

# Mary's Meals Brand book

Version date: March 2021

mary's  
meals

a simple solution  
to world hunger





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# Introduction

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# Welcome

Mary's Meals is a simple idea, bringing hope to hungry children around the world. We believe that every child should receive an education and enough to eat. Working together with those who share our values, there is no good reason why this cannot be realised.

We also believe the way in which we do this work is as important as its outcomes. This includes raising awareness of our work in an authentic, transparent and effective manner.

How we tell the story of Mary's Meals – in ways that are engaging, uplifting, and easy to share – matters.

We hope this brand book will help the global Mary's Meals movement to communicate with consistency and bring our work to new eyes, new ears and new hearts – while inspiring creativity and innovation which is in keeping with our brand.

The Mary's Meals brand is not static. While our vision, mission and values will always remain the same, aspects of how Mary's Meals 'looks' and 'feels' will remain open to positive change and evolution. If you have any questions or suggestions about the Mary's Meals brand, please [contact us >](#)





## Who we are

Mary's Meals is a global movement of people from all walks of life, united by our belief that no child in this world of plenty should endure a day without a meal.

Ours is not a movement that divides rich from poor, or giver from receiver. Every contribution is equally valued, from cash donations that buy the food, to the time and energy given to cook and serve the meals.

Nearly every part of our work depends on unpaid volunteers and it is through them that our movement grows. Together, we are helping transform the lives of hundreds of thousands of impoverished children.

[Download our key messages document >](#)



# What we do

Mary's Meals sets up community-run school feeding projects in some of the world's poorest communities, where poverty and hunger prevent children from gaining an education.

Our idea is a simple one that works. We provide one daily meal in a place of learning to attract chronically poor children into the classroom, where they receive an education that can, in the future, be their ladder out of poverty.

The Mary's Meals campaign was born in 2002 when Magnus MacFarlane-Barrow visited Malawi during a famine and met a young mother, Emma, who was dying from AIDS. When Magnus asked her eldest son Edward what his dreams were in life, he replied simply: "I want to have enough food to eat and to go to school one day."

 [Download our key messages document >](#)



## Where we work

Mary's Meals began by feeding just 200 children in Malawi in 2002. Today, we are providing more than 1.6 million children with a daily school meal on five continents, in Benin, Ecuador, Ethiopia, Haiti, India, Kenya, Lebanon, Liberia, Madagascar, Malawi, Myanmar, Niger, Romania, South Sudan, Syria, Uganda, Thailand, Zimbabwe and Zambia.

Counting on support from around the globe, Mary's Meals has registered affiliate organisations – who raise awareness and funds for our work – in Australia, Austria, Bosnia-Herzegovina, Canada, Croatia, Czech Republic, France, Germany, Ireland, Italy, Poland, Spain, Switzerland, the UK, and the USA, as well as international fundraising groups in Belgium, the Netherlands, Portugal and Slovakia.

 [Download our key messages document >](#)

# Our identity

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**Our vision** is that every child receives one daily meal in their place of education and that all those who have more than they need, share with those who lack even the most basic things.



**Our mission** is to enable people to offer their money, goods, skills, time, or prayer, and through this involvement, provide the most effective help to those suffering the effects of extreme poverty in the world's poorest communities.



## Our values

- We have confidence in the innate goodness of people.
- We respect the dignity of every human being and family life.
- We believe in good stewardship of the resources entrusted to us.

 [Download our statement of values >](#)



# Our promises

## Simplicity:

We will remain focused on our core vision – that every child should receive a daily meal in school – and communicate the needs of the children we serve and the nature of our mission in a straightforward, open and transparent way.



## Stewardship:

We will strive to be good stewards of every gift entrusted to us – treating each one with deep love, respect and gratitude – and build meaningful, long-term relationships with all those involved in our work.



## Service:

We will approach our vision and mission in a spirit of deep vocation and humble service, seeking always to be faithful servants of hope, the global movement, and those little ones who eat Mary's Meals each day.





## Our personality

Joyful, effective, passionate, thankful, focused, loving, hopeful, trustworthy and gentle.

## Our principles

Vocation, integrity, authenticity, respect, efficiency, generosity, inclusivity, simplicity and transparency.

# Our brand

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# Our logo

The Mary's Meals logo represents more than just how our name is written. Wherever it appears – whether on an event poster, a fundraiser's T-shirt, a school kitchen wall, or a volunteer cook's apron – it is an uplifting symbol of a global movement of people who will not accept that any child should endure a day without a meal in this world of plenty.

With supporters and volunteers all over the world – hailing from many different backgrounds, nations, races, faiths and situations – Mary's Meals is one big global family working towards the same simple and effective goal; that the hungry child receives a daily meal in their place of education. When you use the Mary's Meals logo, you're showing that you are part of that family. It's no wonder we love it so much.

Our simple guidelines will help you to use the Mary's Meals logo with care.

