



Visual Identity



Who are Myriad?

The Myriad Centre makes a positive difference to the lives of young adults with profound and multiple learning disabilities (PMLD) in Worcestershire and surrounding areas.

This guideline covers all aspects of The Myriad Centre visual identity, whether you're using it for print, digital, large or small.



Myriad Centre Values

At Myriad, our culture is centered around our core values.

Every member of the Myriad team has a responsibility to be true to these values in their role.



Client Centered Care

Providing a wide range of specialised services, activities and therapies, tailored specifically for each client.



Passionate & Positive

Championing the cause of PMLD, focussed on positivity, and striving for excellence.



Enriching Lives

Creating meaningful experiences for clients, by focussing on possibilities and seeing past limitations.



Loyal & Supportive

We have a reputation for caring for and empowering our clients whilst championing their independence.

Myriad Centre Voice

It is crucial that all communication from Myriad is consistent and true to the voice of our charity.

Positive, creating meaning and connection, caring and professional, speaking with passion, focussed on possibility and seeing past limitations, always championing our client's independence and the cause of PMLD.

Myriad Centre Primary Logos

This is the primary logo for the Myriad visual identity. The primary logo has two options, one with and one without a strapline.

Where suitable, the logo with the strapline should always be used but the alternative logo should be used where the strapline will be illegible.



Myriad Centre Responsive Logos

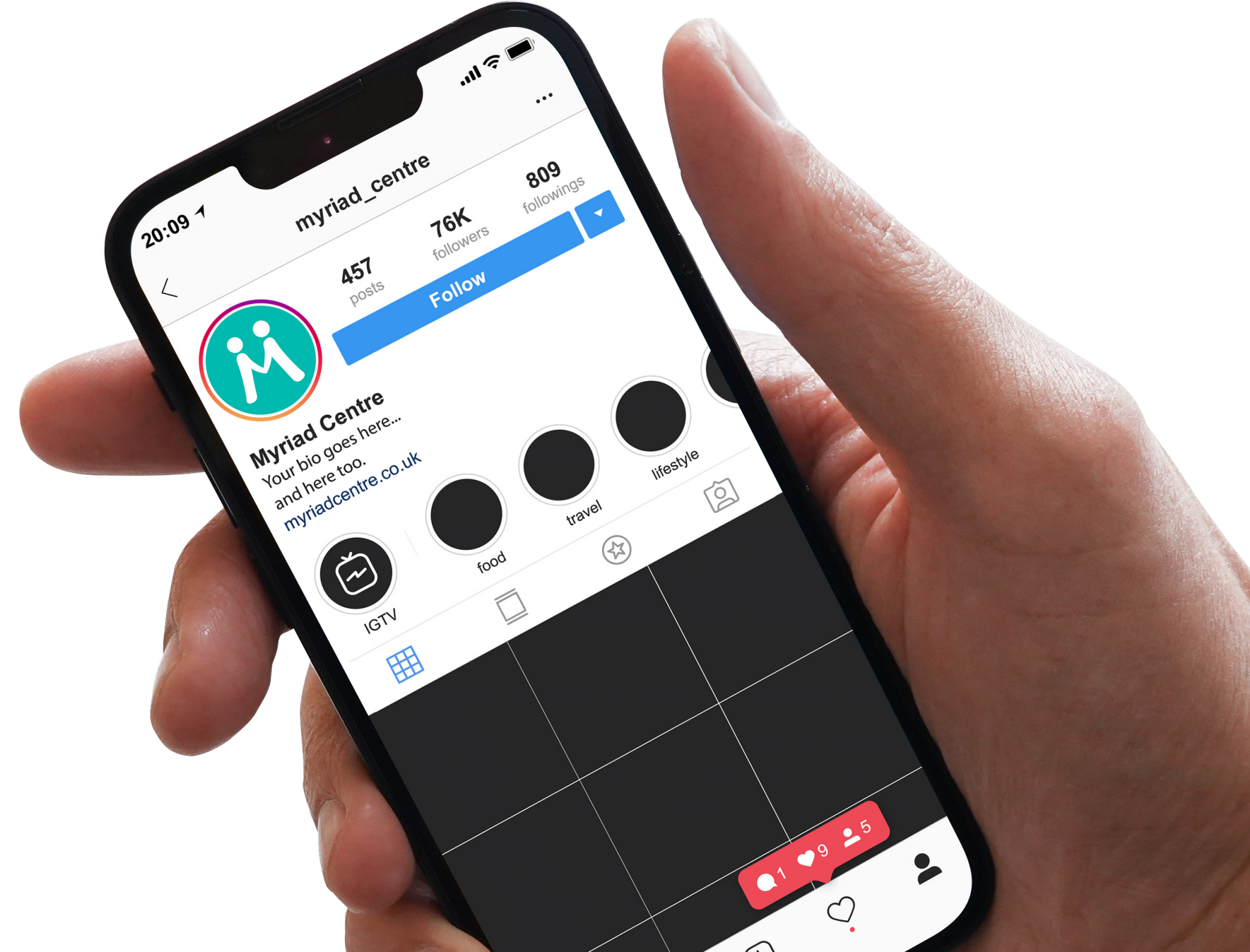
The Myriad visual identity has multiple responsive logo versions to be used when the primary logo is not suitable.

