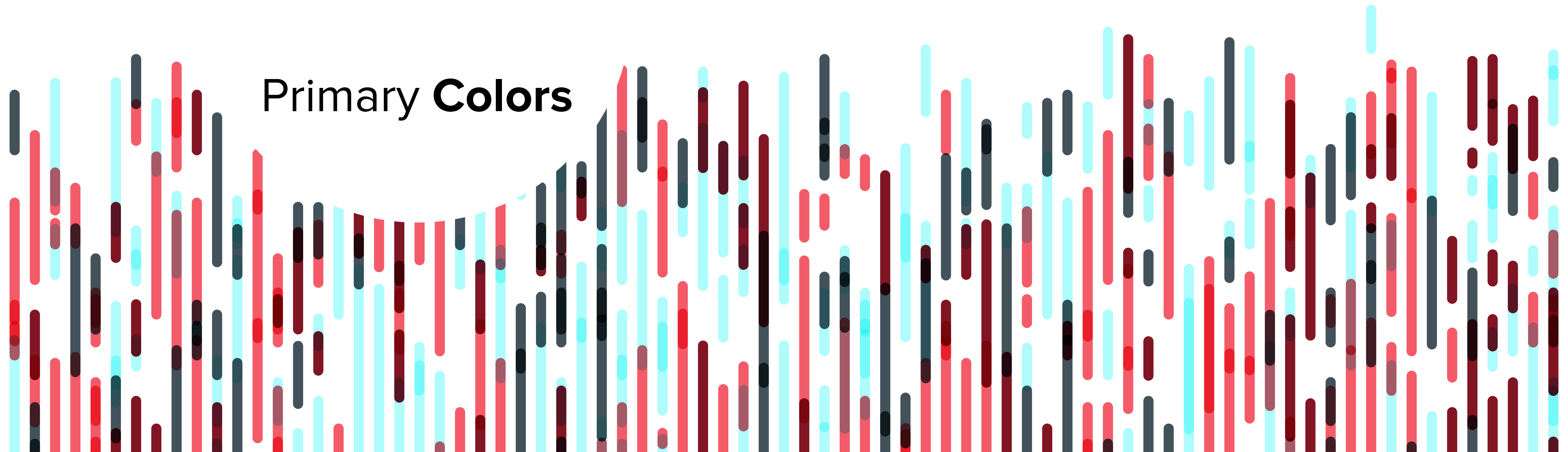
There will be projects that require different version of our identity depending on different use cases. Here we can apply our assets to fit unique layouts:

- Stacked for vertical uses
- Logo bug (helix) alone for small spaces or as a design element
- Name alone for presentations



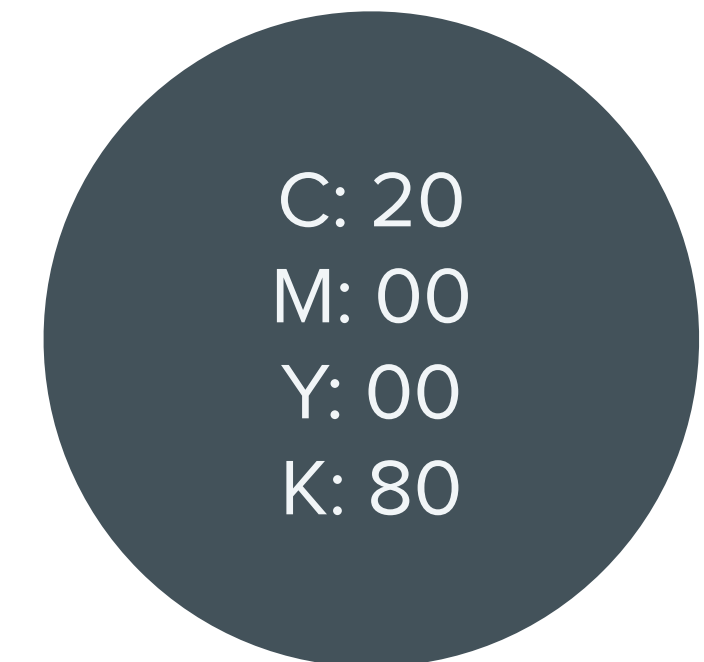
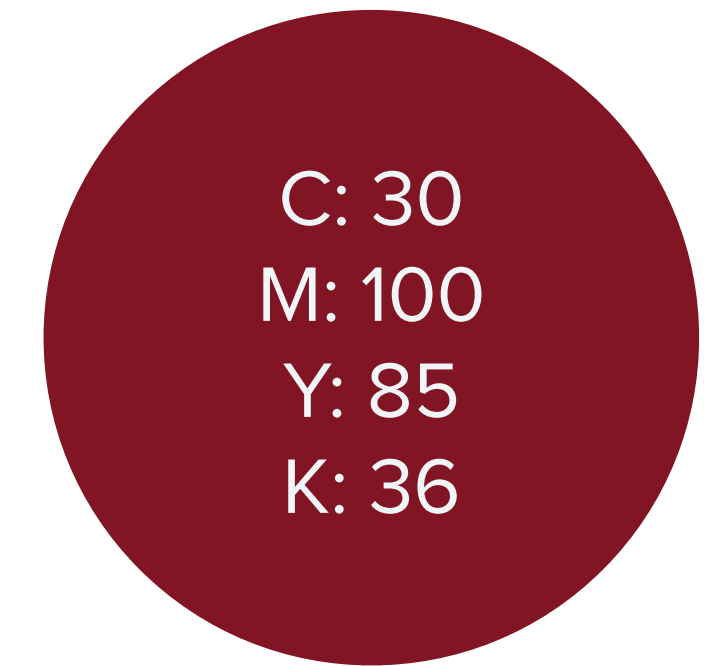
STXBP1disorders

