

Welcome to our brand

A quick introduction



Introducing our brand

A brand is the perception people have of you. The stronger and more coherent it is, the more value it brings.

This document is for everyone who uses the MND Association brand. It's a short guide to help you understand, express, and protect our brand as we bring it to life across everything we do.

What is a brand?

A brand is not a logo, a set of colours, or a strapline. It's the shared perception people have of who we are. That's shaped by what we say, what do, how we look and how we behave.

Every word we write, every image we share and every experience we create influences that perception and builds recognition, understanding and trust. The more consistent we are, the more we reinforce our brand.

Ultimately a strong brand will help us to do more. It will help more people to understand motor neurone disease (MND), more people to support our cause and more people affected by MND to come to us for help and support. That's why it's so important.

Our responsibility

We are all custodians of our brand. It is only as strong as the care we put into it, and that responsibility belongs to all of us.

By keeping to the guidelines in this document, you can ensure that every message, image, and interaction reflects who we are and strengthens the trust people have in us.

Brand definition

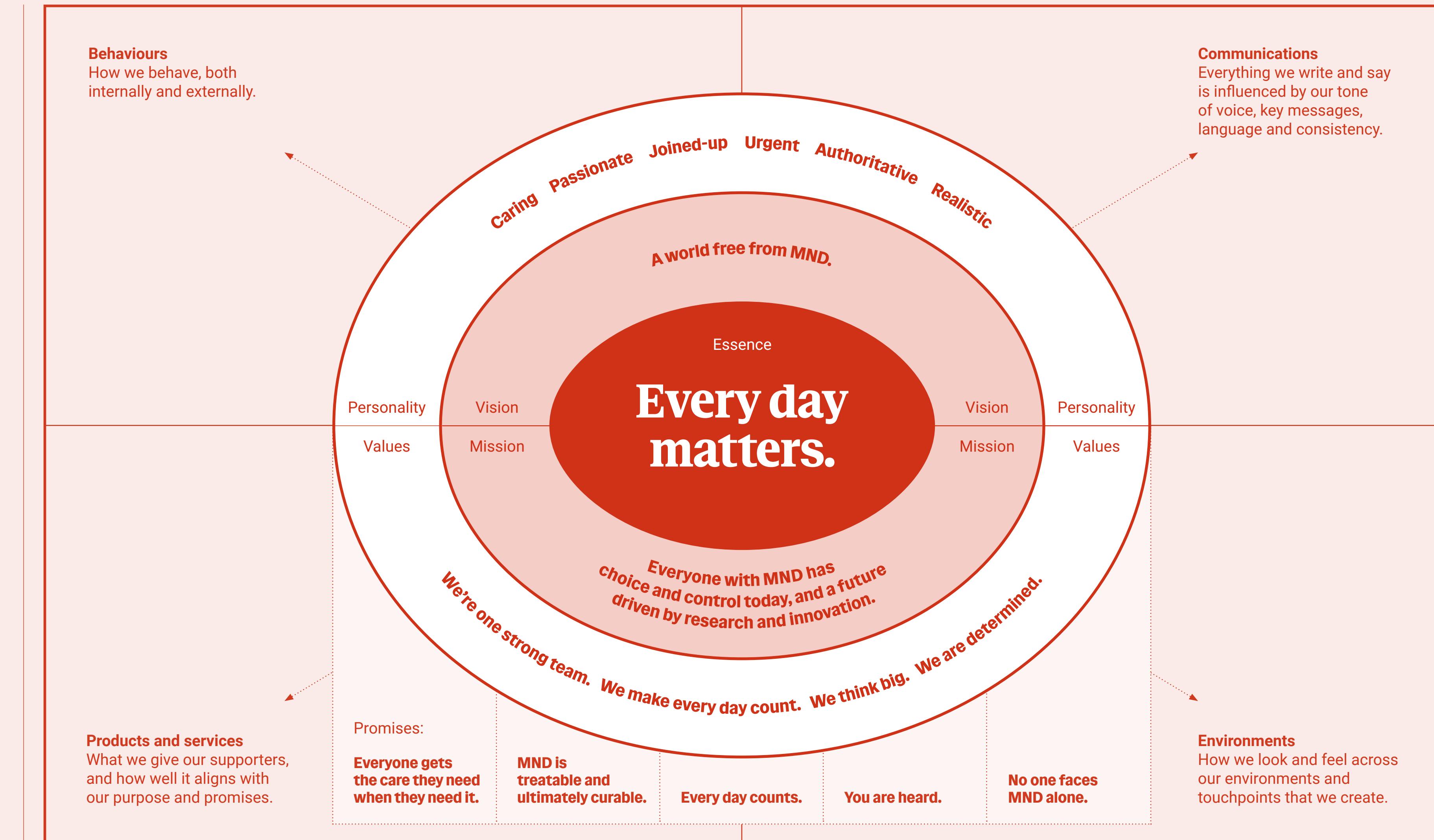
A clear brand definition is important because it gives everyone a shared understanding of who we are and what we stand for. It summarises what's important to us and guides how we communicate, make decisions, and express ourselves in the world. It is the foundation for our brand.

