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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core elements

- Our logo
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  - MND Connect / Young Connect
  - International Symposium
  - Walk to d’feet
  - Our Values
- Our colour palette
- Typography
- Our image style
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.

We have a special 40th anniversary variant of the logo to be used throughout 2019. For more details contact the Digital Comms team.

EPS/AI: All professionally printed applications.
JPEG: Online and Microsoft programs.
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.

**EPS/Ai:** All professionally printed applications.

**JPEG:** Online and Microsoft programs.

**Core colour options**

**mnda**

motor neurone disease association

**mnda**

motor neurone disease association

**mnda**

motor neurone disease association

**mnda**

motor neurone disease association
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.
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. 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.

Exclusion zone

The letter 'm' taken from the logo, ascenders and middle descenders from the letter 'm' are calculated by the minimum clearance.
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

Text and shapes can align from this part of the logo

Text and shapes can align from this part of the logo

Text and shapes can align from this part of the logo

Text and shapes can align from this part of the logo
1.6.1 - MND Connect/Young Connect

The ‘MND Connect’ and ‘Young Connect’ logos should always be used independently and never sit directly alongside the core logo. The MND Connect number and email address should not be altered in any way without express permission from the Communications department.

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

The minimum size the logo can be produced is 24mm in width, ensuring it is always clearly visible.

1.6.2 - International Symposium on ALS/MND

The ‘International Symposium on MND/ALS’ should always appear directly next to the core logo as shown and cannot be altered in any way.

The Association has two versions of the Symposium logo. Our generic version is to be used on items such as roll up posters and our other version determines the year of the Symposium eg 29th, used on programmes or adverts.

The exclusion zone is calculated by the ascender and middle decenders from the letter ‘m’ taken from the logo. Always allow at least this amount of space around the 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. Allow the logo sufficient space on any materials you produce.

The minimum size the logo can be used is 58mm in width ensuring it is always clearly visible.
**Sub brands**

1.6.iii - 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.iv - Our Values

The ‘Our Values’ logo has been developed for INTERNAL USE ONLY. It can appear alongside the core logo as secondary branding but not replacing it. Lozenges containing values text may be used individually to add emphasis as well as appearing in a grouped format. The length of the connecting line length can change according to application. Use with or without the ‘Our Values’ block.

The primary uses for the logo are PowerPoint presentations, internal work instructions, forms and publications. Ensure clear legibility of the Values text when reducing in size.
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.

The standards for the PANTONE® Colours are shown in the current edition of the PANTONE® Color Formula Guide. The PANTONE® MATCHING SYSTEM is a worldwide printing, publishing and packaging colour language for the selection, marketing and control of colour. PANTONE® is a registered trademark of Pantone, Inc.
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.

**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.

No other typefaces are permitted.

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

**Tex Gyre Adventor**
Is the webfont we use across our main website and associated micro-sites and is extremely similar to Avant Garde Gothic.

**Myriad Pro**
Is the body copy typeface used on all MND Association communications. It compliments Avant Garde Gothic and offers legibility to page layouts.

**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.
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. If not taken from the Resource Bank, ensure that written consent from individuals photographed has been uploaded to our customer relationship management systems RE and Mr C before use.

Also, check that the permission granted covers your particular application. If in doubt, contact the Resource Bank Administrator or Publications team.
visual style

Shapes
Using the shapes
The shapes shown below form part of the visual style used to contain images and text. They are derived from the rounded corners of the Association logo.

A palette of two shapes has been created, to be used as a solid, linear or a disconnected shape.

Artwork files are available in eps or ai vector format.

When replicating our corporate shapes, within Photoshop you should use the rectangle tool and add a corner radius. The radius can be variable depending on the size of the square. This also applies to other Adobe products.

Please contact the publications and website team listed on the back page to obtain the shape files.

We do not use these shapes on our main website and any use on our micro-sites should be kept to a minimum.
Each shape can be cropped into, rotated and resized (proportionately). Use any of the MND Association colour palette to create a diverse range of materials.

