

## Our logo

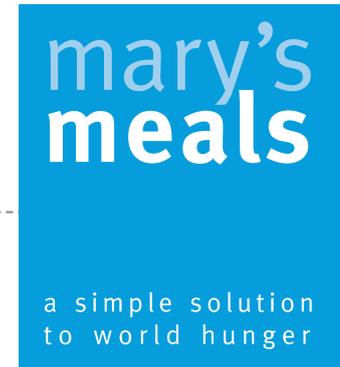
The Mary's Meals logo represents more than just how our name is written.

Wherever it appears – whether on an event poster, a fundraiser's T-shirt, a school kitchen wall, or a volunteer cook's apron – it is an uplifting symbol of a global movement of people who will not accept that any child should endure a day without a meal in this world of plenty.

With supporters and volunteers all over the world – hailing from many different backgrounds, nations, races, faiths and situations – Mary's Meals is one big global family working towards the same simple and effective goal; that the hungry child receives a daily meal in their place of education.

When you use the Mary's Meals logo, you're showing that you are part of that family. It's no wonder we love it so much.

Our simple guidelines will help you to use the Mary's Meals logo with care.



The Mary's Meals logo is made up of three elements: our name, our strapline ('a simple solution to world hunger') and a bright blue box.

Maximum width – X



## Logo border

When using the logo, it's important to consider the background it will be placed on. A white keyline border can be used to help the logo stand out when needed.

The keyline border should have a maximum width equal to the stems of the 'm' in the word 'meals'. Adhering to this maximum width will add emphasis to the logo, without the border detracting from the logo's core elements.

## Logo size and spacing

The size of the Mary's Meals logo should generally be driven by your creative requirements. However, in order to protect the legibility and clarity of our name and strapline, please adhere to these minimum heights.

Be sure to give the Mary's Meals logo some room to breathe. A minimum clearance space around the logo equal to the height of the 'm' in 'meals' will both protect the integrity of the logo's proportions and help it stand out in any design.



Print – minimum height 15mm



Screen – minimum height 58px



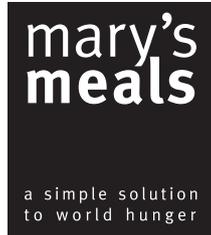
X – minimum clearance space

# Logo variations

While it is strongly preferred that the standard logo is utilised where possible, there are a handful of possible variations that can be utilised on occasion.



White text alternative



Black and white alternative



I support Mary's Meals



We support Mary's Meals

# Some things to avoid



Don't use the strapline on its own.



Don't change the font.



Don't change the colours.



Don't alter or add text.



Don't tint.



Don't capitalise.



Don't stretch.



Don't crop.



Don't rotate.



Don't create a pattern.

# Co-branding

If a supporter wants to organise fundraising or awareness-raising for Mary's Meals through a business and would like to discuss pairing their company's logo with the Mary's Meals brand, it's important they contact us.



An example of co-branding.

If you have any questions about how to use our logo, please get in touch with your supporter engagement officer.