[Download our logo >](#)

## Logo elements and versions

The Mary's Meals logo is made up of three elements: our name, our strapline ('a simple solution to world hunger') and a bright blue box. The text is set in a font called FF Meta and our logo is the only place where we use this font, which helps it stand out from all other copy.

While it is strongly preferred that the standard logo is utilised where possible, there are a handful of possible variations. As you can see, the name element can appear without the strapline element on occasion, but the strapline element should not be used on its own.

[Download our logo variations >](#)



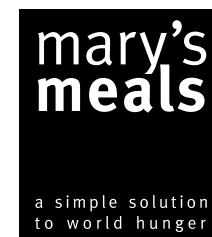
Square alternative



White text alternative



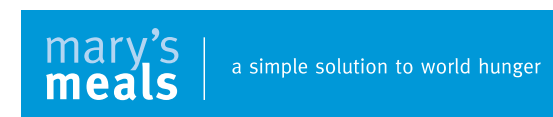
White and black alternative



Black and white alternative



Horizontal alternative 1



Horizontal alternative 2

# Logo border

When using the logo, it's important to consider the background it will be placed on. A white keyline border can be used to help the logo stand out when needed.

The keyline border should have a maximum width equal to the stems of the 'm' in the word 'meals'. Adhering to this maximum width will add emphasis to the logo, without the border detracting from the logo's core elements.

Maximum width – X



# Logo size and spacing

The size of the Mary's Meals logo should generally be driven by your creative requirements. However, in order to protect the legibility and clarity of our name and strapline, please adhere to these minimum heights.

Be sure to give the Mary's Meals logo some room to breathe. A minimum clearance space around the logo equal to the height of the 'm' in 'meals' will both protect the integrity of the logo's proportions and help it stand out in any design.



Screen – minimum height 58px

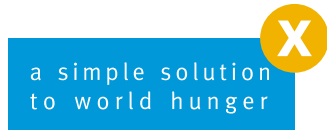


Print – minimum height 15mm



X – minimum clearance space

# Some things to avoid



Don't use the strapline on its own.



Don't change the font.



Don't change the colours.



Don't alter or add text.



Don't tint.



Don't capitalise.



Don't stretch.



Don't crop.



Don't rotate.



Don't create a pattern.

## Supporter logo

The main Mary's Meals logo can be used by anyone in the global Mary's Meals movement to raise awareness of our work.

Having said that, sometimes our supporters are keen to show they love and contribute to the work of Mary's Meals but, for a variety of reasons, would rather not use the 'official' logo. That's why we created these simple and effective supporter logos.

 [Download our supporter logos >](#)



## Co-branding

If a supporter wants to organise fundraising or awareness-raising for Mary's Meals through a business and would like to discuss pairing their company's logo with the Mary's Meals brand, it's important they [contact us >](#)



*An example of co-branding.*



# Our colours

Our distinctive primary brand colour is technically known as Pantone 299C, but we prefer to call it ‘Mary’s Meals blue’.

Mary’s Meals blue is a hugely important part of our visual identity, which communicates trust and integrity and helps build recognition of our life-changing work. We often like to pair it with one or more of our secondary colours – crisp white, warm yellow and simple grey – to give our communications materials a joyful and uplifting glow.

We often prefer to stick to this core colour palette, but – where additional shades are helpful to any design – we suggest you choose from our selection of complementary colours.

