Maudsley Charity

Brand guidelines

For grant holders and partners
December 2025

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Our brand: An introduction

We are pleased to have you as a grant holder 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 grant holder 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.

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Our brand: Describing Maudsley Charity

Brand description

Maudsley Charity is a grant-making charity that advances and accelerates positive change in mental health care in south London.

We fund and support key clinical, academic and community partners so that everyone who experiences mental illness, without exception, can access the care that's right for them.

While our roots are embedded firmly in our local community in south London, we aim to also seed positive change in mental health care elsewhere in the UK, by sharing and amplifying the knowledge and evidence that is generated through the work that we fund.

Text consistencies

Please refer to us as Maudsley Charity not 'The Maudsley Charity'.

The hospital or the Trust are often referred to as 'Maudsley' or 'The Maudsley' so please avoid using these terms when referring to the Charity to avoid confusion.

Always write Ortus in Title Case, not capital letters.

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Logo: Our logo explained

Primary logo colour options: Purple and white

Maudsley Charity

Maudsley Charity

Secondary logo colour option: Black

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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.

Please note - We are no longer using the version of our logo with the strapline 'Backing Better Mental Health'. Instead, we ask all grant holders or partners to use our main logo accompanied by the relevant line of text e.g. This project is funded by Maudsley Charity.

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

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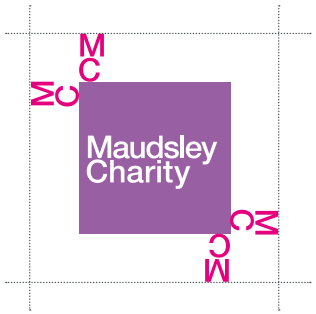
Logo: Logo standards

Logo size

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

Minimum exclusion zone

The logo should always have a space around its entire border where no other elements enter, which is measured by the height of the MC combined from the logotype. This scales up with the logo.



Logo positioning

Maudsley Charity's logo should always appear in the corner – the top left or right corners are preferred, but a bottom corner is allowed if it works best with the layout.

Ensure the space between logos is in line with our exclusion zone, or that of the partner logo, if their clear space is bigger.

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Logo: Logo rules

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.

When placing our logo onto a background colour or image always make sure of maximum legibility.

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 version, or black version as a last choice.

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

Alterations

Please use the logo as it has been provided. Do not change its shape, colour, font or proportion.

Incorrect usage

Correct usage

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Publicity: Press

If you plan to write a press release or speak to the press about a project or programme 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 that advances and accelerates positive change in mental health care in south London, and champions improvement elsewhere in the UK. The Charity fund and support key clinical, academic and community partners so that everyone who experiences mental illness, without exception, can access the care that's right for them. For more information visit maudsleycharity.org.

Requests for interviews

If you receive a request for a charity contact from a journalist please email comms@maudsleycharity.org

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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 LinkedIn: https://www.linkedin.com/company/maudsley-charity, Bluesky (@maudsleycharity.bsky.social), or X (@MaudsleyCharity).
2. Share your news, photos and videos, and tag us with @MaudsleyCharity. We can then 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.

Photography

We collaborate with projects to commission photography. 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.

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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 that advances and accelerates positive change in mental health care in south London, and champions improvement elsewhere in the UK. The charity fund and support key clinical, academic and community partners so that everyone who experiences mental illness, without exception, can access the care that’s right for them.
>
> For more information visit maudsleycharity.org

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Publicity: 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.:

For grant holders: This project is funded by Maudsley Charity.

For partners: This project is in partnership with Maudsley Charity.

For use of Ortus or provision of sponsorship: This activity/ event is supported by Maudsley Charity.

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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

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