Primary Colors

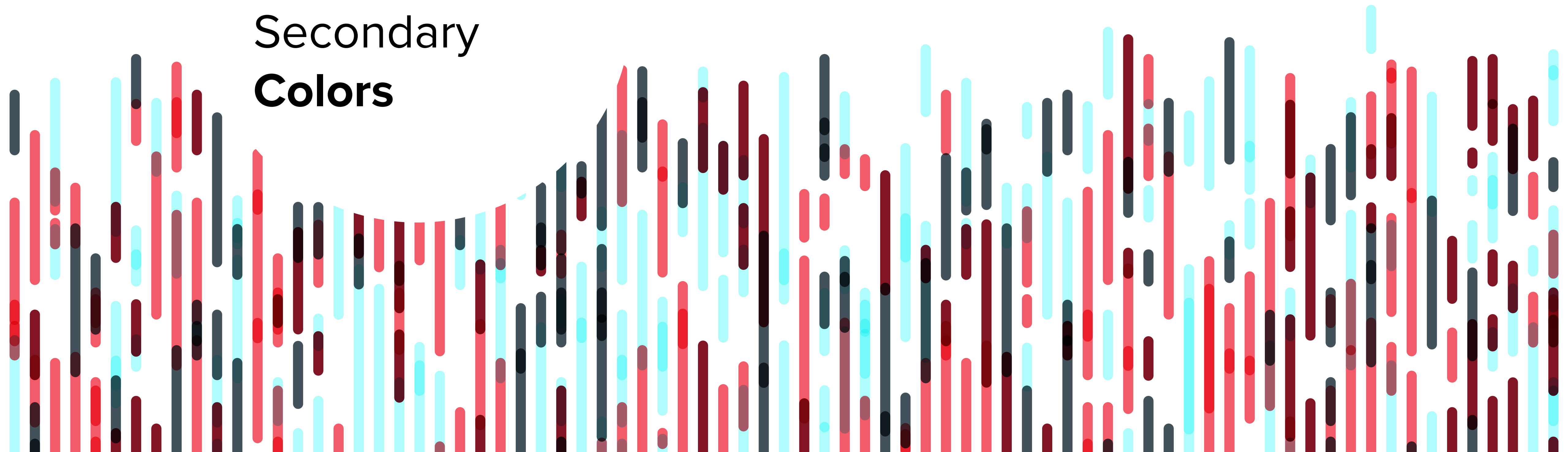


05 • PRIMARY COLORS

Our primary colors are maroon and charcoal. Beyond our logo, these two colors are the most recognizable aspect of our brand identity. Our brand colors were selected to represent our broad, diverse community. Using these colors prominently is one of the best ways to make sure our materials reflect a cohesive brand.