## Primary colour



**Mary’s Meals blue**  
**Pantone 299C**  
**Print: C85 M19 Y0 K0**  
**Web: R0 G157 B220**  
**Hex: #009ddc**

## Our brand | Colours

### Secondary colours

**Warm yellow**  
**Pantone 130C**  
**Print: C0 M30 Y100 K5**  
**Web: R244 G169 B18**  
**Hex: #f4a912**

**Crisp white**  
**Print: C0 M0 Y0 K0**  
**Web: R255 G255 B255**  
**Hex: #ffffff**

**Simple grey**  
**Print: C0 M0 Y0 K15**  
**Web: R218 G218 B218**  
**Hex: #dadada**

### Complementary colours

**Charcoal grey**  
**Print: C0 M0 Y0 K80**  
**Web: R51 G51 B51**  
**Hex: #333333**

**Pantone 647C**  
**Print: C96 M54 Y5 K27**  
**Web: R35 G97 B146**  
**Hex: #236192**

**Pantone 3145C**  
**Print: C100 M10 Y29 K20**  
**Web: R0 G119 B139**  
**Hex: #00778b**

**Pantone 165C**  
**Print: C0 M70 Y100 K0**  
**Web: R255 G103 B31**  
**Hex: #ff671f**

**Pantone 711C**  
**Print: C0 M97 Y75 K0**  
**Web: R203 G44 B48**  
**Hex: #cb2c30**



| INNOVATIVE LEARNING |       |       |  |  |  |  |  |  |  |  |  |
|---------------------|-------|-------|--|--|--|--|--|--|--|--|--|
| I = I               | V = V | P = P |  |  |  |  |  |  |  |  |  |
| T = T               | Y = Y | B = B |  |  |  |  |  |  |  |  |  |
| L = L               | X = X | R = R |  |  |  |  |  |  |  |  |  |
| H = H               | Z = Z | J = J |  |  |  |  |  |  |  |  |  |
| E = E               | C = C | U = U |  |  |  |  |  |  |  |  |  |
| F = F               | G = G | S = S |  |  |  |  |  |  |  |  |  |
| K = K               | D = D |       |  |  |  |  |  |  |  |  |  |
| M = M               | O = O |       |  |  |  |  |  |  |  |  |  |
| W = W               | Q = Q |       |  |  |  |  |  |  |  |  |  |



# Our typography

Proxima Nova, Campton and Arial are our favourite fonts. They're bold, clean and – most importantly – clear.

Proxima Nova is our primary design typeface, which can be used for body copy in print and online and, where appropriate, for headings too.

We use Campton as a secondary font to allow for greater flexibility in our design work, and we think it makes for particularly impactful headings. Campton is a little too chunky for body copy.

Arial is Mary's Meals' 'business font' – meaning it's used by our staff and volunteers for writing emails, letters and reports – but it can also be used in design, whenever Proxima Nova and Campton are not available.

When selecting font sizes, be guided firstly by legibility and accessibility followed by what works best for your design.

 [Download our typefaces >](#)



## Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Campton

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# Our photography

Beautiful photography is central to how Mary's Meals communicates. We love to use photographs to introduce people to all parts of our global movement. Whether an image captures the moment a child is enjoying a meal, a teacher is leading a class, a volunteer is stirring a pot, or a fundraiser is giving a talk, most Mary's Meals photography has one thing in common: big, beautiful smiles.

This mission of ours is filled with joy, and hope, and possibility – and that's what we seek to communicate through our photographic style, which always portrays people with deep respect and great human dignity. We want everyone who sees our photographs to feel inspired, uplifted and motivated to join our movement.

Our imagery should help shape people's understanding of Mary's Meals as a work of great simplicity, love and energetic collaboration across the continents.

 [Download imagery from our content library >](#)





# Our films

Film is an extremely powerful part of our communications toolkit. For many of our supporters, it's as close as they can get to visiting a Mary's Meals project for themselves – enabling our supporters to 'meet', in a special way, the children we serve and the volunteers who make this work possible.

Beautiful filmmaking – emotive, informative and respectful of its subjects – can demonstrate the incredible impact of Mary's Meals and bring our work to life in a way other mediums can't.

Child 31 and Generation Hope, our award-winning 30-minute documentary films, provide a truly captivating introduction to the Mary's Meals mission through their compelling storytelling, stunning cinematography and stirring music.

However, shorter and simpler film clips – more promptly filmed and edited, and a little rougher around the edges – are also an important means of communicating about our work in a timely, engaging and authentic manner.



## Child 31 stills



## Generation Hope stills





Still from Mary's Meals: A Fruit Of Medjugorje



Still from Gerard Butler: From LA To Liberia



Still from Saving Grace



Still from Mary's Meals Minute

# Short film styling

## Logo and titles



If using logo, place it on top or bottom right, and use Campton for titles.

## Captions



Differentiate between names and titles with Proxima Nova bold and regular.

## Subtitles



Use Proxima Nova for subtitles – white text placed on a slightly transparent dark grey box.

## Outros

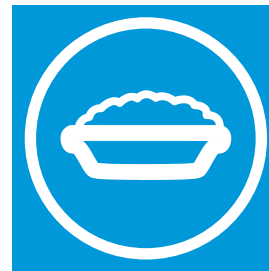


End short films with the logo and website address.



# Our illustrations

We occasionally use hand-drawn graphics and icons to illustrate our communications. Our illustrations can be described as simple, playful and childlike. They also tend to use flat design. Employed sparingly, illustrative design elements can help emphasise key messages, bring infographics to life and add depth to backgrounds.



# Brand motifs

There are a number of recurring messages, themes, ideas and images in Mary's Meals' communications. However, the shed and the mug perhaps stand out as two of our brand's most recognisable and meaningful motifs.

## The shed

Located in Dalmally, Argyll, the shed is a constant reminder of our humble and unlikely beginnings. This is where our first donations from the public – food and blankets bound for war-torn Bosnia-Herzegovina in the early 90s – were stored, after the MacFarlane-Barrow family launched a small local appeal.

Ever since then, the shed has continued to be filled – metaphorically at least – with donations sent by generous people from all over the world. As the work of Mary's Meals has grown, it has come to be known to some as 'the shed that fed a million children'.

As we seek to reach millions more hungry children in the years ahead, the organisation chooses to stay rooted in this simple, lop-sided, tired-looking shed, which still serves as the international headquarters of Mary's Meals, and the working office of our founder and global chief executive, today. The shed helps to remind us how and why this work began.