**At its heart, is our essence –
every day matters.**

This is the DNA of our brand. It's what is most important to us. It is what we believe. It's what differentiates us and what helps people understand us. Essentially, it's the brand boiled down to one simple, compelling thought that everyone can understand and feel.

This is supported by:

- Our vision: how we will change the world
- Our mission: how we will get there
- Our values and personality: define our behaviour and the experience that people get from us
- Our promises: define what people can expect from us.



The story we tell

Every day...

we support people affected by motor neurone disease (MND), we tirelessly campaign for better care, we fund and support ground-breaking research, we raise money, we're here, any time for every individual.

A diagnosis of MND brings home the preciousness of every day. So we do all we can to make every day count. We bring understanding and guidance. We deliver practical and financial support. We raise money and awareness. We help individuals to do the things that are important.

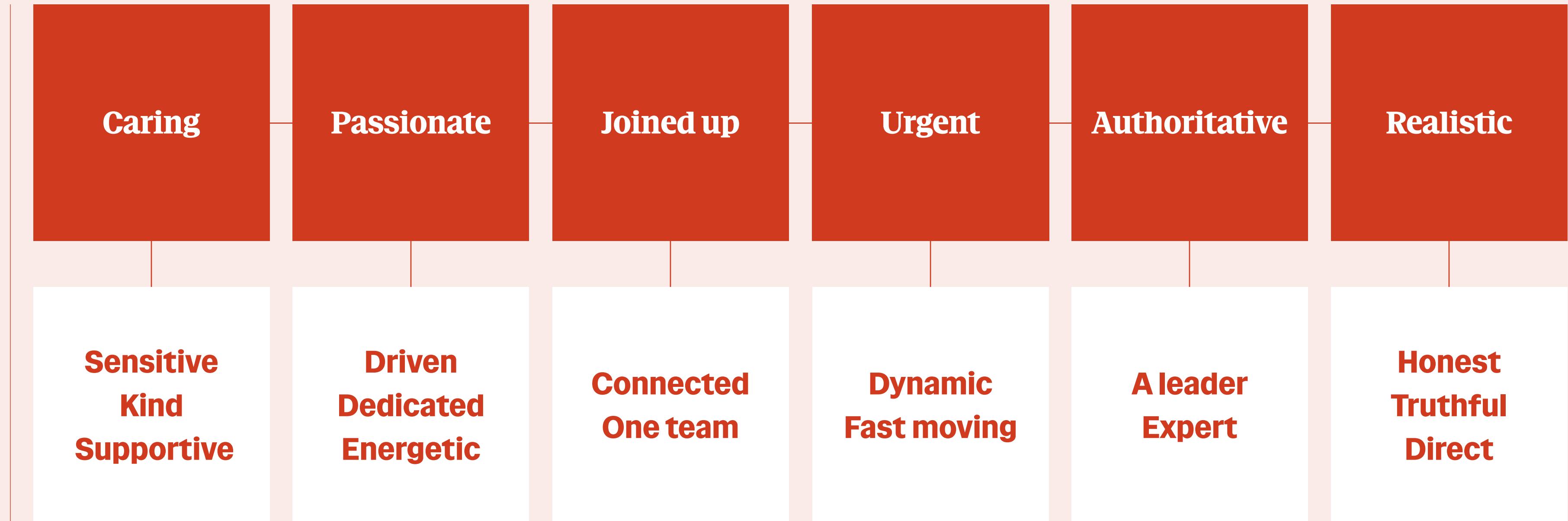
We make every day of research count, because we know finding treatments and cures is a lengthy, complex process, and the sooner we get to a cure, the fewer lives will be lost before we get there.

