



Our brand  
**identity**

2018-2019



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# Our brand

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## Our story

We're a community of people living with MS, family, friends, researchers, fundraisers, campaigners and volunteers.

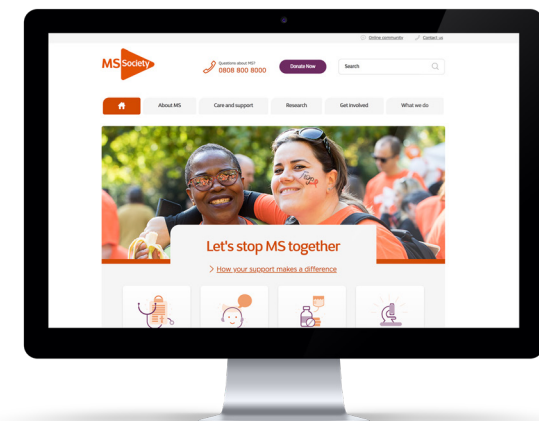
Our ultimate goal is to find a cure. Until then, we're working to make sure no one has to face MS alone.

We do this by coming together to share support and information, provide care, campaign for change, and fund life-changing research.

We believe in a future where:

- Everyone with MS can access treatments that will slow or stop progression.
- We can fund more research, more quickly, to support everyone with MS to live the best possible life.
- Everyone whose life is touched by MS – those living with the condition and their family and friends – has the support they need to stay positive, strong and in control.

Together we are strong enough to stop MS.





## Key messages

short

### We're the MS Society

We're the MS Society. Our community is here for you through the highs, lows and everything in between. We understand what life's like with MS.

Together, we are strong enough to stop MS.

medium

### We're the MS Society

We're the MS Society. Whether you have MS, or care about someone who does, our community is here for you through the highs, lows and everything in between.

We understand what life's like with MS. And together we are stronger. We're researching, writing, campaigning and fighting. Running, walking, caring and talking.

Together, we are strong enough to stop MS.

### About MS

Over 100,000 of us in the UK have MS. It's unpredictable, and different for everyone. It's often painful, exhausting and can cause problems with how we walk, move, see, think and feel. But it doesn't have to be this way. We're driving research into more – and better – treatments. For everyone.

Together, we are strong enough to stop MS.

## Key messages

combined, warm audience

### About MS

Over 100,000 of us in the UK have MS. It's unpredictable, and different for everyone. It's often painful, exhausting and can cause problems with how we walk, move, see, think and feel. But it doesn't have to be this way.

### We're the MS Society

We're the MS Society. Whether you have MS, or care about someone who does, our community is here for you through the highs, lows and everything in between. We understand what life's like with MS. And together we are stronger.

We're researching, writing, campaigning and fighting. Running, walking, caring and talking.

Together, we are strong enough to stop MS.

combined, cold audience

### About MS

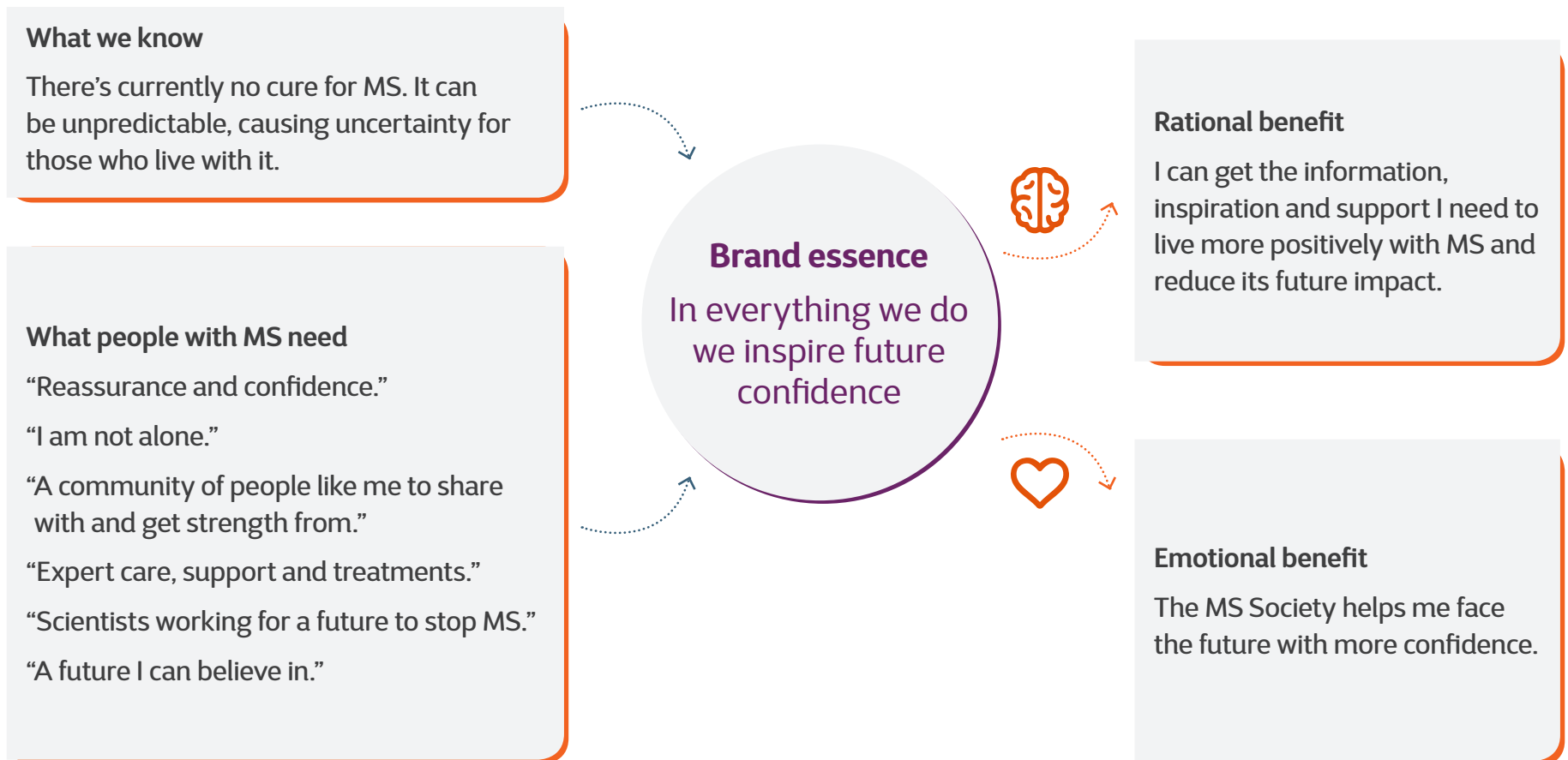
Over 100,000 of us in the UK have multiple sclerosis (MS). It's unpredictable, and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way.