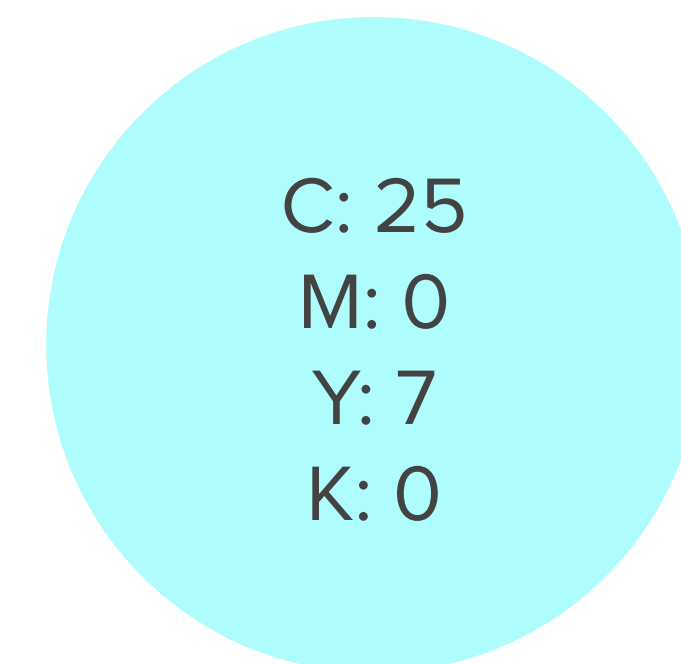
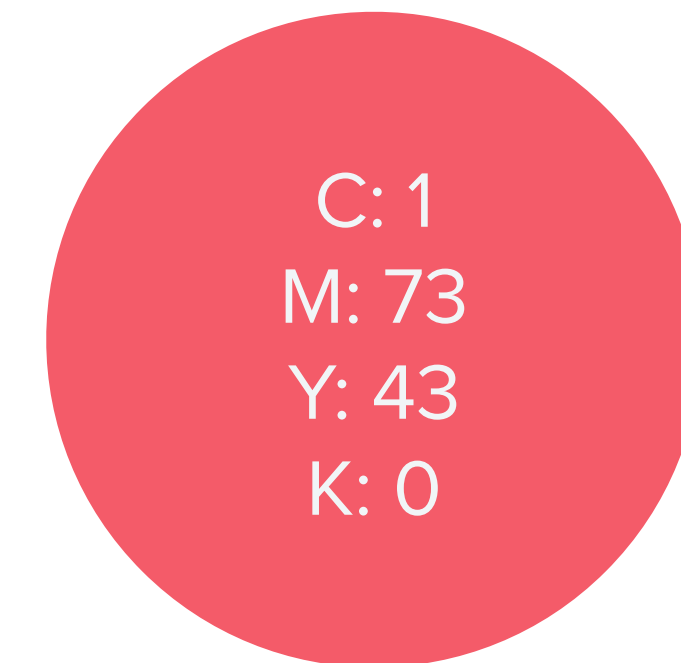
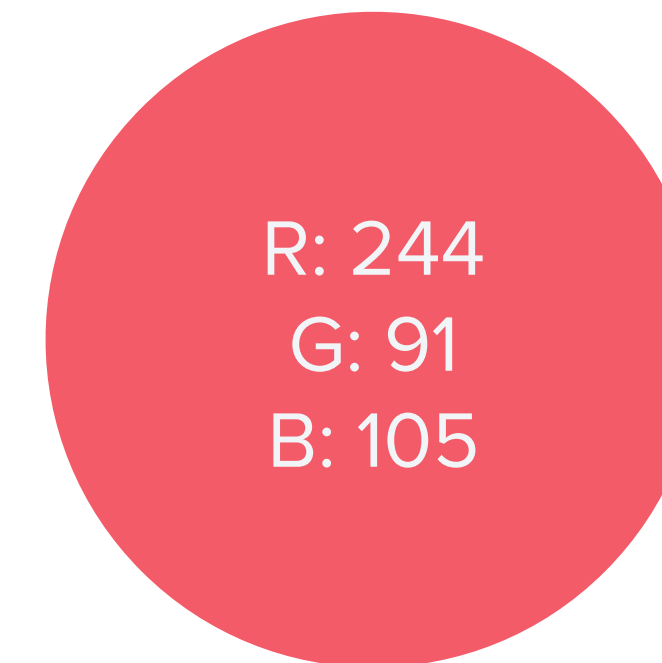
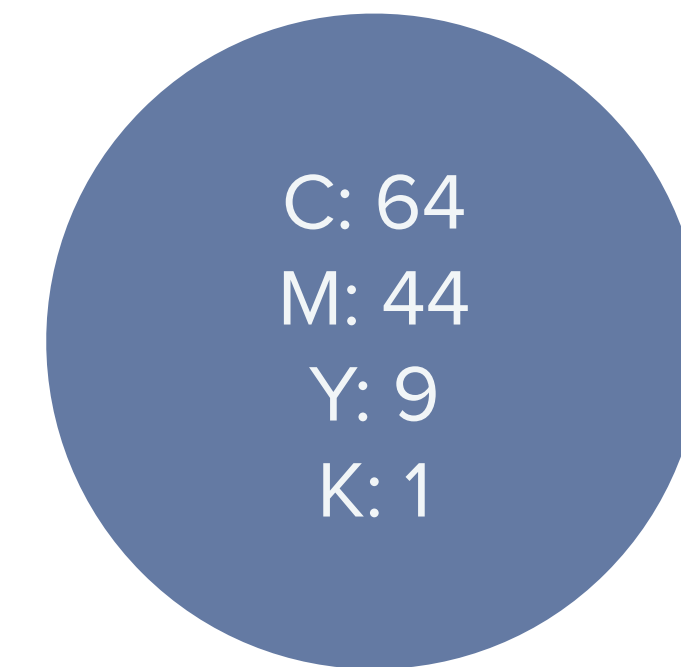
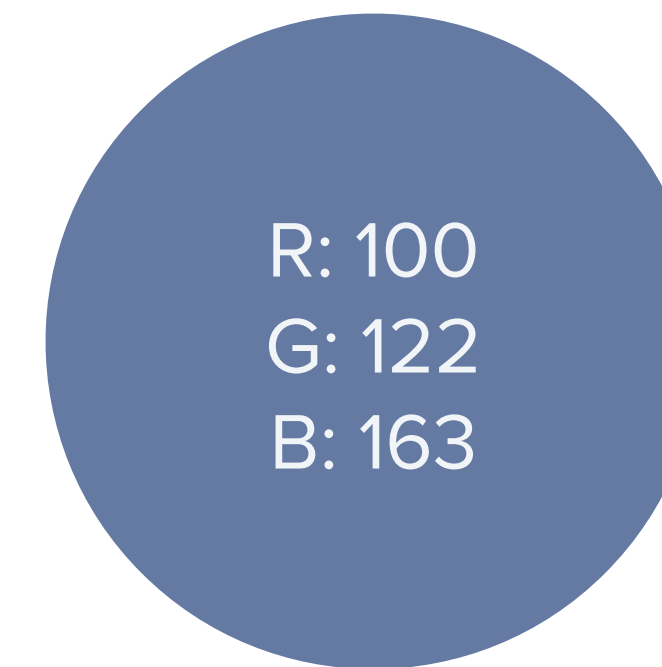