MND moves fast, it takes away time, it takes away independence, and, for now, it has no cure. And every piece of support, every programme of research, every pound raised, every kind word and every day lived well...

matters.

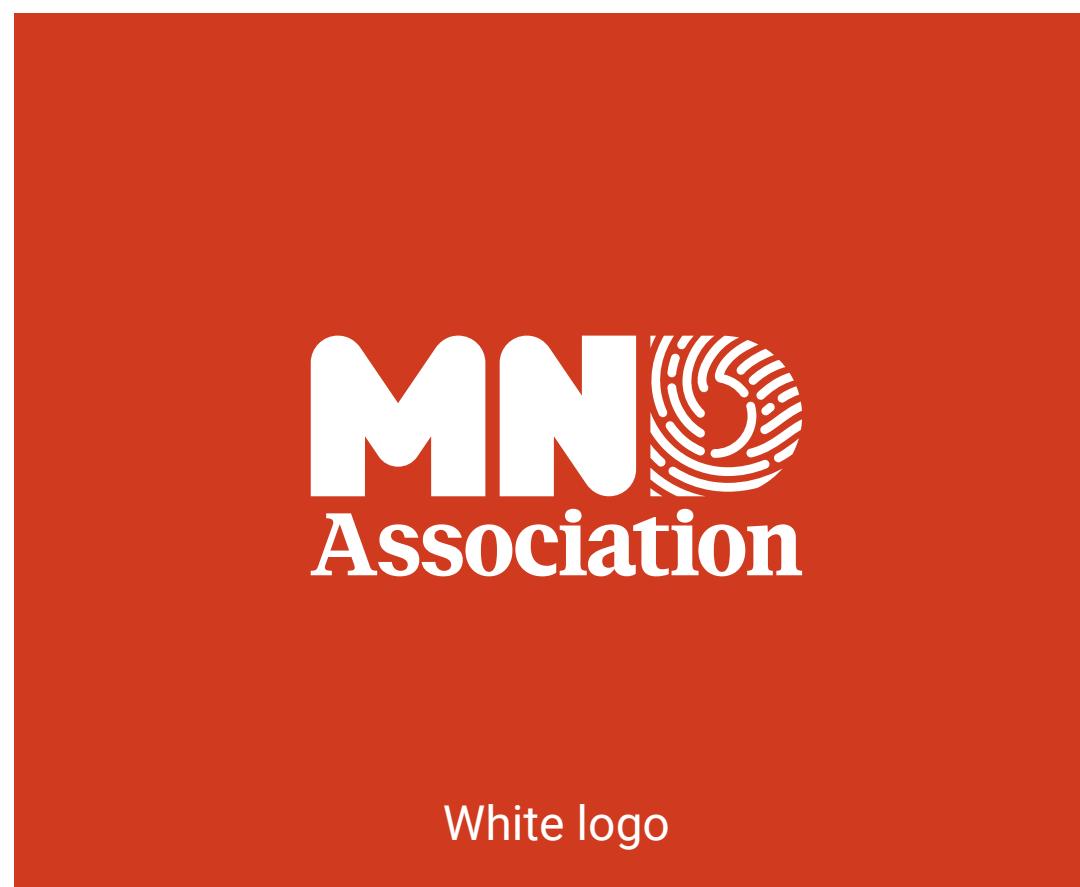
Our personality

Our personality is how we are seen by the world. It is reflected in the way we speak, the way we look and the way that every interaction feels to others. It's the first impression we make and it's what draws people in. We need to make sure it is consistently reflected.



