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 $7.2 million to neurology research and generated more than $81m for our 200+ 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 ASICS Los Angeles Marathon, Rose Bowl Half Marathon & 5K, Santa Monica Classic, LA 5K, and Boston Waterfront 5K.

Join us at an event and on social media:
Facebook and Instagram: *@McCourtFoundation*



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.

Our Mission

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

“Build a healthier world.”

“Cure neurological diseases.”

CHANGE LIVES
ADVANCE RESEARCH
GIVE PURPOSE
HELP FIND CURES
CREATE AWARENESS
EDUCATE

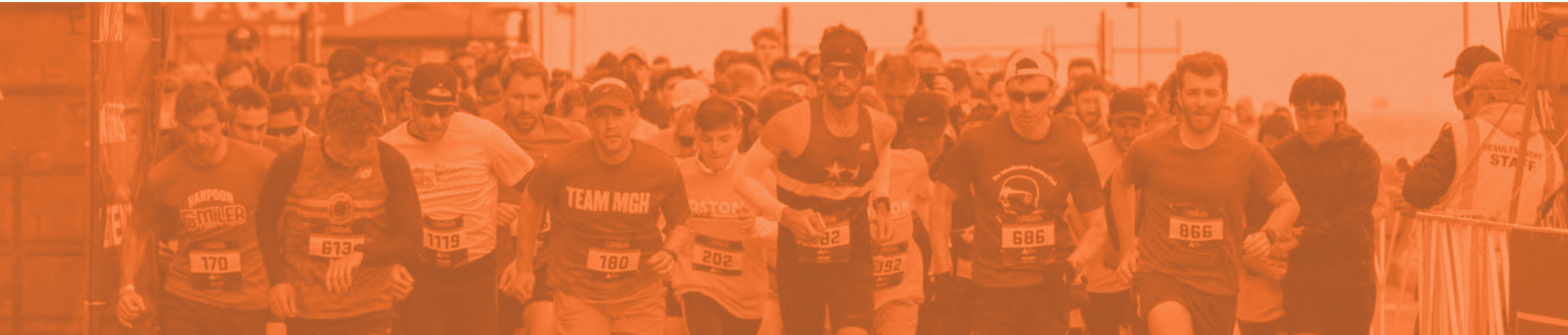
Our Events—Boston

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.

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

ASICS Los Angeles Marathon

The ASICS 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 ASICS 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 190+ nonprofit partners, provide a purpose for people to cross the finish line - for the first time or their 42nd- and make a direct impact on people's lives.

Charity Half Marathon

The Charity Half Marathon is the exclusive half marathon within the ASICS Los Angeles Marathon where everyone participating is giving back! Participants fundraise for Team TMF or another official charity partner while running from Dodger Stadium to Avenue of the Stars. Along the way, participants can take pride in knowing they're making a difference - running for a cause and giving back with every step.

LA 5K

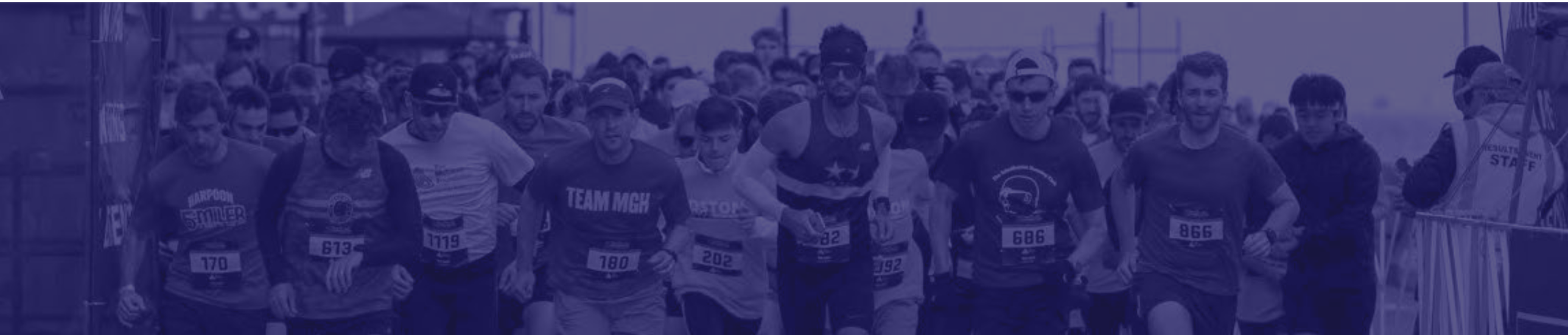
The LA 5K is a family-friendly race open to participants of all ages and abilities the day before the ASICS LA Marathon. Participants experience an iconic run through beautiful Elysian Park before a rewarding finish set against the backdrop of world-famous Dodger Stadium.

