

---



The McCourt Foundation  
BRAND GUIDE

---

# Our Story

---

**We are The McCourt Foundation**, a nonprofit striving to cure neurological diseases while empowering communities to build a healthier world. Since 1992, we've donated more than \$6.3 million to neurology research and generated more than \$68m for our 105+ nonprofit charity partners.

We make a difference by focusing on our three pillars:

- **Research:** We support and donate to fund neurological research.
- **Education:** We host free educational forums for those affected by neurological diseases such as ALS, MS, and Alzheimer's.
- **Partnerships:** We build strategic partnerships and leverage our mass participation athletic events as platforms to drive broader health and wellness impact.

Our events include the Los Angeles Marathon, Rose Bowl Half Marathon & 5K, Santa Monica Classic, LA Big 5K, Boston Waterfront 5K, and Tour de South Shore.

Within our mission we support youth health and wellness programs for school age kids in the Greater Los Angeles region. These programs include Students Run LA and 26th Mile, which is part of the Los Angeles Unified School District's Beyond the Bell Youth Development program. These programs are proven models that have spawned similar programming across the county.

Join us at an event and on social media:  
Facebook and Instagram: [@McCourtFoundation](#)



## Our Mission

---

Striving to cure neurological diseases while empowering communities to build a healthier world.

*“Build a healthier world.”*

*“Cure neurological diseases.”*

**CHANGE LIVES**

**HELP FIND CURES**

**ADVANCE RESEARCH**

**CREATE AWARENESS**

**GIVE PURPOSE**

**EDUCATE**

---

# Our Events—Boston

---

## Boston Waterfront 5K

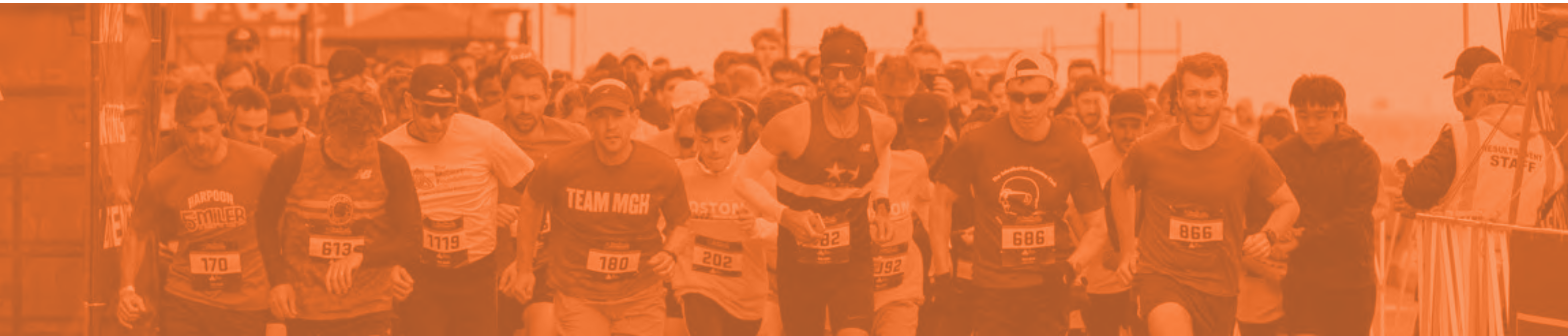
This 5K fun run/walk is family friendly and offers a unique 3.1 mile course with over a mile along the water, a fantastic post-race celebration with music, beer garden and much more.

## Tour de South Shore

This family-friendly event features 50 & 25 mile bike ride in addition to a 5K fun run/walk. Each year, participants come together to raise money for The McCourt Foundation or one of our charity partners through our nonprofit partnership program.

## Neurological Symposium

The Neurological Symposium is an educational update, on the latest research into cures and treatments for neurological diseases including ALS, MS, and Alzheimer's, bringing together our world-renowned partner physicians and researchers from Mass General Hospital, Brigham & Women's Hospital, and Cedars-Sinai Hospital in three sessions. This free event is open to patients, family members, care givers, medical professionals, and anyone who wants to learn more about these disease states that affect our loved ones.



# Our Events—Los Angeles

---

## Los Angeles Marathon

The Los Angeles Marathon is an annual event held in Los Angeles, California since 1986. It has become one of the largest and most popular marathons in the United States, attracting over 25,000 participants from around the world each year. By participating in the Los Angeles Marathon, all runners make a difference, but many choose to elevate their experience by running on behalf of a charity. Our Nonprofit Partner Program, which includes 95+ nonprofit partners, provide a purpose for people to cross the finish line - for the first time or their 40th - and make a direct impact on people's lives.