### We're the MS Society

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments. For everyone.

Together, we are strong enough to stop MS.

## Our brand essence





# At a glance

Bold, orange, triangular logo communicates future confidence and momentum. Our orange brings warmth and energy.

Our arrow is hopeful and modern.

Strong sense of community through language.

Accent colour of aubergine brings care and expertise.



Use of white space is calming.

Our tiles add dynamism.

"Strength, support and togetherness. Those are the words I'd use to describe the MS Society"

Sophie, Gloucestershire.

We're the MS Society. Our community is here for you through the highs, lows and everything in between. We understand what life's like with MS. Together, we are strong enough to stop MS.

0300 500 8084 supportercare@mssociety.org.uk mssociety.org.uk

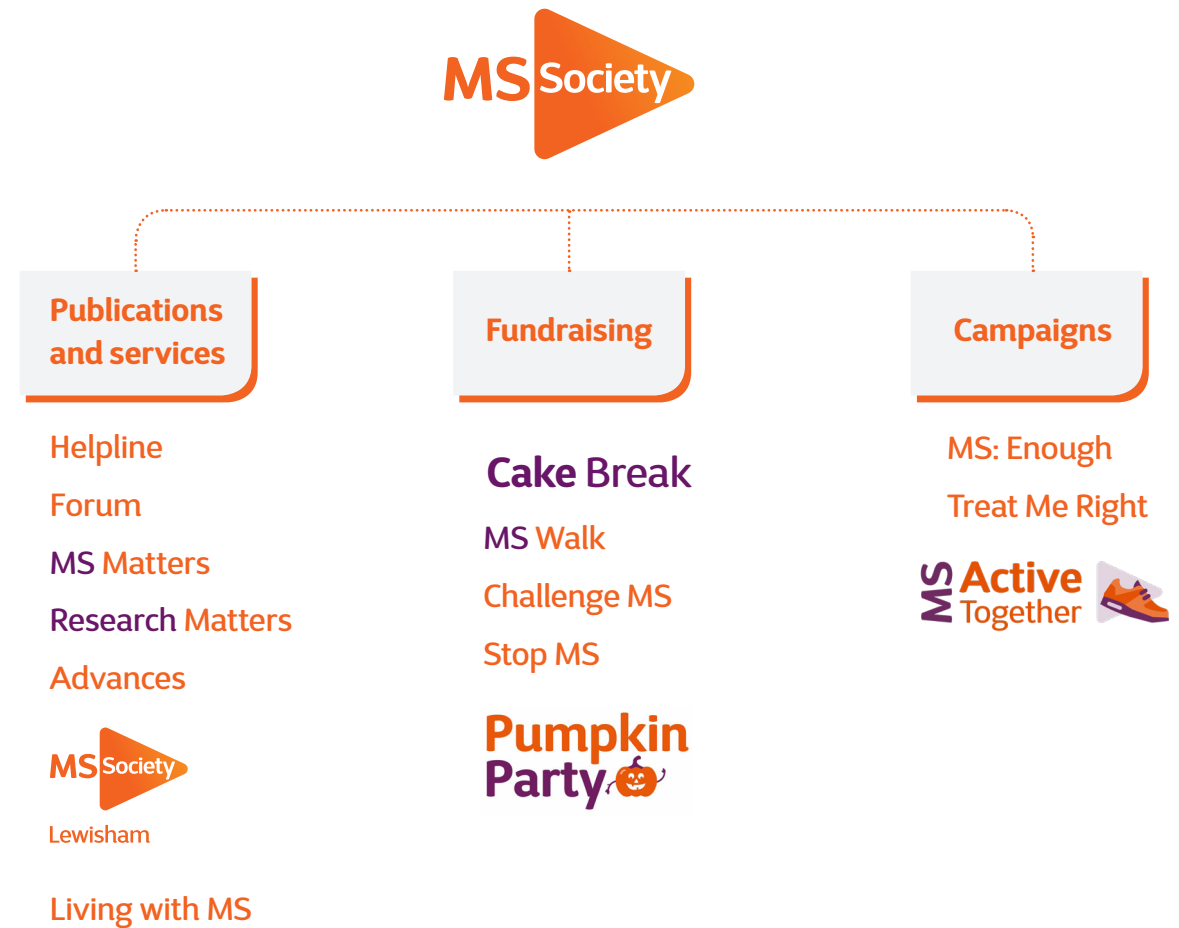
Multiple Sclerosis Society. Registered charity nos 1139257 / SC041990. Registered as a limited company in England and Wales 07451571

## One brand

It's very important that we have one brand and one voice. This helps build our brand awareness and makes sure people recognise us.

So we avoid creating sub-brands and logos for our various products and services.

