
EPILEPSY
FOUNDATION
END EPILEPSY TOGETHER



STREAM FOR
EPILEPSY

BRAND GUIDELINES



- Epilepsy Foundation is a trademark of the Epilepsy Foundation of America.
- If you want to create your own materials, there are high-resolution files and backgrounds in the media kit to help you out. You are in no way limited to using these assets.
- Remember that the Epilepsy Foundation/Stream for Epilepsy logo(s) must never be altered or distorted.
- When referring to the Epilepsy Foundation or Stream for Epilepsy, please remember to capitalize the first letter, except for the for in Stream for Epilepsy.
- Please do not use Epilepsy Foundation or Stream for Epilepsy assets in any way that is harmful to our brand. Remember, we are a non-profit charity that works with all age levels.
- When in doubt, don't hesitate to contact us. We are more than happy to help answer any questions you may have: **stream@efa.org**

All of our resources and more detail about usage can be found on website: **<https://epilepsy.com/streamforepilepsy>**

LOGO

primary logo

The Stream for Epilepsy logo is made up of three elements; “gradient brain with play button to the left of the words “Stream For” and “Epilepsy” stacked on top of each other.



secondary logo

There are three additional logos that can be used pending on background color and space available. Gradient and black background used to show how logos can be placed.



logo clear space

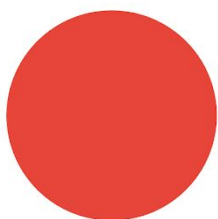
There should always be clear space around the logo. To obtain this you should use the “E” from “Epilepsy” as a guide.



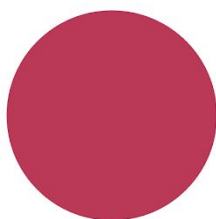
FONTS

Gotham Book
Gotham Medium
Gotham Bold

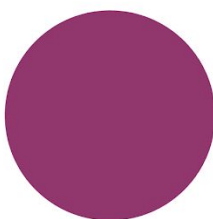
COLOR PALLETE



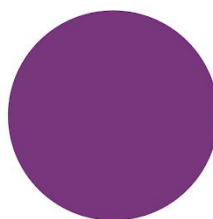
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G: 69
B: 58
#E8453A



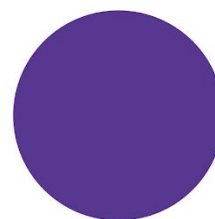
R: 186
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B: 86
#BA3956



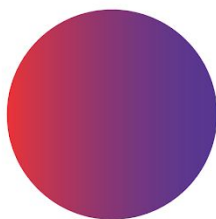
R: 146
G: 54
B: 110
#92366E



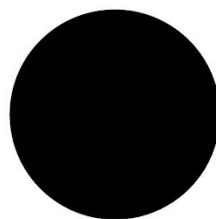
R: 120
G: 55
B: 125
#78377D



R: 88
G: 55
B: 144
#583790



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R: 0
G: 0
B: 0
#0

ICONS



PROPER NAME USAGE

Proper Name Usage: Stream for Epilepsy, S4E

Improper Name Usage: Stream4Epilepsy

About Stream for Epilepsy: Whether you're a classic video-gamer, a masterful content creator, someone who shares passions and hobbies like online karaoke, fitness, makeup tutorials, crafting or art, the Epilepsy Foundation needs your help! By streaming and fundraising, you play an important role as we work to improve the lives of the 3.4 million people in the U.S. and 65 million worldwide who suffer from epilepsy.