Brand Guidelines

mrdf.

V 1.0

Logo

The basics

The MRDF logo is a powerful symbol for delivering our message of leadership and guidance to the Muslim communities around the world. Here are some rules of the road when using our logo.

- On a white background use the main logo in blue with the red dot. If you can only use one colour use the full blue logo.
- On a single colour background only use the full white logo. Ideally we would want the background to be blue.
- On a patterned or multi-coloured background only use the full white logo.
- Don’t alter, rotate, or modify the logo.
- Don’t animate the logo
- Don’t surround the logo with other items
- Don’t over emphasise the logo.
- Don’t use previous versions of the logo.
- Follow the clear space guidance in this document.

Main Logo

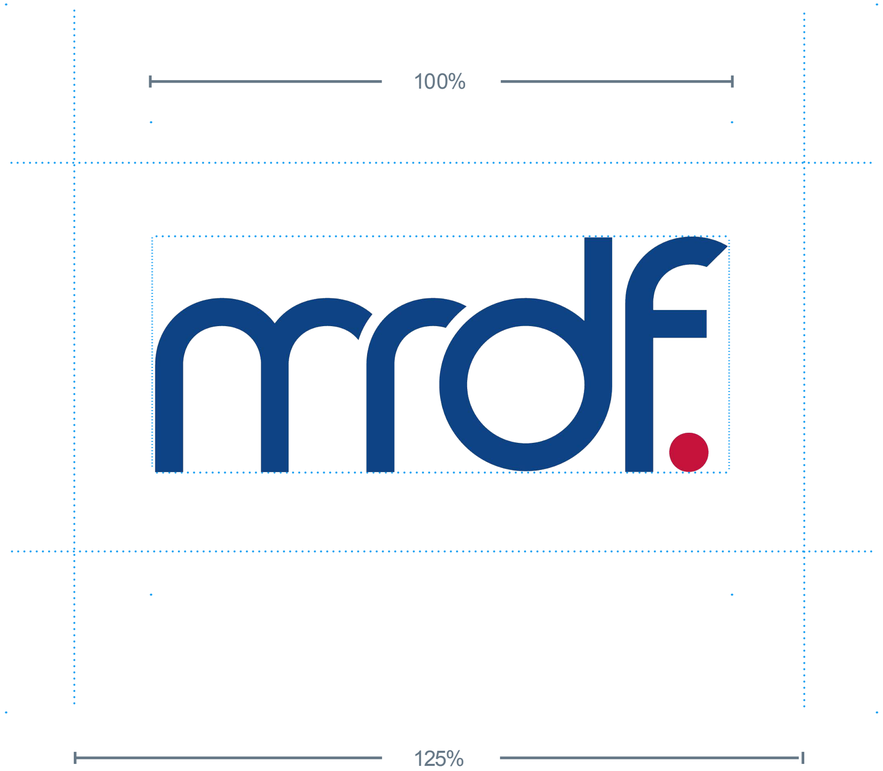


Logo

Clear space and minimum size

When you’re using the logo with other graphic elements, make sure you give it some room to breathe.

The empty space around the logo should be at least 125% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 32 pixels wide.This applies to all the logo variations on all the backgrounds.



Logo clear space



Logo minimum size

Colour

The MRDF logo is always either Oxford blue with a red dot, all dark blue or all white. It must be legible and maintain the integrity of its form.

When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility of the white logo.

And never show the MRDF logo in black or any other colors.

Okay, we do have one exception: some limitations with color printing may apply. This is the only time the logo is permitted to be displayed in black with prior permission from Management.

Full logo on white background

White logo on blue background



White logo on image background



Layer 1

Original image

Layer 2

10–20% black tint

Social Media icons

When using the logo to represent your presence on social media platforms, you can use the logo in all three variations, full, blue or white, displayed at equal size and height to the other social media icons. When using the logo in white, the background colour may be set in any colour.

It is preferred that our logo is represented free of a container but if a container works best for your needs, feel free to use either a circle, square, or square with rounded corners, do not use any other shape.



Logo
Social Icon



Square
Social Icon



Rounded Square social
icon



Circular
Social Icon



Minimum width
of 32 px



Minimum width
of 32 px



Minimum width
of 32 px



Minimum width
of 32 px

Misuse



Do not — Apply outlines



Do not — Add drop shadows



Do not — Add special effects



Do not — Squash, skew, rotate or stretch



Do not —
Lock up our logo with the full name, headlines, or other titles.



