The need to build our reputation and raise our profile has never been more important for the MND Association. This is because there are more charities and good causes around than ever before, and we therefore have to fight even harder 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 a bigger ‘name’ – able to raise more income and exert more influence in order to help people with MND?

Our response to these challenges has been to ensure we are clearer about how we communicate as an Association with everyone we need to reach. One element within this is being clear, consistent and distinctive in the look and feel of materials.

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

We hope you find these 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 of MND.
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Our new logo builds on and reflects how we now 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 reconnects people with friends and family, with their quality of life, and one day, by eradicating 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 programmes.

Our logo
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 the background must be clear 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 programmes.

motor neurone disease association
To add diversity to our materials the English and Welsh logos can also appear in the MND Association supporting colourways as shown below.

To ensure the logo has sufficient contrast to the background colour only the below options can be used. If using the logo on images the background must be clear 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 programmes.

**Colourways**
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
The English MND Association logo 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, 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
The Welsh MND Association logo 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, text can align from the left edge of the logo or the descriptor text below.
We recognise that the thumbs up symbol is important, both as a core part of our heritage, and also because it represents our positivity and hope for people with MND.

The redrawn thumbs up creates a softer and more human image. We have also changed the words that go with the thumb to reflect hope and a positive approach. See the new-look thumbs up on the back cover. The thumbs up will only now be used on the back cover of materials produced for the Association family – that is, people affected by MND, our members, volunteers and staff. It should never be used in place of our main logo, which always takes pride of place and priority on our materials.

We will no longer be using the thumbs up for materials produced for an external audience, as this will distract from the main logo and make it harder to get our message across.

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**Logo/thumb size relationship**

We never lose hope. We strive to find a cure for MND, and to support everyone affected by this devastating disease.

**Minimum size**

Minimum logo width 45mm
The ‘MND Connect’ logo should always be used independently and never sit directly alongside the core logo. The number and email address should not be altered in any way.

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 24mm in width. This ensures it is always clearly visible.
The 'International Symposium on ALS/MND' logo should always appear directly next to the core logo. The position should not be moved or 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 determining the year of the symposium ie 22nd, used on programmes or adverts.

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. This ensures it is always clearly visible.
The 'Walk to d'feet Association MND' logo is an independent MND sub brand under license from the ALS Association. 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 minimum size the logo can be used is 13mm in width. This ensures it is always clearly visible.
To represent the diversity of our work we use a vibrant palette of eight colours. The palette should be used for all communications and in rotation 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. Tints of MND Association palette are not to be used. Accurate colour reproduction is vital. Always match the Pantone® or Pantone Colour Bridge EC CMYK references indicated. The RGB reference is for on-screen usage only.

Pantone® 2757
EC CMYK C100 M95 Y4 K42
R0 G38 B99

Pantone® 606
EC CMYK C0 M6 Y100 K14
R212 G186 B0

Pantone® 368
EC CMYK C70 M0 Y100 K0
R105 G190 B40

Pantone® 321
EC CMYK C100 M3 Y34 K12
R0 G139 B149

Pantone® 158
EC CMYK C0 M65 Y95 K0
R227 G114 B34

Pantone® 513
EC CMYK C58 M99 Y0 K0
R142 G37 B141

Pantone® 3005
ECCMYK C100 M32 Y0 K0
R0 G122 B161

Pantone® 675
EC CMYK C19 M99 Y0 K8
R172 G41 B115

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. When designing for audiences considers the needs of people with sight problems. In this instance we recommend a type size between 12 and 14 point (equivalent to a minimum x-height of 2mm or more ideally 2.3mm) Body copy should be set in upper and lowercase ranged left, ragged right.

No other typefaces are permitted.

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

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

**Connections**
Is the MND Association’s own typeface. It has been derived from the MND logo and should only be used for short titles or promotional items.

**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.
One of our most distinctive assets other than the MND Association logo is our ‘Connections’ typeface. This is the MND Association’s own typeface which has been derived from the MND logo. It should only be used for short titles or promotional items.