Shapes should only be used to hold image or text content, they should not be overused purely for the purpose of decoration. Use them, both on covers and inside spreads, to add impact and create diversity within our communications.

Shapes can overlap one another with solid fills or they can be made transparent, allowing an image to show through behind a title.

Linear shapes can overlay solid shapes, they can be used to hold title information and highlight a particular area of an image.

Shapes can also be arranged next to one another or in a grid, to hold multiple images and a title.
publication examples

Publication cover examples 3.1
Branches and groups template 3.2
Inside spreads 3.3
Back cover sign off 3.4

3.0
Covers of publications should be distinctive, clear and powerful with typography and imagery that reinforces the MND Association’s personality and provides impact.

Publications use Avant Garde Gothic for headings and Myriad Pro for sub text. Each typeface family includes a variety of weights, offering extensive design flexibility. Typography should be strong, distinctive and clear.

Headings have no fixed size. The minimum point size for body copy is 10pt set on 11pt leading. Copy is set in upper and lowercase. Italics should only be used minimally. Bold text and colour can be used instead to provide copy emphasis.

Ensure a significant tonal difference exists between different elements such as overlapping shapes and text.
Although branches and groups may choose to produce literature locally using the brand guidelines, some may prefer to simply customise the existing brochure template with local images and contact details.

The order form for this with full instructions is available in the Volunteer Zone of our website.
Our internal spreads use the same elements as our covers. Use the shape device to highlight image and text information.

Publications use Avant Garde Gothic for headings and Myriad Pro for body text. Each typeface family includes a variety of weights, offering extensive design flexibility. Typography should be strong, distinctive and clear. All text spreads should be well structured. Different typeface weights can be used to provide navigation on the page.

Headings have no fixed size. The minimum point size for body copy is 10pt set on 11pt leading. Copy is set in upper and lowercase. Italics should only be used minimally. Bold text and colour can be used instead to provide copy emphasis.

“...not going to beat me either.”

With a gift in your Will, you could help make sure that one day nobody has their life cut short by MND.

Play our biggest ever Christmas raffle and help those living with MND

Film star patron drops in for charity screening

Our internal spreads use the same elements as our covers. Use the shape device to highlight image and text information.

Publications use Avant Garde Gothic for headings and Myriad Pro for body text. Each typeface family includes a variety of weights, offering extensive design flexibility. Typography should be strong, distinctive and clear. All text spreads should be well structured. Different typeface weights can be used to provide navigation on the page.

Headings have no fixed size. The minimum point size for body copy is 10pt set on 11pt leading. Copy is set in upper and lowercase. Italics should only be used minimally. Bold text and colour can be used instead to provide copy emphasis.

“I can’t beat MND – but it’s not going to beat me either.”

With a gift in your Will, you could help make sure that one day nobody has their life cut short by MND.
The example below shows a typical back cover sign off for a publication.

This should contain the following elements: logo, name, address, appropriate telephone and email details, website, Twitter and Facebook handles and the registered charity number.

It should also include a copyright symbol with year of publication and version control reference where appropriate.

External facing documents with a fundraising aspect should also carry the fundraising regulator logo.

If you would like to support us please visit www.mndassociation.org contact us on 01604 611860 or email us at enquiries@mndassociation.org  
facebook /mndassociation          twitter @mndassoc

Motor Neurone Disease Association, 10-15 Notre Dame Mews, Northampton, NN1 2BG  
Tel: 01604 250505  www.mndassociation.org  Registered charity No. 294354 © MND Association 2018
stationery

Stationery - Registered office  4.1
Stationery - Welsh  4.2
Stationary - Branches and groups  4.3
The examples below show the MND Association registered office letterhead, compliment slip and business card (front and back).

Copy for the typed letterhead is set in Arial, our default digital typeface. This is set in upper and lowercase, ranged left and prints in black.

