

MRS Membership Mark

2026

Guidelines

Market Research Society Members can use the MRS Membership Mark while retaining MRS Membership.

The full colour version should be used. When colour is limited to a single colour, the black & white version should be used.

The Mark has been designed for use on any coloured or photographic background. Please use the reverse version only when placed on a dark background.

The minimum clear space is 25% of the width of the Mark.

The recommended size is 20mm in width for print reproduction. For digital/screen usage all elements of the Mark should be clear and legible.

Please do not:

- manipulate, stretch or crop the logo
- add effects to the logo, such as a drop shadow
- alter or move the logo components
- re-draw the logo
- change the logo colours



20mm



16mm



Black and white



The MRS Membership Mark should have as much space around it as possible. The minimum exclusion zone is defined by the grey dotted line as shown above.

For all Mark enquiries contact:

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