



Identity Guide

The Money Advice and Budgeting Service (MABS) provides a free, confidential, independent and non-judgemental service for people in debt or in danger of becoming over indebted.

funded & supported by
Citizens **Information** Board
information · advice · advocacy



To establish a consistent visual identity for the Money Advice and Budgeting Service (MABS) brand there are some straightforward rules which must be adhered to when using the logo.

These are not voluntary guidelines or suggestions but are strict conditions under which permission to use the logo may be granted.

For further information and advice please contact:
Evelyn Lee, PR Executive, Citizens Information Board

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The MABS logo is available in one format, with fixed position, proportions, typeface and colours. The logo comprises three elements - the motif to the left, the MABS acronym, and the organisation full title as a descriptor beneath. These three elements form one complete logo and therefore must never appear separately from each other on MABS publications.



The approved colour references are:

Pantone Violet
(C89 M84 Y0 K0), and

Pantone Green 381
(C22 M0 Y83 K0)

The logo always prints CMYK, using the breakdowns above, unless it is black and white.

Colour reproduction: The logo prints full colour on a white background. The logo may be printed in single colour black only or white on a solid dark background colour. It may not be printed in any other single colour.

Black and white reproduction: The logo prints black on a white background. The logo may be printed white on a solid black.



A minimum clear area equal to the height of the lower case letters must be observed around the logo.

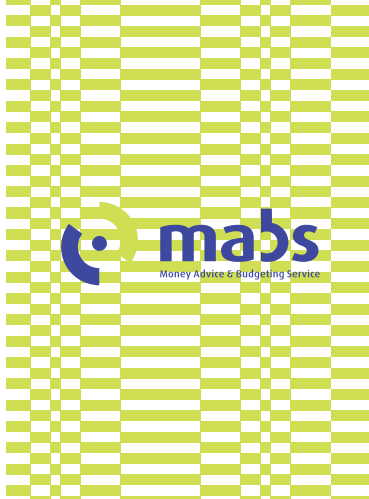
The logos must be used no smaller than 62mm in width.



The logo may not be rearranged or distorted in any way.
The typeface, scale or positioning or type may not be changed.



The colours of the logo may not be changed in any way.
The logo may not be printed on a tint, background pattern or image.



No elements may be added to or encroach on the logo



All artwork files can be downloaded from our website
www.citizensinformationboard.ie/downloads/mabs



Full colour logo

Filename

MABS_standard_cmyk.eps

MABS_standard.jpg



White logo - on violet

Filename

MABS_white_on_violet.eps

MABS_white_on_violet.jpg



White logo - on black

Filename

MABS_white_on_black.eps

MABS_white_on_black.jpg



Black logo

Filename

MABS_black.eps

MABS_black.jpg