Below are examples of our keywords in the connections typeface.

caring
fighting
inspiring
connecting
listening
living
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. The image tones should match the MND Association’s colour palette as much possible.

Photographs should also be of sufficient technical quality, particularly when used at large sizes, for example, on the front covers of brochures and exhibition stands. Please ensure you have consent from individuals used in images and that permission has been granted for its application.
The shapes shown below form the visual system used to contain images and text. All MND Association communications should include them where possible. They are derived from the rounded corners of the MND logo and create a visual style that is truly our own.

A palette of two shapes has been created, they can be used as a solid, linear or a disconnected shape (the disconnected shape is intended to hold a short quote or title information). The linear shapes line thickness should not exceed the logo line width of the MND Association logo, ie an A4 logo line width should not be exceeded by any linear shapes appearing on the page. Artwork files are available in eps or ai vector format.

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

Solid filled shapes overlap

Transparent filled shapes overlap

Solid filled with linear shape overlap

Arranged shapes with transparent overlap
Covers can use photography and typography to create a dynamic, informative and impactful design.

Headings must be well written, engaging, informative and concise. Avoid writing long headings that lack impact.

Typography must be strong and clear. When choosing colour it is important to consider the best options from the MND Association palette that will project the information clearly, effectively and complement any chosen images. There must always be good contrast between text and the background colour. If using type on images the background must be clear with excellent contrast and visibility.

Key elements of our identity must be consistently applied. The logo must always be consistently sized and positioned on the page, as shown.

A4 specifications
297/210 mm
Logo:
63 mm wide
Heading:
Avant Garde Gothic book
Sub heading (optional):
Myriad regular
all measurements in millimeters
Covers can use photography and typography to create a dynamic, informative and impactful design.

Headings must be well written, engaging, informative and concise. Avoid writing long headings that lack impact.

Typography must be strong and clear. When choosing colour it is important to consider the best options from the MND Association palette that will project the information clearly, effectively and complement any chosen images. There must always be good contrast between text and the background colour. If using type on images the background must be clear with excellent contrast and visibility.

Key elements of our identity must be consistently applied. The logo must always be consistently sized and positioned on the page, as shown.

A5 specifications
210/148 mm
Logo: 45 mm wide
Heading: Avant Garde Gothic book
Sub heading (optional): Myriad regular
all measurements in millimeters
Covers can use photography and typography to create a dynamic, informative and impactful design.

Headings must be well written, engaging, informative and concise. Avoid writing long headings that lack impact.

Typography must be strong and clear. When choosing colour it is important to consider the best options from the MND Association palette that will project the information clearly, effectively and complement any chosen images. There must always be good contrast between text and the background colour. If using type on images the background must be clear with excellent contrast and visibility.

Key elements of our identity must be consistently applied. The logo must always be consistently sized and positioned on the page, as shown.

**DL specifications**
- 210/99 mm
- Logo: 45 mm wide
- Heading: Avant Garde Gothic book
- Sub heading (optional): Myriad regular
- all measurements in millimeters

**A6 specifications**
- 148/105 mm
- Logo: 45 mm wide
- Heading: Avant Garde Gothic book
- Sub heading (optional): Myriad regular
- all measurements in millimeters
Distinctive, clear and powerful typography reinforces the MND Association’s personality and adds impact to our communications. Text spreads use the colour palette and our visual system to add emphasis and highlight information.

Publications use Avant Garde Gothic book for headings and Myriad light for body text (Myriad regular for those with sight problems). 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 clear navigation on the page. The recommended minimum point size for body copy is 10 point. When designing for audiences with sight problems we recommend a type size between 12 and 14 point (equivalent to a minimum x-height of 2mm or more ideally 2.3mm). Body copy should be set in lowercase ranged left, ragged right.

