Women in Super

Mother's Day Classic

Corporate Style Guide

Logo

Primary

Horizontal

Colour variations

Colour Reverse

Reverse

Mono black

Greyscale

Logo

Event logo variations

The event logo variation may be used only with event related collateral which does not roll through to other years:

- event campaign collateral
- eDMs during the campaign
- email signature during the campaign
- press releases if relevant to the event
- virtual Portal during the campaign
- website - only on event specific pages.

Everywhere else, the primary logo as shown on page 2 must be used. This includes but is not limited to:

- anything that is used for more than one year
- all event signage
- website
- partner websites
- partner communications
- letter head
- presentations.

When in doubt, use the MDC primary logo.

2021 Event featuring 'Local'

Events from 2022 onwards featuring the year
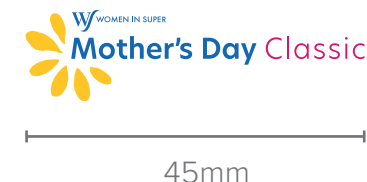
Logo

Usage

Clear space

There must always be a clear space around our logo that is entirely 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 recognition the Mother's Day Classic logo should never be used below the minimum size outlined below.

25mm

45mm

Logo

Incorrect logo usage

✕ *Incomplete*

✕ *Low resolution*

✕ *Drop shadow*

✕ *Incorrect proportions*

✕ *Wrong colours*

✕ *Just plain wrong!*

Logo

MDC and ME lockup

The Mother's Day Classic/ ME logo is to be used on all advertising and marketing collateral.
The same minimum clear space must be observed as outlined on page 4.
The MDC and ME lockup is available with MDC primary logo as well as MDC event logo variation.

Stacked

Horizontal

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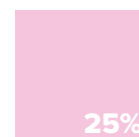**CMYK** 0, 51, 3, 0
RGB 255, 154, 188
HEX #FF9ABC

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

PMS 226 | 50% | 25% | 10%

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

25%
CMYK 1, 30, 0, 0
RGB 245, 191, 218
HEX #F5BFDA

10%
CMYK 0, 12, 0, 0
RGB 251, 229, 240
HEX #FBE5F0
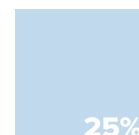
PMS 300 | 50% | 25% | 10%

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

25%
CMYK 23, 6, 3, 0
RGB 191, 217, 235
HEX #BFD9EB

10%
CMYK 9, 2, 1, 0
RGB 229, 240, 247
HEX #E5F0F7
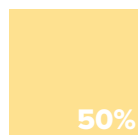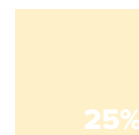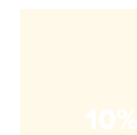
PMS 123 | 50% | 25% | 10%

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

25%
CMYK 0, 4, 24, 0
RGB 255, 240, 200
HEX #FFF0C8

10%
CMYK 0, 1, 8, 0
RGB 255, 249, 233
HEX #FFF9E9

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 (for office use) - Calibri

Calibri Light

Calibri Regular

Calibri Italic

Calibri Bold

Event campaign Lock up

Primary

Lock up with logo

Monochrome variations

If using the Lock up with logo, the MDC logo must adhere to it's regular minimum size requirements (no less than 25mm in width)

Lock up variations

GET ACTIVE
FOR BREAST CANCER RESEARCH

GET ACTIVE
FOR BREAST CANCER RESEARCH

GET ACTIVE
FOR BREAST CANCER RESEARCH

Where space constricts the use of a full circle lock up, the circle may be 'cut' in the design to allow greatest impact and legibility of the text.

Lock up rules of use

Example digital ad

Example powerpoint presentation

All designs that utilise the 2020 MDC Campaign lock up artwork must include the following information:

1. MDC logo (or MDC+ME lock up if applicable)
2. MDC campaign lock up
3. Date of the event, written as: Sunday 9 May 2021
4. CTA with a link to the Mother's Day Classic website (digital)
    or CTA with the website address listed (print and presentation)

Approval requirements

All promotional materials 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

For any enquiries relating to these branding guidelines contact:

REBECCA HUNT
Digital Marketing Specialist
Women in Super Mother's Day Classic
Level 23, 150 Lonsdale St
Melbourne VIC 3000
03 8677 3808
rhunt@mothersdayclassic.com.au

Corporate Style Guide