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