mnda
motor neurone disease association

Brand Guidelines
2023

(shortened version)

updated February 2023

As we continue on our journey to deliver the five ambitious Promises we have made to the MND community, the need to build on our growing reputation and raise our profile has never been more important for the MND Association.

We've promised we won't rest until:

- MND is treatable and ultimately curable
- Everyone gets the care they need when they need it
- Every day with MND counts
- You are heard
- No one faces MND alone.

A key part in enabling us to deliver our Promises is making sure we are communicating clearly with everyone we need to reach – people with and affected by MND who may need our services, and the supporters, professionals and decision-makers who can help.

One element of that is being consistent and distinctive in the look and feel of our materials, so everything people see is very obviously 'us'.

These brand guidelines are here to support you in doing that. They give you the information and guidance you need to make creative use of our visual identity, which encompasses our logos, our colour palette, the images we use and the online and offline materials we produce.

contents

core elements

Logo

Our logo 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 a cure. 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. A full range is available from the Resource Bank https://mndassociation. sharepoint.com/sites/resourcebank

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

English logo

mnda
motor neurone disease
association

In aid of
mnda
motor neurone disease
association

Where our logo is required by third parties for fundraising purposes, other than those contracted to us or taking part in our own events, use the 'in aid of' version.

Welsh logo

mnda
motor neurone disease
association
cymdeithas
clefyd motor niwron

Er budd
mnda
motor neurone disease
association
cymdeithas
clefyd motor niwron

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, visibility and accessibility for online viewers.

mnda
motor neurone disease
association

mnda
motor neurone disease
association

mnda
motor neurone disease
association

mnda
motor neurone disease
association

mnda
motor neurone disease
association

6

Colourways

The English and Welsh logos can also appear in the MND Association supporting colourways taken from our corporate palette (see page 14) as shown below. The exception is the yellow colourway as the white lettering doesn't provide enough contrast to make it clear.

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, visibility and accessibility for online viewers.
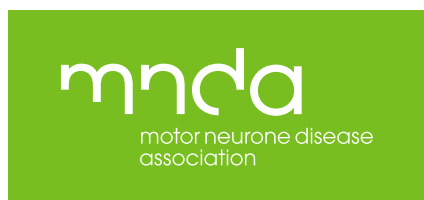
The logo is protected by an exclusion zone so it is always surrounded by an area of clear space. This gives it maximum impact and visibility on all our communications.

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.


Minimum clearance

Logo alignment

So they are clearly visible and reproduced consistently, both English and Welsh versions of the MND Association logos must be at least 20mm wide on any material.
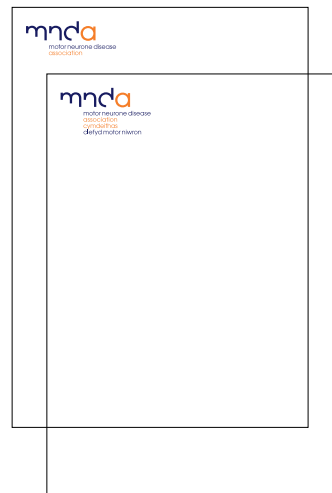
There is no maximum reproduction size. An eps or ai file is recommended for large reproduction formats, ie exhibition assets. The logo sits in the top left-hand corner where possible. Text can align from the left edge of the logo or the descriptor text below.
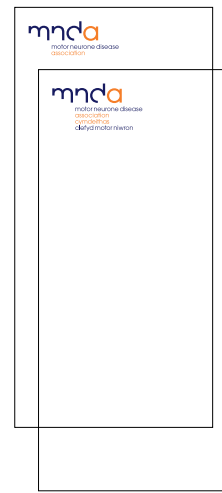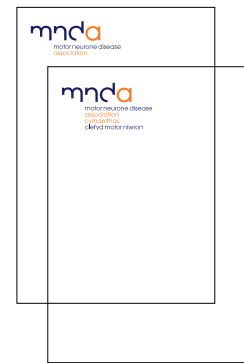
A4 page
63mm width logo
10mm clearance
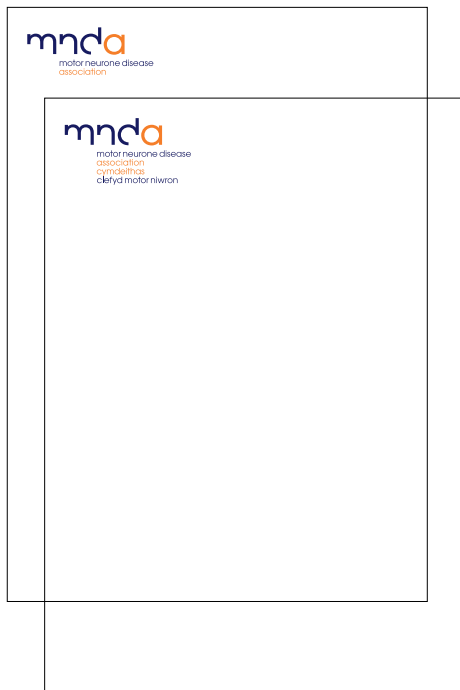
A5 page
45mm width logo
7mm clearance