Our logo

Core Logo



White logo



Limited use: Black logo



Recommended clear space

Our logo represents who we are. It is a symbol which enables our audiences to recognise us, trust us, and understand what we stand for. Using our logo confidently and consistently supports our aims to build awareness and understanding the MND Association and our work.

Logo colours

Our logo comes in two main colour forms:

- **terracotta which we use on a white background**
- **white which we use on a terracotta background or medium/dark photographic background.**

Our limited use black logo should only be used when requested for alternative production methods, i.e. embroidery or screen printing. This is available on request from the Brand and Marketing team.

Logo use

It's important to ensure our logo is clearly visible and uncluttered. Two key rules are:

- ensure there's a **minimum clear space** around the logo
- keep a **minimum logo size** in print of 24mm wide, and for screen, 68 pixels wide to ensure it's always legible.

Our brand elements

**Every day six people
will receive a devastating
diagnosis.**

**Motor Neurone Disease has no cure.
Your donation will help support everyone affected.**

Motor Neurone Disease (MND) moves fast. It takes away time, it takes away independence and it has no cure. Every day we support people affected by MND. We fund ground-breaking research. We campaign for better care. We're here for everyone who needs us. Because with MND, every day matters.

Our brand elements support our logo and make up our broader visual identity. They work together to create a distinctive and harmonious look for our brand, helping people recognise and remember us.

Typography

Headlines: MND Headline

A typeface created for MND Association, used for headlines and titles and sparingly for short key statements or quotes.

Sublines: MND Sans

A typeface created for MND Association, used for sublines, standfirssts and pull-out text.

Body copy: Roboto

Used for body copy and footnotes. The bold cut can be used for subheadings or to highlight text.

Desktop applications

In applications such as Microsoft Word® and Microsoft PowerPoint® we use Georgia Bold for headlines and titles, Arial Bold for sublines and subheadings and Arial Regular for body copy.

Our brand elements

Core colour

MND Association Terracotta

Pantone® 7597
CMYK: 11.88.100.2 Coated
00.85.100.5 Uncoated
RGB: 208.59.32
HEX: #d03b20

Supporting palette

MND Association Light Terracotta

Pantone® 7402
CMYK: 0.17.50.0
RGB: 255.218.123
HEX: #ffda7b

MND Association Light Blue

Pantone® 278
CMYK: 40.12.0.0
RGB: 159.196.255
HEX: #9fc4ff

MND Association White

Pantone® —
CMYK: 0.0.0.0
RGB: 255.255.255
HEX: #ffffff

MND Association Mid Terracotta

Pantone® 2026
CMYK: 0.68.76.0
RGB: 251.87.50
HEX: #fb5732

MND Association Mid Blue

Pantone® 2728
CMYK: 100.75.0.0
RGB: 24.0.204
HEX: #1800cc

MND Association Black

Pantone® 6
CMYK: 0.0.0.100
RGB: 0.0.0
HEX: #000000

MND Association Dark Terracotta

Pantone® 1955
CMYK: 15.95.84.55
RGB: 123.0.25
HEX: #7b0019

MND Association Dark Blue

Pantone® 2748
CMYK: 100.85.5.36
RGB: 17.19.104
HEX: #111368

Colours

Our lead brand colour is **MND Association Terracotta**. It is human, unusual, differentiated, and can be used dynamically with our supporting colour palette. The supporting colour palette consists of a limited range of terracotta and blue hues.

Together, these colours will allow us to stand out and look consistent. This will also help our audiences recognise and remember us.

Our brand elements



1. Our people



2. Our areas of work



3. Observational



Photography

Our brand photography captures the essence of our brand in a striking and compassionate way. It's one of our most powerful tools and, where possible, should capture a moment or an emotion.

