

# Arthritis Foundation Brand Guidelines

As Champions of Yes, we are a united community working to find a cure. This guide will provide you with the tools to project a unified Arthritis Foundation brand identity across your DIY fundraising materials.

## Logo

### Primary Logo



Our logo is a visual demonstration of our values. The abstracted “A” symbol contains a champion moving on a path of Yes.

The primary logo should appear on all communications. Please never recreate the logo or any of its elements.

### Color Alternatives



### Spacing



Please allow for ample space around the logo.

You can use the capital “A” in Arthritis to determine the appropriate exclusion zone.

## Color Palette

### Primary

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

**Arthritis Foundation Black / PMS 419**  
 CMYK 86 70 69 95  
 RGB 33 35 34  
 #212322

### Neutrals

**PMS 427**  
 CMYK 7 5 5 0  
 RGB 227 229 231  
 #E3E5E7

**PMS 429**  
 CMYK 21 11 9 23  
 RGB 162 170 173  
 #A2AAAD

Our primary palette consists of Arthritis Foundation Green and Black, symbolizing vitality and resolution. Our neutral palette is ideal for backgrounds and supporting materials, while our secondary and tertiary palettes allow for creativity.

### Secondary

**PMS 151**  
 CMYK 0 60 100 0  
 RGB 255 130 0  
 #FF8200

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

**PMS 513**  
 CMYK 53 99 0 0  
 RGB 147 50 142  
 #93328E

### Tertiary

**PMS 178**  
 CMYK 0 70 58 0  
 RGB 255 88 93  
 #FF585D

**PMS 7710**  
 CMYK 81 0 23 0  
 RGB 0 167 181  
 #00A7B5

**PMS 389**  
 CMYK 21 0 85 0  
 RGB 208 223 0  
 #D0DF00

## Sizing

### Minimum Size



To maintain clarity, please size logo and brandmark no smaller than 1 in (72 px) and 0.28 in (20 px), respectively.

## Fonts

### Headlines & Paragraph Text

**Aa** Futura PT  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!"#\$%&'()\*+/?@

or  
**Aa** Century Gothic  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!"#\$%&'()\*+/?@

### Paragraph Text

**Aa** Sentinel Book  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!"#\$%&'()\*+/?@

or  
**Aa** Georgia Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!"#\$%&'()\*+/?@