



motor neurone disease
association

Guidelines 2020

Volunteer version
updated December
2020



The need to build on our growing reputation and raise our profile has never been more important for the MND Association. There are more charities and good causes around than ever before, and we must fight hard to get our voice heard:

- How do we ensure people know about us and what we do when they or their loved ones are first diagnosed with MND?
- How do we become better known in order to be able to raise more income, exert more influence and help people with MND?

Our response to these challenges has been to ensure we are clearly communicating with everyone we need to reach. One element within this is being consistent and distinctive in the look and feel of our materials.

The aim of these brand guidelines is to help those involved with producing materials for the Association to make creative use of our visual identity, while ensuring consistency in how we apply this.

We hope you find these brand guidelines useful. Thank you for playing your part in helping us communicate clearly and distinctively, and in helping us towards our vision of ***a world free from MND.***

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Our logo

Our logo builds on and reflects how we present ourselves.

It is based on the theme of connections. The unfinished letters 'MND' reflect the way MND disconnects people from their own bodies and their lives. The MND Association connects people affected by MND with services, with information, with quality of life support, and research which will lead to new treatments and ultimately eradicate the disease.

This is indicated in the complete 'a' for Association.

The logo must not be redrawn, digitally manipulated or altered. The logo must always be reproduced from a master reference. This is available in eps/ai and jpeg format.

EPS/AI: All professionally printed applications.

JPEG: Online and Microsoft programs.

English logo



Welsh logo



Core colour options

The English and Welsh logos should always appear in their respective MND Association core colourways when used on stationery, signage and third-party materials.

However, when used on black, blue, orange or white the logo should have sufficient contrast to the background colour and use the colourways illustrated below. If using the logo on images or a tint, the background must be clear

of detail with excellent contrast and visibility. The logo must not be redrawn, digitally manipulated or altered.

The logo must always be reproduced from a master reference. This is available in eps/ai and jpeg format.

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Colourways

To add diversity to our materials the English and Welsh logos can also appear in the MND Association supporting colourways* taken from our corporate palette (see 1.7) as shown below.

To ensure the logo has sufficient contrast to the background colour only the below options can be used. If using on a tint from the corporate palette or images the background must be clear of detail with excellent contrast and visibility.

The logo must not be redrawn, digitally manipulated or altered. The logo must always be reproduced from a master reference. This is available in eps/ai and jpeg format.

EPS/Ai: All professionally printed applications.

JPEG: Online and Microsoft programs.



* We do not use the yellow colourway in this form as the white lettering does not provide enough contrast or clear visibility.

Exclusion zone

The logo is also protected by an exclusion zone. This ensures the logo is always surrounded by an area of clear space and therefore has maximum impact and visibility on all our communications. Allow the logo sufficient space on any materials you produce.

The exclusion zone is calculated by the ascender and middle descenders from the letter 'm' taken from the logo.

Always allow at least this amount of clear space around the logo. This rule must always be observed, and no other graphic elements are permitted to intrude into the zone.



Minimum clearance

Logo alignment

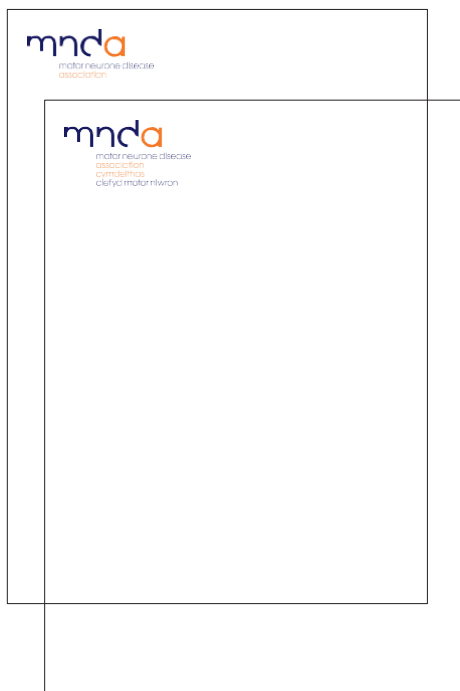
Both English and Welsh versions of the MND Association logos must be clearly visible and reproduced consistently.

