



# Logo Guidelines

# Logo



Our logo must be visible on every communication we create. The logo has been uniquely designed, carefully considering the size and relationship between the logo icon and the logotype. The logo should never be recreated or modified. Always use the original artwork supplied.

## Social Media Logo



The square version of the Mental Health First Aid Ireland Youth logo can only be used as a thumbnail on digital and social media.

## Exclusion Zone



The exclusion zone is an invisible barrier around the logotype. No other elements should enter the exclusion zone at any time. Please follow the exclusion zone shown above.

## Minimum Size



The minimum size for reproduction of the logotype is 10mm high in print and 60 pixels high on screen. This ensures legibility at smaller sizes.

# Colour Reproduction

The Mental Health First Aid Ireland Youth logo should be reproduced in full colour on a white background where possible. The logo can also appear white out of the MHFA cyan (100/0/0/0) background (preferred) or on the MHFA green (50/0/99/0) background. The logo is always white out when applied on a dark background. Please refer to the colour palette on the right for our brand colour values. Where colour is unavailable, 40% black (k) be used instead of the MHFA cyan or green.



# Colour Palette

Pantone	Process Cyan C
CMYK	c100 m0 y0 k0
RGB	r0 g157 b219
Websafe	HEX 009DDB

## MHFA Youth Cyan

The defining colour of the MHFA Youth logo is Pantone Process Cyan C. It is used in the top person icon in the MHFA Youth logo, in the logotype and alternatively as a background colour for the white out logo.

Pantone	368
CMYK	c50 m0 y99 k0
RGB	r142 g198 b64
Websafe	HEX 8EC640

## Green

The other primary colour of the MHFA brand is a vibrant green, Pantone 368. It is used in the right hand person logo icon and also on word 'Ireland' in the logo. The green can be used as an accent colour in the brand design including sub headlines.

Pantone	213
CMYK	c0 m95 y20 k0
RGB	r238 g44 b123
Websafe	HEX EE2C7B

## Magenta

This magenta corresponds to Pantone 213. It is used in the left hand person icon in the MHFA logo and in the logotype.

Pantone	429
CMYK	c0 m0 y0 k40
RGB	r167 g169 b172
Websafe	HEX A7A9AC

## Light Grey

Our Pantone is 429, or 40% k is used in the bottom person icon in the logo. This grey can be used as an accent colour; for headlines and also as a background for the white out logo.

The process colour percentage formulas specified are not those recommended by Pantone but are our preferred breakdowns and have neither been checked nor approved by Pantone, Inc. as being accurate for the respective solid PANTONE Colour. PANTONE® is a registered trademark of Pantone, Inc.