DL page
45mm width logo
7mm clearance

A6 page
45mm width logo
7mm clearance

Alignment

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

Sub brands

Allow a reasonable amount of clear space around sub brand logos to ensure maximum impact and visibility on any materials you produce, as well as online.

MND Connect/Young Connect
If you are using the MND Connect and Young Connect logos they shouldn't sit directly alongside the core logo. The MND Connect number and email address should not be altered.

The minimum size for these logos is 24mm wide.

The logo is available to download from the Resource Bank https:// mndassociation.sharepoint.com/sites/ resourcebank

International Symposium on ALS/MND
The International Symposium on MND/ ALS logo should appear directly next to the core logo as shown and shouldn't be altered.

The Association has two versions of the Symposium logo. Our generic version is for items such as roller banners. The other version determines the year of the Symposium eg 34th, and is for use on programmes or adverts.

The minimum size the logo can be used is 58mm in width.

The logo is available to download from the Resource Bank https:// mndassociation.sharepoint.com/sites/ resourcebank

mndconnect
0808 802 6262
mndconnect@mndassociation.org

youngconnect

mnda
motor neurone disease
association

34th international
symp⊕sium
on ALS/MND

Allow a reasonable amount of clear space around sub brand logos to ensure maximum impact and visibility on any materials you produce, as well as online.

Walk to d'feet MND
The *Walk to d'feet MND* logo is an independent Association sub brand. It shouldn't be used directly alongside the core logo.

The logo is available to download from the Resource Bank https:// mndassociation.sharepoint.com/sites/ resourcebank

The minimum size the logo can be used is 13mm in width.

MND Matters
The *MND Matters* logo is used directly alongside the core logo and should appear as shown.

The logo is available to download from the Resource Bank https:// mndassociation.sharepoint.com/sites/ resourcebank

The minimum size the logo can be used is 40mm in height.

Membership
The *Membership* logo is an independent sub brand used for all membership materials and news.

The logo and guidelines for use are available to download from the Resource Bank https://mndassociation.sharepoint. com/sites/resourcebank

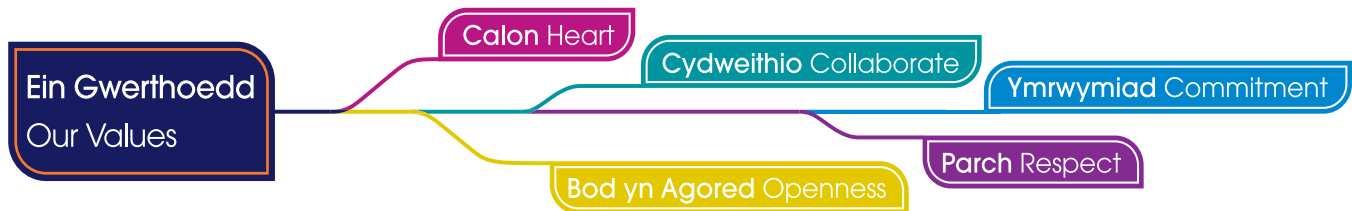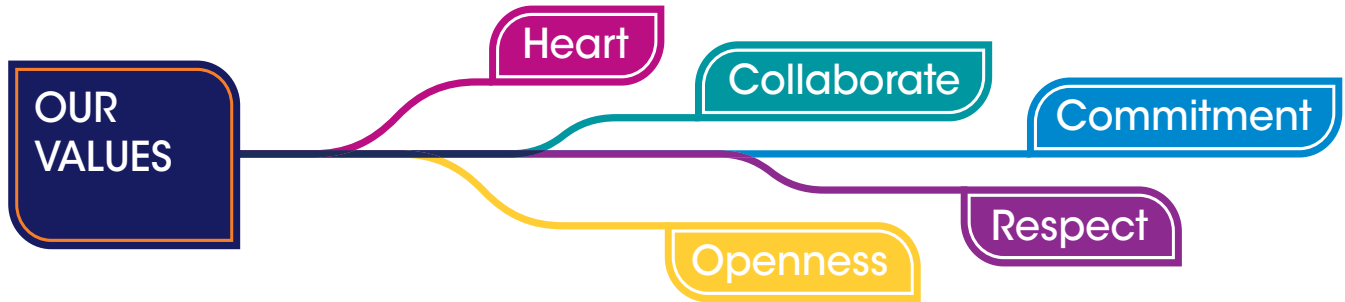The minimum size the logo can be used is 40mm in height.

