

MHD Logo Usage Guidelines



International Manual Handling Day Logo Usage Rights

Free Usage License

The International Manual Handling Day logo is **FREE to use** for: - Workplace safety materials - Educational purposes - Training documents - Safety presentations - Company newsletters - Internal communications - Non-commercial safety initiatives

Logo Specifications

File Formats Available: - PNG (transparent background) - Best for digital use - JPG (white background) - Good for print materials - SVG (vector format) - Scalable for any size

Color Specifications: - Primary Orange: #FF6B35 - Navy Blue: #2C3E50 - White: #FFFFFF

Minimum Size: - Digital: 100px width minimum - Print: 25mm width minimum

Proper Usage

✅ **DO:** - Use the logo as provided - Maintain proper proportions - Ensure adequate white space around logo - Use on contrasting backgrounds for visibility - Include in workplace safety materials - Add to training certificates - Feature in safety presentations

❌ **DON'T:** - Alter the colors - Stretch or distort the logo - Add effects or shadows - Use on busy backgrounds - Rotate or flip the logo - Separate elements of the logo - Use for commercial purposes

Logo Design Features

Improved Design Elements: - Clear, anatomically correct human figure - Proper lifting posture demonstration - Two distinct legs in stable stance - Professional circular badge format - Clean typography and layout

Safety Message: The figure demonstrates proper manual handling technique: - Bent knees, straight back - Wide, stable stance - Load held close to body - Proper lifting form

Placement Guidelines

Recommended Positions: - Top left or right of documents - Header of presentations - Corner of certificates - Footer of emails - Cover of training materials

White Space: - Minimum clear space = 1/2 the height of the logo - Keep text and other elements outside this space - Ensure logo doesn't compete with other elements

Background Usage

Suitable Backgrounds: - White or light colors - Solid colors with good contrast - Subtle patterns (if logo remains clearly visible)

Avoid: - Busy photographs - Similar colors to logo - Gradients that interfere with readability - Textures that make logo unclear

Co-Branding

When using with your company logo: - Give equal prominence to both logos - Maintain separate clear spaces - Don't overlap or merge logos - Consider hierarchy based on context

Digital Usage

Website: - Use PNG format for transparency - Optimize file size for web - Include alt text: "International Manual Handling Day Logo" - Link to official MHD website when possible

Social Media: - Maintain visibility at small sizes - Use high contrast backgrounds - Include #ManualHandlingDay hashtag - Tag official MHD accounts when available

Email: - Use appropriate size for email clients - Test across different devices - Include in email signatures during July - Use in safety newsletter headers

Print Usage

Business Cards: - Minimum 15mm width - High resolution (300 DPI) - Vector format preferred

Posters: - Scale appropriately for viewing distance - Maintain readability - Use vector format for large sizes

Certificates: - Position prominently but not overwhelming - Coordinate with certificate design - Use high quality printing

Examples of Good Usage

1. Training Certificate Header

2. Logo in top right corner
3. Company logo in top left
4. Adequate white space around both

5. Safety Poster

6. Logo in bottom right
7. Clear contrast with background
8. Proper size for readability

9. Email Signature

10. Small logo next to contact info
11. Links to MHD website
12. Professional appearance

File Downloads

Available Formats: - mhd-logo-improved.png (High resolution PNG) - mhd-logo-improved.jpg (High resolution JPG) - mhd-logo-improved.svg (Vector format - coming soon)

Legal Information

Copyright: International Manual Handling Day Initiative **License:** Free for workplace safety and educational use **Restrictions:** No commercial use without permission

Attribution: Not required but appreciated

Contact Information

For questions about logo usage or to request additional formats: - Website: [MHD Website URL] - Email: info@manualhandlingday.org (example)

Reporting Misuse

If you see inappropriate use of the MHD logo: - Document the misuse with screenshots
- Contact us with details - Help us protect the integrity of the brand

Quick Reference Checklist

Before using the MHD logo, ask yourself:

- ☐ Is this for workplace safety or educational purposes?
- ☐ Am I using the logo as provided without alterations?
- ☐ Is there adequate white space around the logo?
- ☐ Is the logo clearly visible against the background?
- ☐ Am I using an appropriate file format and size?
- ☐ Does the usage align with MHD values and mission?

If you answered "yes" to all questions, you're good to go!

Logo Update Notice

New Improved Design (2025): We've updated our logo design to feature a clearer, more anatomically correct figure demonstrating proper manual handling technique. The new design maintains our professional orange and navy blue color scheme while providing better visual clarity and safety messaging.

Previous Version: If you have materials using the previous logo version, we encourage updating to the new design for consistency and improved visual impact.

Help us spread awareness of International Manual Handling Day by using our improved logo responsibly on your workplace safety materials. Together, we can make workplaces safer worldwide!