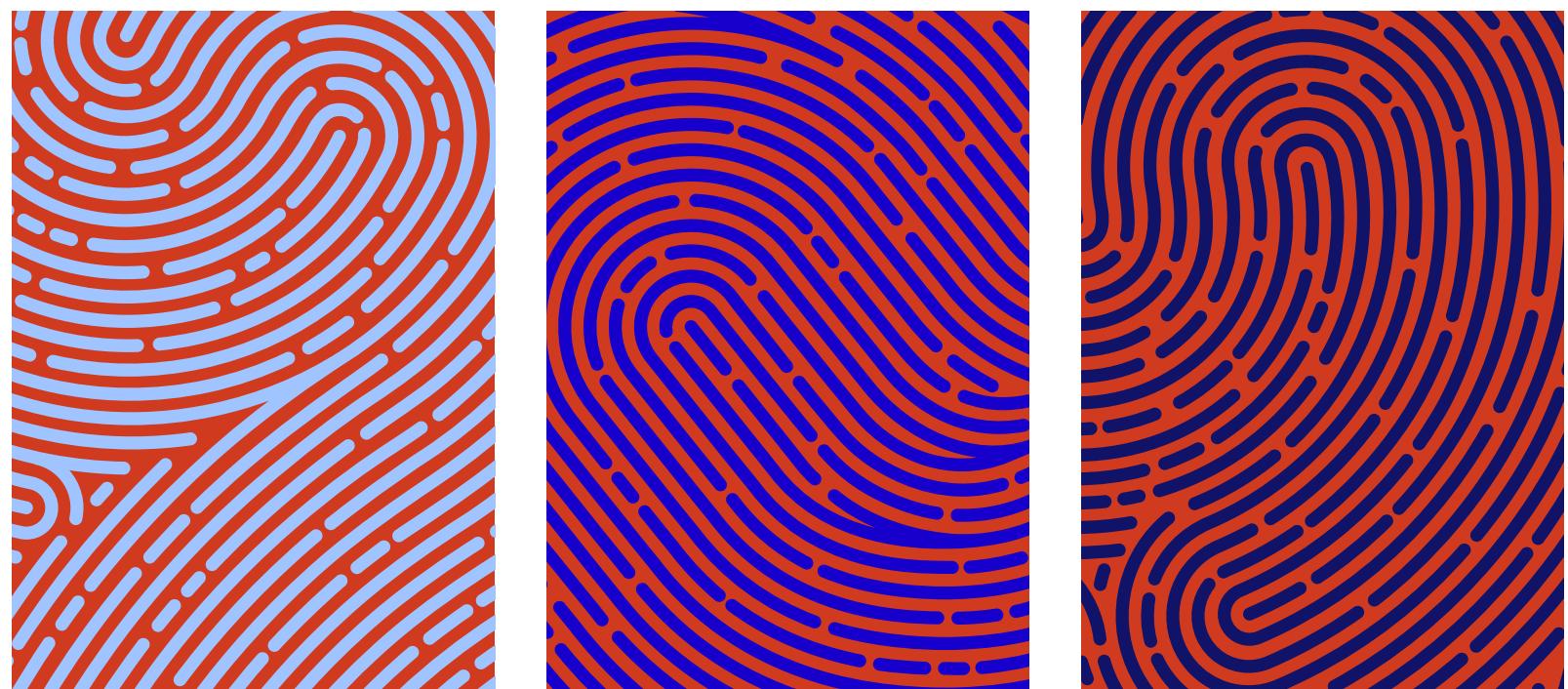
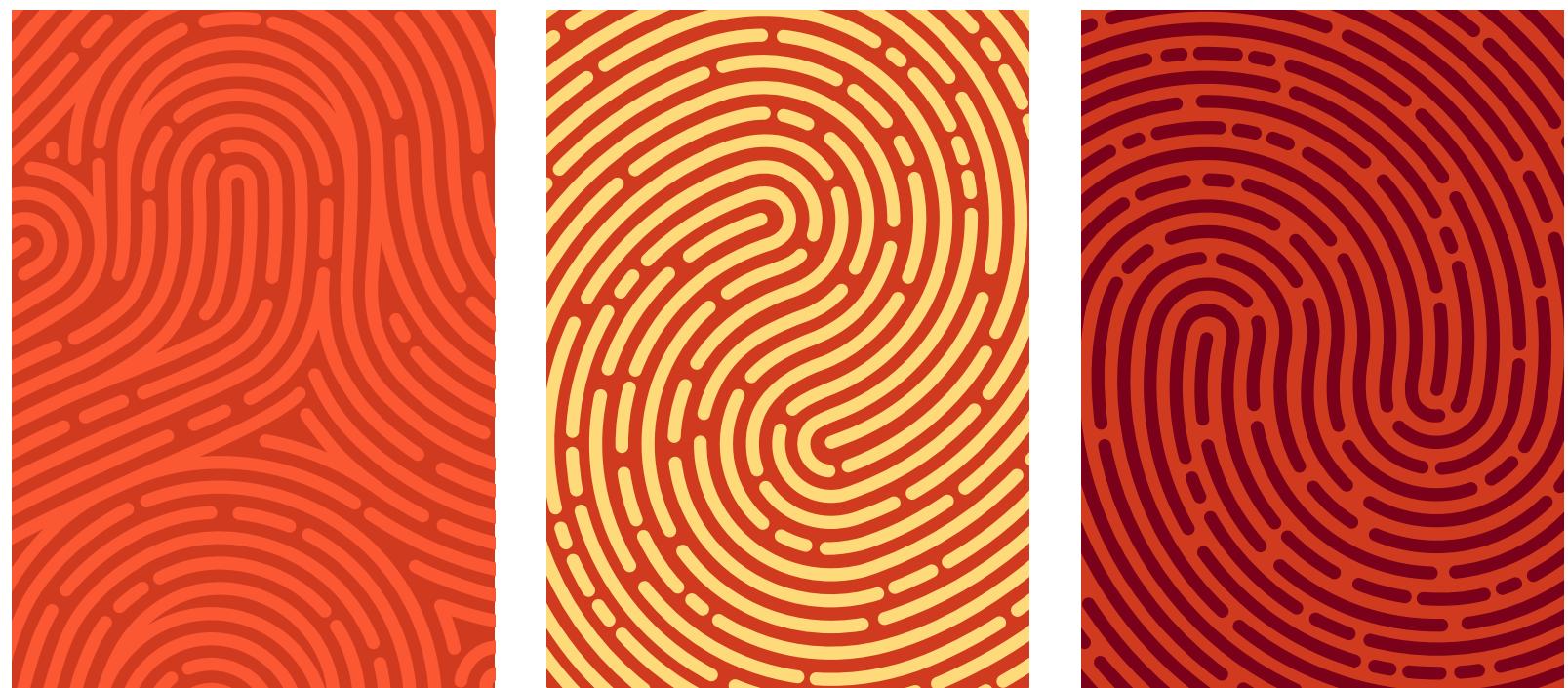
The style is reportage, capturing the reality of living with MND alongside the little things that make every day count.