### Inside spread specifications

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>420/297 mm</td>
<td>Inside spread grid</td>
</tr>
<tr>
<td>Section and title:</td>
<td>Avant Garde Gothic demi/book</td>
</tr>
<tr>
<td>Heading:</td>
<td>20pt on 24pt</td>
</tr>
<tr>
<td>Subheading (optional):</td>
<td>Myriad semi-bold 10pt on 19pt</td>
</tr>
<tr>
<td>Body text:</td>
<td>Myriad light 10pt on 11pt</td>
</tr>
<tr>
<td>Quote:</td>
<td>Avant Garde Gothic demi 13pt on 18pt</td>
</tr>
<tr>
<td>Page numbering:</td>
<td>Avant Garde Gothic book 8pt on 12pt</td>
</tr>
</tbody>
</table>

All measurements in millimeters.
publication examples

Corporate cover 4.1
Branch cover 4.2
Inside spreads 4.3
Back cover sign off 4.4
Below is an example of an MND Association corporate A4 cover. Distinctive, clear and powerful typography reinforces the MND Association’s personality and adds impact to our layouts.

Publications use Avant Garde Gothic for headings and Myriad for body 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.
Below is an example of an MND Association DL branch cover. Each branch's name is featured in the bottom right corner of the cover.

Publications use Avant Garde Gothic for headings and Myriad for body 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.

Has your life been affected by Motor Neurone Disease?

Bloggshire Branch
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 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 clear 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. Ensure a significant tonal difference exists between different elements such as overlapping shapes and text.
All publications should have a back cover sign off.

They should contain the following elements: name, address, appropriate telephone, fax email and website, the registered charity number, and a copyright statement.
stationery

Letterhead national 5.1
Compliments 5.1
Business card 5.1
Stationery branch 5.2
Stationery Welsh 5.3
Folder 5.4
Posters 5.5
Recruitment ads 5.6

5.0
The examples below show the MND Association national 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, ragged right and prints in black.

The logo must be seen on everything we do. It must always be applied consistently and should not be redrawn, digitally manipulated or altered. The logo must always be reproduced from a master reference.
The example below show the MND Association’s branch letterheads in A4 and A5 sizes, and compliments 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.

The logo must be seen on everything we do. It must always be applied consistently and should not be redrawn, digitally manipulated or altered. The logo must always be reproduced from a master reference.
The example below show the MND Association's Welsh letterhead in A4 and the compliments 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.

The logo must be seen on everything we do. It must always be applied consistently and should not be redrawn, digitally manipulated or altered. The logo must always be reproduced from a master reference.
The example below shows the cover and internal structure for an MND Association folder with a 5mm capacity.

The logo should always be reproduced from a master reference. Avant Garde Gothic is the primary font, Myriad is the supporting font. The MND Association colour palette must be used on all elements.

The inside of the folder has a die-cut pocket with business card slot in one of the MND Association shapes.
The example below shows the layout for a MND Association poster in portrait format. The visual system can use the shapes with images or the ‘Connections’ font for single words or short sentences to communicate the message with our audiences. Use Avant Garde Gothic for headings and Myriad for body 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.

When designing for audiences consider the needs of people with sight problems. Ensure a significant tonal difference exists between different elements such as overlapping shapes and text.

Life with MND may be short... but it’s still worth living

We need your support to help us continue our work

Motor Neurone Disease (MND) is a fatal illness that leaves people unable to walk, talk or feed themselves. However, intellect is usually unaffected. The MND Association wants to see a world free of MND. We fund and promote research to help bring about an end to the disease. Until then, we are dedicated to supporting people with MND, their families and carers.

MND Association PO Box 246, Northampton NN1 2PR
Tel 01604 250505 www.mndassociation.org
Recruitment

Director of People Development
Salary £60,000 per annum (Full Time)

Do you have the leadership qualities, a passion for learning and people development and the motivation to help the people of the MND Association make a difference?

