



Brand and Identity
Guidelines - External

Version 1 | 05 Dec 2023

Our brand identity

Our brand identity

You should only ever use the official version of the logo, it should never be recreated.

When in production, for print and design, we offer a single colour Pantone version of our logo. We also have a CMYK version for digital printing. For in-house use and externally funded projects we provide a one colour version of our logo.

You can access various file formats through our website <https://maudsleycharity.org/about/about-us/maudsley-charity-brand-guidelines/>

Contact us: comms@maudsleycharity.org for further information or additional formats



Our brand identity

There are two components to our logo that can be used together or in different places on the same page. For fundraising activity the logo should be used as one element and not split up.

The Maudsley Charity square and the Backing Better Mental Health. statement.

If the logo is being used once in a document or alongside partners both elements of the logo should be presented together.

The Maudsley Charity square



The Backing Better Mental Health. statement

Backing
Better
Mental
Health.

Our colour palette (single colour purple and black)



Pantone 2583c



Black

Our colour breakdown

We have a range of colours that can be reproduced in print materials or digitally.



Pantone 2583c
100%

C 46
M 69
Y 0
K 0

R 156
G 99
B 166

Hex #9c63a6



Pantone 2583c
80%

C 41
M 51
Y 6
K 0

R 165
G 136
B 183

Hex #a588b7



Pantone 2583c
50%

C 18
M 30
Y 0
K 0

R 213
G 189
B 221

Hex #d4bddc



Pantone 7540c

C 20
M 0
Y 0
K 80

R 72
G 81
B 86

Hex #485156

Our primary identity (Black and White)

The Maudsley Charity logo can also be applied to a range of materials in monotone if required.



Identity sizes

To ensure legibility the Maudsley Charity identity should never be used in a size smaller than 30mm wide x 15mm high.

The identity should have a minimum area of free space around it's border of 5mm.

Minimum size 30mm wide



Identity positioning

The Maudsley Charity square must always appear at the left hand side of the document.

Where we are the principal author it must be placed in the top left.

When working with partner organisations our preference is for the logo to appear on the top or bottom left of the page. Our brand is designed this way so that we have flexibility when partnering with NHS and university organisations (who position their logos on the right and centre of documents).



Our identity (Principal Funder, Funded by and Supported by variations)

There are three versions of the logo created to highlight and promote our main types of involvement.

Principal funder is used exclusively by our Anchor programme.



How NOT to use our identity

Please avoid the examples below when using our identity.



Please do not change the colour of our statement to match the logo square.



Please do not place our brand on a gradient background.



Please do not mix our brand colours.



Please do not stretch or condense the brand.

Partner organisations



Our partner organisations

The Charity has a close working relationship with South London and Maudsley NHS Foundation Trust (SLaM) and King's College London. There will be specific guidance issued when we work jointly on campaigns and large projects.

When presenting the organisations together our preferred ordering on documentation is

Maudsley Charity (left), King's College London (centre) and South London and Maudsley NHS Foundation Trust (SLaM) (right).