We reference these products in our master brand font, Dsari, and we make sure our communications and broader brand identity work as hard as they can to communicate the benefits of that product or service.



## Fundraising and campaign identities

Our identity has the positivity and energy needed for fundraising and campaigns.

# Cake Break





## Our publications

Our publications need to clearly look as though they come from us: all related but distinguishable.

We achieve this by using Dsari for mastheads while playing with different colours, weights and configurations of the font.

Editorial style and content help us deliver the varying propositions for each publication, for example, MS Matters is lifestyle-led, while Research Matters is more about providing information.



# Our logo

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## Our logo blueprint

Our logo has been designed to bring a sense of hope and forward momentum to our cause.

The orange feels warm and energetic, people recognise it as our colour and are reassured by its positivity.



The arrow in the logo always points forward, representing the 'future confidence' that we inspire.

The weight of the word 'Society' has been emphasised in our logo – in turn emphasising the huge importance of community and 'togetherness' in our brand.



## Clearance area

The logo clearance area is the blank space we need to leave around the logo to maximise its recognisability. The clearance area around the logo must be the same as the height of the 'M'.



## Logo size

### Minimum size

The minimum size the logo can be used at is 25mm in width. This is to ensure the copy in our logo is legible to people with a visual impairment.

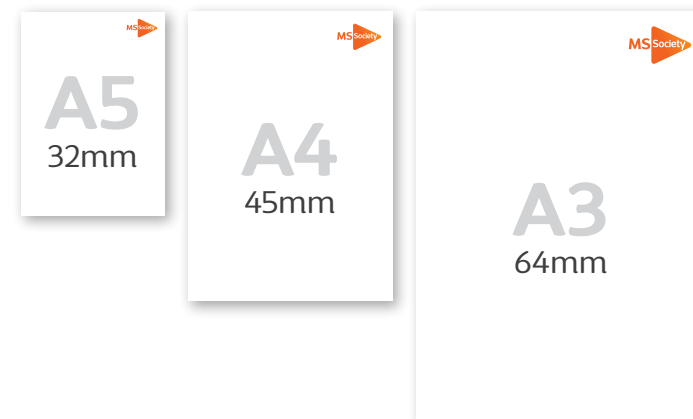


### Exceptional use

There are instances where an exception to the minimum size will be needed such as pens or badges. This can only be done with the express permission of the Marketing and Brand team.



When used at A formats, the logo should be used at these sizes.



It's important that everything we produce is bold, simple and accessible.



## Social logos

Our reversed logo is used for our social media avatar. This allows greater standout within the avatar window and reinforces our ownership of orange.



## Restricted use

### Greyscale and reversed out versions

The greyscale and reversed out version of the logo is to be used in more restricted environments (i.e. newsprint and merchandise).



### Logo with photography

If the logo has to be used on imagery, it should only be used where there is enough contrast to allow the logo to stand out.



## National logos

National versions of the logos are used for specific countries.



Scotland



Cymru



Northern  
Ireland

To use these logos, please email  
[brandcentre@mssociety.org.uk](mailto:brandcentre@mssociety.org.uk) - do  
not attempt to create your own logos.



## Local group logos

Local groups have their own version of the logo. They are generated automatically on Web to Print and follow the same layout as the national logos.



Aberdeen



Bedford



Hambleton &  
Richmondshire

You can create local group logos using Web to Print.

> [Sign up to Web to Print](#)





## Partnership logos

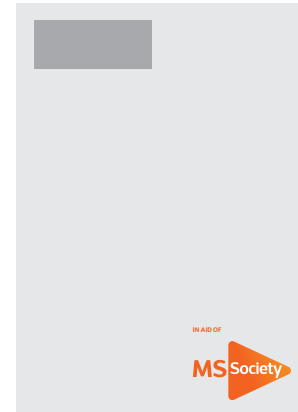
All supporting messaging can sit on the edge of the logo clearance area, ideally set in our primary typeface (see page 31).

Partner logos should never appear larger than our own.

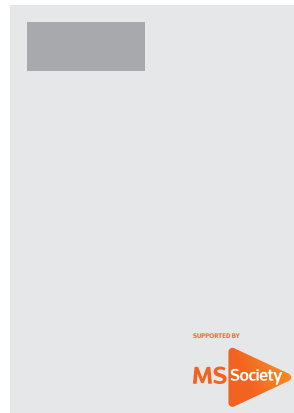
To use these logos, please email [brandcentre@mssociety.org.uk](mailto:brandcentre@mssociety.org.uk) - do not attempt to create your own logos.



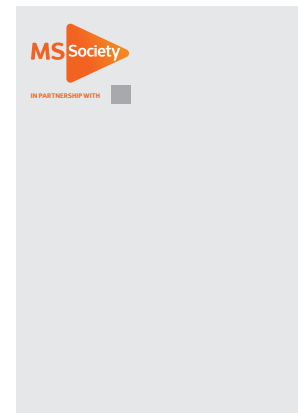
IN AID OF



SUPPORTED BY



IN PARTNERSHIP WITH



## Logo don'ts

Need help using our logo? Email [brandcentre@mssociety.org.uk](mailto:brandcentre@mssociety.org.uk).



adjust the shapes



recolour



use a different tint



rotate



distort



add effects (i.e. drop shadows, glows)



change the composition of the logo elements

## Our call to action

'Let's stop MS together' is a rallying cry that brings positivity and hope to our cause. It's not a strapline and should not be locked up with the logo, nor is it appropriate for use on all materials. It should be in a sign off position on front covers, and visible when the logo is seen in digital formats.

► Let's stop MS together



# Our colours

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## Primary palette – print

We are an orange brand. Orange is strong, warm and energetic – it helps people feel more positive about the future. Our orange is recognisable and makes us stand out.

Our aubergine is used to complement our orange. It should only be used as an accent colour.