Secondary Colors

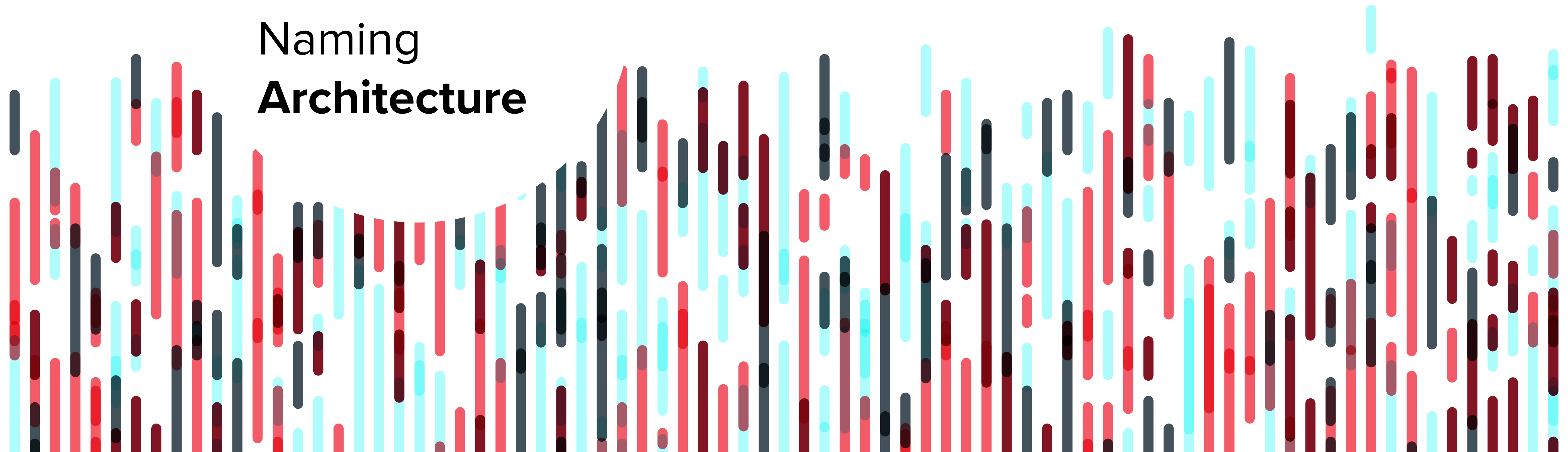


06 • SECONDARY COLORS

Our secondary colors are meant to be used as accents to add some excitement and energy to our design. This is done in a complimentary way with a selection of colors to highlight any project.



