



Brand Identity Guidelines

Welcome to our simple, quick reference guide to help you communicate the MWiB brand. By following the rules set in these guidelines we can create a consistent look and feel, and the more consistent we are, the stronger the impression we can make as an organisation.

The MWiB logo is a branding which identifies publications, advertising, noticeboards, correspondence and so on, as part of the body of work of Methodist Women in Britain. It is used on all printed material that is produced by MWiB. The logo is a butterfly incorporating the cross together with the initials MWiB, it can also be used with the wording Methodist Women in Britain written in full.

The logo:

There are various ways the MWiB logo can be used. Full colour, mono and white-out. Please ensure that the logo's legibility is in no way compromised and that the colours are equally visible against the background. We suggest that when placing the logo over a coloured background you use the white-out version. The full colour logo works best on a white background. The logo should be used as a whole including the letters MWiB or Methodist Women in Britain as part of the graphic, the wording is not to be added on manually.

Logos for websites:

[Full colour MWiB logo website only white background](#) [mwib_logo_rgb_96.jpg]

[Black MWiB logo website only transparent background](#) [mwib_logo_blk_72.png]

[White-out MWiB logo website only transparent background](#) [mwib_logo_white_72.png]

[Full colour Methodist Women in Britain logo website only](#) [mwib_fullrgb_96.jpg]

The above logos are ideal for use on websites. 'Right-click' on the logo and choose 'save as' to save it on your computer. It is 'screen resolution' only.

Logos for print:

[Full colour MWiB logo print white background](#) (Hi Res JPG format) [mwib_logo_rgb_300.jpg]

[Black MWiB logo print transparent background](#) (Hi Res PNG format) [mwib_logo_blk_300.png]

[White-out MWiB logo print transparent background](#) (Hi Res PNG format) [mwib_logo_white_300.png]

[Full colour Methodist Women in Britain logo print white background](#) (Hi Res JPG format)
[mwib_logo_fullrgb_300.jpg]

[Black Methodist Women in Britain logo print transparent background](#) (Hi Res PNG format)
[mwib_logo_fullblk_300.png]

[White-out Methodist Women in Britain logo print transparent background](#) (Hi Res PNG format)
[mwib_logo_fullwhite_300.png]

Spot colour MWiB and Methodist Women in Britain logo (EPS Pantone 186 / 2603 format) for specialised high quality printing is available by email from finance@mwib.org.uk or admin@mwib.org.uk.

Aspect ratio:

It is vital that we use the logo to scale and in equal proportions. To protect against 'stretching' or 'squishing' the logo when resizing please maintain aspect ratios. The aspect ratio of an image is the proportional relationship between its width and its height.



Clearance zone:

In order to prevent the logo from looking in any way 'cluttered' and to retain legibility, we've suggested a minimum clearance area all the way round as illustrated here.

Minimum size:

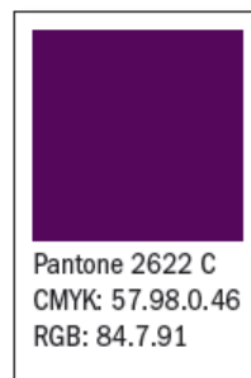
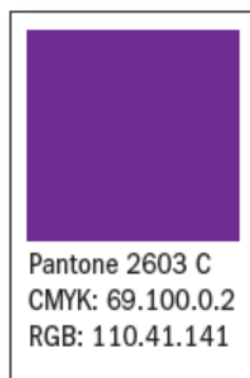
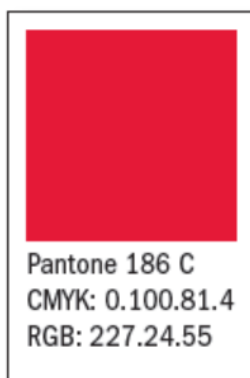
It's important we have a minimum size for the logo to make sure that it is used within its optimum dimensions and to ensure its reproduction remains constant. We suggest a minimum size of 14mm wide, but that this should only be used where the logo already appears larger on the same page.



14mm minimum

Colours:

The colours used for the MWiB logo are as follows (the red falls in line with The Methodist Church brand guidelines) Pantone 2622 C can be used typographically as a substitute for black if desired.



If you have any questions or queries regarding the correct usage of the MWiB logo or any aspect of the brand identity, please contact Gillian Womersley, Finance and Resources Officer email: finance@mwib.org.uk or telephone: MWiB 01509 828020.