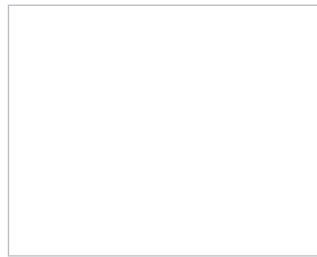
White is also an important part of our palette as it gives our brand a clean, considered look.

Incremental tints at 20% of orange and aubergine can be used in print, but only on small areas such as charts and diagrams.



### Our orange

PMS 166  
c: 0 m: 76 y: 100 k: 0  
r: 227 g: 82 b: 5  
html: e35205



### White

c: 0 m: 0 y: 0 k: 0  
r: 255 g: 255 b: 255  
html: ffffff



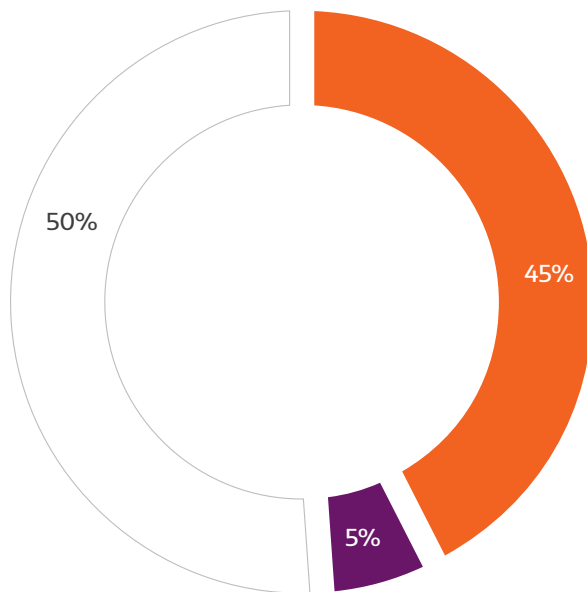
### Our aubergine

PMS 7657  
c: 47 m: 94 y: 0 k: 36  
r: 110 g: 43 b: 98  
html: 6e2b62

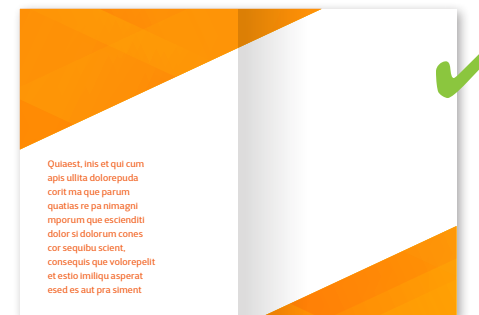
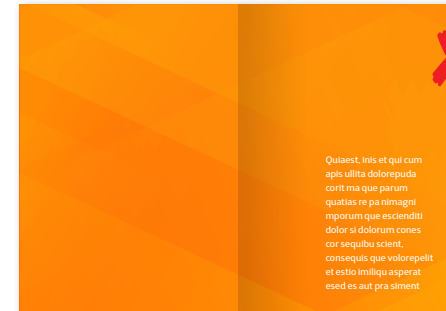
Use our aubergine as an accent colour and for stand-out copy.

## Colour proportions

Our brand is predominantly orange, with accents of aubergine. White is an essential part of the palette as it allows the other two colours to stand out and complement each other more effectively.



Orange has to be used in proportion with white. It should not be over applied or used as an entire background.



## Secondary palette

These colours can be used for navigational purposes online, for illustrations and infographics. These should be used purely as accent colours and should never appear in greater proportions than our orange.



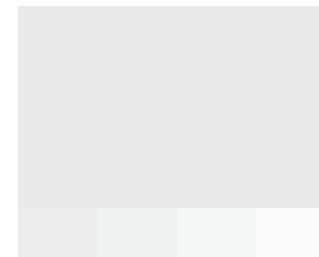
### Slate

PMS 5405  
c: 68 m: 35 y: 17 k: 40  
r: 79 g: 117 b: 139  
#4f758b



### Tile

PMS 320  
c: 96 m: 0 y: 31 k: 2  
r: 0 g: 156 b: 166  
#007377



### Grey

c: 96 m: 0 y: 31 k: 2  
r: 231 g: 231 b: 231  
#e8e8e8

Use grey as a background colour and for illustrations.



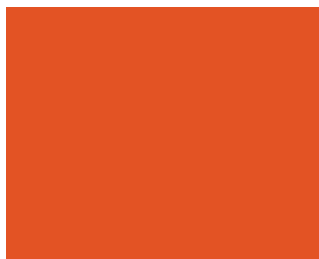
## Primary colour palette - online

To meet web accessibility standards (see page 28), our orange has been adapted. This accessible variant is used for all calls to action and where orange text is used on a white or grey background.



**Our orange plus**  
#D14900  
AAA (18pt+)

## Secondary colour palette - online only



**Our orange**  
#E35205



**Aubergine**  
#6E2B61



**Slate**  
#4F758B



**Form errors**  
#B30219

## Accessibility

The Web Content Accessibility Guidelines 2.0 require that foreground and background colour combinations provide sufficient contrast when viewed by someone who has difficulty seeing colours, or when viewed on a black and white screen. Two colours provide good colour visibility if the brightness difference and the colour difference between them are greater than a set range.

WCAG 2.0 level AA requires ratios of 4.5:1 for normal text and 3:1 for large text.

Large text is defined as 14 point bold (typically 18.66px ) or 18 point (typically 24px) or larger.

