



# Media Kit

Design assets and guidelines for usage

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# Standard Logo

This is the main logo.

**Most preferred usage:** inversed standard logo over classic blue.

**Third preferred usage:** standard logo over white.

(for second and last preferences, see next page)



Most preferred



Third preference

# Portrait Logo

The logo also comes in a portrait version.

Second most preferred usage: inversed portrait logo over classic blue.

Fourth and last most preferred usage: portrait logo over white.

(for first and third preferences, see previous page)



Second preference



Final preference

## Clearance Zone

Clear space defines the Mothers Union Sydney logo from any surrounding text or graphical elements. This space allows the logo to stand on its own and create an effective visual impression. In cases where space is limited the minimum amount of clear space required is proportionate to the logo size. The minimum clear space is derived from the height of the letters in the logotype. Please refer to the example.



## Sizing Restrictions

Logo sizing has a direct impact on the legibility of the Mothers Union Sydney logo. Consistency in sizing ensures uniformity/standardisation throughout all Mothers Union Sydney branded material. Care must be taken when applying the Mothers Union Sydney logo to printed and digital documents, the logo should never be overpowering (too large) nor should it be understated (too small).

In general, for print and web-based media the logo should appear at least 25mm wide. Exceptions to these size guidelines are limited to tradeshow exhibits, T-shirts, embroidery, fleet and factory/office signage.



# Prohibited Logo Usage



Do not alter the colours, use only the colours specified in this guide



Do not use coloured backgrounds other than the colours specified in this guide



Do not place the logo on a busy background



Do not reverse the logo out of a background with insufficient contrast



Do not outline the logo



Do not alter the design or layout



Do not rotate the logo



Do not distort



Do not create patterns with the logo



Do not alter typography

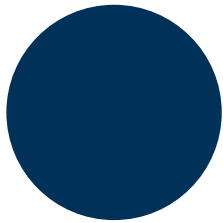
# Download Hub

Go to the following link to download the Mothers Union Sydney logo.

Before using these files, please read the usage guidelines on the following pages.

**DOWNLOAD LINK**  
[musydney.org.au/media-kit](https://musydney.org.au/media-kit)

# Colour Palette



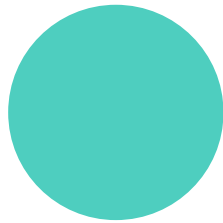
**Classic Blue**

Print CMYK  
94.74.7.44

PANTONE  
534 C

Web  
RGB: 0.50.89

#003259



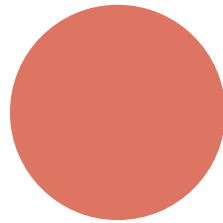
**Turquoise**

Print CMYK  
53.0.23.0

PANTONE  
325 C

Web  
RGB: 78.206.191

#4ECEBF



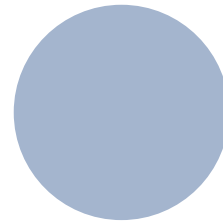
**Coral**

Print CMYK  
0.55.50.0

PANTONE  
1635 C

Web  
RGB: 222.117.98

#DE7562



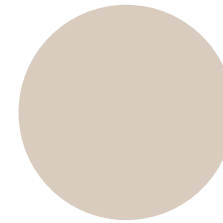
**Mauve**

Print CMYK  
34.17.2.7

PANTONE  
536 C

Web  
RGB: 164.181.206

#A4B5CE



**Beige**

Print CMYK  
9.11.13.20

PANTONE  
Warm Gray 3 C

Web  
RGB: 211.204.191

#D9CCBF



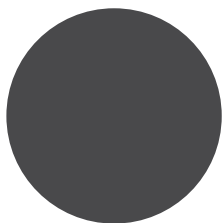
**Grey**

Print CMYK  
3.3.6.7

PANTONE  
Warm Gray 1 C

Web  
RGB: 240.237.230

#F0EDE6



**Grey (Body Copy only)**

Print CMYK  
55.48.45.52

Web  
RGB: 73.73.75

#49494B



# Typography

Mothers Union Sydney uses the font family Museo Sans Rounded in two weights: 500 and 500 Italic (for regular) and 700 and 700 Italic (for bold).

**Heading 1: Museo Sans Rounded 700.**

**Colour: Classic Blue, Turquoise, Coral or Mauve**

**Heading 2: Museo Sans Rounded 700.**

**Colour: Classic Blue, Turquoise, Coral or Mauve**

Body copy: Museo Sans Rounded 500. Colour: Body Grey.

If the font Museo Sans Rounded is not available, it can be substituted with Calibri Regular and Bold.

**Substitute Font Family: Calibri Regular and Bold**



**Web** [musydney.org.au](https://musydney.org.au)

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Shop 39, Town Hall Square  
464 Kent St, Sydney NSW 2000



Mothers Union Sydney  
Christian Parenting Australia



MothersUnionSydney  
MothersUnionShop



Mothers Union Sydney