

Brand Guide

This document is an abridged version of MADD's brand guide, meant to be referenced by external parties.

2025

Table of Contents

Visual Identity	2
MADD Logos	2
Colors	4
The Triangle	5
Fonts	5
Photography	6
 Brand Tone And Voice	 7
The MADD Name	7
Messaging Tips	7
Brand Tone	8

MADD Logos

Please Do

- ✓ Use the primary brand logo as much as possible rather than sub logos. We are one unified MADD and regardless of the state or department you work in, we are all working toward the same goal. Anything the public sees should make them think “MADD” first and work to gain general brand recognition and awareness for the entire organization rather than a single initiative.
- ✓ Think about the logo placement and how it relates to the other elements around it. It should not be an afterthought.
- ✓ Consider scale. The tagline lockup should work in harmony with the elements around it.
- ✓ Place the tagline lockup on backgrounds that emphasize legibility. All letterforms of the logo should be legible in full.

Brand Logo

Any of the below logos are acceptable to use. They each come in 4 color variations so please be sure you are using the version that is easiest to read in your design.

Primary Logo

The primary logo consists of the word "MADD" in a bold, red, sans-serif font. The letter "A" is replaced by a red triangle. A small trademark symbol (TM) is located at the top right of the letter "D".

IMPAIRED
DRIVING
ENDS HERE.

Other Logos

This logo features the word "MADD" in red, with the "A" as a triangle and a trademark symbol. To its right, the tagline "IMPAIRED DRIVING ENDS HERE." is written in a smaller, black, sans-serif font.This logo features the tagline "IMPAIRED DRIVING ENDS HERE." in a large, black, sans-serif font. Below the tagline, the word "MADD" is written in a smaller, red, sans-serif font, with the "A" as a triangle.

MADD Logos

Please Don't

- ⊗ Alter, stretch, angle, or distort the tagline lockup in any way.
- ⊗ Use the lockup as part of a sentence, or combine it with other words.
- ⊗ Add any effects to the tagline lockup (such as a drop shadow, outer glow, underline, outline etc.)
- ⊗ Recolor the tagline lockup in any way.

These examples show incorrect usage of the MADD logo tagline lockup. It's important to avoid modifying the logo lockup in any way. Its integrity should be maintained at all times.



Colors

Primary Colors
Use Often

Bright Red CMYK 0, 99, 97, 0 RGB 237, 28, 36 HEX #ED1C24 Pantone 185 C	Dark Red CMYK 7, 100, 68, 32 RGB 157, 28, 32 HEX #9D1C20 Pantone 187 C
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Secondary Colors
Use Moderately

Navy CMYK 73, 45, 24, 66 RGB 28, 28, 48 HEX #1C1C30 Pantone 296 C	Violet CMYK 89, 99, 0, 0 RGB 73, 49, 146 HEX #3E00A8 Pantone 2098 C
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Tertiary Colors
Use Sparingly

Dark Teal CMYK 86, 0, 32, 0 RGB 5, 149, 68 HEX #0595A8 PMS 7710 C	Light Teal CMYK 31, 0, 6, 0 RGB 169, 222, 236 HEX #A9DEEC PMS 304 C	Dark Pink CMYK 3, 60, 0, 0 RGB 220, 96, 164 HEX #DC60A4 PMS 321 C	Light Pink CMYK 0, 11, 0, 0 RGB 253, 232, 241 HEX #FDE8F1 PMS 217 C
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Neutrals

In addition to the colors shown above, you may also utilize black, white, and gray.

Design Elements

The Triangle

Any use of the triangle for design applications must be approved by our Creative team. Email us at marketingandcomms@madd.org to learn more.

Everyday Use Fonts

MADD uses the following open-source typefaces.

DM Serif Display for Headlines

ARGENTUM NOVUS FOR CALL OUTS OR ACCENTS

Work Sans Regular for body copy

Photography

Photography

We inspire people by connecting with them, and the surest way to relate to our supporters is by telling stories. With words and images, we stoke emotions—hope, confidence, outrage, and many more—that help persuade and mobilize people to take action with us.

Our photos should depict familiar moments in time that tell stories and create feelings. Our words should speak to universal truths as we explain why this mission matters so much that we simply must act.

MADD photography should have a human focus and feel authentic. Avoid images that are overly edited, obviously staged, excessively busy, or dated.



The MADD Name & Messaging Tips

When to use “MADD” vs “Mothers Against Drunk Driving”

We want people to think “MADD” when thinking about our organization. But, we still legally operate under the name “Mothers Against Drunk Driving.”

MADD should be abbreviated in: social, web, print, email, and verbal.

Mothers Against Drunk Driving should be spelled out in: contracts, billing, and official or legal documentation.

Public Relations and Media:

We adhere to AP Style guide. In AP style, when abbreviating an organization’s name, you should spell out the full name on the first reference and then use the abbreviation on subsequent references.

Mothers Against Drunk Driving (MADD) first time; MADD every time after.

Messaging Tips

When it comes to communications, consider your audience and frame your messaging appropriately to meet them where they are.

- **Use impaired driving more frequently over drunk and drugged driving in communications.** Impaired driving encapsulates both and data shows it better reflects our commitment to change public perception on getting behind the wheel after drug use or alcohol consumption. When needed for variation, it is still acceptable to use the alternative.
- **Replace No More Victims tagline with Impaired Driving Ends Here.** Please be sure to scrape your materials to reflect that change and keep an eye out that the sentence still makes sense grammatically.

Brand Tone

What is our tone?

Our tone is our mood. It meets the user where they are and adapts to the moment, channel, audience, and purpose of the message.

MADD historically has lived in the “fed up” tone and we want to make a conscious effort to move toward “matter of fact.”

Flex as
needed



Start here



Flex as
needed

Fed up

We believe every impaired driving death is an affront to humanity.

Be outraged, demanding, and unabashed.

Tenacious

We'll do whatever it takes to save more lives. There's no stopping us.

Be strong, persistent, and focused.

Matter of fact

There's no grey area. With facts on our side, we speak with clarity and purpose.

Be honest, direct, and firm.

Caring

Our purpose is rooted in love — for our families, friends, and all of humanity.

Be warm, sympathetic, and heartfelt.

Joyous

We seek to save lives because life is beautiful. We must not lose sight of that.

Be hopeful, celebratory, and appreciative.