### Examples

✓ Large ✓ Small	✓ Large ✓ Small	✓ Large ✓ Small	✓ Large ✗ Small	✓ Large ✓ Small	✓ Large ✓ Small
✓ Large ✓ Small	✓ Large ✓ Small	✓ Large ✓ Small	✗ Large ✗ Small	✗ Large ✗ Small	✗ Large ✗ Small

## Accessibility

This is a headline in 18 pt	AA (18pt+)
This is a headline in 18 pt	AA (18pt+)

Use our orange at 18pt for headings and buttons to ensure AA accessibility standards.

This is a button at 12pt	AA
This is a button at 12pt	AA

For buttons and headings at smaller sizes remember to use our orange plus to maintain the AA accessibility rating.

This is a button at 12pt	This is a button at 12pt	AA
This is a button at 12pt	This is a button at 12pt	AA

Our aubergine and slate can also be used to ensure AA accessibility standards for fonts used at 12pt and smaller.

# Our typefaces

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## Our typefaces

Our primary typeface is **DSari**. This characterful typeface reflects our expertise and accessibility. It can be used at all weights. The minimum size is **12pt** for print and **14pt** for screen.

### DSari Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### DSari Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### DSari Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### DSari Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### DSari Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### DSari Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

When **DSari** is not available, **Verdana** is our alternative typeface.

### Verdana regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Verdana bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

## Using our typefaces

To ensure accessibility make sure that your body text follows these principles:

### > Size

Minimum font size for body copy is 12pt for print and 14pt for screen

### > Colours

Black 90%

Our aubergine #6e2b62

Our orange #e35205

### > Body text

- Use lowercase apart from the opening letter of a sentence.
- Do not use underline or *italics*.
- Use either DSari or Verdana.
- Align text left.
- Do not use long, wide columns of text.



# Our graphic assets

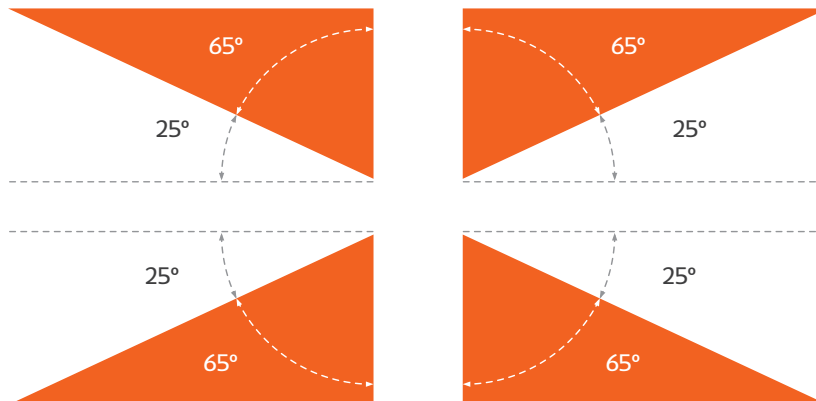
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## Using the angle

Our arrow forms the basis for all the angles used across our brand. Angles can be used as design assets to hold the logo or frame imagery or text. Angles can also be used in conjunction with the arrow.

The correct degrees for the angles are shown below. A single angle can be used, or they can be used in pairs, as indicated below.



Angles help add a sense of dynamism and movement to our communications.



## Our arrow

Our arrow is a key part of our identity.

It can be used to hold headlines or highlight copy. As a general rule, avoid having more than one arrow per page, excluding the logo. This helps to preserve its bold, distinctive status.

To use these arrows, please email [brandcentre@mssociety.org.uk](mailto:brandcentre@mssociety.org.uk) - do not attempt to create your own arrows.



▶ Let's stop MS together

Avoid putting too much copy inside the arrow. Keep it short and snappy.

## Our background

Our background can be used within our angles and arrows. Using different sections of the background allows us to create depth and interest across our brand, while maintaining overall visual consistency.

To use our background, please email [brandcentre@mssociety.org.uk](mailto:brandcentre@mssociety.org.uk) - do not attempt to create your own background.



## Our tiles

Our tiles extend from our arrow. These allow us to show a montage of photography and bring a greater sense of energy to a communication.

To use these tiles, please email [brandcentre@mssociety.org.uk](mailto:brandcentre@mssociety.org.uk) - do not attempt to create your own tiles.




## Using our tiles with cut out photography

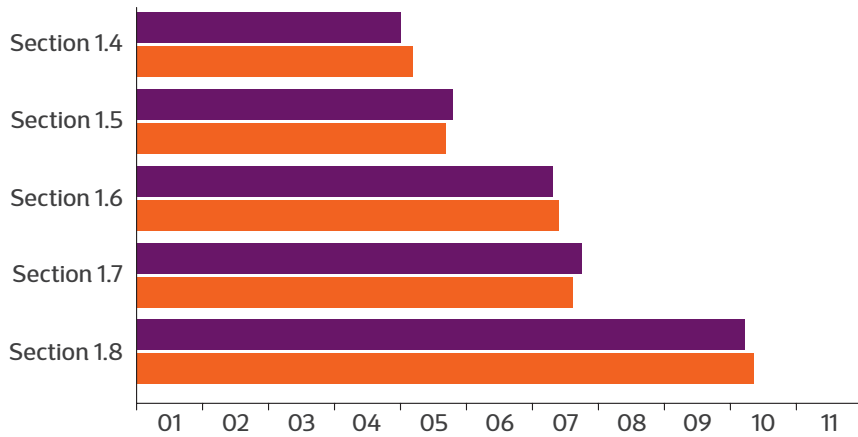
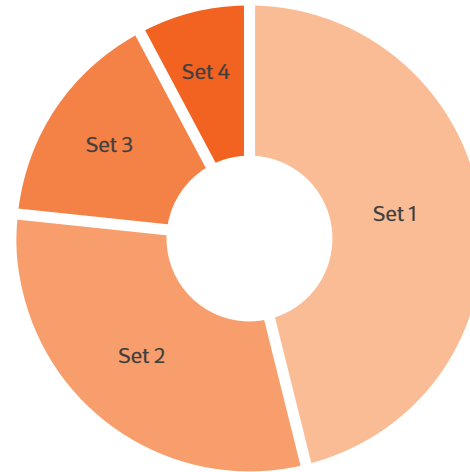
Using cut out imagery brings more personality and energy to a communication. It creates visual interest and can help emphasise a particular mood or emotion.



