



Brand and Identity Guidelines

Grantholders & Partners

This document explains how to use the Maudsley Charity logo when acknowledging us in your communication material, and how we can work together to communicate about your project.

October 2024

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We are pleased to have you as a grantholder and partner of Maudsley Charity. We're grateful to you for acknowledging our support in your communications, whether in print, presentations or online.

As a grantholder and partner we want to do our best to help celebrate and share your great work. By becoming familiar with each other's guidelines on logo use and our preferences around how our support is mentioned, we can maintain consistency and high quality in the use of our branding.

Contact us at comms@maudsleycharity.org for further information or guidance.

We Are Maudsley Charity

We are a grant-making charity rooted in southeast London. Our vision is a world where everyone who experiences mental illness, without exception, has access to the right care and support for them.

We fund work led by South London and Maudsley NHS Foundation Trust, research teams at King's College London, and the voluntary and community sector to build a more equitable and effective mental health care system in southeast London. We share what we learn to promote change in other parts of the UK.

Our logo

Our main logo is the Maudsley Charity square—our name in white lettering against a square purple background. You should only ever use the official version of the logo; it should never be recreated. The logo has also been provided in black and white versions to ensure the best visibility regardless of background.

Which file type should you use?

The appropriate artwork file will produce the best end result depending on what is being produced:

- On-screen - PowerPoint presentations, websites, social media, digital displays etc. Please use the logos provided in the Web and Screen folder. These are in PNG format and contain the letters RGB in the file names.
- Printed documents - brochures, leaflets, posters, publications etc. Please use the logos in Print folder. These are in JPG format and contain CMYK in the file names. These are ideal for desktop or digital printing.
- Commercial printing - Please use the logos in the Professional Printing folder within the Print folder. These are in EPS format and contain CMYK in the file names. EPS files are for use in professional graphic design software like Adobe Illustrator. This folder also contains a logo with “Pantone” in the file name which may be requested by your printer.

If you have any questions regarding which artwork to use please contact us by email comms@maudsleycharity.org



The Maudsley Charity square

Our colour palette

We always want our logo to be visually accessible. Depending on the colour or images in the background, it may be best to use the logo in our main purple, in black or in white. We provide all 3 colours in every file format. Please do not make any changes to the colours in the file, as these have already be adjusted to be accurately reproduced.



Pantone 2583c 100%

C 46
M 69
Y 0
K 0

R 156
G 99
B 166

Hex #9c63a6



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

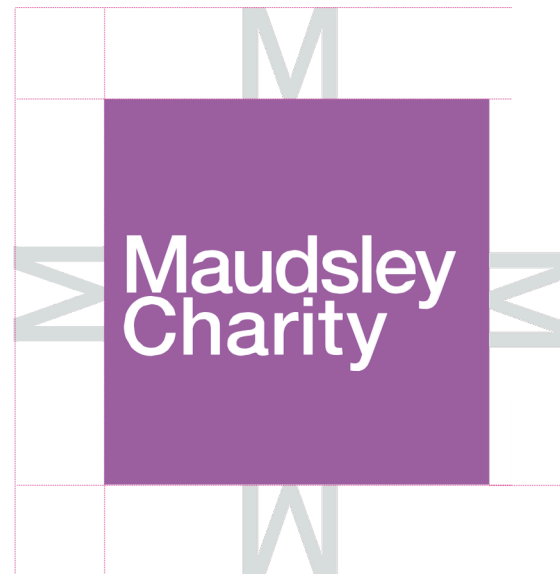
Logo size

To ensure legibility the Maudsley Charity logo should never be used in a size smaller than 20mm wide x 20mm high.



Spacing

No matter the size of the logo, there should always be a space of 5mm around its entire border.

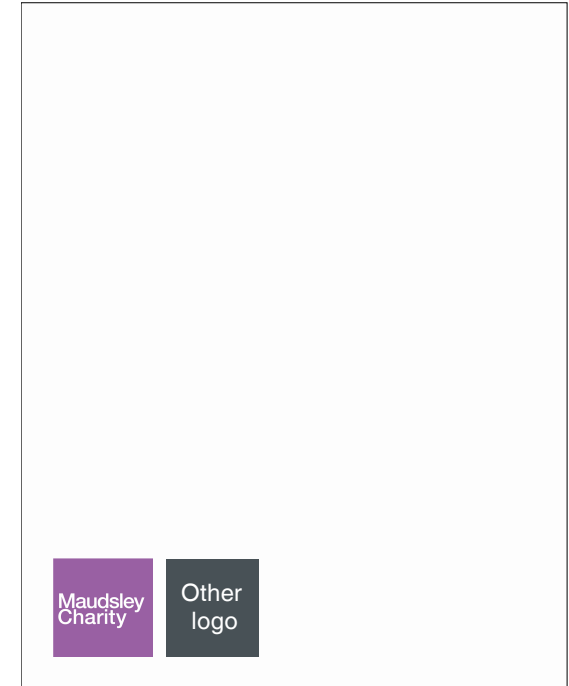
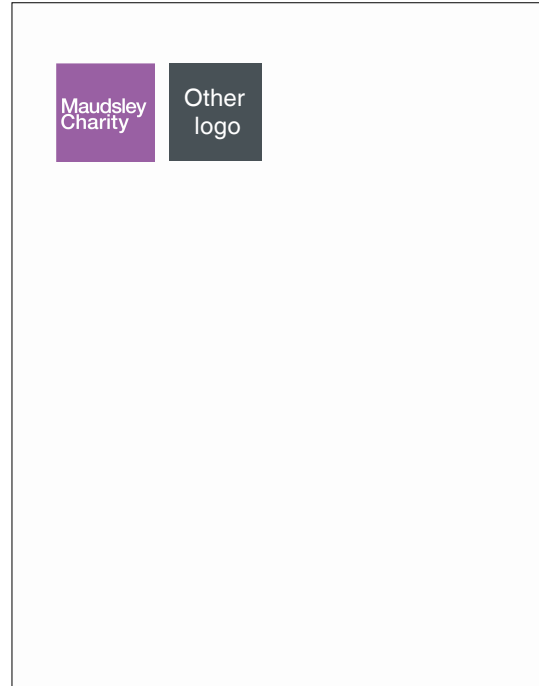


