



EMPOWERING YOUNG PEOPLE AND GRASSROOTS COMMUNITIES

Registered Charity number: 1185747

 020 8683 2922

 www.music-relief.org

 info@music-relief.org

Music Relief Foundation Launches a Fresh and Vibrant Rebrand

When the charity launched in 2011, we opted for a basic logo with the colours of boysenberry purple and pear green written in bold for the letters of M and R that act as an abbreviation of the charity.

After the celebration of our tenth anniversary in 2021, we changed the logo to a bigger, and visually appealing asset by incorporating our slogan of 'Working and supporting young people for ten years' to reflect our exemplary work in the grassroots community. Similar to the first logo, we continued to use an integrated, recognisable sans serif font that is accessible to read for everyone.

Taking instructions from our web developer to create something that truly reflects who we are, our diverse team, and what we represent, we have rebranded to a more vibrant logo that captures our long-standing presence in the charity sector.

Our fresh logo displays a picture of a charity that continues to serve the grassroots communities, but also capable of serving the corporate community with a strong emphasis on music as our core offering.





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Although we wanted to create a logo that is bright and captivating, we strived to keep to the theme of purple and green. Elevating the shades to a lighter hue of magenta and a gradient green, we added an azure blue colour on the letter 'M' and featured a pixelated effect that depicts the versatility of the programmes we offer.

Magdalene Adenaike FRSA, CEO and Founder says “After ten years of serving just young people, now in our eleventh year, we are rebranding and expanding our reach to 'empower young people and grassroots communities'. We have grown, developed and learnt so much over the years, and we are now ready to reach out to the broader audience with collaborations from a cross-section of society.”