## Charity Half Marathon

The Charity Half Marathon is an exclusive half marathon within the Los Angeles Marathon where everyone participating is giving back! There are limited registrations available, and all participants fundraise for Team TMF or one of our other official Nonprofit Charity Partners.

## LA 5K

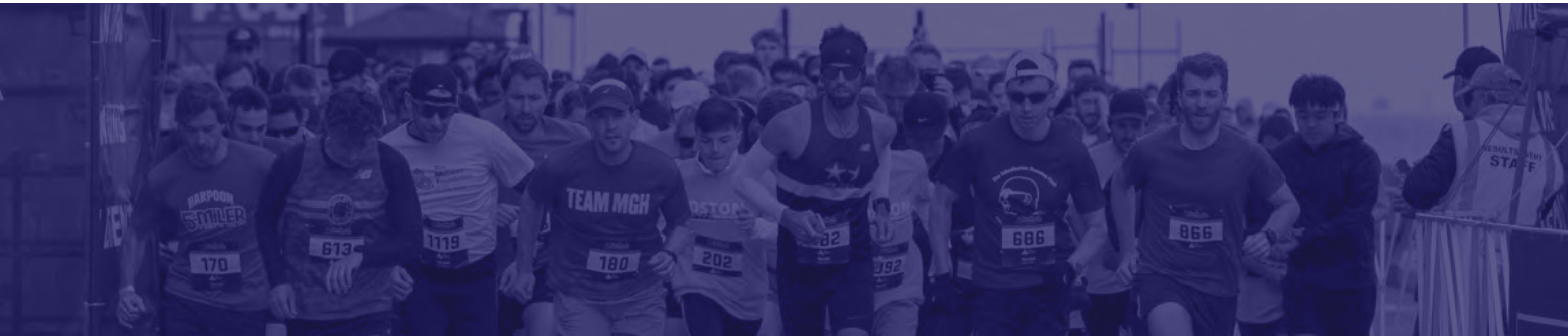
The LA Big 5K is a family-friendly race open to participants of all ages and abilities the day before the LA Marathon. Participants experience an iconic run through beautiful Elysian Park before a rewarding finish set against the backdrop of world-famous Dodger Stadium.

## Santa Monica Classic

The Santa Monica Classic is the only 5K/10K that starts and finishes just steps from the beach in beautiful Santa Monica. This race sells out every year, and for many kicks off fall and marathon training season.

## Rose Bowl Half Marathon & 5K

The Rose Bowl Half Marathon is a truly unforgettable race experience with a one-of-a-kind finish line on the field at the world-famous Rose Bowl! This event features a picturesque course through beautiful Pasadena, passing landmarks like the Colorado Street Bridge, Old Town Pasadena and Cal Tech University before a majestic finish on the 50-yard line of the Rose Bowl.



A group of runners participating in a marathon on a city street. The image is overlaid with a semi-transparent blue filter. The text "Brand Logo" is centered in white. The runners are wearing various athletic gear, including tank tops, t-shirts, and shorts. Some have race bibs with numbers like 363, 989, 2, 18, and 163. The background shows a city street with buildings and a clear sky.