## Our charts and diagrams

Charts and diagrams should be as clean and simple as possible. They can use incremental tints of our colours but, ideally, only the orange. For more complicated charts and diagrams, the navigation palette colours may be used.

Excel, PowerPoint and Word templates are available on Axon 



# Our photography

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## Brand style

Aim for an overall style that is **light** and **bright**, with a **positive** feel. Use as much natural light as possible.



Where possible and appropriate, use an **orange prop** or element in the photo – this helps build brand recognition and consistency.



## Serious subjects

If we are talking about a serious subject we aim to reflect the mood with a more composed expression. Light and bright environments still play a really important role in the composition and keep the images consistent with our brand style.

The examples on the right are from the 2018 PIP campaign.



## Photography style tips

Our photography is used across multiple platforms, digitally and printed.

Landscape images work best for digital whereas portrait is good for print, so it's always worthwhile getting a mix of both.

It's important to include space around the subject so the photos can be adapted to different specifications. Be conscious of where that space is - if the subject is to the left or right of the frame this is ideal for adding text or other components to the image. If the subject is central, they are the focus point.



**Top tip:** Use the rule of thirds to compose your shots.

Mentally divide your image using two equally spaced horizontal lines and two equally spaced vertical lines. Then position the important elements in your scene along those lines, or at the points where they meet.



**Top tip:** Focus on the subject of the photo and soften the background, using short depth of field when possible.



### Props

It's important to show walking aids and other equipment that helps people with MS in their day-to-day lives. But this shouldn't be the focus of any image or add negativity to the photo.



### Diversity

MS affects a huge range of people and showing this through photography is vital, include a range of people affected by MS, ages, ethnicities and sexes.



### Environment

We want to portray real people in their real day-to-day lives. We show people with MS and their families and friends at home or out and about enjoying their hobbies.

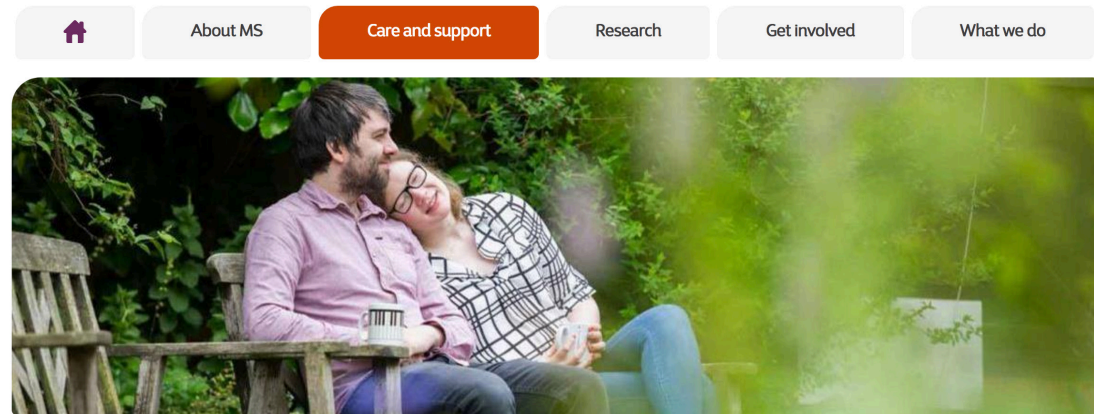


Research images can be tricky, as they can often look clinical. Aim to show the positivity and warmth of the subjects.

## Photography specifications

> **Online.** Website and social media imagery ideally needs to be landscape with a good proportion of it being background space. This allows for photos to be cropped to a variety of sizes.

> **Print.** It's good to have a mixture of portrait and landscape. Images need to be 300dpi resolution and very high quality for print.



Hub page banner size: 1160 x 360px



Content pod image size: 1600 x 900px

# Our videos

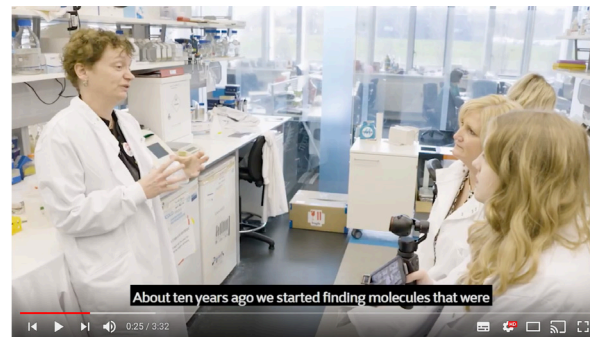
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## Videography style tips

Video content is a huge part of the way we communicate. We produce videos for different topics, such as research, campaigns and fundraising, for our website, YouTube and other channels.

As with photography, we aim for a light and bright style, with a positive feel. Typography and graphic elements reflect our brand guidelines.

We do accept some deviations from these guidelines, but these should be pre-agreed with the Digital and Content Team.





## Composition and typography

Email [webteam@mssociety.org.uk](mailto:webteam@mssociety.org.uk) to use the After Effects template.



### Title/End frame:

Background colour: #ffffff

Font type: DSari Semi Bold

Font colour: #e35205 #6e2b62

Font size: 73pt – 100pt for sequences in 720.

110pt – 150pt for sequences in 1080.

Titles and logo always need to be centralised.

We just wanted to say...



Find out more on our website  
[www.mssociety.org.uk/research](http://www.mssociety.org.uk/research)

### Lower thirds:

White text should be placed over orange text box.

