



# Events Fundraising

Style Guide

# Welcome to the team

We're Mind. As a team, we're committed to engaging, growing and inspiring a community of passionate fundraisers to power the fight for mental health.

We want everyone who joins #TeamMind to have an amazing, consistent experience from the off. And we want to inspire them, so that they can smash their fundraising goals.

Our brand helps us convey our fighting spirit through our logo, colours, font, photography and how we sound. By following this brand guide, you can help bring Mind's fight for mental health to life for #TeamMind, and help our fundraisers to raise funds and make a difference to people's lives.



## Mind Events Fundraising Design elements

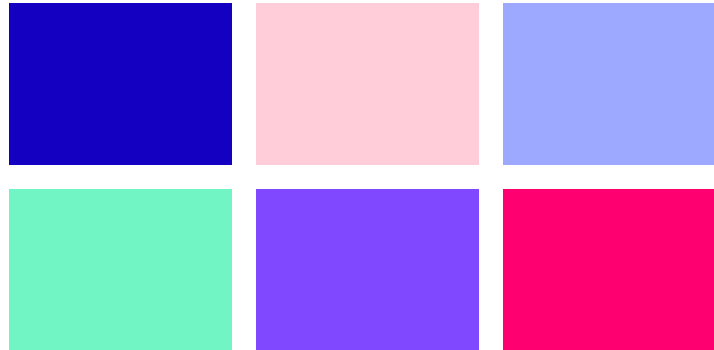
The guidance outlined in this document refers just to our Event Fundraising materials and are designed to be used alongside our Mind core brand guidelines.

From walking, running, biking, trekking events and everything in between, these are the primary elements of our Event Fundraising materials.

### Copy p4

We won't give up until everyone with a mental health problem gets support and respect.  
Join #TeamMind today, and help us make it happen.

### Colour p9



### Logo and Strapline p11



### Typography p5

**Run / Cycle / Trek  
Skydive / Get muddy  
for mental health**

### Photography p10



**We're Mind.  
We're here to fight for mental health.**

Our tone of voice is how we speak and write as #TeamMind, both internally and externally. It gives us a strong attitude and helps us demonstrate our fight for mental health and mental wellbeing.

These are some general tips on copywriting that might be handy when you're talking to Events supporters. A lot of this has some overlap with the Mind Core brand guide, but we've included a few points here that are tailored to Events fundraising too.

### Top Tips

- When people join #TeamMind we want to get them feeling good about what's ahead. Our words need to be upbeat and clear. Use punchy headlines and empowering supporting copy to motivate people to take on a challenge. For example:
  - Run for mental health. Join #TeamMind
  - Cycle for mental health. Join #TeamMind
  - Skydive for mental health. Join #TeamMind
- The words you choose are just as important in keeping things accessible for the reader as anything else. Remember – about 8% of people speak English as a second language in England and Wales. And 10% of people experience some level of dyslexia too. That in mind, we aim for a reading age of 9 years old – that's the assumed UK average.
- There's other easy wins that feed into this too. Using things like contractions ('don't' instead of 'do not', 'isn't' instead of 'is not') and shorter sentences can help too.
- Reinforce team spirit by referring to Team Mind and #TeamMind throughout your copy.
- Here are some example sentences you can use when talking about #TeamMind and events on social media.
  - #TeamMind is here for support. For respect. For everyone. Join now and help us in the fight for mental health.
  - #TeamMind has no limits. It's here for everyone. It's for runners, bikers, walkers, hikers. It's for people raising money for mental health.
  - Help us in the fight for mental health. Join #TeamMind today.
  - We won't give up until everyone with a mental health problem gets support and respect. Join #TeamMind and help us make it happen.

Our font, Mind Meridian, adds personality to our written communications and plays a key role in the way we look.

Mind Meridian has been specifically designed for Mind and made accessible.

# Mind Meridian Display! & Bold

Headlines, subheaders and calls to action

# Mind Meridian Regular

Standfirsts and body copy



## Mind Events Fundraising Typography – creating display headlines over imagery

Here is an example of how you should use impactful 'display' type.

