

Mary's Meals Brand book

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Introduction



Welcome

Mary's Meals is a simple idea, bringing hope to a hungry world. We believe that every child should receive an education and enough to eat. Working together with corporate partners who share our ideals, we believe this vision can be achieved in a world where there is enough food for everyone.

We also believe the way 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 our partners to communicate with consistency and bring our life changing work to new eyes, new ears and new hearts.



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.



What we do

Mary's Meals sets up community run school feeding projects in some of the world's poorest places, 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 encourage 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."



Where we work

Mary's Meals began by feeding just 200 children in Malawi in 2002. Today, we are providing more than 2 million children with a daily school meal on five continents, in Benin, Ecuador, Ethiopia, Haiti, India, Kenya, Lebanon, Liberia, Madagascar, Malawi, Mozambique, Niger, South Sudan, Syria, Yemen, 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, Slovakia, Spain, Switzerland, the UK, and the USA, as well as international fundraising groups in Belgium, the Netherlands, Hungary, Portugal, Hong Kong and Slovakia.

Our identity



Our vision

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 core messages

- Mary's Meals is a simple idea that works. By providing a daily meal in a place of education, Mary's Meals encourages chronically poor children to the classroom where they gain a basic education that can provide an escape route from poverty.
- 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.
- The global average cost to provide a child with Mary's Meals for a whole school year is just £19.15 (GBP) / €22 (EUR) / \$25.20 USD.
- The worldwide cost per meal is 10p GBP / 11c EUR / 13c USD. Mary's Meals feeds more than 2 million children every day at school in 17 countries.
- Mary's Meals increases school enrolment and improves school attendance. In schools where our meals are served, far fewer children leave school early because of hunger.
- We are determined to keep our promise of a nutritious daily meal in school to those children already enrolled in our school feeding programme and – as funds allow – reach out to the next hungry child waiting for Mary's Meals.



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



Our logo

The Mary's Meals logo represents more than just how our name is written. 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.

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.

[Download our logo >](#)

Logo elements and versions

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

[Download our logo variations >](#)

Co-branding

If you would like to pair your company logo with the Mary's Meals brand, please talk to us before doing so.



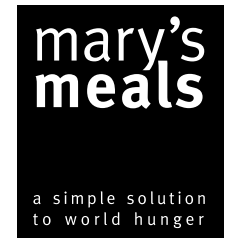
Square alternative



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

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

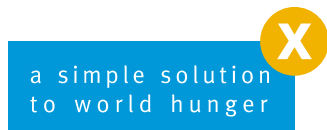


Print – minimum height 15mm



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.

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

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
F = F	C = C	S = S
G = G	U = U	
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.



Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Campton

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

[Download our typefaces >](#)



Language and copy

At Mary's Meals, the communities we support are at the center of everything we do and our approach to storytelling is no different. The language that we use and the way that we talk about our programmes, the people we work with, and the challenges communities face matters. As part of the Mary's Meals family, it is important that our partners adopt our approach to ethical, respectful storytelling when talking about our work.

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 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, inspire readers through emotive storytelling, compelling facts and statistics and gentle but concrete way they can support the movement.

Above all, we should be full of 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.