Brand Logo

## Primary Logo

---



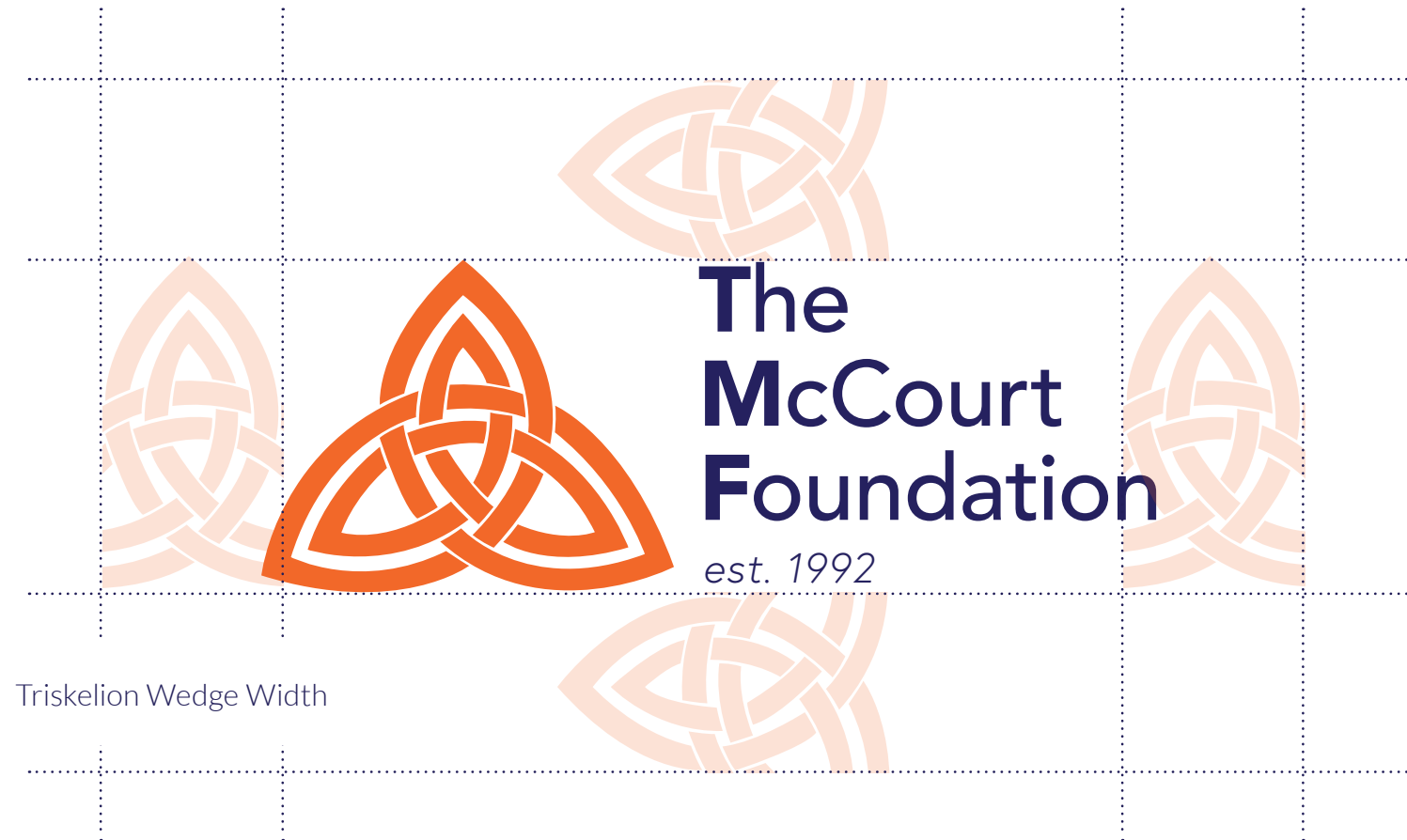
## On Dark Background

---



# Primary Logo

---



Triskelion Wedge Width

## Clear Space

Note that there is a slight space allowance at the left and right edges of the logo to compensate for the edges that stick out.



## Smallest Size

This refers to the smallest size at which the logo can be displayed while still being clear and legible.



# Team TMF Logo



Full Color Logo



Alternate and  
1-color Versions



Reversed

A crowd of people at a triathlon event. In the center, a person holds a large black sign that reads "TEAM TMF Together" in white and red text. The person holding the sign is wearing a black athletic top with "TRIATHLON TV" and "BASKETBALL" visible, and a race bib that says "AIDAN". Other people in the crowd are wearing various athletic gear, including white tank tops and caps. The background shows trees and a bright, outdoor setting.

# Color Palette

# Color Palette

## ORANGE

CMYK: 100 / 100 / 34 / 28

RGB: 34 / 31 / 89

HEX: #221F59

## PURPLE

CMYK: 0 / 63 / 83 / 0

RGB: 246 / 125 / 61

HEX: #F67D3D

## GRAY

CMYK: 43 / 35 / 35 / 1

RGB: 153 / 153 / 153

HEX: #999999

85%

## WHITE

CMYK: 0 / 0 / 0 / 0

RGB: 255 / 255 / 255

HEX: #FFFFFF

A bright orange and deep purple are the primary color expressions for The McCourt Foundation audiences. A secondary tier of soft gray may be used as an alternative background to the primary colors.

White should predominantly be used for typography on primary and secondary colored backgrounds.

50%

25%



Thank you!

LA37

asics