
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