Font size: between 15pt and 30pt.

The text should be aligned left.





## Video and accessibility

All the videos on our website meet AA accessibility criteria. This makes them accessible for people with both hearing and visual impairments.

To meet these accessibility standards our video content has subtitles and we produce an audio-described version.



Motion graphics templates for subtitles are available on request.  
Email [webteam@mssociety.org.uk](mailto:webteam@mssociety.org.uk)

### Subtitles:

- Font style: Verdana Regular.
- Font size:  
40pt (for sequences in 720)  
60pt (for sequences in 1080).
- Two lines of text max - centre aligned.
- White text sitting on a black box (90% transparency) placed at the bottom of the frame.



# Our icons

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## Our icon style

Our icon style is clean and simple. Icons are mainly constructed using a bold keyline and our colours.



## Icon blueprint

Our icons are created using a blueprint so they all follow the same aesthetic rules. This ensures consistency and recognisability.

### > grid:

use a 96px x 96px grid  
all icons can be scaled up, but not down

### > forms:



try to incorporate these two shapes where possible


### > recognisability:


use a 2D perspective and simple key lines


### > aesthetic unity:

main keyline: 3pt  
secondary keyline: 2pt  
soft edges and rounded corners

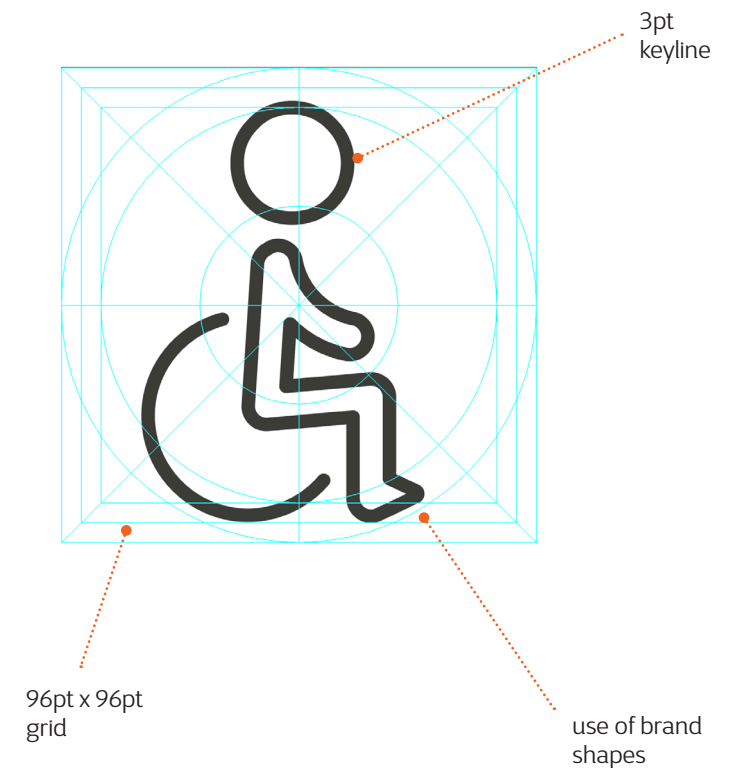
### > colours:

 c: 47 m: 94 y: 0 k: 36  
html: 6A3460

 c: 0 m: 76 y: 100 k: 0  
html: e35205

 c: 0 m: 0 y: 0 k: 90  
html: 3c3c3b

Keylines should be at 100% tint to ensure maximum accessibility.

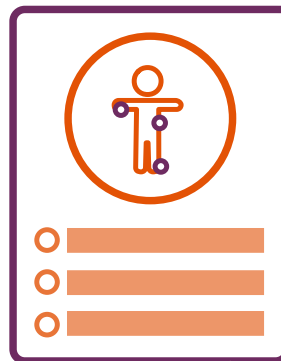


## Creating the bigger picture

Icons can be combined to represent more complex sets of information. More elaborate illustrations can be used for infographics, email marketing, website and print collateral.



**example of:**  
hospital, appointment,  
social care, health care



**example of:**  
symptoms, symptom management,  
journal, diary, GP visit, health care



**example of:**  
friendship, social care,  
community



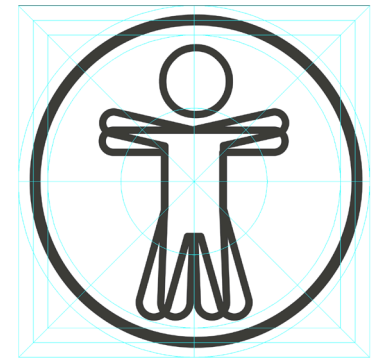
**example of:**  
infographic template

# People

Illustrations can be more detailed and can include a richer colour palette to convey more accurate information. When illustrating people, ensure brand consistency by using our vector template.

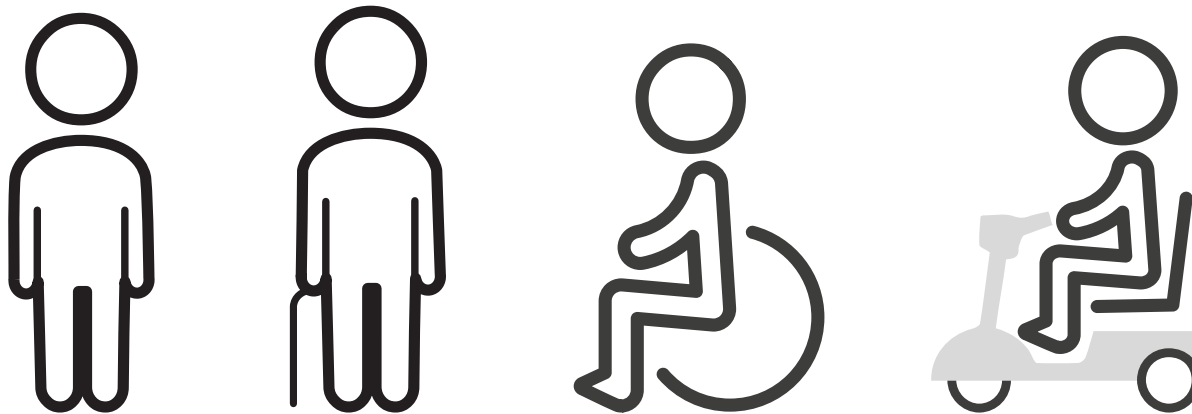


Request this template in .eps format by emailing [webteam@mssociety.org.uk](mailto:webteam@mssociety.org.uk).