## The mug

Across Malawi, where Mary's Meals were first served, it's not uncommon to spot a child clutching a colourful plastic mug. Striding purposefully to school, hundreds of thousands of children hold their mugs tightly in their hands or – for safekeeping – tie them by a makeshift piece of string around their necks.

When the children arrive at school each morning, this modest plastic cup is their guarantee of a hot and nutritious mugful of vitamin-enriched maize porridge – known locally as 'likuni phala' – served by Mary's Meals' dedicated community volunteers.

An almost ever-present feature in our photographs and films from Malawi, and some other countries in which we work too, the mug is a powerful symbol of our promise to the children enrolled in our global programme; that they can rely on receiving a nutritious meal in school each day, thanks to those involved in the work of Mary's Meals.

The mug has also become an important icon for our fundraisers, who use big blue mugs to collect money for Mary's Meals in their communities. More than anything, though, this simple cup is a reminder of how much more we have to do, how many more hungry children we have to reach and how many more mugs we have to fill.





# Language and copy

As with so much of what Mary's Meals does, simplicity is the key to our copywriting. We aim to be clear, concise, transparent, accurate and easily understood. We talk to our supporters in a simple, sincere, friendly and down-to-earth human voice, recognising that each person is a valued member of our global family with a unique part to play in this mission.

We talk about real people – telling the stories of the individuals and communities involved in our work with dignity, compassion and respect. And, while we're honest about the challenges and hardships of any situation, we remain positive and full of hope about the difference a daily meal in school can make for impoverished children and their communities.

The work of Mary's Meals – and thereby the way in which we should communicate about it – is inherently joyful, uplifting and full of possibility. We want everyone who reads about our mission to feel engaged, informed and inspired.

Our communications should, at once, appeal to: the heart, through emotive storytelling; the head, through compelling facts and statistics; and the hands, through gentle but concrete calls-to-action. Above all, we should be full of great optimism for the future of the countries in which we work, and immense gratitude for those who give whatever they can – time, money, skills or prayer – to make this work of love possible.



[Download our editorial style guide >](#)

# Brand application

To both guide and inspire you, on these pages we share some examples of Mary's Meals' branding principles being successfully applied across a variety of different channels and materials.

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# Print



## SCHOOL + FOOD = HOPE

Mary's Meals provides a life-changing meal to hungry children every school day.

[marysmeals.org](http://marysmeals.org)



Mary's Meals, Craig Lodge, Dalmally, Argyll, Scotland, United Kingdom, PA33 1AR | Registered charity: SC045223 | Limited company: SC488100