For this reason, a minimum size has been established. The size is **20mm** measured across the width of the logo.

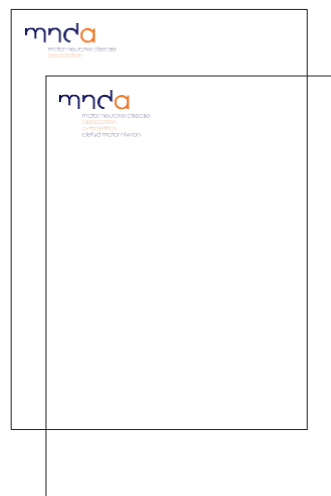
The logo does not have a maximum reproduction size. An eps or ai file is recommended for large reproduction formats, ie exhibitions.

The logo sits in the top left-hand corner of an application where possible. Text can align from the left edge of the logo or the descriptor text below.

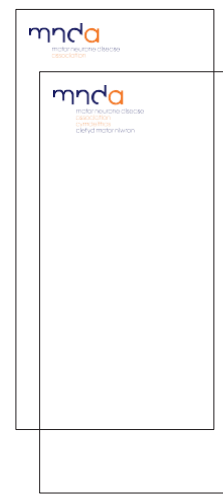
A4 page
63mm width logo
10mm clearance



A5 page
45mm width logo
7mm clearance



DL page
45mm width logo
7mm clearance



A6 page
45mm width logo
7mm clearance



Alignment

mnda
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association

Text and shapes can align
from this part of the logo

Text and shapes can align
from this part of the logo

mnda
motor neurone disease
association
cymdeithas
clefyd motor niwron

Text and shapes can align
from this part of the logo

Text and shapes can align
from this part of the logo

Sub brands

1.6.i - Walk to d'feet

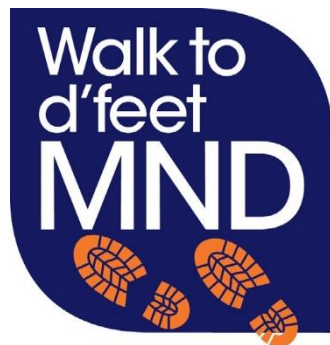
The 'Walk to d'feet MND' logo is an independent Association sub brand. It should never be used directly alongside the core logo.

The logo is also protected by an exclusion zone. This ensures the logo is always surrounded by an area of clear space and therefore has maximum impact and

visibility. Allow the logo sufficient space on any materials you produce.

The exclusion zone is calculated by the height of the capital letter 'W' of 'Walk' taken from the logo. Always allow at least this amount of space around the logo.

The minimum size the logo can be used is 13mm in width ensuring it is always clearly visible.



1.6.ii - STRONG

The 'STRONG' logo is an independent Association sub brand. It should never be used directly alongside the core logo. The logo is also protected by an exclusion zone. This ensures the logo is always surrounded by an area of clear space and therefore has maximum impact and visibility. Allow the logo sufficient space on any materials you produce.

The exclusion zone is calculated by the height of the capital letter 'S' of 'STRONG' taken from the logo. Always allow at least this amount of space around the logo when used on a white background or external to the lozenge shape. The minimum size the logo can be used is 13mm in width ensuring it is always clearly visible

Our colour palette

To represent the diversity of our work we use a vibrant palette of eight colours.

The palette should be used for all communications to exploit the full range and create maximum impact.

The supporting palette is used to complement, highlight and add vitality to the core MND Association blue and orange. No other colours are permitted, except for black and white.

Accurate colour reproduction is vital. Always match the Pantone® or CMYK references indicated. Use the Pantone / CMYK versions for printed materials, RGB for on-screen usage and Hexadecimal (HEX) for digital and web.