Naming Architecture



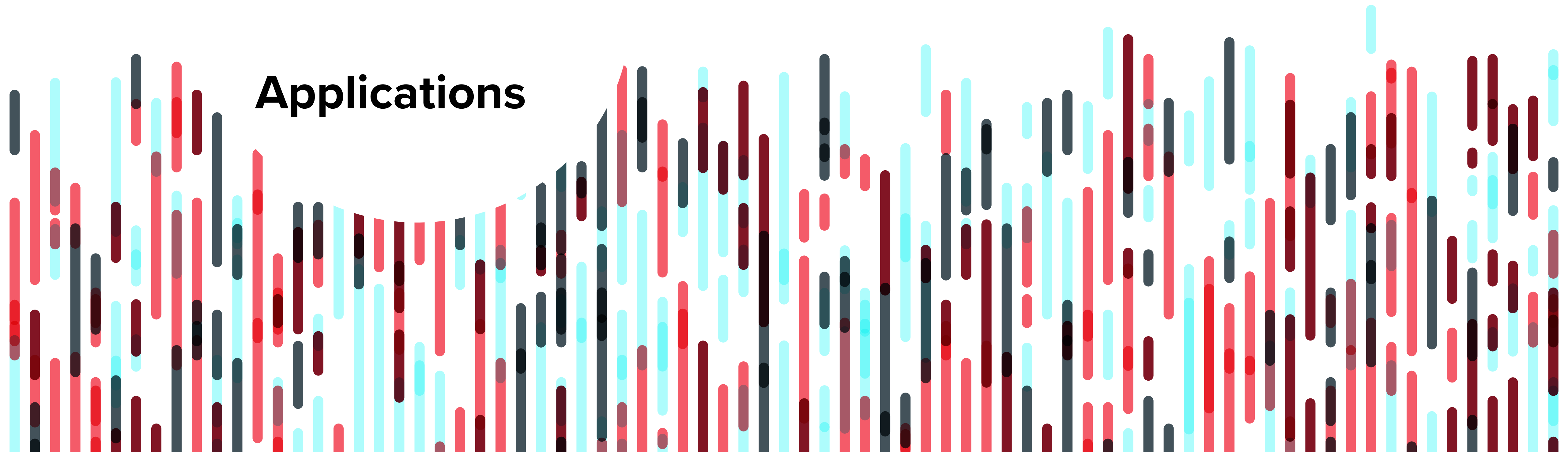
The nomenclature used for our organization was designed to be viewed from the perspective of our community’s families and caregivers as they begin their discovery about STXBP1. Our naming system uses defined terms for the STXBP1 gene, the medical condition, and the charitable organization. We will use **2 names** depending on the use case of our communications.

STXBP1 when seen alone is the name of a gene and should not be used as a shorthand for our identity nor applied in that manner in our formal communications.

