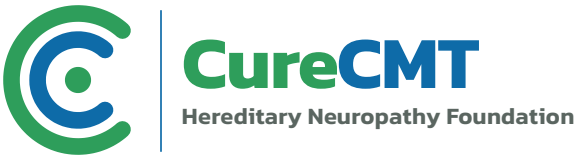


CureCMT brand kit

The working brand system for CureCMT, the patient-facing identity of the Hereditary Neuropathy Foundation. Built on the chosen mark, the cross-section opened into a **C** for Cure and CMT.

Primary logo

The default lockup. Use this wherever space allows.



The system



CureCMT
Hereditary Neuropathy
Foundation

Stacked, for square spaces



Mark only (app icon, favicon, swag)



Wordmark only

Color versions

The logo must work in full color, one color, and reversed.



Full color



One color, ink



One color, green



Reversed, on dark

Color palette

#2E9E5B

Cure green

Primary. The mark, the word "Cure," calls to action.

#0E6BA8

CMT blue

Secondary. The word "CMT," the divider, science and trust.

#1a2421

Ink

Body text and one-color logo on light backgrounds.

#5a6560

Slate

The foundation name and supporting text.

#E8F3ED

Green tint

Surfaces, callout backgrounds.

#FAFBFA

Paper

Page background.

Section accent colors

Each of the six site sections carries its own accent, used for eyebrows, top rules, links, and hover states.

#81449a

Living with CMT

Awareness purple. AA on white.

#5f9c43

Our Research

Discovery green. For small text use #3f6f29.

#1f6fd6

For Science & Industry

Credible blue. For small text use #1a5fc2.

#eaa207

Our Impact

Milestone gold. For text use #8a5d00 (gold fails AA).

#d6266f

Support the Cure

Giving rose. For small text use #bd2062.

#1f6476

About HNF

Heritage deep teal. AA on white.

Typography

Kanit Bold Wordmark and display headings. Weight 700.

Kanit Medium The foundation name and subheads. Weight 600.

System sans (body) Body copy uses the system sans stack for speed and accessibility.

Clear space and minimum size



Keep clear space around the logo equal to the mark's inner ring. Nothing intrudes.



Minimum mark size 24px. Minimum full lockup width 120px.

Usage rules

Do

- Keep “Cure” green and “CMT” blue. The split is the brand.
- Write **CureCMT** as one word, mixed case.
- Set **Hereditary Neuropathy Foundation** in title case beneath.
- Use the one-color or reversed version on busy or dark backgrounds.
- Preserve the clear space and minimum sizes.

Don't

- Recolor the mark or wordmark outside the palette.
- Stretch, rotate, or add effects to the logo.
- Set the foundation name in all caps.
- Place the full-color logo on a low-contrast background.
- Rebuild the lockup spacing by hand. Use the master art.