

---

# Maudsley Charity 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.



The Maudsley Charity square

## 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.

## Full brand guidelines

Please download and read the full brand guidelines document for full details on positioning the logo, colours, what not to do with our logo, and other information.

## Contact us

If you need any guidance regarding artwork, we’re happy to help. Ideally, we’d also love to see the draft of any high-visibility material that uses our brand before it is finalised. Please contact us by email at [comms@maudsleycharity.org](mailto:comms@maudsleycharity.org)