



## **Brand Style Guide**

# Logo

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*Primary*



*Secondary*

## Colour variations



*Reverse (shown here on MDC Pink)*



*Mono black*



*Greyscale*

# Logo

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## Usage

### Clear space

There must always be clear space around the logo that is clear of any text or other graphic marks. This space is equal to the height of the lowercase 'c' in the logo as shown below.



### Minimum size

For ease of readability the Mother's Day Classic logo should never be used below the minimum size outlined below.



25mm



45mm

# Logo

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## Incorrect usage

✗ *Incomplete*



✗ *Low resolution*



✗ *Drop shadow*



✗ *Incorrect proportions*



✗ *Wrong colours*



✗ *Changing elements of the logo*



# Logo

## MDC and ME lockup

As major partner, the ME logo appears in a lock up with the MDC logo on all advertising and marketing collateral.



Major Sponsor



*Stacked*



Major Sponsor



Major Sponsor

*Horizontal*

# Logo

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## 25 year logo addition for 2022

In 2022 MDC has an extra logo mark to signify the 25th Anniversary. This can be used on it's own or in a lock up with the MDC standard logo.



*Solo*



*Minimum size 25mm*

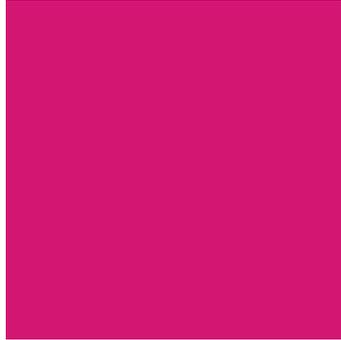


*Lock up*

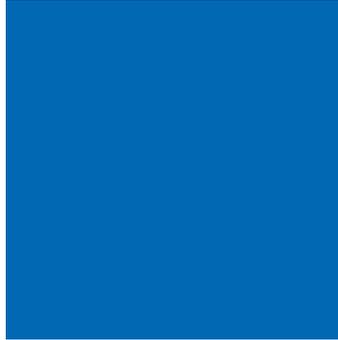


# Colours

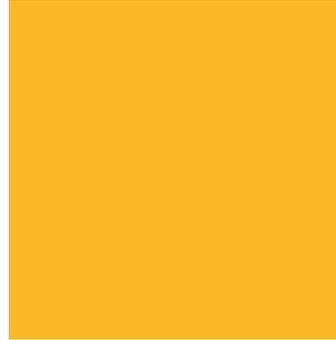
## Primary colours



**PMS 226**  
**CMYK** 12, 100, 26, 0  
**RGB** 215, 0, 109  
**HEX** #D7006D

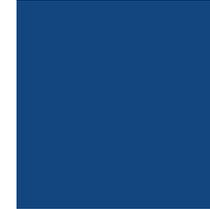


**PMS 300**  
**CMYK** 100, 57, 0, 2  
**RGB** 0, 103, 177  
**HEX** #0067B1



**PMS 123**  
**CMYK** 0, 24, 94, 0  
**RGB** 255, 196, 37  
**HEX** #FFC425

## Secondary colours



**PMS 648**  
**CMYK** 100, 85, 36, 31  
**RGB** 0, 45, 93  
**HEX** #002D5D



**PMS 1905**  
**CMYK** 0, 51, 3, 0  
**RGB** 255, 154, 188  
**HEX** #FF9ABC

## Tertiary colours - based on the primary colours (may be created by adding opacity)



**PMS 226**



50%



25%



50%  
**CMYK** 3, 63, 0, 0  
**RGB** 235, 127, 182  
**HEX** #EB7FB6



50%  
**CMYK** 1, 30, 0, 0  
**RGB** 245, 191, 218  
**HEX** #F5BFDA



**PMS 300**



50%



25%



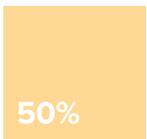
50%  
**CMYK** 49, 18, 4, 0  
**RGB** 127, 179, 216  
**HEX** #7FB3D8



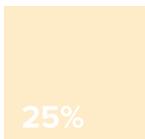
50%  
**CMYK** 23, 6, 3, 0  
**RGB** 191, 217, 235  
**HEX** #BFD9EB



**PMS 123**



50%



25%



50%  
**CMYK** 1, 10, 51, 0  
**RGB** 255, 255, 146  
**HEX** #FFE192



50%  
**CMYK** 0, 4, 24, 0  
**RGB** 255, 240, 200  
**HEX** #FFF0C8

# Fonts

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## Primary font family - Proxima Nova

Proxima Nova Thin

**Proxima Nova Semibold**

*Proxima Nova Thin Italic*

***Proxima Nova Semibold Italic***

Proxima Nova Light

**Proxima Nova Bold**

*Proxima Nova Light Italic*

***Proxima Nova Bold Italic***

Proxima Nova Regular

**Proxima Nova Extrabold**

*Proxima Nova Italic*

***Proxima Nova Extrabold Italic***

Proxima Nova Medium

**Proxima Nova Black**

*Proxima Nova Medium Italic*

***Proxima Nova Black Italic***

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## Secondary font family (for office and event volunteer use) - Calibri

Calibri Light

*Calibri Italic*

Calibri Regular

**Calibri Bold**

# 2022 Campaign

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Get active for breast cancer research



*Primary lockup*



*with MDC logo*

*When using this version, MDC logo minimum size requirements (min = 25mm) still apply.*

# Heirachy of information

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All promotional material for the Mother's Day Classic must include the following information:

1. MDC Logo
2. MDC campaign lock up
3. Date of event written as: Sunday 8 May, 2022
4. Call to action with a link to MDC website (digital)  
or Call to action with web address listed (print or presentation)



# Secondary brand assets/ themes

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## Wave

The wave is reminiscent of the finish line banner and should be used in a horizontal format only.

## Icon suite

We have a suite of vector line drawing icons which can be used in pink or reversed out of a coloured background.



# Approval requirements

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All promotional material including the Mother's Day Classic logo, campaign lock-up, colours, photos or promotional blurbs must be approved prior to print/publication. Please allow a minimum of 3 working days for approval.

Please send to [rhunt@mothersdayclassic.com.au](mailto:rhunt@mothersdayclassic.com.au)

**For any enquiries relating to these branding guidelines, contact:**

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