## People and disability

We represent disability in a positive way, focusing on people leading a positive lifestyle rather than their disability.



We don't represent people with disability or limited mobility in a passive or negative way.



# Our tone of voice

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## Our tone of voice

Our tone of voice helps us feel like a true society – a community of real people, all connected to MS. All coming together to share the knowledge, ideas and experiences that help us face the future with more confidence.

Five things to remember:

**1. We speak to people's emotional needs as well as giving them information.** Let's make sure we're clear who we're writing for, what sort of mindset they're in, and what we want them to think or feel as a result of hearing from us. Every single time we write, we stop and think about our audience and where they're at.

**2. We speak like a real person. This means we can break the rules of grammar if it feels comfortable to do so.** And we go out of our way to be warm and welcoming to anyone that knocks on our virtual door. We also put real people and their stories into our writing wherever we can.

**3. We choose our words carefully. The words we write are increasingly read digitally on mobiles and tablets.** Often they are not read, but scanned. We have less space to say things, and people have less time to take them in. This means being clear on the most important point we need to make, and being brave on leaving stuff out. Clear and simple is the key – if an 11 year old can't understand what we're writing, we've gone wrong somewhere.

**4. We need our words to be found.** Which means – very simply – that the words we use in our writing need to reflect the search terms people put into Google. Think about how you'd Google something yourself – and use precisely those natural, common sense words when you write.

**5. We help people face the future with more confidence.** To do that, we need to have confidence ourselves. We allow our passion and hope to be heard in our voice. Avoid tentative language where possible – “could”, “might” and “maybe” make a piece of writing feel hesitant and weak. Instead say “can” and “will”. Most importantly, we end our point on an uplifting note: a positive message that gives people a sense of purpose, strength and – above all – hope.

## Our tone of voice – Fundraising

### Fundraising 1 (Direct Mail)

#### Before:

As the years went on, Deirdre found herself battling daily pain, constant fatigue and, more recently, sudden bouts of memory loss. It got so bad that sometimes she couldn't even recognise the faces of her young sons.

Just a few days away can make a world of difference to someone fighting MS – as Deirdre's enclosed thank you letter shows. She wanted me to pass on her gratitude to all our supporters. I'm also enclosing part of her application form, which makes it clear why she needed and deserved the grant we provided.

#### After:

"I feel so much stronger since I got back from my holiday. It's like I had fallen over and you lovely people helped me get up again."

Mum of two Deirdre struggles with MS pain, fatigue and problems with her memory. She's had to stop working. It's tough for the whole family.

They really needed a break but money is tight. So we stepped in. We gave the family a grant so they could spend some precious time relaxing together on holiday.

Now Deirdre says she's got back her enthusiasm for life – and it's all thanks to lovely people like you.

### Fundraising 2 (Events)

#### Before:

People with MS face a daily challenge. Fancy one of your own?

You can help the MS Society give grants and support, fight for better care and find better treatments.

#### After:

Our challenge is to stop MS. We can only do it together.

Join the team and help give grants and support, fight for better care and find better treatments.

## Our tone of voice – Research

### How we talk about our research

We want to stop MS. To do that, we work closely with people living with MS and the best scientists. Together we decide which research projects to fund to make the biggest difference, fast.

Thanks to research, there are treatments to reduce MS relapses and ways to manage the symptoms. The next big breakthrough will be treatments that can stop MS relapses getting worse over time.

With each project we fund we're getting closer.

Together, we will stop MS.

### Before:

Since 1956, we've invested over £218 million of today's money in MS research.

Until we find a cure for MS, we will continue to fund world-class research to make sure people with MS have the treatments and services they need.

### After:

Our vision is a world free from the effects of MS. And we're getting closer.

Investing in research areas such as MRI scanning has helped us understand more about MS than ever before.

But every big breakthrough is the result of years of hard work. That's why your ongoing support is so important.

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## Our tone of voice - Campaigns

### Before:

Carers Week, 6-12 June, is a nationwide annual celebration of the vital contribution carers make to our families, communities and society.

It was fantastic to join carers, other Carers Week partners, the Minister for Care and Support and leaders in health and care, to pledge to improve the lives of people caring for family and friends. This year's theme is 'building carer-friendly communities'. We're calling on individuals and organisations, from local businesses to the NHS, to improve support for carers. Scroll down to find out how.

### After:

"I care for my wife Moira, who has MS. Being a carer has a massive impact on my life and is very stressful. But I do it out of love."

What would we do without people like Paul? He's one of the UK's six million unpaid carers who look after those of us who need extra help.

Carers do an amazing job. If you're a carer, thank you. We want to make sure you are getting the support you need. This Carers Week (6-12 June) we're calling for some real changes to support for carers. Here's how.

# Bringing it all together





# Liberating our brand

When we, and our partners, produce communications with our logo on it, we are always careful to make sure it meets our own guidelines. But if our supporters and our community are inspired to creatively reproduce/interpret our logo in social media, we're all for it! The logo has been designed to be for the people and of the people, and we're happy that it can engage in that way...