These logos just use the logo text which makes it more usable in smaller spaces such as pens and lanyards.



Myriad Centre Responsive Logos

The Myriad visual identity also has responsive logo versions using just the logo marque, for situations where the brand will appear small e.g. social media profile picture.



Myriad Centre Fonts

These are the fonts to be used within the Myriad visual identity.

Lato - Black (Use for headings & subheadings)

-30 Tracking to be used

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890?!&()“”;

Lato - Regular (Use for body text)

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

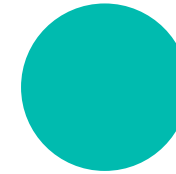
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890?!&()“”;

Myriad Centre Colours

The Myriad Centre colour palette has a set of primary and secondary colours. See the next page for guidance on combining the colours.

Primary Colours

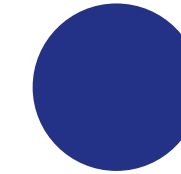


Turquoise

#00BBAF

RGB = 0 | 187 | 175

CMYK = 72 | 0 | 40 | 0



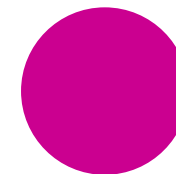
Royal Blue

#233186

RGB = 35 | 49 | 134

CMYK = 100 | 90 | 13 | 1

Secondary Colours



Cerise

#CB0090

RGB = 203 | 0 | 144

CMYK = 262 | 94 | 0 | 0

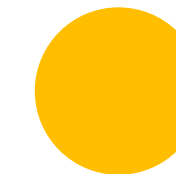


Cinnabar

#E0361A

RGB = 224 | 54 | 26

CMYK = 4 | 89 | 96 | 0



Amber

#FFBF00

RGB = 255 | 191 | 0

CMYK = 0 | 28 | 93 | 0

Myriad Centre Imagery

Myriad Centre imagery should be positive, and show the amazing experiences and support the Myriad clients receive, and the one to one care the staff provide.

A number of hero images on colourised backgrounds are available in the brand pack.



Myriad Centre Campaign Example

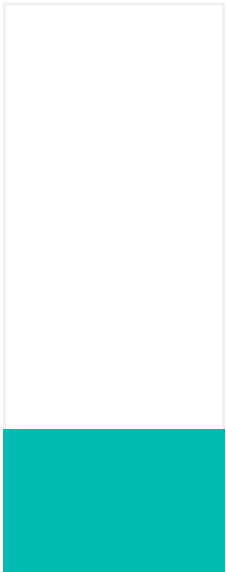
The Myriad brand pack contains a 'My' logo which can be used within straplines for promotional campaigns.

The purpose of the 'My' logo is to give Myriad clients a voice as the most important element of The Myriad Centre.



Corporate Style

For documents and corporate collateral, a simplified primary colour scheme is used.



80% White

20% Colour



Gift aid form multiple donations

Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

To Gift Aid your donation you must tick the box below:

☐ I want to Gift Aid my donation of £_____ and any donations I make in the future or have made in the last 4 years to The Myriad Centre.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

Your details (please complete using capital letters):

Title		First Name or Initial/s	
Surname			
Full Home Address			
Postcode			
Signature		Date	

Please notify us if you:

- Want to cancel this declaration.
- Change or name or home address.
- Change your tax status and no longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customers to adjust your tax code.

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Collateral Templates

Collateral templates are available on Canva using the Myriad account.



Annual Report Example



01905 729190
The Myriad Centre
St George's Walk Barbourne, Worcester, WR1 1QY



Tel: 01905 729190 | Email: info@myriadcentre.co.uk
Address: St George's Walk, Barbourne, Worcester WR1 1QY
Our Patron: Lord Faulkner of Worcester
Registered charity number: 1109843 | Registered company number: 5321062



**CHERYL
JOHNSON**
Fundraising Development Manager

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myriadcentre.co.uk
St George's Walk, Barbourne, Worcester WR1 1QY
Registered Charity No. 1109843 | Registered Company No. 5321062

Letterhead & Business Card Examples



Leaflet Example



Tel: 01905 729190 | **Email:** info@myriadcentre.co.uk

Address: St George's Walk, Barbourne, Worcester WR1 1QY

Our Patron: Lord Faulkner of Worcester

Registered charity number: 1109843 | **Registered company number:** 5321062

