

MEND | Meet Each Need with Dignity

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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, either online or print. Approval will be provided promptly.
3. Tag MEND in any social media posts using the following tags:
[@MENDPoverty](#) (Facebook, Twitter, Instagram) [#MENDPoverty](#)
[#PeopleHelpingPeople](#)

We're grateful for your partnership. If you have any questions, contact:
Cristina Coronel at, Cristina@MendPoverty.Org or Marketing@MendPoverty.Org