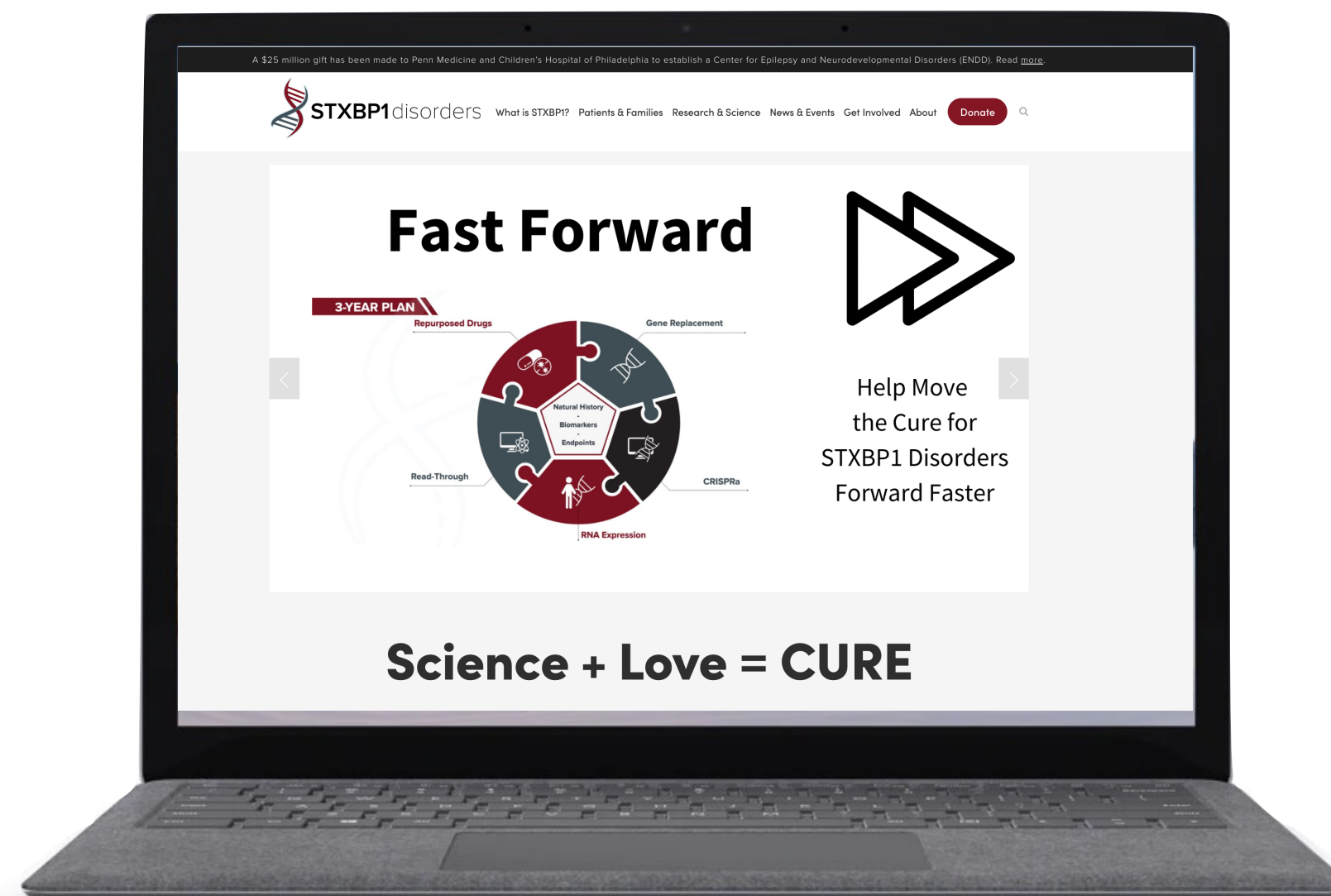
STXBP1 disorders is the name used to define the medical condition of our rare genetic disease. It is the first point of engagement on a newly diagnosed journey, and it should be used to describe the problem/affliction/issue of the gene change. It is used on our website and other marketing communications as the first touch because trying to learn about the condition is the reason someone has found us.

STXBP1 Foundation is the name used to define our 501(c)3 charitable organization. The foundation is the entity with the main mission of generating awareness, funding research, and ultimately finding a cure for the disorder. It is the organization behind the disorder and the two names can certainly be used together. This relationship can be viewed as: STXBP1 disorders research is funded by the STXBP1 Foundation and comparable to other similar uses including how cancer research is funded by the American Cancer Society or an iPhone is made by Apple or the movie “Frozen” was created by Disney. Newly diagnosed families will initially care about the problem – the disorder – and then subsequently care about the organization – the foundation – that is behind it helping to solve the problem. Our naming strategy is designed to greet our audience first with the term STXBP1 disorder and then identify ourselves as the STXBP1 Foundation afterwards.