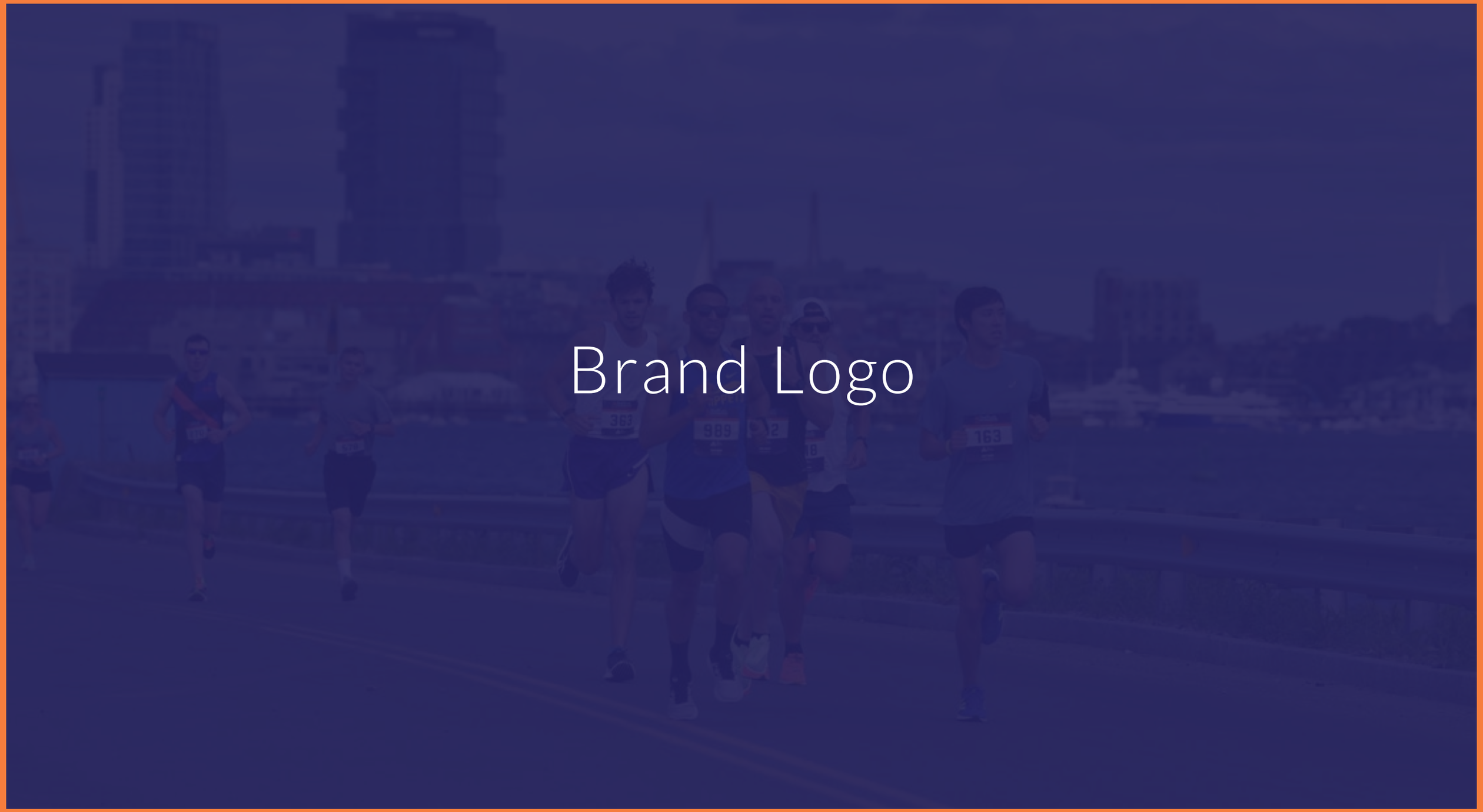
Santa Monica Classic

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.