Display headlines can sit on top of photography when used with a transparent gradient feather effect. This allows the white display type to stand off from the chosen photograph, even if the image is complex or busy.



**Step 1:** select an appropriate image



**Step 2:** add the gradient overlay



**Gradient feather overlay:** the gradient feather is a gradual blend of black to a 0% transparency. When overlaid on the image the gradient will create a subtle shade for the headline text to be placed on top.



**Step 3:** place the headline text



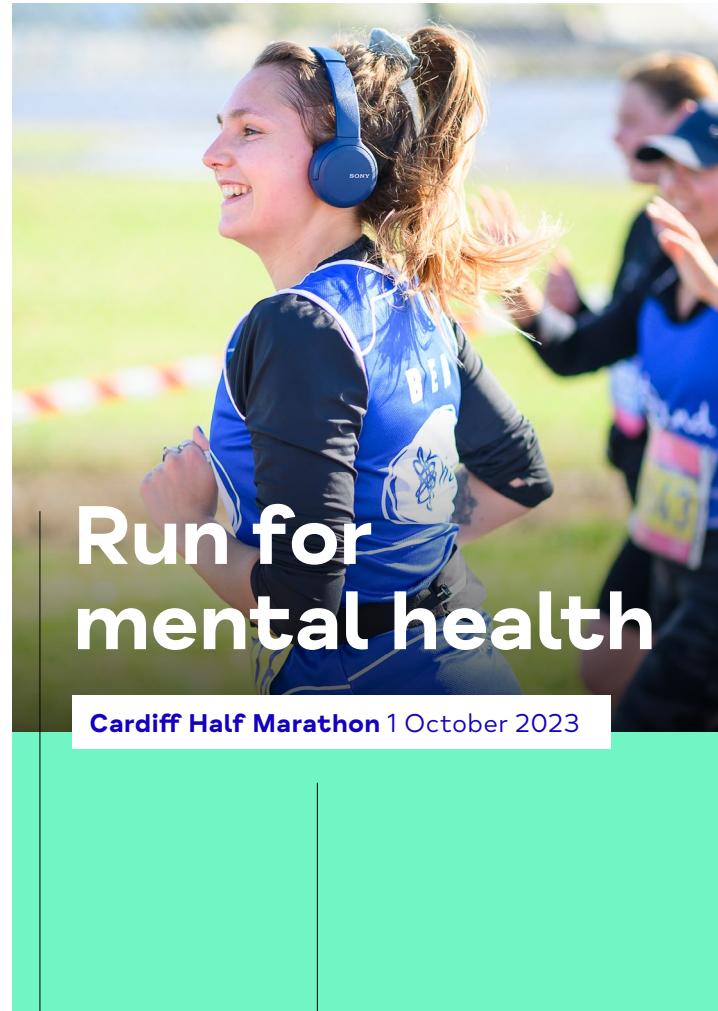
**Add Headline text:** place the headline text. Always use white headline text on top of the gradient and image.

## Mind Events Fundraising Typography – adding event titles

Here is an example of how you can create impactful ‘display’ headlines with sub headers.

Display headlines can be placed on top of an event appropriate image with the gradient overlay (see p6). Sub headers should be placed inside a white box.

### Single event title



**Headline**  
White Mind  
Meridian Display

**Event descriptor sub header**  
Blue Mind Meridian Bold in  
white box.

### Multiple event titles



**Headline**  
White Mind  
Meridian Display

**Event descriptor sub headers**  
Blue Mind Meridian Bold in  
white boxes.

Here is an example of how you should use Mind Meridian Display, Bold and Regular.

Display or Bold should be used across all headlines. Subheadlines are written in Bold. Regular should be used for all body copy. Bold can also be used within paragraphs to create emphasis.

Text can be centre or left aligned. Make sure the text is always easy to read.

Body copy should never go below 12pt.

# Run for mental health

**Headlines:** Mind Meridian Display or Bold in blue or white

Take on this scenic half marathon through London's stunning parks and past some iconic landmarks.

**Standfirsts:** Mind Meridian Regular in blue or white

Whether you've already got a place or are looking to secure one of our charity places – we'd love to have you!