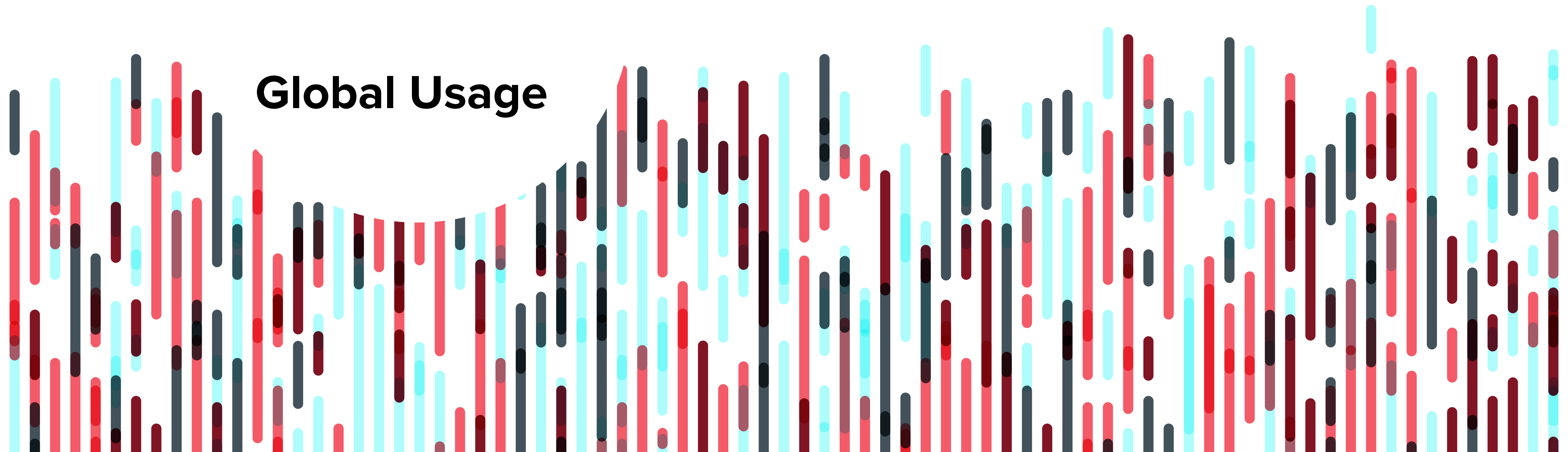
Applications



Here's a few examples of how our logos can be applied across our marketing and communications programs.



Global Usage



STXBP1 disorders affects people around the world and by joining together we can become exponentially more effective in our efforts to find a cure for this rare genetic disease. The STXBP1 Foundation is proud to work alongside other STXBP1-related groups through our affiliate program called STXBP1 Global Connect. You can see more about our worldwide community [here](#).

For organizations that desire a tighter visual association with the STXBP1 Foundation, **we are eager to share our logo and brand elements for local use**. STXBP1 disorder groups outside the US can license components from this Style Guide according to the design direction below along with complying with the terms set in our licensing agreement. There is no fee required for the license and the method of applying your local name as a unique identifier is a simple plug-n-play replacement of our tagline with a country / local entity name.



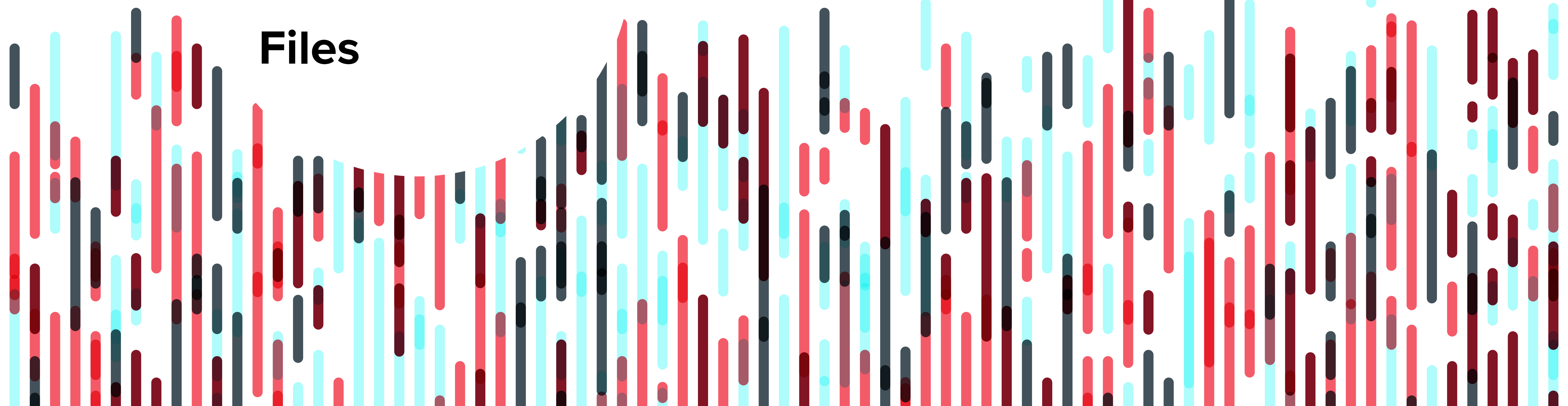
The legal agreement is readily available for your submission by contacting marketing@stxbp1disorders.org and must be signed by both parties before design work can begin.