Poster



Supporter letter



# Print



T-shirt



Vehicle livery



Flyer

# Print



Banner



DVD



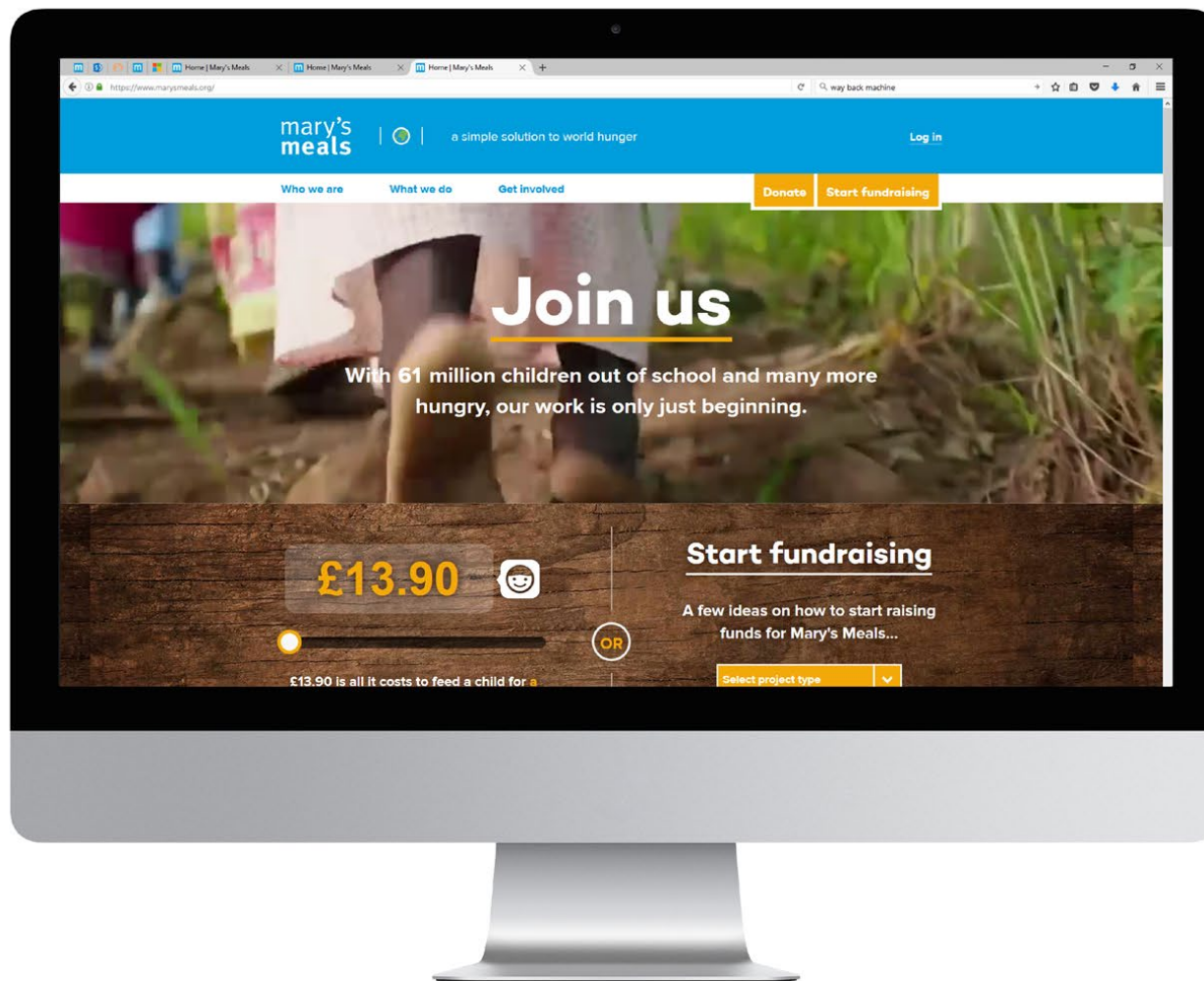
Business card

# Print

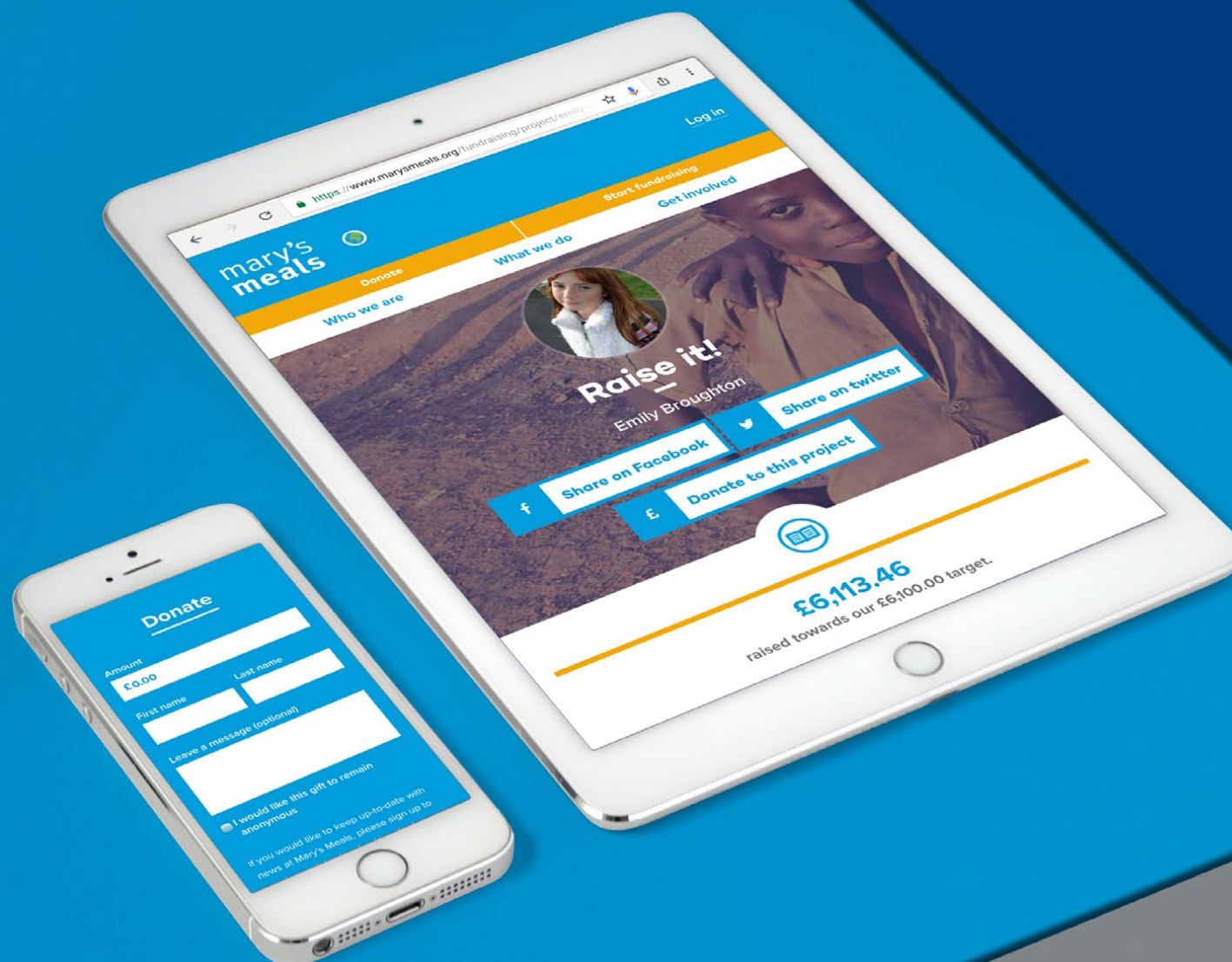