We have three photographic styles:

1. Our people
2. Our areas of work
3. Observational

Our brand elements

Fingerprint patterns



Ideograms



Icons



Fingerprint patterns

Six stylised fingerprint patterns help us to reinforce our focus on helping individuals and create recognition.

Ideograms

We have a number of ideograms that represent a concept using the fingerprint. These reinforce our brand without the need for words. New ideograms can be commissioned via the Brand and Marketing team.

Icons

A simple icon style emulates the broken linework of our fingerprint patterns and ideograms. These have been designed to help you create visual signposts, but should be used sparingly to ensure maximum impact.

Voice

We use a clear and distinct voice in our communications that helps to support our brand. This voice is caring, passionate, joined up, urgent, authoritative and realistic. We adjust it according to each situation. We use full stops at the end of headlines (but not titles) to show urgency and to create impact.

Boilerplate

Very short

Every day we support people affected by Motor Neurone Disease. Because with MND, every day matters.

Short

Every day we support people affected by Motor Neurone Disease, campaign for better care and fund ground-breaking research. Because with MND, every day matters.

Standard

Motor Neurone Disease moves fast. It takes away time, it takes away independence and it has no cure. Every day we support people affected by MND. We fund ground-breaking research. We campaign for better care. We're here for everyone who needs us. Because with MND, every day matters.