Prioritising mental health has never been more important than it is right now.

Join Team Mind today and, with your help, we can continue to provide life-saving information and support.

## When you join #Team Mind, you'll get:

- Mind running vest with iron-on letters
- Training and fundraising advice
- Cheering along the route to give you a boost
- A fabulous post-race celebration at the finish!

**[www.mind.org.uk/royalparks](http://www.mind.org.uk/royalparks)**

Registration fee: £35

Fundraising target: £350

**Body copy:**

Mind Meridian Regular in blue or white

**Boxed out subheadings and bullet points:**

Mind Meridian Bold and Regular in blue or white

Sign up at **[mind.org.uk/sampleurl](http://mind.org.uk/sampleurl)**

**Calls to action:** Mind Meridian Bold and Regular in blue or white



Mind Events Fundraising Colour

Colour plays a vital role in how we express ourselves.

This page details our colour palette for both print and digital applications. Blue is synonymous with our brand - it unites everything we do.

Mind Blue and White are our two primary colours. These colours should be used across all communications.

Each colour is shown with print and digital information, so that you can use them across any format.

Each event type has been assigned a colour from our secondary colour palette.

Always use these secondary colours in combination with the primary palette. They should never be used solely in combination with each other.

Digital colour palette: RGB

**Mind Blue**  
Core colour  
RGB 19/00/193  
HEX 1300c1

**White**  
Core colour  
RGB 255/255/255  
HEX ffffff

**Peach**  
RGB 255/205/217  
HEX ffcd9

**Sky**  
RGB 157/168/255  
HEX 9da8ff

**Green**  
RGB 113/245/196  
HEX 71f5c4

**Purple**  
RGB 129/73/255  
HEX 8149ff

**Pink**  
RGB 255/00/113  
HEX ff0071

Print colour palette: uncoated CMYK

**Mind Blue**  
Core colour  
CMYK Uncoated  
100/90/0/0

**White**  
Core colour  
CMYK Uncoated  
0/0/0/0

**Peach**  
CMYK Uncoated  
0/33/10/0

**Sky**  
CMYK Uncoated  
43/33/0/0

**Green**  
CMYK Uncoated  
48/0/35/0

**Purple**  
CMYK Uncoated  
70/74/0/0

**Pink**  
CMYK Uncoated  
0/98/28/0

Primary	Secondary	Primary	Secondary
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## Mind Events Fundraising Photography style

People are what inspire and drive us. When photographing our events it is important that it feels authentic and natural, even when they are looking directly into the camera. This applies to individual as well as group photos.

Our photography is inclusive and reflects the diversity of our audiences, supporters and beneficiaries.

Imagery should feel natural and never look staged. People don't always have to be looking at camera, but make sure the person is framed as the main point of focus.



## Mind Events Fundraising Logo and strapline

When the logo appears with content such as photography or copy, it can be placed in the top right or bottom right.

The strapline should be positioned bottom left. You should use this in communications to help get our audience involved.