The Shed That Fed A Million Children  
by Magnus MacFarlane-Barrow

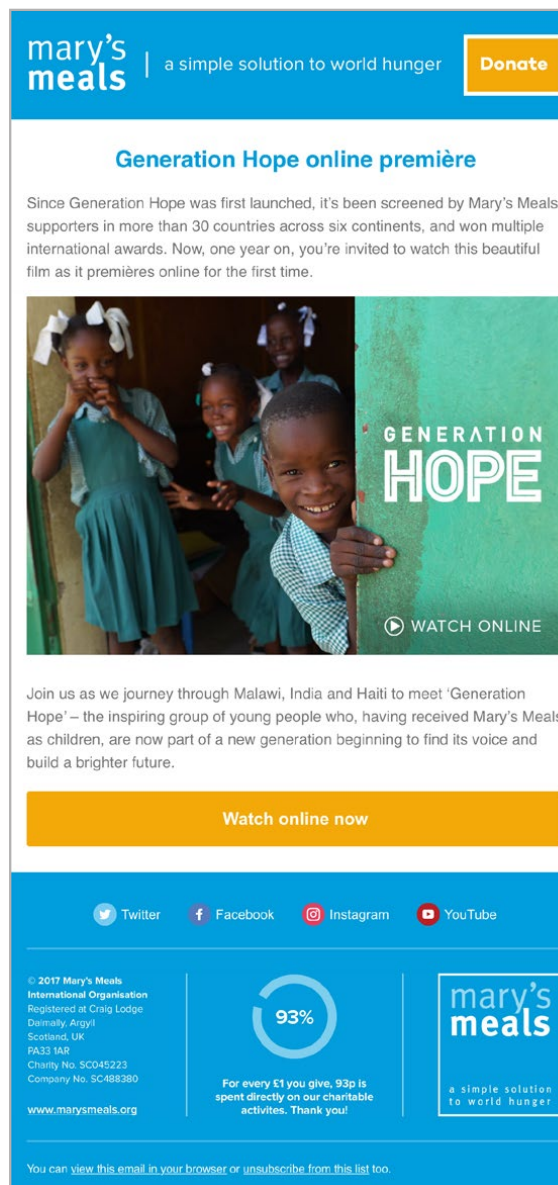
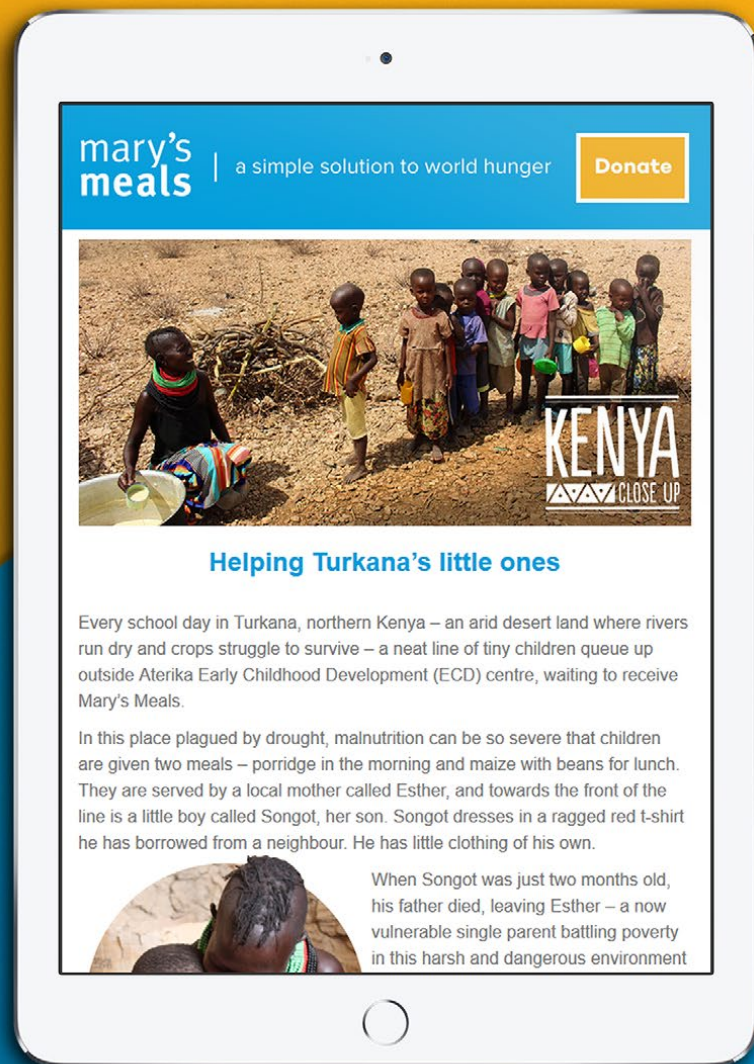
# Website



