



# CADASIL

— GLOBAL FOUNDATION —

## MISSION, PURPOSE & SCOPE

### Mission

To improve the lives of individuals and families affected by CADASIL by accelerating awareness, enabling earlier diagnosis, supporting research, and strengthening support systems.

### Vision

A world where CADASIL is recognized early, accurately diagnosed, actively researched, and supported through coordinated care.

### Core Problem

CADASIL is a rare genetic small vessel disease that is often underdiagnosed. Patients frequently experience delayed diagnosis, limited awareness among healthcare providers, and a lack of clear care pathways and support infrastructure.

### Target Audience

Patients and families; neurologists and stroke specialists; genetic counselors; researchers; stroke and vascular foundations.

### Strategic Pillars

#### Awareness & Education

Increase awareness, support increased diagnoses, and provide accessible resources.

#### Research Enablement

Support research efforts by increasing awareness of research initiatives and helping connect patients with researchers.

#### Patient & Family Support

Provide clear care pathways and community support.

#### Advocacy & System Change

Improve access to testing and standardized care.

## LOGO VARIATIONS

Vertical



Horizontal



Icon



## BRAND COLOURS

### PRIMARY COLOURS



119D9A  
Primary Teal



143E6E  
Deep Navy Teal

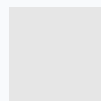


1F7FA3  
Mid Navy Teal

### SUPPORTING COLOURS



2F3E4E  
Dark Slate



E6E6E6  
Light Grey



FFFFFF  
White

### RECOMMENDED USAGE (FOR CONSISTENCY)

Primary CTA / headlines: #119D9A  
Secondary / professional tone: #143E6E  
Gradients / visuals: blend #143E6E → #2ED1B2  
Body text / supporting elements: #2F3E4E

## BRAND FONTS

**MONTERRAT BOLD**  
HEADLINES (CADASIL)

**MONTERRAT MEDIUM**  
SUBHEADS (FOUNDATION)

**MONTERRAT REGULAR**  
BODY / SUPPORTING TEXT

