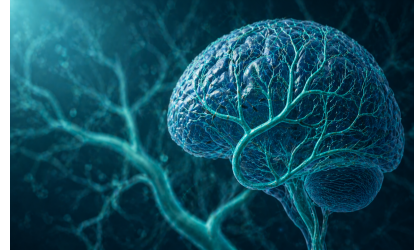


Using the Dandelion as a Visual Motif

Global CADASIL Foundation — One Pager



Strategic Rationale

The dandelion provides a human, emotionally resonant symbol that balances the clinical nature of CADASIL with accessibility and hope.

What It Represents

- Awareness that spreads globally
- Hope and future progress
- Resilience despite fragility
- Human-centered storytelling

Brand Alignment

Works seamlessly with the CADASIL palette (#119D9A, #143E6E) and visually echoes vascular branching, reinforcing subtle medical relevance.

Recommended Use

Use as a supporting visual: secondary hero images, section dividers, and storytelling content. Balance with clinical (brain/vascular) imagery and real people for credibility.

Risks & Mitigation

May feel generic or soft — mitigate by pairing with strong brand colors and medical imagery. Frame seed movement as intentional spread of awareness.

Bottom Line

The dandelion introduces an ownable emotional layer—representing hope, awareness, and connection—while clinical visuals maintain credibility.