# Website



# Email marketing



# Social media

mary's  
meals

Mary's Meals  
@MarysMeals



Lentil dahl with rice is served to children in India, where the caste system means those born into poverty have very few opportunities.

We offer these children, who may never otherwise see the inside of a classroom, the chance to learn in a safe and welcoming environment.



mary's  
meals

Mary's Meals  
@MarysMeals



We love to see smiles like these! After a hot meal at school, these two sisters are ready to learn. #Zambia



mary's  
meals

Mary's Meals  
@MarysMeals



Children receiving Mary's Meals have more time to be children and concentrate in class. #WorldHungerDay.

## OUR IMPACT

Impact research from Malawi, Zambia and Liberia found that the proportion of children worrying about hunger in school fell by 64% after one year of receiving Mary's Meals.

The proportion of children worrying about hunger in school fell by

64%



mary's  
meals

Mary's Meals  
@MarysMeals



Almost 99% of children say they find it easier to learn at school because of Mary's Meals. <http://bit.ly/2nJWEWq>





Futok uja wapsela  
fisi akidina Kertthala  
finge mawar.

Jekete

# Presentations

## Presentation pointers!

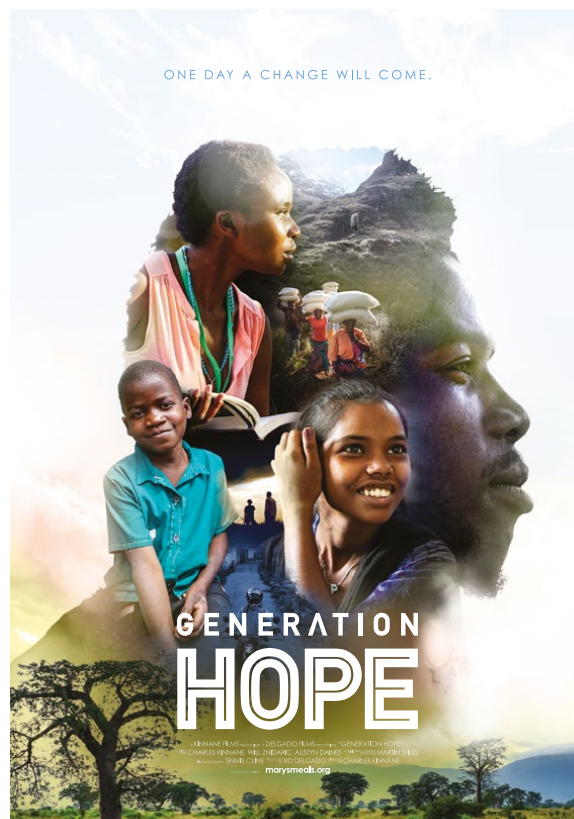
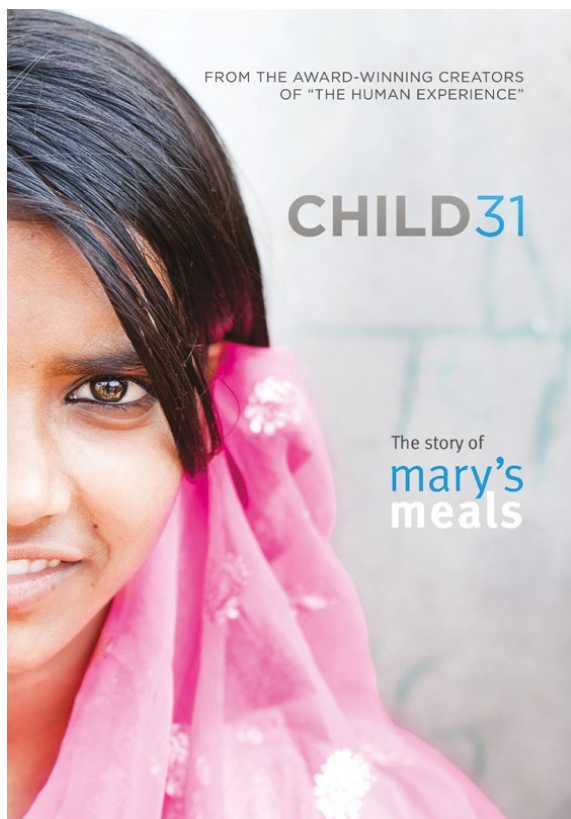
- Try to keep slides simple so they don't distract from the content of your talk. Slides should always be thought of as supportive, rather than integral.
- Less is more! Think about your slides as visual representations of what you want to talk about, not as speaker notes. It's best for people to listen to you, rather than focussing their full attention on reading the slides.
- Keep text size appropriate. Can the text be seen from the back of the room? If it's too small, increase the size.
- Try to make sure images and/or graphics are high resolution when possible. Don't stretch your images or graphics – always scale proportionally.
- Keep your slides consistent and on-brand. It's best to use one font throughout (although you could have different weights of the same font to show typographical hierarchy). You don't necessarily need to have our logo on every slide. Just by using our brand colours, fonts and images, and using the logo at the end (and / or beginning) of the presentation, you will produce a presentation that is on-brand.
- Consider using some images that already have branding on them. This is a more subtle way of showcasing the brand, rather than simply putting the logo on top of the image.
- Avoid using images and / or graphics taken directly from Google.
- Aim to convey one point per slide.
- Try to keep charts and data as simple as possible. You can use infographics to help with this.
- If in doubt, please consult our design team. They will be able to provide guidance on your visuals.

