Version - 1.0

Mary Frances Trust Brand Guidelines

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Our Logo

Our brand logo is comprised of the MFT acronym and Mary Frances Trust wordmark.

Wherever possible the primary pink and white logo should be used on our blue background.

Colour Variations

For white backgrounds we can use the secondary blue/pink option (MFT-logo-full-blue-pink-rgb.eps).

There's also black and white versions for use in monochromatic work.

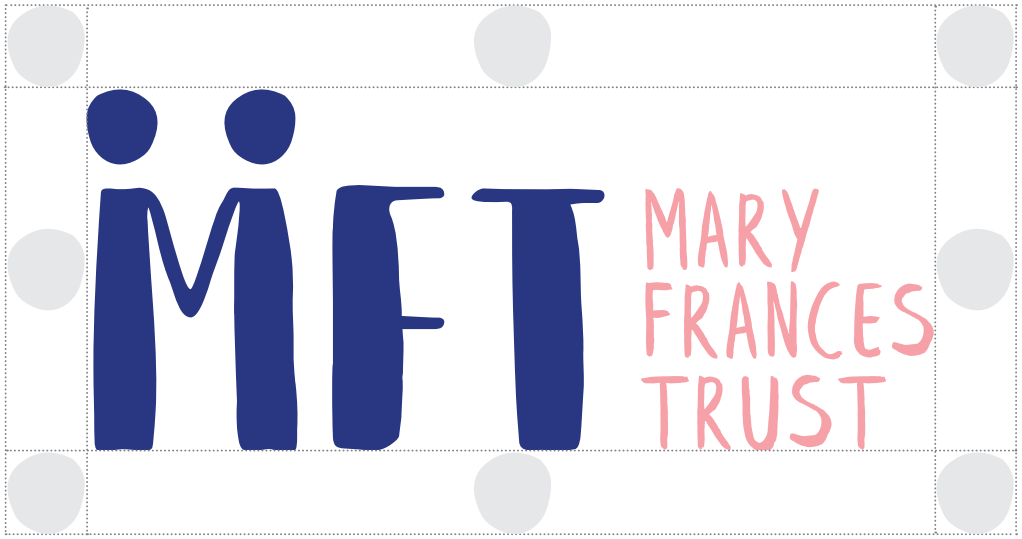
Inspiring Mental Wellbeing

Our strapline "Inspiring Mental Wellbeing" can be used on its own or together with the logo in either of these arrangements (alternative colour options are also available).

Logo Exclusion

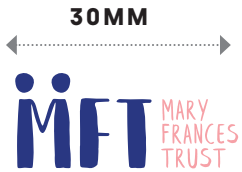
The exclusion area is the space around the logo that must remain clear of typography or other graphics.

The measurement is calculated by using the height of the M characters head in all directions. The exclusion area applies to all sizes and versions of the main logo.



Minimum Size

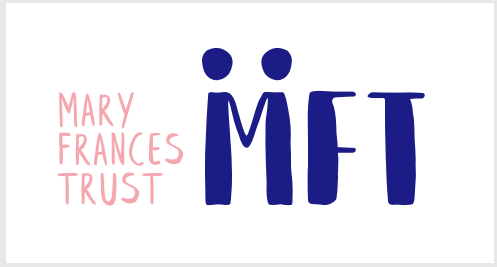
To ensure the logo is always legible, it should never be reproduced any smaller than 30mm in width.



Logo usage

Below are some Do's and Don'ts for the logo. Please adhere to these to ensure the MFT brand is properly represented.

DON'T squash or stretch the logo

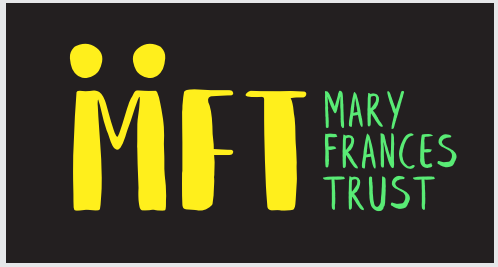


DON'T change the arrangement of the logo elements

DON'T place on an image which over-powers the logo

DON'T add additional elements to the logo

DON'T rotate the logo



DON'T change the colour of the logo in any way

Symbol / Icon

In addition to our primary brand logo the MFT acronym can be used individually for social media profiles, avatar images, badges and at other times when it's suitable to not include the full Mary Frances Trust name.

Minimum Size

To ensure the symbol is always legible, it should never be reproduced any smaller than 15mm in width.

Typeface

The typeface we use across all collateral is M PLUS Rounded 1C, from the Google Fonts catalog. The font is available in several weights, including Bold, Regular and Light. For headlines and ‘call to actions’ we use Bold. Sub-titles use Light and the Regular weight is used for body copy.

Bold

Regular

Light

Primary Colours

We use a limited range of colours to represent the MFT brand. The primary colours being Blue and Pink.

MFT-Blue
CMYK: 100, 94, 17, 04
RGB: 28, 28, 135
HEX: #1c1c87

MFT-Pink
CMYK: 0, 45, 20, 0
RGB: 245, 167, 175
HEX: #f5a7af