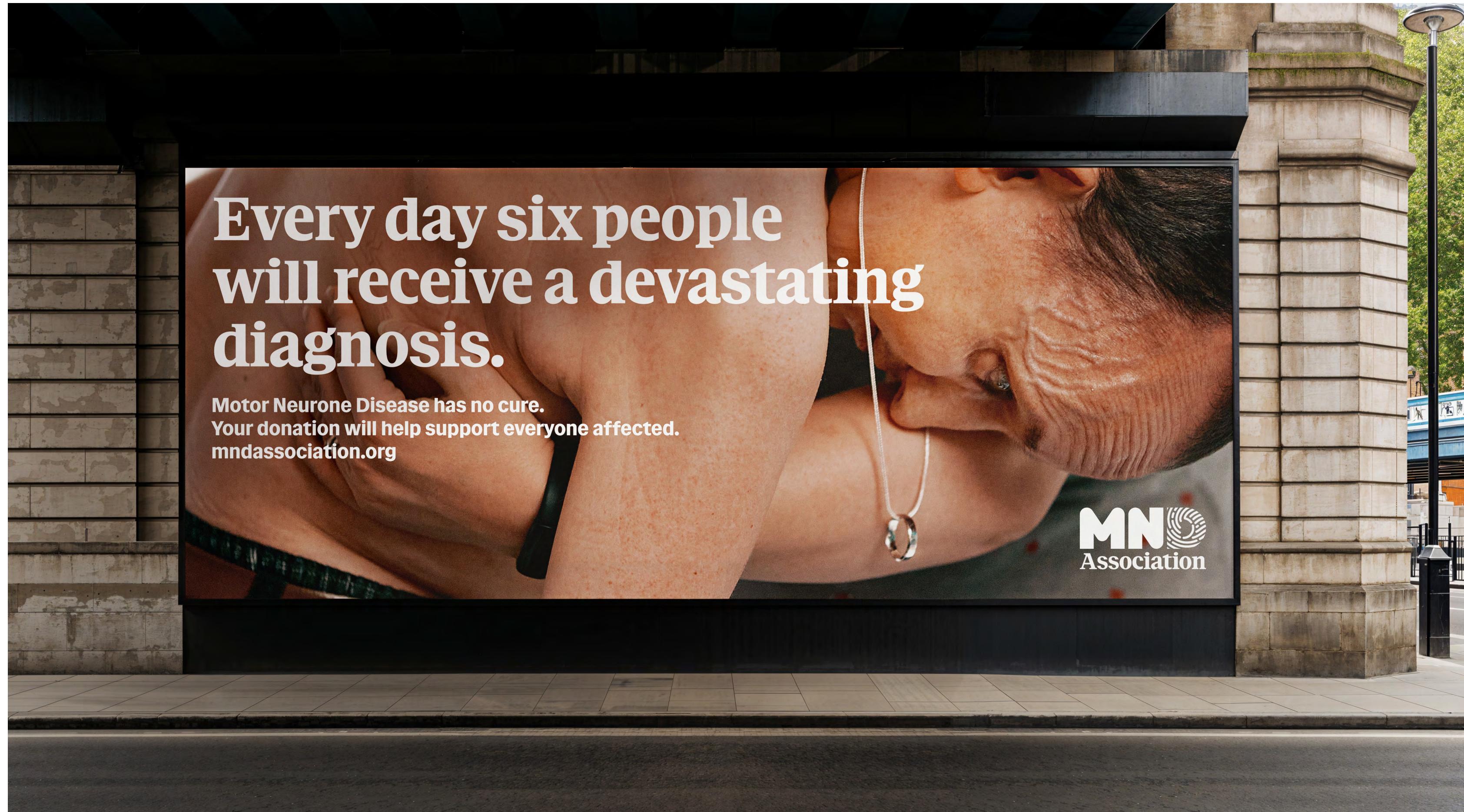
Long

Every day we're here for people affected by Motor Neurone Disease.

A diagnosis of MND brings home the preciousness of every day. So we do all we can to make every day count. We bring understanding and guidance. We deliver practical and financial support. We raise awareness and campaign for better care. We're not just here for now – as the UK's leading charity funder of MND research, we're striving for breakthroughs to develop new treatments and, ultimately, a cure.

MND moves fast. It takes away time, it takes away independence and it has no cure. Every piece of support, every research project, every pound raised, every kind word, and every day lived well, matters.

Our brand in action



This is how it all comes together – with real impact and flexibility. Use these as examples of best practice and inspiration for what you could do.