An example of how a local name will appear is on the next page.

We are thrilled to see more and more groups around the world join in to find a cure for STXBP1 disorders.



Files



All our files are readily available on our website below.

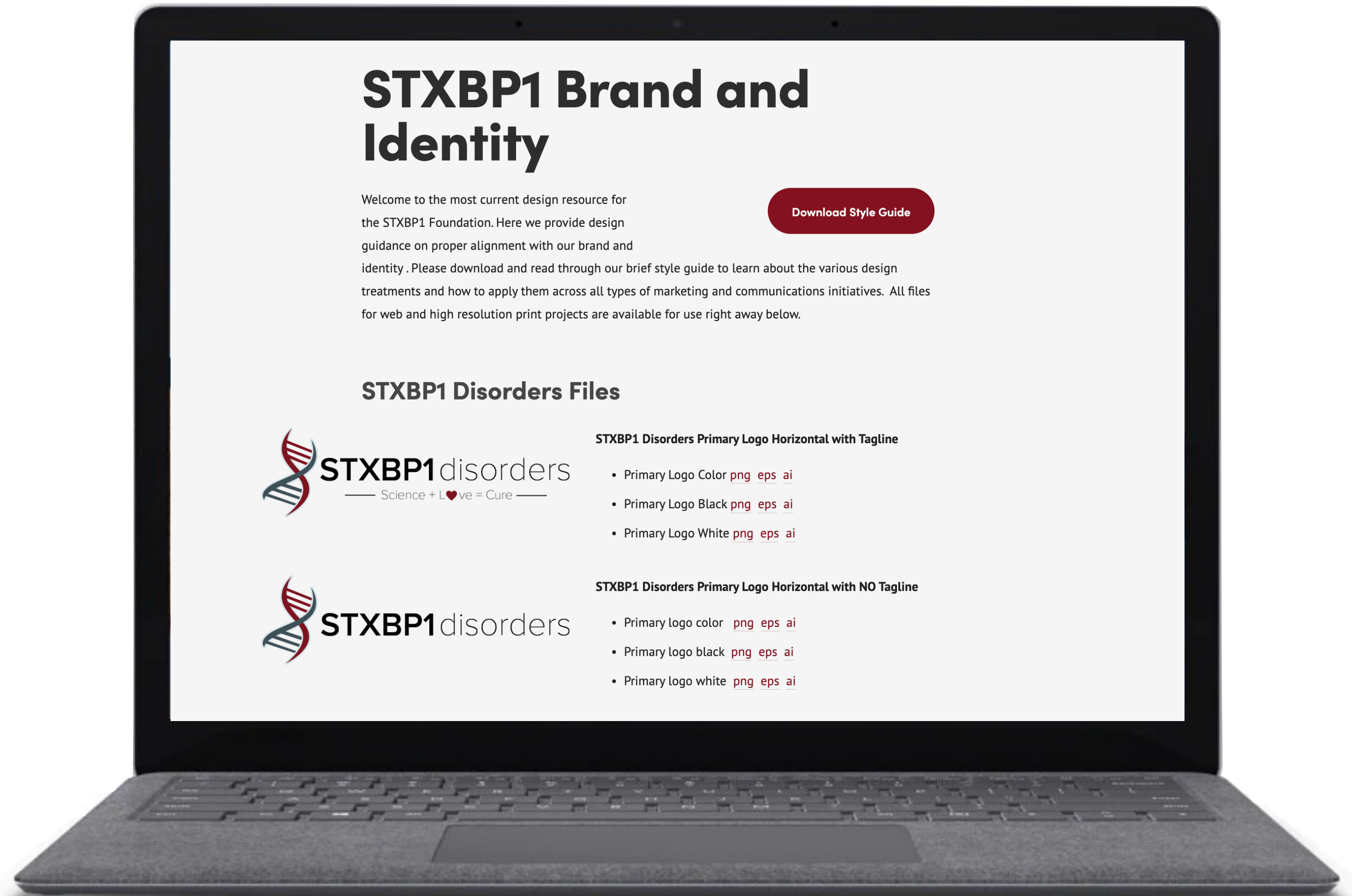
stxbp1disorders.org/brand

Choose the format best for your design:

- png for web
- jpeg for presentations
- eps for hi-resolution printing

Send us a note with any questions at:

marketing@stxbp1disorders.org





STXBP1 foundation

Science + L♥ve = Cure