

MEND | Meet Each Need with Dignity

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MEND Branding Guidelines

Refer to the following guidelines when referencing MEND in any communication materials:

1. Use **MEND**, all uppercase, or **MEND–Meet Each Need with Dignity**.
2. MEND logo use guidelines:
 - Request MEND's logo by contacting Marketing@MendPoverty.org
 - The logo must not be stretched out of proportion
 - The logo must be large enough for the logo type 'Meet Each Need with Dignity' to be legible
 - If appearing with other logos, it must be proportionate
 - If developing co-branded materials, submit for approval to Marketing@MendPoverty.org **prior** to publication online or print. Approval will be provided promptly
 - Jan 1-Dec 31, 2021 materials must use MEND's 50th anniversary logo only.
3. Tag MEND in any social media posts using the following tags:
@MENDPoverty (Facebook, Twitter, Instagram) #MENDPoverty
#PeopleHelpingPeople