

Muscular Dystrophy Association Logo Guidelines for DIY Fundraising Events

Muscular Dystrophy Association (MDA) is the #1 voluntary health organization in the United States for people living with muscular dystrophy, ALS, and related neuromuscular diseases. For over 70 years, MDA has led the way in accelerating research, advancing care, and advocating for the support of our families.

MDA's mission is to empower the people we serve to live longer, more independent lives.

Our brand is an important tool. A strong brand enables us to communicate our personality, our character and our attitude. The following document outlines the key elements of our visual identity, and the ways we can express our brand through typography, color, imagery and iconography.

The Benefiting Muscular Dystrophy logo on the collateral that you create helps to drive your fundraising goals and support the MDA mission.

Logo to use



Minimum height for print - .25"



Our logo makes a statement about who we are and what we stand for. It is passionate, personal, and inspiring. Follow the recommendations here to ensure that our logo reads clearly across all applications.

Clear Space

Keep the logo clear of competing text, images, and graphics by maintaining the minimum amount of clear space, equal to the size of the "heart" of the MDA logo on all sides.

Proportion Size

The M and A of the MDA logo are 2x "heart" in width.

Minimum Size

Keep the logo legible by always using it in sizes equal to or greater than 0.25" high for print, and 25px high for digital applications. Clear space is equal to the size of the "heart" on all sides.