

Community Friend Logo & Brand Guidelines



COMMUNITY FRIEND LOGO GUIDELINES

These guidelines set out the rules for the use of the McGrath Foundation brand identity. On no account should any McGrath Foundation community friend logo be redrawn or modified. They must always be reproduced from the artwork supplied by the Foundation and should never be copied from other communications.

Our logos

2 logo variations are available to be used where appropriate.



Horizontal logo



Vertical logo

Clear space

Clear space is the minimum area surrounding the logo, which must remain clear of any other visual elements or text.



Minimum size

For optimal reproduction and viewing on digital applications, never use our logo smaller than the sizes listed. Wherever possible, use our logo at a size larger than minimum.



Print: 39mm / digital: 138px



Print: 20mm / digital: 71px

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Partnering with others

When prior permission is sought, the Community Friend logo may be featured on supporter marketing materials. In this instance, the Community Friend logo should appear equal in size to any other logos and the distance between the Community Friend logo and partner logo should be $\frac{1}{3}x$ of the width of the Community Friend logo.



Logo colour variations

Following colour variations are available for your communications. Full colour positive: use this logo on light coloured backgrounds. Full colour negative: use this logo on dark coloured backgrounds. Where unsure if a background is light or dark, select the logo that gives the greatest contrast and legibility. Greyscale/black and white versions of our logo should only be used when reproduction method is black and white.



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Key requirements

The following are key legal requirements you need to adhere to if you are promoting that a donation will be made to the McGrath Foundation.

All promotional materials must include the following information:

- 1 The name of the McGrath Foundation which must be clearly and prominently disclosed.
- 2 The Supporter's trading name.
- 3 The Supporter's business address, telephone number, facsimile number, email and website address.
- 4 The basis upon which the Donation is to be calculated.
- 5 The dates on which the Fundraising Appeal commenced, or will commence, and the date on which it will end.

Text requirements for All Promotional Material must include the following text unless otherwise agreed by the parties:

- 1 The McGrath Foundation places McGrath Breast Care Nurses in communities across Australia, as well as increasing breast awareness among young people.
- 2 For more information visit www.mcgrathfoundation.com.au

Requirements for Text Promotional Material must comply with the following requirements:

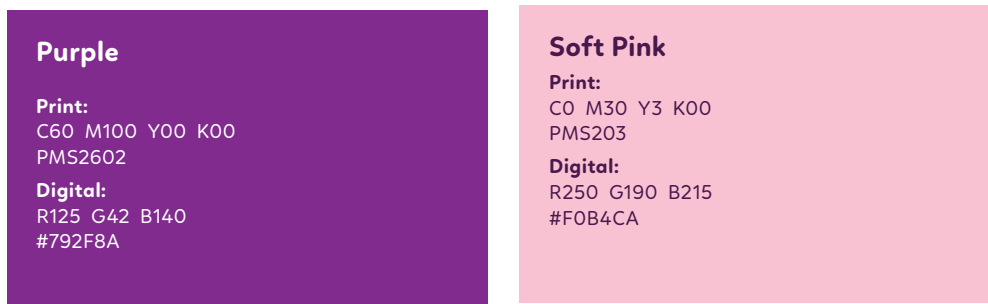
- 1 The Supporter's trading name must be in the same print size as the name of the McGrath Foundation.
- 2 If the logo of the McGrath Foundation is displayed it must appear once only and represent not more than 10% of the surface area of the Promotional Material.
- 3 The Promotional Material must be based on fact and must not be false or misleading.
- 4 Conform strictly to provision of any relevant law.

MASTERBRAND COLOUR PALETTE

Primary colours Pink is the preferred primary colour



Secondary colours Secondary Colours to be used sparingly and only when majority of colour is a McGrath Foundation primary colour.



Please contact the McGrath Foundation if you have any concerns or queries about designing your artwork.
Prior to publishing any artwork please send to your point of contact for approval.