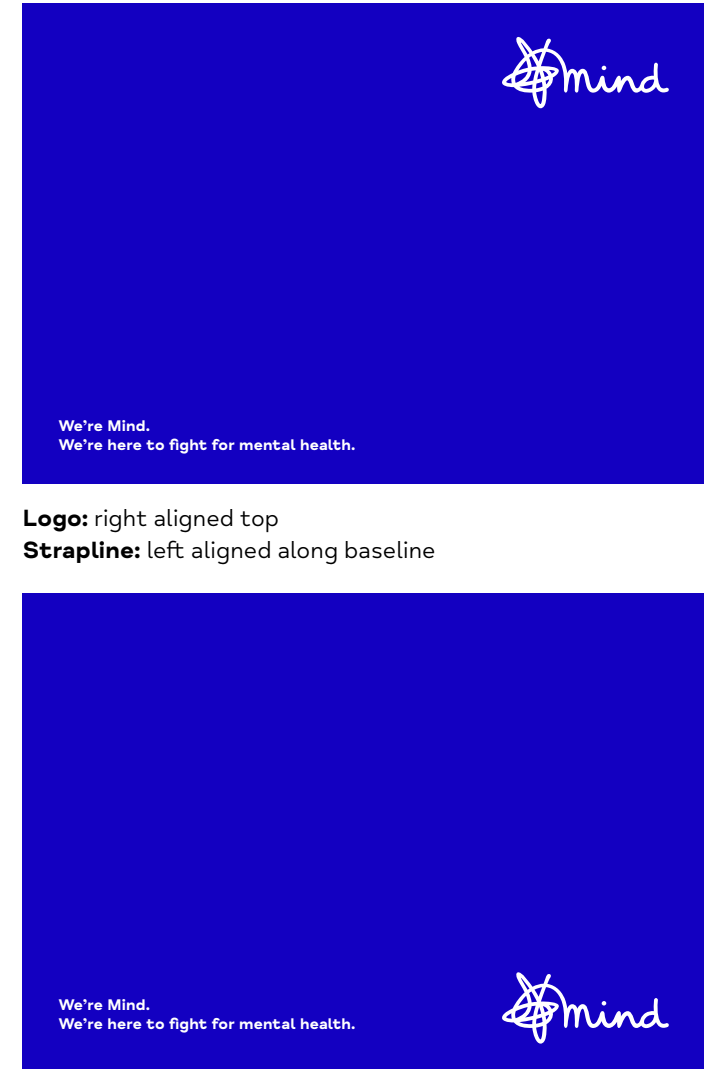
These placements apply to both portrait and landscape layouts.

### Portrait format



**Logo:** right aligned top  
**Strapline:** left aligned along baseline

### Landscape format



**Logo:** right aligned top  
**Strapline:** left aligned along baseline

**Logo:** right aligned along baseline  
**Strapline:** left aligned along baseline

## Mind Events Fundraising Fundraising Regulator logo

The Fundraising Regulator logo should be used on our comms where possible. It should not appear larger than the Mind logo.

The Fundraising Regulator logo can be aligned at the top or bottom right, making sure it doesn't make the layout look cluttered or confusing.

### Portrait format

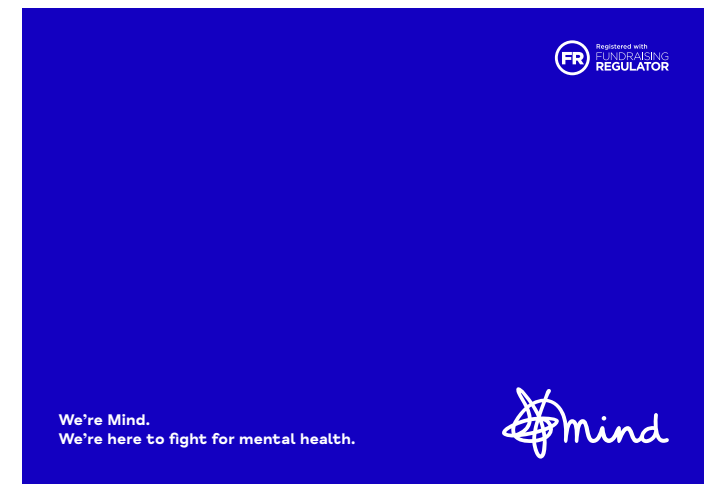


**Fundraising Regulator Logo:** right aligned top

### Landscape format



**Fundraising Regulator Logo:** aligned along baseline



**Fundraising Regulator Logo:** right aligned top



Image credit: iStockphoto

Registered with FUNDRAISING REGULATOR



# Run for mental health

Cardiff Half Marathon 1 October 2023

We won't give up until everyone with a mental health problem gets support and respect. Join #TeamMind today, and help us make it happen.

Sign up at [mind.org.uk/sampleurl](https://mind.org.uk/sampleurl)





We're Mind. We're here to fight for mental health.  
Registered charity in England (no. 259830) and a registered company (no. 424348) in England and Wales.