Brand Logo

Primary Logo



The
McCourt
Foundation
est. 1992

On Dark Background



The
McCourt
Foundation
est. 1992



The
McCourt
Foundation
est. 1992

Primary Logo



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



Color Palette

Color Palette

ORANGE
CMYK: 100 / 100 / 34 / 28
RGB: 34 / 31 / 89
HEX: #F67D3D

PURPLE
CMYK: 0 / 63 / 83 / 0
RGB: 246 / 125 / 61
HEX: #221F59

GRAY
CMYK: 43 / 35 / 35 / 1
RGB: 153 / 153 / 153
HEX: #858686

85%

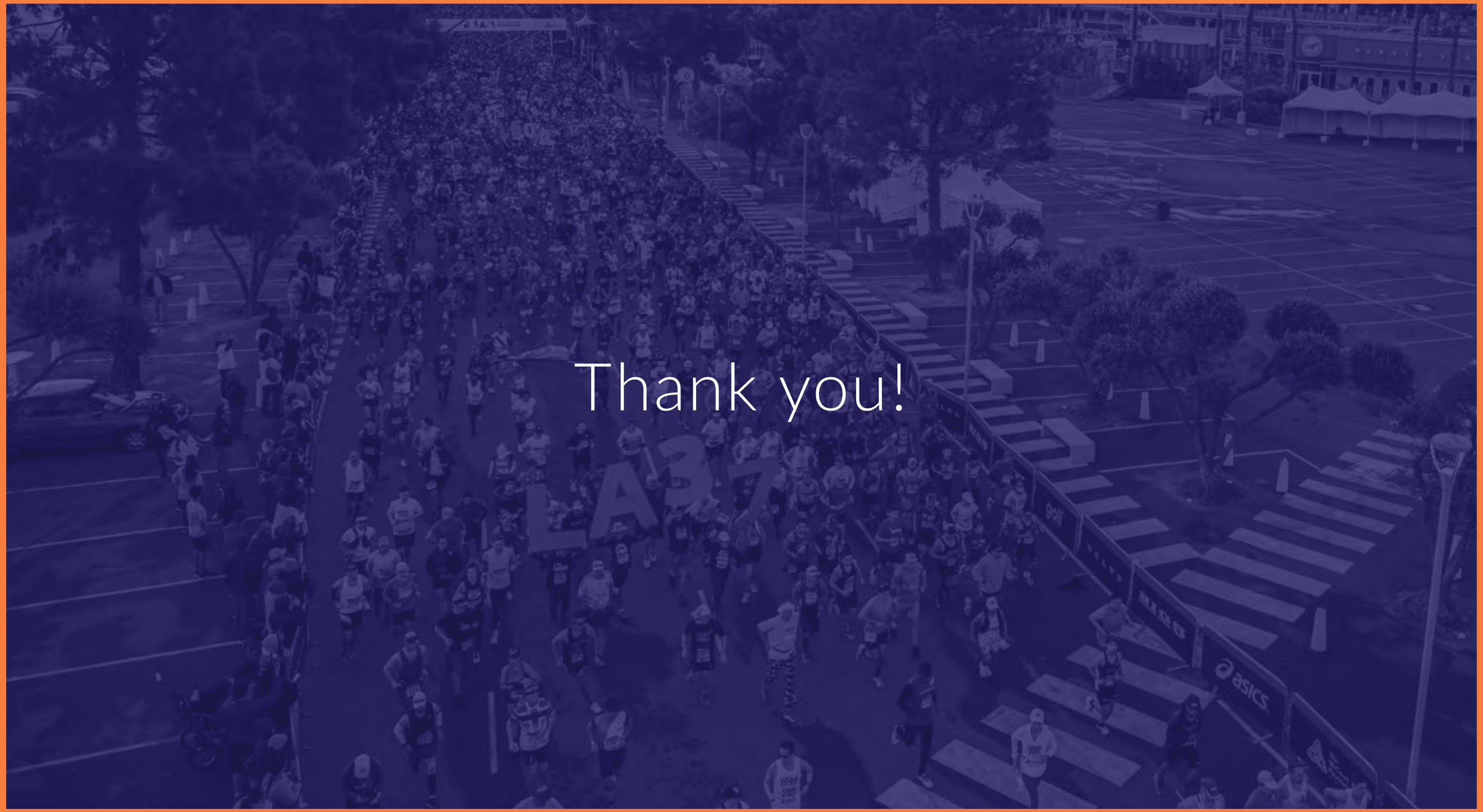
50%

25%

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.



Thank you!