



B2: Using our brand

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1. The MS Society brand

1.1. Why is a brand important?

A brand is a set of ideas, images and associations that tell people what an organisation is and what it stands for. It determines our personality as an organisation. Our brand is understood not only as our visual brand, but also by how people perceive us every time they come into contact with us.

How we look helps people build recognition of our brand. Everything from leaflets and posters, to newsletters and certificates, should be consistent and distinctive in order to show us as the forward thinking, inclusive and personable organisation we are.

Organisational values are characteristics that a brand aims to convey. We reflect our values in everything we do.



See [A3: Our values and how we deal with problems](#) for how we define our organisational values and put them into practice.

1.2. Our visual brand

Our bold, orange, triangular logo communicates future confidence and momentum. **MS Orange** is warm and energetic; it helps people feel more positive about the future. We use these visual elements across our whole organisation.



For our full range of brand resources, see [Using Our Brand](#) on the volunteer website, or ask our [Brand Centre](#) for help.

Brand Centre

Our [Brand Centre](#) is here to support you to use our visual and written brand, and to create professional looking branded items.

[Brand Centre](#)
brand@mssociety.org.uk
Tel: 0300 500 8084

2. Using our brand in print, online, and in email communication

Your MS Society group is often the valuable first point of contact for people affected by MS, so using our name and brand appropriately is crucial to making a good first impression.

It is important that all group volunteers understand how to use our name and brand appropriately.

2.1. Brand basics

The [Board of Trustees](#) delegates authority to our volunteer-led groups, giving you the right to use our [brand assets](#). You must not misuse our brand, or permit misuse by unauthorised groups or people.



See [A4: Our legal identity, policies and rules](#) for more on representing us.

You must follow these rules to meet legal best practice:

- Our logo and registered charity and company numbers must appear on all materials we produce, from letters and leaflets to email newsletters.
- Our logo must not be redrawn, digitally manipulated or altered.
- Our logo must have a good contrast with the background and preferably be in the top left corner.
- Our logo must only be used in relation to MS Society activities.

We have a range of logos to suit different purposes, including national logos, social media profile images and a fundraising 'in aid of' logo. You must ensure you use the correct version.



Download a version of the [MS Society Logo](#) on our volunteer website, or ask the [Brand Centre](#) for help.

2.2. Our written brand

It is important that the way we describe MS and the way we write about ourselves is consistent across all our materials and publications. Using our 'key messages' about MS and the MS Society enables us to do this.

We've created short, medium and longer key messages to ensure there is a version to suit your group's needs.



See your choice of key messages in our [Brand Guidelines](#) on the volunteer website, or ask the [Brand Centre](#) for help.

Our agreed local terminology

When we talk generally about our volunteer-led groups, we use the term 'MS Society groups' or 'our groups'. When we refer to a specific group, we say 'MS Society + group name'. For example, 'MS Society Anytown'.

We want you to use our agreed terminology when you talk about your own, and other MS Society groups.

2.3. Text accessibility

As a leading disability organisation, we want all of our publications to be legible for people with visual impairment.

We all follow these guidelines to make sure that materials we produce meet our accessibility standards:

- Use at least 12 point Verdana or Arial font (and at least 16 point for large print).
- Left align text in Microsoft Word – this makes it easier for the reader to find the start and finish of each line.

2.4. Using our brand online

If your group uses social media to represent us, you must use our official social media profile image.



Download one of our official social media profile image at [Using Social Media](#) on the volunteer website, or ask our [Digital and Content Team](#) for help.

2.5. MS Society email

All volunteers who communicate by email on our behalf must use [MS Society email](#) to do so. Your group has a shared [MS Society email](#) address, and we are rolling out individual email addresses for volunteers who perform certain tasks or hold specific roles.

Every [MS Society email](#) you send includes an automatic signature that includes your group name, contact details and a branded MS Society banner that changes to reflect our current priorities. This reinforces that we are all part of one organisation with shared values and goals.



To request your individual [MS Society email](#) account or get support, see [Using MS Society Email](#) on our volunteer website, or ask the [Supporter Care Team](#) for help.

3. Web to Print

[Web to Print](#) is an online tool that supports our groups to design and produce quality newsletters, stationery and promotional items.

[Web to Print](#) includes a range of branded templates with space for group specific information, photos and content to be added. You can use it to design an item and download it as a PDF, or submit it to be printed and have the copies sent to you.

Web to Print charges

Your group must pay for items you submit to be printed and posted. Your [Coordinating Team](#) can decide how much you need to spend and printing charges will be taken directly from your group bank account twice a year.

When you use [Web to Print](#), your item will already include our logo, colours and other brand features, so you can feel confident that whatever you produce will be clearly recognisable as coming from us.



To request your [Web to Print](#) account, log in or get support, see [Using Web to Print](#) on the volunteer website, or ask the [Supporter Care Team](#) for help.

4. MS Society branded materials

We have a range of branded materials available to support your group to fundraise, campaign and raise awareness of MS and the MS Society, including:

- Information resources
- MS Society merchandise

4.1. Our Online Shop

You can order branded materials from our [Online Shop](#). Information resources and merchandise items are free of charge to your group, but please keep in mind our production costs and regular update schedule when placing orders.



To log in to your [Online Shop](#) account or get support, see [Using our Online Shop](#) on the volunteer website, or ask our [Supporter Care Team](#) for help.

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