Image credit: iStockphoto

Registered with FUNDRAISING REGULATOR



# Cycle for mental health

RideLondon 100 28 May 2023

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Posters





**Run for mental health**  
**Rhedeg ar gyfer iechyd meddwl**

**Cardiff Half Marathon 1 October 2023**  
**Hanner Marathon Caerdydd 1 Hydref 2023**

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Ni fyddwn yn rhoi'r gorau iddi nes bod pawb sydd â phroblem iechyd meddwl yn cael cefnogaeth a pharch. Ymunwch â #TeamMind heddiw, a helpwch ni i wneud iddo ddigwydd.  
Cofrestrwch yn [mind.org.uk/sampleurl](https://mind.org.uk/sampleurl)

**We're Mind. We're here to fight for mental health.**  
**Rydym yn Meddwl. Rydyn ni yma i frwydro dros iechyd meddwl.**

Registered charity in England (no. 2198300) and a registered company (no. 424348) in England and Wales.  
Euswn gefnroddi yn Lloegr (nif 2198300) a cwmni cofrestrwyd (nif 424348) yng Nghymru a Lloegr.



**Cycle for mental health**  
**Beicio ar gyfer iechyd meddwl**

**RideLondon 100 28 May 2023**  
**RideLondon 100 28 Mai 2023**

We won't give up until everyone with a mental health problem gets support and respect. Join #TeamMind today, and help us make it happen. Sign up at [mind.org.uk/sampleurl](https://mind.org.uk/sampleurl)

Ni fyddwn yn rhoi'r gorau iddi nes bod pawb sydd â phroblem iechyd meddwl yn cael cefnogaeth a pharch. Ymunwch â #TeamMind heddiw, a helpwch ni i wneud iddo ddigwydd.  
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Euswn gefnroddi yn Lloegr (nif 2198300) a cwmni cofrestrwyd (nif 424348) yng Nghymru a Lloegr.



Bilingual posters



**Take on this scenic half marathon through London's stunning parks and past some iconic landmarks.**

Whether you've already got a place or are looking to secure one of our charity places – we'd love to have you!

Prioritising mental health has never been more important than it is right now.

Join Team Mind today and, with your help, we can continue to provide life-saving information and support.

**When you join #Team Mind, you'll get:**

- Mind running vest with iron-on letters
- Training and fundraising advice
- Cheering along the route to give you a boost
- A fabulous post-race celebration at the finish!

[www.mind.org.uk/royalparks](http://www.mind.org.uk/royalparks)

Registration fee: £35  
Fundraising target: £350

**We're Mind.  
We're here to fight for mental health.**

Registered charity in England (no. 219630) and a registered company (no. 424348) in England and Wales.



Hi @Firstname,

You've just done something incredible. You've joined **#TeamMind**. We're delighted to have you on the team!

To help get you started with your fundraising, take a look at our website at [mind.org.uk/events](http://mind.org.uk/events). From fundraising ideas to top tips for making your online giving page amazing, we've got you covered.

The money you raise by taking part, will help those of us experiencing mental health problems in England and Wales.

Thank you!

**We're Mind.  
We're here to fight for mental health.**

Registered charity in England (no. 219630) and a registered company (no. 424348) in England and Wales.



Event postcard

Thank you postcard

## Take on a challenge for #TeamMind and fight for mental health



1 in 4 of us experiences a mental health problem every year. That's why we're here, fighting for mental health. But we can't do it alone. We need brilliant people like you on **#TeamMind**, raising money to help make it happen. Walking, running, biking, trekking – there's so much to choose from.

