

## Supporting Maggie's Using our logo

With strap-line

Without strap-line

Proudly supporting



MAGGIE'S

Everyone's home of cancer care

Proudly supporting



MAGGIE'S

### Thank you for fundraising for Maggie's.

Maggie's logo is an important part of who we are. Our logo demonstrates the welcoming nature of Maggie's as a home for cancer care and support.

If you are planning to produce materials to promote your fundraising activity (such as invitations, posters or t-shirts) we have the following 'proudly supporting' logos available for you to use to show your support.

We'd be delighted if you could follow the simple guidance below to help ensure our logos (in colour / black or white) are used as consistently as possible.

## Logo exclusion zone

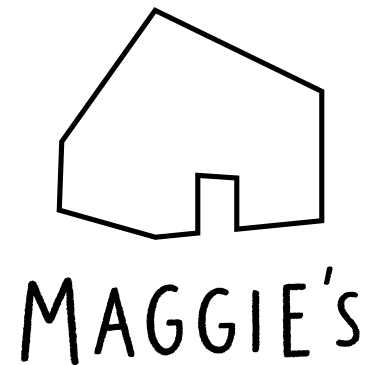


Using an exclusion zone around the logo ensures that it has enough space to breath. Please leave space around the logo and ensure it's clear of any other graphics (see illustration examples).

## Usage on different backgrounds

**Positive** / black logo

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The primary shape colour for our logo is Maggie's Orange (Pantone 1505) which is always the first choice when using the logo in isolation. If using colour is not possible, the logo can also be used in both positive and negative to allow it to achieve good contrast against different backgrounds. (see illustration examples).

**Negative** / white logo

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## Minimum size



If you need to reproduce the logo at small scale please ensure to always keep this above 40mm in width, to ensure that it is readable.

## Making changes

To help ensure consistency we ask that you don't alter the logo or re-draw it in any way.

You'll find the following files included alongside these guidelines: