



Brand Guidelines



2024

Updated 20 December 2023

Logo

Primary



Secondary



Colour variations

Reverse (shown here on MDC Pink)



Mono black



Greyscale



Logo

Correct 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.



Logo

Incorrect usage



✗ *Incomplete*



✗ *Low resolution*



✗ *Drop shadow*



✗ *Incorrect proportions*



✗ *Wrong colours*



✗ *Changing logo elements*

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. The ME logo may also be placed separately from the MDC logo in a layout but must always appear with the words “MAJOR PARTNER” above.



MAJOR PARTNER



Stacked



MAJOR PARTNER



MAJOR PARTNER



Horizontal

Colours

Logo 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

Primary colours



PMS 295
CMYK 100, 85, 38, 30
RGB 23, 50, 90
HEX #17325A



PMS 189
CMYK 0, 37, 23, 5
RGB 243, 152, 187
HEX #F398BB

Secondary colours



CMYK 99, 81, 23, 8
RGB 25, 70, 128
HEX #194680



CMYK 3, 63, 0, 0
RGB 233, 127, 179
HEX #e97fb3



CMYK 2, 30, 0, 0
RGB 243, 191, 216
HEX #f3bfd8



CMYK 0, 4, 24, 0
RGB 255, 241, 201
HEX #fff1c9

Fonts

Primary font family – Proxima Nova

Proxima Nova Thin

Proxima Nova Thin Italic

Proxima Nova Light

Proxima Nova Light Italic

Proxima Nova Regular

Proxima Nova Italic

Proxima Nova Medium

Proxima Nova Medium Italic

Proxima Nova Semibold

Proxima Nova Semibold Italic

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova Extrabold

Proxima Nova Extrabold Italic

Proxima Nova Black

Proxima Nova Black Italic

Secondary font family – Calibri

(Office and event volunteer use)

Calibri Light

Calibri Regular

Calibri Italic

Calibri Bold

Brand – secondary elements

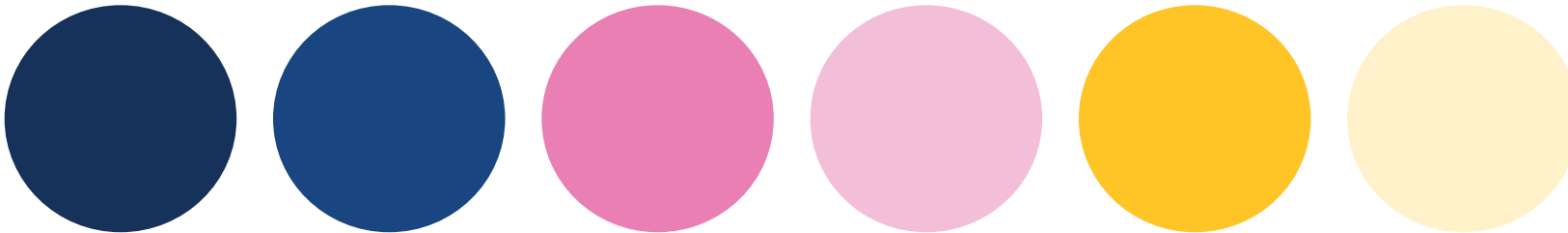
Daisy

The daisy from our logo can be used in its full form as a stand alone element. It can be used in either filled or in outline, as shown below.



Circles

We use circles prominently in our designs, for text callouts or to crop images.



Wave (background element)

Use as a way to incorporate the MDC primary blue in a design and/or group content within a layout.



Photography overview

We use photos from prior events that demonstrate the feel and atmosphere of Mother's Day Classic events.

We aim for diversity and inclusiveness and use images from all events around the country.

There should be a balance between fun and vibrancy and the emotional nature of the event.

Key groups are teams, families, mothers and daughters.



Written styles

Mother's Day Classic communications are in plain English, have a positive and friendly tone and are brief and to the point.

Please note the following:

- Depending on space, the first mention of Mother's Day Classic should be "Women in Super Mother's Day Classic".
- Breast and ovarian cancers (in that order)
- "Stop breast and ovarian cancers in their tracks" (cancers = plural), but "Support breast and ovarian cancer research"
- "The Mother's Day Classic" eg. "The Mother's Day Classic is back for 2024!"

Standard inclusions for promotional material

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

1. MDC Logo or MDC and ME lock up.
2. MDC campaign tagline
3. Date of event written as: Sunday, 12 May
4. Call to action (i.e. Register Now with a link to MDC website (digital) or Call to action with QR code and/or web address listed (print or presentation))

Messaging matrix

Over the past 26 years, 1.6 million Mother’s Day Classic participants have donated \$44 million to the National Breast Cancer Foundation (NBCF) to fund life-saving breast cancer research. These funds are helping researchers to undertake research that will help us detect tumours earlier, improve treatment outcomes, and ultimately save lives.

Our MDC community is proud that since the MDC began in 1998 the relative 5- year survival rate for breast cancer has increased from 84% to 92%. But we recognise that there is still more to be done. Through public support of medical research, the rates of survival of breast cancer have improved. But tragically, every day nine more Australian women die. Because of ovarian cancer, that tally rises to twelve women per day.

The rates of survival for ovarian cancer have barely shifted in recent years.

Which is why we’re going further in 2024 and inviting our participants to run or walk in support of ovarian cancer research, in addition to breast cancer research.

We want to accelerate progress towards the day where every woman diagnosed with either breast or ovarian cancer will be given the assurance that they can survive.

WHAT	MESSAGING	PURPOSE
Name of the event	Women in Super Mother’s Day Classic	Name of the event
Calls to action	Walk or run. Move till we’re done. Sign up now. Put your foot down to save lives.	Emotive framing of what we want participants to do, with additional direct calls to action
Additional CTA:	Put your foot down and join us at the Mother’s Day Classic. Help raise awareness and funds for lifesaving breast and ovarian cancer research.	Explain what participants do

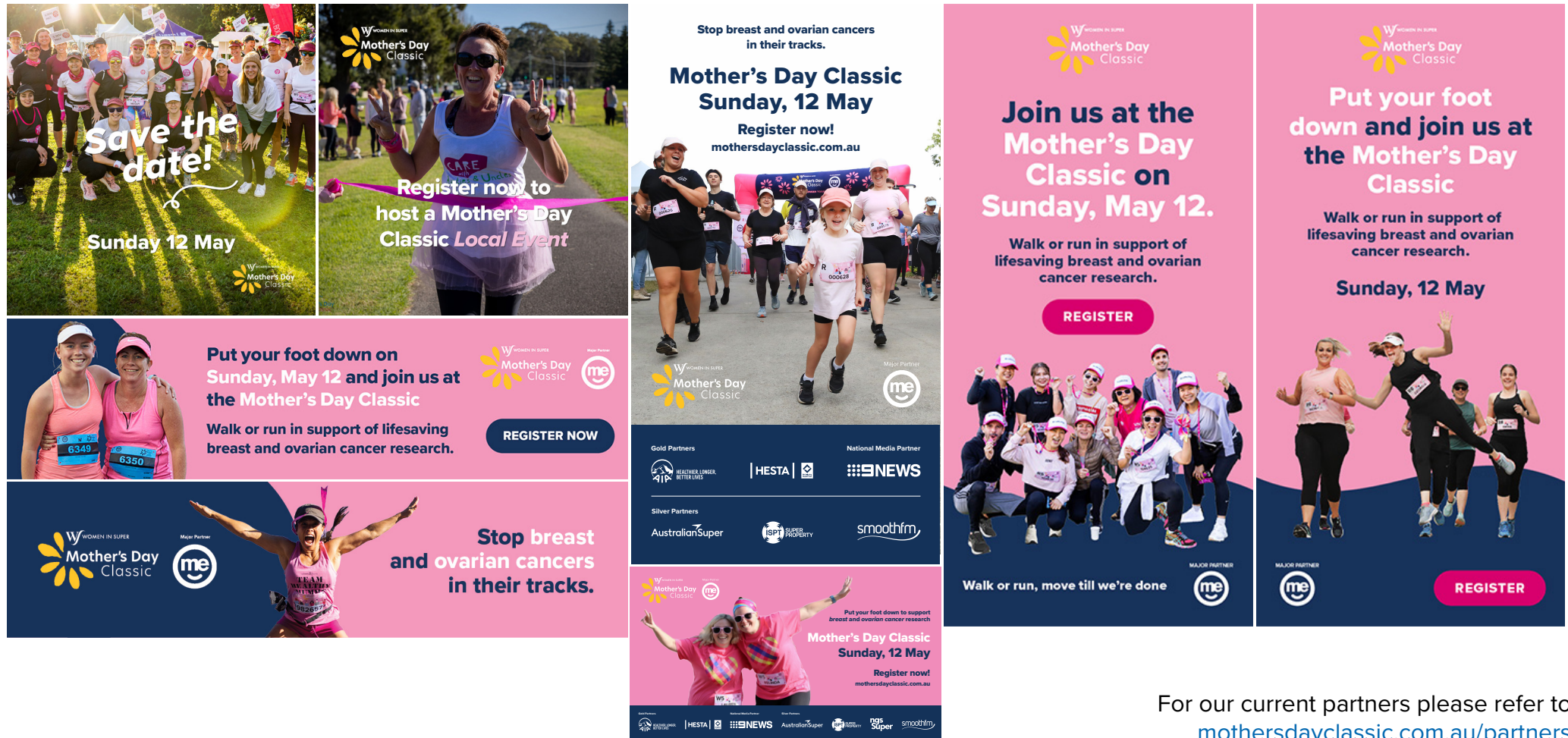
Messaging matrix

WHAT	MESSAGING	PURPOSE
Benefit statements:	Twelve Australian women die each day from breast and ovarian cancers. Together we're moving towards the day when no more lives will be taken.	What will participation help achieve?
	Join the Mother's Day Classic on Sunday, May 12 to walk or run in support of lifesaving breast and ovarian cancer research.	
Key headlines:	<p>We won't stop till we're done.</p> <p>Walk or run, move till we're done.</p> <p>Stop breast and ovarian cancers in their tracks.</p> <p>Put your foot down to stop breast and ovarian cancers.</p> <p>Come together and help women forever.</p> <p>Mother's Day 2024 is a day to save women's lives.</p> <p>Get a move on this Mother's Day to stop breast and ovarian cancers in their tracks.</p> <p>Ovarian cancer new news:</p> <p>Since 1998, Mother's Day Classic has donated \$44 million to the National Breast Cancer Foundation.</p> <p>This year, we're going one step further by also raising money for the Ovarian Cancer Research Foundation.</p> <p>From this day on, we've made it our mission to stop both ovarian cancer and breast cancer in their tracks.</p> <p>Get a move on to save lives! It's time to raise money for breast cancer research, ovarian cancer research, or both.</p>	Headlines for social media acquisition

Messaging matrix

WHAT	MESSAGING	PURPOSE
Key copy:	Put your foot down and join us this Mother's Day. Raise awareness and funds to stop breast and ovarian cancers from taking women's lives.	Copy for campaign
Purpose of campaign	<p>Twelve women die each day from breast and ovarian cancers, making them the second highest cause of death for women in Australia.</p> <p>Ovarian cancer alone will take the lives of over 1,000 Australian women this year.</p> <p>Life saving treatments for women's cancers starts with research. That's why the Mother's Day Classic is dedicated to raising funds to support the research that will get us to the day that no Australian dies from breast or ovarian cancer.</p> <p>This Mother's Day, come together with your community to walk, run and unite to raise awareness and funds that will help put a stop to breast and ovarian cancers.</p>	Define who they are doing it for

Examples of design best practice



For our current partners please refer to mothersdayclassic.com.au/partners

Approval requirements

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 djohnson@mothersdayclassic.com.au

For any enquiries relating to these branding guidelines, contact:

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Women in Super Mother's Day Classic

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