All letterheads are available as printed hard copies or editable files for internal and email use.
The example below shows the MND Association’s Welsh letterhead in A4, compliment slip and business card (front and back).

Please note business cards carry the English logo and registered office information thereafter in both English and Welsh.

Copy for the typed letterhead is set in Arial, our default digital typeface. This is set in upper and lowercase, ranged left, ragged right and prints in black.

All letterheads are available as printed hard copies or editable files for internal and email use.
The example below shows the MND Association’s A4 and A5 letterhead used by branches and groups with compliment slip.

Copy for the typed letterhead is set in Arial, our default digital typeface. This is set in upper and lowercase, ranged left, ragged right and prints in black.

All letterheads are available as printed hard copies or editable files for internal and email use.

Compliment slip

Royal Patron
HRH The Princess Royal

Please reply to
A N Other
Company name
Street name and number
Town or city
County
POSTCODE

1 September 2018

Dear Anyone

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laore dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugait nulla facilisi.

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod maxim placerat asmod asmod. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea.

Yours sincerely

Sender's name
Position

President
Prof Colin Blakemore FMedSci HonFRCP HonFRSM HonFRSB FRS
Patrons
Chris Broad
Joel Cadbury
Benedict Cumberbatch CBE
The Rt Hon the Lady Finlay of Llandaff FRCP FRCGP
The Baroness Greenfield CBE
Charlotte Hawkins
James Niven
Richard Noble OBE
Eddie Redmayne OBE
Jeremy Vine

4.3
The examples below show the cover and internal structure for both A4+ portrait folder with 5mm capacity and A4+ landscape wallet with 30mm capacity.

The inside of the A4 portrait folder has a die-cut pocket with business card slot in one of the MND Association shapes.
The examples below show the layouts for posters in portrait format and landscape. The visual system can use the shapes to incorporate images.

Use Avant Garde Gothic for headings and Myriad Pro for body text. Each typeface family includes a variety of weights, offering extensive design flexibility. Typography should be strong, distinctive and clear.
Website 5.1
Social media 5.2
Video 5.3
Email template 5.4
Email signature 5.5
PowerPoint 5.6
Our core website address is **www.mndassociation.org**

Our new Digital Style Guideline will be published in 2019 and will accompany the Brand Guidelines.

We also have several mini websites. Examples of these are:

- **Shop** - [shop.mndassociation.org](http://shop.mndassociation.org)
- **MND Charter** - [www.mndcharter.org](http://www.mndcharter.org)
- **STRONG** - [strong.mndassociation.org](http://strong.mndassociation.org)
- **Symposium** - [symposium.mndassociation.org](http://symposium.mndassociation.org)

These micro-sites follow our brand guidelines but may have different styles.
The MND Association has accounts on all the major social networks - Facebook, Twitter, Instagram and YouTube.

Where hashtags are relevant we will often use #MND and #TeamMND.

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Account</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>@mndassociation</td>
<td><a href="http://www.facebook.com/mndassociation">www.facebook.com/mndassociation</a></td>
</tr>
<tr>
<td>Twitter</td>
<td>@mndassoc</td>
<td><a href="http://www.twitter.com/mndassoc">www.twitter.com/mndassoc</a></td>
</tr>
<tr>
<td>Instagram</td>
<td>@mndassoc</td>
<td><a href="http://www.instagram.com/mndassoc">www.instagram.com/mndassoc</a></td>
</tr>
<tr>
<td>YouTube</td>
<td>mndassociationofficial</td>
<td><a href="http://www.youtube.com/mndassociationofficial">www.youtube.com/mndassociationofficial</a></td>
</tr>
</tbody>
</table>

Example Facebook and Twitter posts
The Association has the equipment, programs, and skills amongst staff to produce videos in-house.

Where an agency is used to create a video, it is important that the finished product is consistent with the look and feel of the rest of our video assets.