Allow a reasonable amount of clear space around sub brand logos to ensure maximum impact and visibility on any materials you produce, as well as online.

Our Values
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.

OUR VALUES

Heart

Collaborate

Commitment

Openness

Respect

Ein Gwerthoedd
Our Values

Calon Heart

Cydweithio Collaborate

Ymrwymiad Commitment

Bod yn Agored Openness

Parch Respect

The five Promises that drive all of our work are visually represented by five individual and one overarching graphic which brings together all of the Promises.

The minimum size the Promises graphics can be used is 40mm in width.

Accompanying our Promises are a series of individual 'ambition' graphics. Promise and ambition graphics may be used both internally and externally to help visually support your work. They may accompany articles and presentations as well as digitally and are available to download from our Resource Bank https://mndassociation.sharepoint.com/sites/resourcebank

The minimum size the ambition graphics may be used is 30mm in width.

OUR PROMISES

WE WON'T REST UNTIL...

MND IS TREATABLE AND ULTIMATELY CURABLE

1

NO ONE FACES MND ALONE

5

2

EVERYONE GETS THE CARE THEY NEED WHEN THEY NEED IT

4

YOU ARE HEARD

3

EVERY DAY WITH MND COUNTS

Colour palette

We use a vibrant palette of eight colours to complement, highlight and add vitality to the core MND Association blue and orange. The only other colours that should be used are black and white.

Please note, for accessibility purposes, there is some adjustment of our core colour orange and supporting palette colours green and turquoise for online use only. This does not apply to the core logo.

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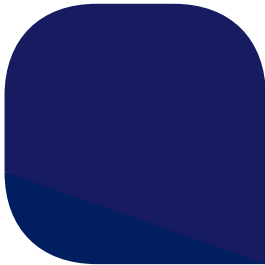
Dark Blue - Pantone® 2757
EC CMYK: C100 M95 Y4 K42
RGB: R0 G30 B96
Hex: #001E60

Orange - Pantone® 158
EC CMYK: C0 M62 Y95 K0
RGB: R232 G119 B34
Hex: #D4431C

Supporting palette

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

Green - Pantone® 368
EC CMYK: C65 M0 Y100 K0
RGB: R120 G190 B32
Hex: #008A00

Turquoise - Pantone® 321
EC CMYK: C96 M3 Y35 K12
RGB: R0 G140 B149
Hex: #00818A

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

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

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.

Accessibility
The recommended minimum point size for body copy is 11 point text with line spacing at 12 point.

For easy read applications, we recommend a type size between 12 point and 14 point with line spacing one point larger.

Body copy should appear in upper and lowercase ranged left.

Avant Garde Gothic or ITC Avant Garde

This is the MND Association title typeface and forms the basis for the Association logo.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tex Gyre Adventor

This is the webfont we use. It is very similar to Avant Garde Gothic.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro

This is the body copy typeface used on all MND Association offline communications. It complements Avant Garde Gothic (or ITC Avant Garde) and offers legibility to page layouts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

This is our substitute typeface. This is used when Avant Garde Gothic (or ITC Avant Garde) and Myriad Pro are unavailable, for instance internal communications, PowerPoint and other Microsoft programmes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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.

A range of approved images can be located on our Resource Bank: https://mndassociation.sharepoint.com/sites/resourcebank

Photography should convey emotions and atmosphere. Look beyond the straightforward and typical to find a more inspirational perspective.

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. The minimum resolution for printed images is 300dpi or 1MB in size. If using a smartphone, always transfer images at their largest or 'original' size.

Always follow the GDPR guidelines when taking pictures, commissioning or using images. If not downloaded from Resource Bank, ensure that written consent from individuals photographed has been uploaded to Raiser's Edge (RE). When uploading images to Resource Bank ensure all tagging is completed, including expiration date, before use.

Also, check that the permission granted covers your particular application. If in doubt, contact the permission authoriser, Resource Bank Administrator or Comms and Marketing team.

Contact us

For further information about the MND Association brand and its applications please contact the Comms and Marketing team.

To access our library of images, graphic icons, shapes, logos and sub-brands please visit https://mndassociation.sharepoint.com/sites/resourcebank

If you would like our help please contact the Comms and Markerting team communications@mndassociation.org or the Digital team 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

f /mndassociation   @mndassoc   @mndassoc   You Tube