### Runs

**Brighton Marathon**  
2 April 2023

**Brighton 10k**  
2 April 2023

**London Landmarks Half Marathon**  
2 April 2023

**TCS London Marathon**  
23 April 2023



**Virtual TCS London Marathon**  
23 April 2023

**Great Manchester Run 10K and Half Marathon**  
21 May 2023

**Great North Run**  
10 Sept 2023

**Berlin Marathon**  
24 Sept 2023

**Cardiff Half Marathon**  
1 Oct 2023

**Royal Parks Half Marathon**  
8 Oct 2023

### Tough Mudder

**Tough Mudder 2023/24**  
1 April 2023 - 31 March 2024

**Tough Mudder Finsbury Park 5k, 10k**  
15 - 16 April 2023

**Tough Mudder London West 5k, 10k, 15k**  
6 - 7 May 2023

**Tough Mudder Midlands 5k, 10k, 15k**  
24 - 25 May 2023

**Tough Mudder Manchester 5k, 10k**  
15 - 16 July 2023

**Tough Mudder Yorkshire 5k, 10k, 15k**  
29 - 30 July 2023

**Tough Mudder South West 5k, 15k**  
12 Aug 2023

**Tough Mudder North West 5k, 10k, 15k**  
9 - 10 Sept 2023

**Tough Mudder London South 5k, 10k, 15k**  
23 - 24 Sept 2023



### Challenges

**27/27 Student Running**  
1 - 27 March 2023

**Easter 50 Challenge**  
1 April 2023



**Isle of Wight Challenge**  
29 - 30 April 2023

**Jurassic Coast Challenge**  
13 - 14 May 2023

**London 2 Brighton Challenge**  
27 - 28 May 2023

**Lake District Challenge**  
10 - 11 June 2023

**Three Peaks Challenge**  
16 - 18 June 2023

**Cotswold Way Challenge**  
24 - 25 June 2023

**Peak District Challenge**  
8 - 9 July 2023

**North Downs 50 Challenge**  
22 July 2023

**South West 50 Challenge**  
5 Aug 2023

**South Coast Challenge**  
2 - 3 Sept 2023

**Three Peaks Challenge**  
8 - 10 Sept 2023

**Thames Path Challenge**  
9 - 10 Sept 2023

**Thames Bridges Trek**  
9 Sept 2023

**Chiltern 50 Challenge**  
23 Sept 2023

**Halloween Walk**  
28 Oct 2023

**Winter Walk**  
28 - 29 Jan 2024



**Skydives**  
Variety of dates & locations

### Virtual Challenges



**Stream for Mind**  
All year round in 2023

**Strava 50km for Mental Health**  
1 - 28 Feb 2023

**50 squats a day in February Facebook challenge**  
1 - 28 Feb 2023

**100 Miles in March Facebook Challenge**  
1 - 31 March 2023

### Cycles

**RideLondon-Essex 100**  
28 May 2023

**London to Brighton Bike Ride**  
18 June 2023

**London to Brighton Cycle Ride**  
10 Sept 2023

### Mental Health Awareness Days

**National Stress Awareness Month**  
April 2023

**World Suicide Prevention Day**  
10 Sept 2023

**World Mental Health day**  
10 Oct 2023

**Mental Health Awareness Week**  
1 - 7 Oct 2023

**Time to Talk Day**  
2 Feb 2024

**Childrens Mental Health Awareness Week**  
6 - 12 Feb 2024



### Events calendar





Registered with FUNDRAISING REGULATOR

## Take on a challenge for #TeamMind and fight for mental health

<b>Cardiff Half Marathon</b> 1 October 2023	<b>RideLondon 100</b> 28 May 2023	<b>Skydiving Event</b> 00 Month 2023
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Find your challenge at [mind.org.uk/sampleURL](https://mind.org.uk/sampleURL)

To find out more about ways to get involved email [example@mind.org.uk](mailto:example@mind.org.uk)

Registered charity in England (no. 219630) and a registered company (no. 424348) in England and Wales.



Registered with FUNDRAISING REGULATOR

## Skydive for mental health

Event Name 00 Month 2023

We won't give up until everyone with a mental health problem gets support and respect. Join #TeamMind today, and help us make it happen.

Sign up at [mind.org.uk/sampleurl](https://mind.org.uk/sampleurl)



**We're Mind. We're here to fight for mental health.**

Registered charity in England (no. 219630) and a registered company (no. 424348) in England and Wales.