All of our videos are uploaded to our YouTube channel which makes them easier to embed into the website and share on social media.

For more information about producing a video, speak to the Digital Comms team who can assist you.

---

**Video**

To take part in our survey, visit [mndassociation.org/HelpUsHelpYou](http://mndassociation.org/HelpUsHelpYou)

This is a sample video frame which shows how the message should be laid out.

---

**End Frames**

The end frames of your video are very important. This is the last thing your audience will see and most likely remember most. Be sure to set a clear message. Regardless of your call to action, it is a requirement that your message must be on a white screen with either Association blue or orange text. Your video must end with the Association logo at the centre of a white screen.
The Association uses Dotmailer to send emails to our members and staff. These can include newsletters, fundraising appeals, research information, campaigns, events, volunteer information and important Association news.

Below is an example of a typical email.

For more information about fundraising related email campaigns please speak to the Digital Fundraising team, for all other emails speak to the Digital Comms team.
At the bottom of all of our internal and external emails we include an email signature. This is a small image used to highlight a particular activity with a click through link. It is changed regularly according to a planned schedule, held by the Digital Comms team.

As the image is quite small, text should be kept to a minimum with the focus on an image and a call to action. Below are some typical examples.

The image size is 270 x 119px.

Please speak to the Digital Comms team for assistance in creating images.

Impact Report

Awareness campaign

Conference registration

Fundraising appeal
A range of PowerPoint templates have been created for on-screen presentations, in wide-format (16:9) closed or open edged, with and without the ‘Values’ footer (please note the ‘Values’ logo versions should only be used for internal presentations).

The typeface for PowerPoint presentations is Myriad Pro or Arial. Text headings are 36pt and main copy is 20pt.

Ensure that text and formatting conform to our house style, layout and formatting guideline documents. Bullet points should be used for lists of information and are indented by 5mm from the left margin.

Slides all use a white background.

**Critical Success Factors**

We’ve defined eleven critical success factors to monitor against the project delivery. Further detail is within Appendix 1.

1. People with MND involved in the project, particularly testing.
2. Alignment with our Equality, Diversity and Inclusion strategy.
3. Data Protection. (Compliance to GDPR).
4. Security Review. (Site fully reviewed).
5. Retain existing key functionality.
7. Delivery against defined requirements.
9. Tracking and reporting (to aid measurement).
11. Ease of use of backend system.

MND Register aims to collect information about every person with MND in England, Wales and Northern Ireland

Will help us to understand the causes and characteristics of MND and help inform care planning

822 registered at care centres and clinics
110 via self-registration website

Validation of ALSFRS-r online

[mndregister.ac.uk/](http://mndregister.ac.uk/)
The MND Association visual system must be consistently applied to all exhibition and display items.

The logo should appear top left where possible and be reproduced from a master reference (eps or ai format). ITC Avant Garde is the primary typeface for headings, with Myriad Pro used for body text. The MND Association colour palette must be used.

It is important that the MND Association colours are matched accurately on all materials, finishes and surfaces, irrespective of the manufacturing process or printing technique. It must always be ensured that the printer achieves an accurate colour match.
The examples below show how our elements can be consistently applied to promotional materials and highlight the versatility of our visual identity.

The logo should always be reproduced from a master reference. ITC Avant Garde is the primary font, Myriad Pro is used for supporting text. The MND Association colour palette must be used. It is important that the MND Association colours are matched accurately on all materials, finishes and surfaces, irrespective of the manufacturing process or printing technique. It must always be ensured that the printer achieves an accurate colour match.
Below are examples showing how the visual system can be applied to MND Association external signage.

Signage should be produced using either vinyl lettering, paint or digital printing. All text and MND Association logos should appear in their core colours. Signage materials should be appropriate to each application.

When using vinyl or paint, signage should match the Pantone® references as closely as possible.

Below are examples of:
- Office name sign
- External entrance sign
- Car parking sign.
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