

October 2021



The Michael J. Fox Foundation for Parkinson's Research

# TEAM FOX LOGO GUIDE

# Logo Lock-ups

### HORIZONTAL LOGO LOCK-UP

The horizontal logo lock-up, in MJFF Orange on a white background, is the primary version and should be used whenever possible.



Cycling Series



Run/Walk Series

### VERTICAL LOGO LOCK-UP

This secondary version provides flexibility when vertical space is limited.



Cycling Series



Run/Walk Series

### COLOR VARIATIONS

When the colors from the primary color palette cannot be used or printing is limited to one color, The Team Fox logo can be used in white or black.

### How to Add a City Name

The horizontal lock-up should have the Program Name on the first line and the City Name on the second line.



Cycling Series  
Chicago

The vertical lock-up should have the City Name added to the Program Name separated by a vertical line. The horizontal line should be removed.



Cycling Series | Chicago

# Logo Lock-up

To maximize impact and visibility, the logo lock-up should always be surrounded by a “clearspace.”

This will prevent distractions from nearby graphics, patterns or text. As demonstrated by the blue lines, the logo lock-up’s clearspace is equal to, or greater than, one third the width of the fox. No typographical or graphical material should infringe on this space.



The logo lock-up should never be re-created, altered or modified in any way.



Cycling Series

✗ Do not distort the logo lock-up (always constrain proportions when scaling).



Cycling Series

✗ Do not add a drop shadow.



✗ Do not overlap fox symbol or logo with shapes.



Cycling Series

✗ Do not change the color of the logo lock-up.



✗ Do not place the logo lock-up on a background of a similar color.



✗ Do not place the logo lock-up on complex backgrounds or images.

# Team Fox Logo

## VERTICAL LOGO

The vertical logo, in MJFF Orange on a white background, is the primary version and should be used whenever possible.



## HORIZONTAL LOGO

This secondary version provides flexibility when vertical space is limited.



## COLOR VARIATIONS

When the colors from the primary color palette cannot be used or printing is limited to one color, The Team Fox logo can be used in white or black.

## FOX ICON

The fox icon can only be used solo for applications where the total width of the logo is smaller than 2 inches for print, or 190px for digital applications. It should never be flipped — the fox should always be running forward, never backward.



Print < 2" width  
On-screen < 190px width

# Team Fox Logo

To maximize impact and visibility, the Team Fox logo should always be surrounded by a “clearspace.”

This will prevent distractions from nearby graphics, patterns or text. As demonstrated by the blue lines, the logo’s clearspace is equal to, or greater than, one third the width of the fox. No typographical or graphical material should infringe on this space.



The Team Fox logo should never be re-created, altered or modified in any way.



- ✗ Do not distort the logo (always constrain proportions when scaling).



- ✗ Do not add a drop shadow.



- ✗ Do not overlap fox symbol or logo with shapes.



- ✗ Do not change the color of the logo.



- ✗ Do not place the logo on a background of a similar color.



- ✗ Do not place the logo on complex backgrounds or images.

# Team Fox Logo Lock-up

## HORIZONTAL LOGO LOCK-UP

The horizontal logo lock-up, in MJFF Orange on a white background, is the primary version and should be used whenever possible.



Young Professionals  
Network

## VERTICAL LOGO LOCK-UP

This secondary version provides flexibility when vertical space is limited.



## COLOR VARIATIONS

When the colors from the primary color palette cannot be used or printing is limited to one color, The Team Fox logo lock-up can be used in white or black.

## How to Add a City Name

The horizontal lock-up should have the Program Name on the first line and the City Name on the second line.



Young Professionals Network  
Boston

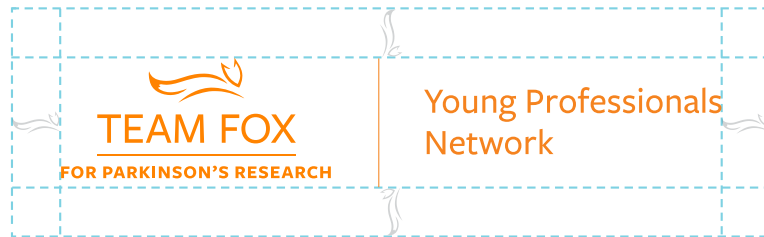
The vertical lock-up should have the City Name added to the Program Name separated by a vertical line. The horizontal line should be removed.



# Team Fox Logo Lock-up

To maximize impact and visibility, the logo lock-up should always be surrounded by a “clearspace.”

This will prevent distractions from nearby graphics, patterns or text. As demonstrated by the blue lines, the logo lock-up’s clearspace is equal to, or greater than, half the width of the fox. No typographical or graphical material should infringe on this space.



The logo lock-up should never be re-created, altered or modified in any way.



✗ Do not distort the logo lock-up (always constrain proportions when scaling).



✗ Do not add a drop shadow.



✗ Do not overlap fox symbol or logo with shapes.



✗ Do not change the color of the logo lock-up.



✗ Do not place the logo lock-up on a background of a similar color.



✗ Do not place the logo lock-up on complex backgrounds or images.

# Team Fox Logo & City

## VERTICAL LOGO LOCK-UP WITH CITY

The vertical logo lock-up with City Name, in MJFF Orange on a white background, is the primary version and should be used whenever possible.



## HORIZONTAL LOGO LOCK-UP WITH CITY

This secondary version provides flexibility when vertical space is limited.



## COLOR VARIATIONS

When the colors from the primary color palette cannot be used or printing is limited to one color, The Team Fox logo lock-up can be used in white or black.

# Team Fox Logo & City

## VERTICAL LOGO LOCK-UP WITH CITY

The City Name is separated from the Team Fox Logo with a horizontal line. The line width is two third the width of the Team Fox Logo line. The distance between the City name, the horizontal line, and the Team Fox Logo is one fifth the width of the fox. The City name is set in Freight Sans Pro Book Title Case with a total height being one third total height of the Team Fox wordmark and For Parkinson's Research. The City Name should be centered vertically to the Team Fox logo.



## HORIZONTAL LOGO LOCK-UP WITH CITY

The City Name is separated from the Team Fox Logo with a vertical line. The distance between the City name, the vertical line, and the Team Fox Logo is half the width of the fox. The City name is set in Freight Sans Pro Book Title Case with a total height being one third the total height of the Team Fox wordmark and fox. The City Name should be centered horizontally to the Team Fox Logo.





The Michael J. Fox Foundation for Parkinson's Research

**THANK YOU**