Closing Date 9 February 2009
Interview Date 17/18 February 2009

For an application pack please visit www.mndassociation.org/jobs, email applications@mndassociation.org, or write to Human Resource Team, MND Association, PO Box 246, Northampton, NN1 2PR. Alternatively call our answer phone on 01604 611859 (24 hours).

The MND Association believes in treating everyone with dignity and respect and encourages applications from all sections of the community.

Salary £60,000 per annum (Full Time)

Do you have the leadership qualities, a passion for learning and people development and the motivation to help the people of the MND Association make a difference?

Closing Date 9 February 2009
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The MND Association believes in treating everyone with dignity and respect and encourages applications from all sections of the community.

Motor Neurone Disease (MND) is a fatal disease of the brain and central nervous system. It leaves people locked into a failing body unable to move, walk and talk. The mind is usually unaffected. In the UK, five people die of MND every day.

The MND Association exists to ensure that people with MND can achieve the highest quality of life possible, and to fund and promote research to bring an end to MND. We have over 3,000 active volunteers, 150 staff and an annual income of £13m.

Distinctive, clear and powerful typography reinforces the MND Association’s personality and adds impact to our recruitment advertising.

Use Avant Garde Gothic for headings and Myriad for body 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 7pt set on 9pt 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.

When designing for audiences consider the needs of people with sight problems. Ensure a significant tonal difference exists between different elements such as overlapping shapes and text.
The MND Association visual system must be consistently applied to all web banners.

The examples below of 460/160 px and 468/60 px web banners illustrate how messages can be split across a number of frames whilst images and text can fade in.

The logo should always be reproduced from a master reference. Avant Garde Gothic is the primary typeface with words highlighted with a contrasting colour.

The MND Association colour palette must be used. The ‘Connections’ font can be used for single words or short sentences on banners to help raise our profile and communicate with our audiences.

When designing for audiences consider the needs of people with sight problems. Ensure a significant tonal difference exists between different elements such as overlapping shapes and text.

460/160 px banner with rotating keyword text

468/60 px banner with fading image and text

468/60 px banner with fading image and text
PowerPoint templates have been created for on-screen presentations. They have a consistent style for all title and text slides.

The typeface that must be used for all PowerPoint presentations is Myriad or Arial. Text headings are 36pt and main copy is 20pt. The maximum amount of body text should not exceed 80 words.

Bullet points should be used for lists of information and are indented by 5mm from the left margin.

Slides all use a white background.

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**Heading**

Sub heading
Lorem ipsum dolor sit amet, consectetur 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 commodo consequat.

- Duis autem vel eum iriure dolor in hendrerit in vulputate
- velit esse molestie consequat, vel illum dolore eu
- nulla facilisis at vero eros et accumsan et odio
- dignissim qui blandit praesent luptatum zzril delenit
- augue duis dolore te feugait nulla facilisi.
The example below shows the correct format for MND Association email signatures.

Copy is set in Arial and Arial bold, our default digital typefaces.

All other members use the same text structure but change their details.
The MND Association visual system must be consistently applied to all exhibition and display items.

The logo should always appear top left wherever possible and reproduced from a master reference (eps or ai format). Avant Garde Gothic is the primary typeface with words highlighted with a contrasting colour, 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 ‘Connections’ font can be used for single words or short sentences on exhibition stands and displays to help raise our profile and communicate with our audiences. Shapes can interact with individual or across multiple display applications.

Exhibition stands
The examples below show how our elements can be consistently applied to promotional materials and highlight the versatility of our visual system.

The logo should always be reproduced from a master reference. Avant Garde Gothic is the primary font, Myriad is the supporting font. The ‘Connections’ font should be used for single words or short sentences only. 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 visuals 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 particular 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

David Niven House

Motor Neurone Disease Association

Private car park
Vehicles parked without a valid site permit will be issued with a parking ticket
For further information on the MND Association brand and its application please contact the information and engagement 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 our key publications, *including Thumb Print, The News* and *Impact Report*

If you’d like our help, please contact communications resource at national office on:
01604 611 841 communications@mndassociation.org