Core colours



Dark Blue - Pantone® 2757
EC CMYK: C100 M95 Y4 K42
RGB: R0 G30 B96
Hex: #001E60

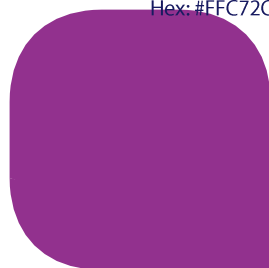


Orange - Pantone® 158
EC CMYK: C0 M62 Y95 K0
RGB: R232 G119 B34
Hex: #E87722

Supporting palette



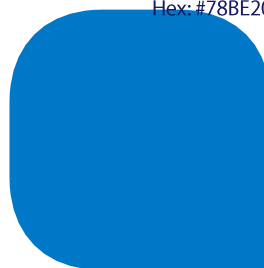
Yellow - Pantone® 123
EC CMYK: C0 M19 Y89 K0
RGB: R255 G199 B44
Hex: #FFC72C



Purple - Pantone® 513
EC CMYK: C53 M99 Y0 K0
RGB: R147 G50 B142
Hex: #93328E



Green - Pantone® 368
EC CMYK: C65 M0 Y100 K0
RGB: R120 G190 B32
Hex: #78BE20



Cobalt Blue - Pantone® 3005
EC CMYK: C100 M31 Y0 K0
RGB: R0 G119 B200
Hex: #0077C8



Turquoise - Pantone® 321
EC CMYK: C96 M3 Y35 K12
RGB: R0 G140 B149
Hex: #008C95



Pink - Pantone® 675
EC CMYK: C18 M100 Y0 K8
RGB: R174 G37 B115
Hex: #AE2573

Typography

Distinctive and powerful typography reinforces the personality of the MND Association, adds character to our messages and enables us to communicate with our audiences more effectively.

Body copy should be set in upper and lowercase ranged left. For Microsoft programs set the line spacing to exactly 11pt (for 10pt copy).

No other typefaces are permitted.

Accessibility

The recommended minimum point size for body copy is 10-point set on 11-point leading. For easy read applications, we recommend a type size between 12 and 14-point.

Avant Garde Gothic

Is the MND Association title typeface. It was chosen since it forms the basis for the Association logo.

abcdefghijklmnop
opqrstuvwxyz

Tex Gyre Adventor

Is the webfont we use across our main website and associated micro-sites and is very similar to Avant Garde Gothic.

abcdefghijklmnop
opqrstuvwxyz

MyriadPro

Is the body copy typeface used on all MND Association communications.

abcdefghijklmnop

It compliments Avant Garde Gothic and offers legibility to page layouts.

opqrstuvwxyz

Arial

Arial is our substitute typeface. This is used when Avant Garde Gothic and Myriad is unavailable, for instance internal communications, PowerPoint and other Microsoft programmes.

abcdefghijklmnop
opqrstuvwxyz

Our image style

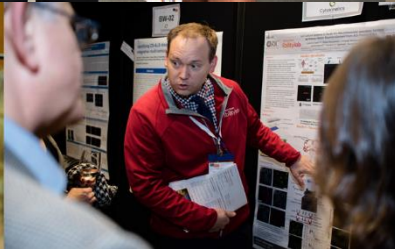
Photography is a powerful and dynamic tool. Our values and positioning are reflected in the images we use. It can communicate the diversity, energy and personality of what we do.

Photography should convey emotions and atmosphere. Look beyond the straightforward and typical to find a more inspirational perspective. Consider cropping or unusual angles to create effective communication and engage the audience.

Photographs should be of sufficient quality, particularly when used in print at large sizes, for example, on the front covers of brochures or on exhibition stands.

Always follow the GDPR guidelines when taking pictures, commissioning or using images. Ensure that written consent from individuals photographed has been recorded before use.

Also, check that the permission granted covers your particular application. If in doubt, contact the Volunteering team.



Contact us

For further information about the MND Association brand and its application please contact the publications team.

What we do:

- Advise on all aspects of design and print of materials
- Advise on using our logo and visual system
- Provide copies of the logo and guidelines on use for external designers
- Produce the Associations' key Corporate publications, including our membership magazine, Thumb Print, our Annual and Impact Reports

If you'd like our help, please contact publications@mndassociation.org or the Digital Comms team at digital@mndassociation.org

Motor Neurone Disease Association

Francis Crick House, 6 Summerhouse Road
Moulton Park, Northampton NN6 3BJ
Tel 01604 250505

enquiries@mndassociation.org

www.mndassociation.org

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