Our brand: at a glance

Every day matters.

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.

Core Terracotta	Light Terracotta	Light Blue
	Mid Terracotta	Mid Blue	White
	Dark Terracotta	Dark Blue	Black

Our brand: at a glance

Logo

Our logo reflects our identity and builds trust. Consistent use helps raise awareness of our work.

Logo Colours
Terracotta on white background

White on terracotta or dark backgrounds

Black version only for special production (e.g. embroidery), available on request.

Usage Rules
Keep clear space around the logo.

Minimum size: 24mm wide (print), 68px wide (screen).

Colour palette

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.

When applying the colour palette, please pay attention to the proportion of each colour used in your artwork. The block illustration provided in this guide visually represents the recommended percentage of each colour that should appear in your design.

Typography

Headlines: MND Headline
Custom typeface for titles and key statements.

Sublines: MND Sans
Used for sublines and pull-out text.

Body Copy: Roboto
For main text and footnotes; bold for subheadings or emphasis

**Desktop Use
(e.g. Word, PowerPoint):**
Headlines: Georgia Bold
Sublines/Subheadings: Arial Bold
Body Copy: Arial Regular

Brand elements

Fingerprint Patterns:
Six stylised prints highlight our focus on individuals and aid recognition.

Ideograms:
Fingerprint-based symbols convey key concepts without words. New ones can be requested from the Brand and Marketing team.

Icons:
Simple, broken-line icons echo our fingerprint style. Use sparingly for clarity and impact.

Voice:
Our voice is clear, caring, passionate, joined-up, urgent, authoritative, and realistic. We adapt it to suit each situation.

Headlines end with full stops to add urgency and impact—titles do not.

Core colour

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

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 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 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

MND Association White
Pantone®   —
CMYK: 0.0.0.0
RGB: 255.255.255
HEX: #ffffff

MND Association Black
Pantone®   6
CMYK: 0.0.0.100
RGB: 0.0.0
HEX: #000000