

The Lord Mayor of Manchester's Charity Appeal Trust

We Love MCR Charity

Brand guidelines

1. The logo

Primary logo



CMYK, Pantone and RGB versions of the logo are available.

Black version



Primary logo on red background



Black logo on black background

Minimum size



Please ensure that the logo does not appear smaller than 18mm to ensure legibility.

Sub-copy line

Give a little, help a lot

Only to appear where space allows.

Secondary logo



The secondary version is only to be used on large-format materials, such as banners. This is to ensure legibility.

Minimum size is 76mm

Registered charity line

The Lord Mayor of Manchester's Charity Appeal Trust, registered charity number 1066972

This line of text **must** appear on any materials that ask for donations to the charity. **This is a legal requirement.**

2. Colours



CMYK
0 100 100 0

RGB
227 6 19

Pantone
185 C



CMYK
0 0 0 100

RGB
0 0 0

Pantone
Black C

3. Typeface

Serifa Std is the chosen typeface of the We love MCR charity

Serifa Std 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headings should be set in Serifa Std 65 Bold.
Headings can appear in black, white or red.

Serifa Std 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

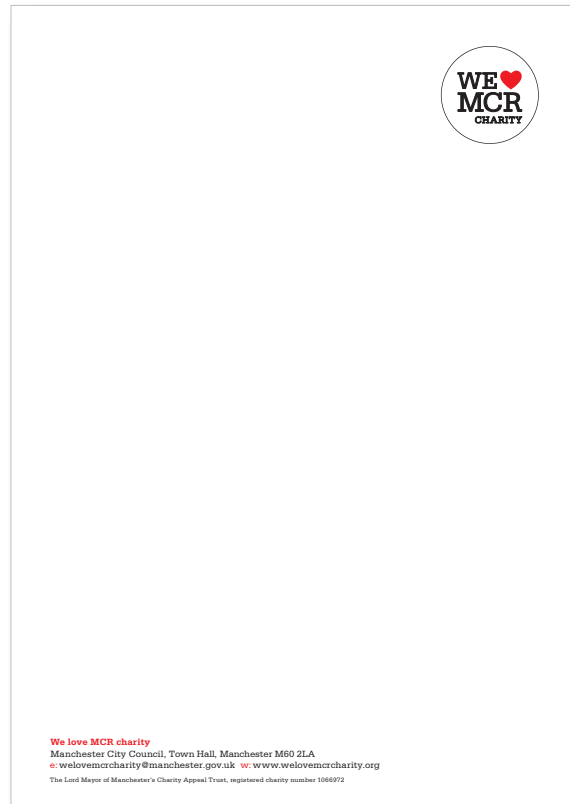
Serifa Std 45 Light should be used for body copy
and should be black in colour.

Serifa Std 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Where reversed type is required for body text,
please use Serifa Std 55 Roman, to ensure legibility.

3. Branding

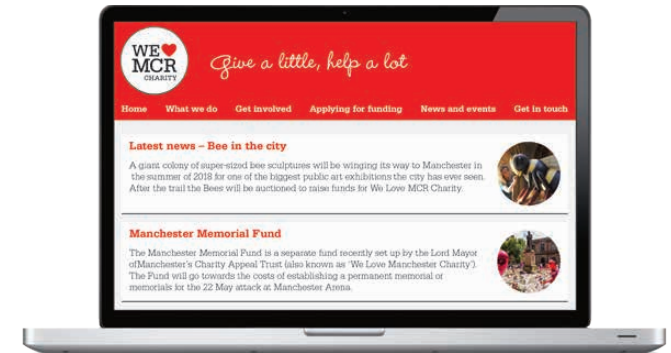
Letterhead



Leaflet



Website



Email footer



T-shirts



Event banner



Feather banner