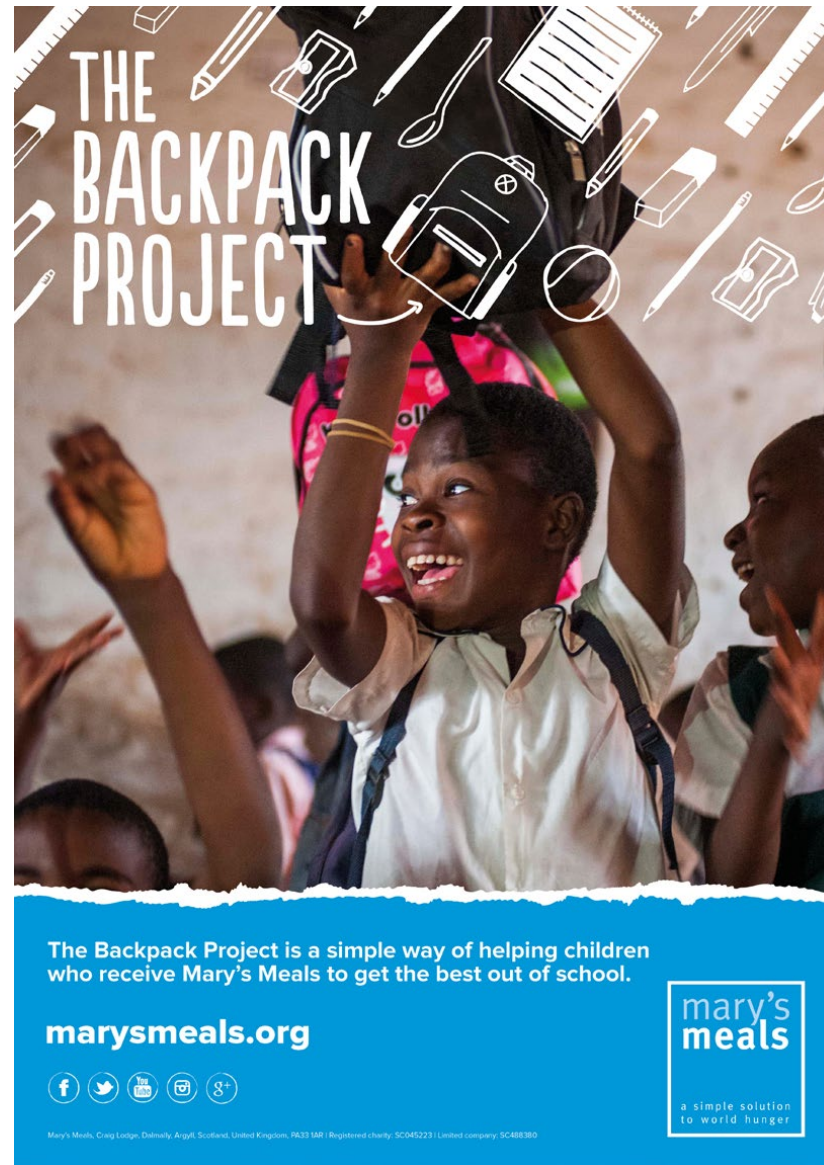


# Tools and campaigns

For some of our key awareness-raising tools and core campaigns, we choose to create 'sub-brand' assets which have a slightly different appearance – sometimes with alternative fonts and different colour palettes – to help them stand out.

Our sub-brand assets always adhere to our essential communications principles and complement the broader Mary's Meals branding.







## Contact us

If you have any questions or suggestions about our brand or communications, please [contact us >](#)

**“It’s not about the big numbers,  
it’s about the next child who’s  
waiting for Mary’s Meals.”**

Magnus MacFarlane-Barrow, Mary’s Meals founder