Logo positioning

The Maudsley Charity square should 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 left or bottom right of the page.



Using our logo

Backgrounds

Our logo in purple looks best when placed against a plain white or very light coloured background. We understand that this may not always be possible.

Please do not place our logo in front of a gradient background.

When placing our logo onto a background colour or image always ensure maximum legibility/contrast.

If the purple main logo is not working with the colours or the image you are placing the logo on, then please use the white or black versions.

We have provided some examples as a guide to correct and incorrect usage.

Incorrect usage



Correct usage



Using our logo

Alterations

Please use the logo as it has been provided. Do not change its shape, colour, font or place text too close.



Do not stretch or condense the logo



Do not change the logo colours



The project began in 2022

Do not place text closer than 5mm to the logo



Do not change the colour of any of the elements

Publicity

Press

If you plan to write a press release or speak to the press about a project that is supported or funded by us, please send the draft press release to the communications team at comms@maudsleycharity.org before distributing. This will help us ensure that communication about the charity and our support is accurate and consistent.

We can also support you with press outreach by sharing your news on our website and with our partners at South London and Maudsley and IoPPN where relevant.

Please use the below text in the **Notes to Editors** section of your press releases, and include a link to our website:

Maudsley Charity is a grant-making charity rooted in southeast London. Our vision is a world where everyone who experiences mental illness, without exception, has access to the right care and support for them. We fund work led by South London and Maudsley NHS Foundation Trust, research teams at King's College London, and the voluntary and community sector to build a more equitable and effective mental health care system in southeast London. We share what we learn to promote change in other parts of the UK. For more information visit maudsleycharity.org

Requests for interviews

If you receive a request for a charity contact from a journalist please call us on 020 3696 9760 or email Elvi Morrison, Head of Fundraising and Communications: elvira.morrison@maudsleycharity.org

Publicity

Social media

Social media can be a useful tool for sharing information about your project, and we also want to help you spread the word about any project milestones, stories, events or publications.

1. Follow us on Twitter ([@MaudsleyCharity](#)), Facebook ([@Maudsley Charity](#)), Instagram ([@Maudsleycharity](#)) and LinkedIn: <https://www.linkedin.com/company/maudsley-charity>
2. Share your news, photos and videos, and tag us with [@MaudsleyCharity](#). We can then retweet or repost your content to our audience.
3. Alternatively, send us your news and photos directly and we'll post them on the Maudsley Charity accounts
4. If your project is in collaboration with South London and Maudsley or IoPPN, then we will work with their communications teams to share the news on their social media platforms (Twitter: [@MaudsleyNHS](#), [@Kingsiopppn](#) and where relevant [@Kinghealth](#))

Photography

We routinely visit projects and take photographs to add to the Charity's image library. If you would like to receive copies of the photographs of your project or would like to use the Charity's images, please contact us at comms@maudsleycharity.org.

Please also share your photographs with us. Photos of your project in action are best, preferably JPEGs of around 2-3MB in size. Please include credit and consent information regarding whether you are happy for us to use the photo and where – and if children are featured their parents will have to have provided written permission.

Publicity

Reports and publications

If the work we have funded involves a report or publication, please keep us informed of the publication date, as we can share this news on our website and social media.

To acknowledge us in your publication, please use the following text:

'Name' would like to thank Maudsley Charity for its support.

Maudsley Charity is a grant-making charity rooted in southeast London. Our vision is a world where everyone who experiences mental illness, without exception, has access to the right care and support for them.

We fund work led by South London and Maudsley NHS Foundation Trust, research teams at King's College London, and the voluntary and community sector to build a more equitable and effective mental health care system in southeast London. We share what we learn to promote change in other parts of the UK. For more information visit maudsleycharity.org

How to credit us

We provide support in a number of ways - grants, partnerships, the use of ORTUS, provision of sponsorship etc.

Ideally, please use our logo accompanied by the relevant line of text, e.g.:

This project is funded by Maudsley Charity.



Where space is not available for the logo, please use the line of text on its own, e.g.:

This event is supported by Maudsley Charity.