Our brand in action



Our brand in action



Things to remember

1 Only use approved brand assets.

Always download logos, icons, and templates from our official brand library on Sharepoint to ensure consistency and quality.

2 Respect our logo.

Our logo is one of our most important assets. We need to treat it with care. Don't try to reinvent it or create new variants. And make sure that you have followed the rules for clear space around it.

3 We have one strong brand.

The MND Association brand is our brand. It is a mark of trust and authority. So it's important that we don't create additional brands unless there is a very good reason. If you think you need a brand, speak to the Brand and Marketing team first.

4 Don't mix old and new assets.

When updating materials it's important that we use only the new and approved assets. Don't combine legacy designs and visuals with our new brand elements.

5 Don't overcomplicate designs.

Keep layouts clean and uncluttered and don't try to do everything. Simplicity is key to a strong and recognisable identity.

6 Stick to our voice.

We have defined a strong voice which we adjust to be appropriate to circumstances. It's important to keep to this – so that we build trust and recognition.

7 Involve the Brand and Marketing team.

When you're developing branded materials, it's a good idea to involve the Brand and Marketing team early. They can help clarify the brand guidelines, help you find the best designer, source photography and support you throughout the entire process.

8 Be the guardian of brand.

Keeping our brand strong is the responsibility of us all. If you spot something that's not right, do raise it with the person responsible or let the Brand and Marketing team know.

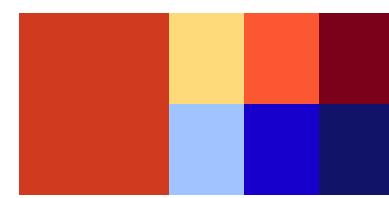
9 If you're unsure, just ask.

If you're uncertain about how to apply the brand, check with the Brand and Marketing team before finalising anything. There is no such thing as a stupid question.

Where to find more information



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Brand assets

We have prepared a set of brand assets – including logos, fingerprint patterns, approved ideograms and images.

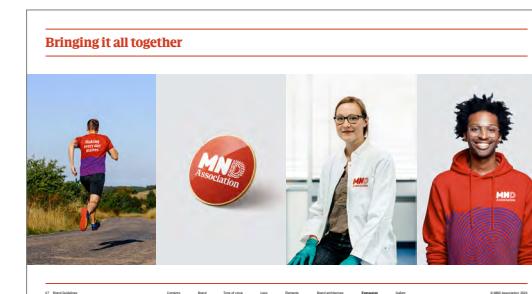
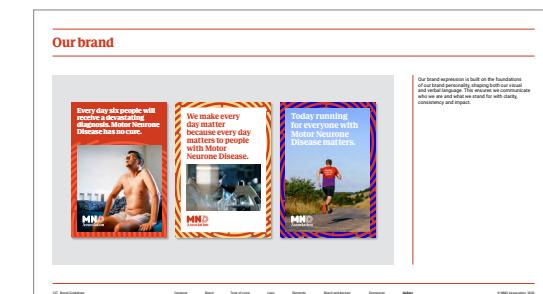
How we Sound.

Tone of voice and style guide



Writing guidelines

This document covers our tone of voice and how to apply it, our house style and commonly used words and phrases.



Brand guidelines

This is a detailed document that covers every aspect of our brand. It covers our brand definition, key brand elements, brand architecture, and how to apply our brand. It has been written for people and agencies who are creating content.

MND Association: voice workbook



Caring
Passionate
Joined up
Urgent
Authoritative
Realistic

Writing workshop

We also run a writing workshop for those who frequently write for the MND Association. You can join this by contacting the Communications team.

Who to ask for help



If you need more information please contact the following teams:

Brand and Marketing

For all queries about using the brand, or to check any materials you are preparing, contact brandandmarketing@mndassociation.org

Communications

For all queries about writing, the tone we use, the correct terminology or to check any text you are preparing, contact comms@mndassociation.org

Brand assets

If you need any of the brand assets, contact brandandmarketing@mndassociation.org

We'll get back to you as quickly as we can. And don't worry about asking us, it's important to get things right, and any questions will help us to improve the information we give.

v1. January 2026