Registered with FUNDRAISING REGULATOR

## Get muddy for mental health

**Tough Mudder Yorkshire 29–30 Jul 2023**

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Press ads



Take on a challenge for  
#TeamMind and fight for  
mental health  
Cymerwch her i #TîmMind ac  
ymladd dros iechyd meddwl

<b>Cardiff Half Marathon</b> 1 October 2023 <b>Hanner Marathon Caerdydd</b> 1 Hydref 2023	<b>RideLondon 100</b> 28 Mai 2023 <b>RideLondon 100</b> 28 Mai 2023	<b>Skydiving Event</b> 00 Month 2023 <b>Digwyddiad plymio o'r awyr</b> 00 Mis 2023
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Find your challenge at [mind.org.uk/sampleURL](https://mind.org.uk/sampleURL)  
Dewch o hyd i'ch her yn [mind.org.uk/sampleURL](https://mind.org.uk/sampleURL)

To find out more about ways to get involved email [example@mind.org.uk](mailto:example@mind.org.uk)  
I ddarganfod mwy am ffyrdd i gymryd rhan e-bost [example@mind.org.uk](mailto:example@mind.org.uk)

Registered charity in England (no. 279830) and a registered company (no. 424348) in England and Wales.  
Eusen gofrestrwyd yn Lloegr (nif. 279830) a cwmni cofrestrwyd (nif. 424348) yng Nghymru a Lloegr.



Skydive for mental health  
Nenblymio ar gyfer  
iechyd meddwl

**Event Name** 00 Month 2023  
**Enw Digwyddiad** 00 Mis 2023

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Ni fyddwn yn rhoi'r gorau iddi nes bod pawb sydd â phroblem iechyd meddwl yn cael cefnogaeth a pharch. Ymunwch â #TeamMind heddiw, a helpwch ni i wneud iddo ddigwydd.  
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Eusen gofrestrwyd yn Lloegr (nif. 279830) a cwmni cofrestrwyd (nif. 424348) yng Nghymru a Lloegr.



Get muddy for mental health  
Ewch yn fwdlyd ar gyfer  
iechyd meddwl

**Tough Mudder Yorkshire 29–30 Jul 2023**  
**Anodd Mudder Swydd Efrog 29-30 Gorff 2023**

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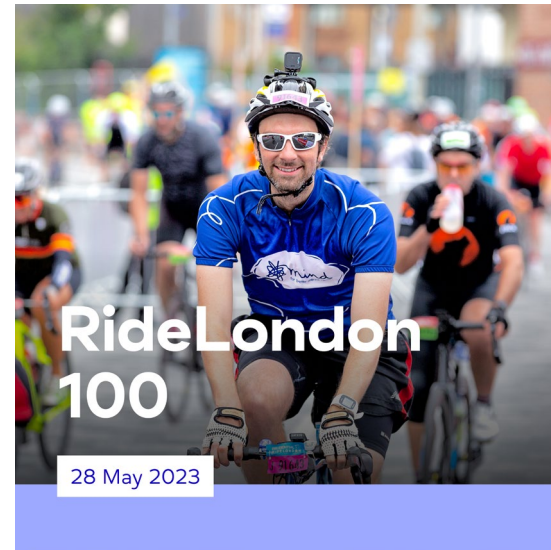
## Bilingual press ads



## Mind Events Fundraising In application

### Social Media

Instagram square format



**Social Media**

Instastory



## Cardiff Half Marathon

Join **#TeamMind**

“Quote obit ut latiis nis estamen kallisa  
eturern aturibus debis etlaut esta latur  
magnihite as as rectem.”

**Anne Other**



## RideLondon 100

Join **#TeamMind**

“Quote obit ut latiis nis estamen kallisa  
eturern aturibus debis etlaut esta latur  
magnihite as as rectem.”

**Andy Nother**



## Mind Events Fundraising In application

### Social Media

Facebook square format



Web banners



2000 x 400px



1680 x 550px



300 x 250px



1200 x 600px



728 x 90px

Web banners gif



2000 x 400px



**Certificate**



**Big Screen gif**

We believe that  
**no one should have  
to face a mental  
health problem  
alone...**



...and we won't give  
up until everyone  
experiencing a mental  
health problem gets  
support and respect.





## Got any questions? Get in touch:

Our [Brand hub](#) is your 1 stop shop for everything brand related. Go here for all things video, photo, copy and more.

supporterrelations@mind.org.uk  
020 8215 2243

**We're Mind.**  
**We're here to fight for mental health.**

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and a registered company (no. 424348) in England and Wales.