Do not — Add gradations



Do not — Use our old logo



Do not — Contain in a shape



Do not — Fill with patterns

Primary - Blue

Blue

WEB HEX: #154285

RGB: 21 66 133

CMYK: C - 84 M - 50 Y - 0 K - 48

PANTONE 7687 C

PAINT MATCH (by Crown Paints): Blue - S4050-R70B

Primary - Red

Red

WEB HEX: #C50E3D

RGB: 197 14 61

CMYK: C - 0 M -93 Y - 69 K - 23

PANTONE 193 C

PAINT MATCH (By Crown Paints): Red - X3134V

Secondary - White

White

WEB HEX: #FFFFFF

RGB: 255 255 255

CMYK C- 0 M- 0 Y- 0 K - 0

Tips

Using the MRDF logo

The MRDF logo includes, but is not limited to, the MRDF name, MRDF logo, any word, phrase, image, or other designation that identifies the source or origin of any MRDF product or service. Always capitalise the abbreviation of the Muslim Research & Development Foundation (MRDF).

Naming and visual design (logos, websites & products)

Never use the MRDF logo or icons as your own.

Please don't incorporate MRDF's logo, in whole or in part, in the name of your company, product, service, website, domain name, application or website.

Books or publications (education, guides, conferences)

Please name your books and publications something unique, and do not incorporate MRDF's logo in the title or cover.

Merchandise

A product branded with the Muslim Research & Development Foundation name or logo is a reflection of MRDF. Unless the MRDF logo is locked up with a hashtag or username, or you’re using it with other social media icons, we don’t allow others to make, sell, or give away anything with our name or logo on it.

Legal

MRDF Trademark Guidelines

By using the MRDF trademarks in these Brand Guidelines, you agree to follow these MRDF Trademark Guidelines (the "Guidelines") as well as our Terms of Service and all other MRDF rules and policies. The Muslim Research & Development Foundation (MRDF) (the charity) reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice.

These Guidelines apply to your use of the MRDF trademarks. You may use the MRDF trademarks solely for the purposes expressly authorised by MRDF. Strict compliance with these Guidelines is required at all times, and any use of the MRDF trademarks in violation of these Guidelines will automatically terminate any license related to your use of the MRDF trademarks.

1 You may not alter the MRDF trademarks in any manner, including, but not limited to, changing the proportion, colour or shape of the MRDF trademarks, or adding or removing any elements from the MRDF trademarks.

2 The MRDF trademarks must appear by themselves, with reasonable spacing between each side of the marks and other visual, graphic or textual elements.

3 The MRDF trademarks should not be placed in any way that that interferes with the readability or display of the entirety of the MRDF trademarks.

4 You may not use the MRDF trademarks in any manner that implies sponsorship or endorsement by MRDF without an express written permission and license from MRDF.

5 You may not use the MRDF trademarks to disparage MRDF, its products or services, or in a manner which, in MRDF's sole discretion, may diminish or tarnish MRDF's goodwill in the MRDF trademarks.

6 You may not use the MRDF trademarks to refer to any other product or service other than MRDF.

7 When creating a service, product, app, website, or other service that uses or interacts with MRDF, use a unique name, logo and design that cannot be confused with the MRDF trademarks. You should not apply for any trademarks or domains that include the MRDF trademarks or any other confusingly similar variations.

8 You must display the following statement in materials that display the MRDF trademarks: "The Muslim Research & Development Foundation and the MRDF logo are trademarks of MRDF (UK Charity No. 1119977)"

9 You acknowledge that all rights to the MRDF trademarks are the exclusive property of MRDF, and all goodwill generated through your use of the MRDF trademarks will inure to the sole benefit of MRDF. You will not take any action that is in conflict with MRDF's rights in, or ownership of, the MRDF trademarks.

MRDF reserves the rights, exercisable at its sole discretion, to modify these Guidelines, the Brand Guidelines, and/or the MRDF trademarks at any time and to take appropriate action against any unauthorised or non conforming use of the MRDF trademarks.

If you have any questions about these Guidelines, please contact enquries@mrdf.co.uk.

Need help?

Have any questions?

Contact us at enquiries@mrdf.co.uk