MULLIGAN™
Manual Therapy Concept

This book will guide anyone involved with MULLIGAN™ on how to use the MULLIGAN™ brand, logo and all other design and communication elements. The book describes and explains the brand identity of MULLIGAN™ and elaborates on the usage of the brand.

The rules as described in this book are strongly recommended to use for all communication elements designed by and for MULLIGAN™. They cannot be changed or modified without permission by the MCTA.

BRAND IDENTITY BOOK

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MISSION

VISION

The primary goal of the MULLIGAN™ Concept Teachers Association (MCTA) is to disseminate the intellectual legacy of Brian MULLIGAN (MULLIGAN™ MWMs, NAGs, SNAGs, PRPs etc.) internationally.
This is achieved by conducting post graduate courses for clinicians, participating in conferences, providing information for the public and supporting research into the concept.

The concept of 'Mobilisation With Movement' (MWM) developed by Brian Mulligan is a unique form of manual therapy incorporating elements of functional exercise and cognitive therapy. MWM requires active patient participation and when performed appropriately, renders symptomatic movements painfree.The clinical paradigm uses real time feedback to determine when the concept is both appropriate and indicated.

The MCTA promotes the concept to ensure that clinicians and potential patients are aware of MULLIGAN™ treatment options. The MCTA aims to provide high quality post graduate education for clinicians so that they may competently provide MULLIGAN™ treatment when indicated.

The vision states how we, MULLIGAN™, want to realize our mission.

To establish the MCTA as the international leader in Mulligan Concept education across the health professions.

We will
• promote MULLIGAN™ both on national and international levels to all relevant health professionals
• provide clinically applicable courses of high quality for clinicians
• promote and support research into the MULLIGAN™ treatment approach
• encourage both new and existing MULLIGAN™ clinicians, growing CMP numbers internationally
• be individual brand advocates and promote MULLIGAN™ via courses, literature, and social media channels.
• maintain a positive collaborative culture within the MCTA and honour it's constitution. Members will display professionalism, and value cohesion and friendship in all endeavours, promoting the best interests of the Concept before those of the individual
• at all times acknowledge the founder of the group, Brian Mulligan and his contribution to manual therapy.

LOGO

There are currently two versions of the MULLIGAN™ logo available. However, which on you use depends on the format and the combination of elements where the logo is used. In general, **the rule is**:

Only use the 'solo' MULLIGAN™ logo when the subtitle 'manual therapy concept' is nearby the logo on the same format. For example on a flyer where you explain the subtitle in the introduction.

Use the MULLIGAN™ including the subtitle logo in all other occasions.

The MULLIGAN™ logo should always be placed in the upper left corner with an even amount of 'whitespace' above the logo and on the left side of the logo.

'Solo' MULLIGAN™

Only use the 'solo' MULLIGAN™ logo when the subtitle 'manual therapy concepts' is readable nearby the logo on the same format.

MULLIGAN™ including subtitle

You should use this MULLIGAN™ including the subtitle logo on most occasions. The only exception is the one above ('solo').

TRADEMARK

Underneath are the guidelines stated on how to properly use the MULLIGAN™ trademark. These guidelines/rules were set to ensure the proper usage of the trademarks by the MCTA and its members. These rules are of importance to this by making clear MULLIGAN™ concerns a trademark:

- use trade mark symbol: ™
- use a non-proprietary term or an alternative generic name of the goods and services together with the trademark, e.g: MULLIGAN™ manual therapy;
- distinguish the trademark from surrounding text by **capitalizing** the trademark (or alternatively using a distinctive typeface, or capitalizing (at least) the first letter or all letter of the trademark), e.g.: MULLIGAN™
- do not use the trademark as a verb;
- do not abbreviate the trademark or alter it in any way;
- these rules should be applied in all communications: website, social media, brochures, flyers, at pricelists on treatments of practitioners, etc;
- educate and enforce proper usage of the trademark by individuals within the MCTA, members, licensees, distributors, participants in a MULLIGAN™ course, consumers, to ensure proper usage of the trademark;
- object to others' misuse of the trademark, and keep record's thereof.

We deem it would be good if these rules would be provided to the MCTA members and participants of a MULLIGAN™ course. We can imagine that participants wonder in what manner they may refer to the trademark. In short, we would mean that someone who participated in a course (but is not a member) may merely refer to the trademark by:

- indicating he/she followed a MULLIGAN™ manual therapy course;
- indicating he/she offers MULLIGAN™ manual therapy.

As to participants in a MULLIGAN™ course we deem it would be good to provide them with an instruction in which way they are allowed to make use of the trademark. An idea would be to:

- include the information on how to use the trademark on the website;
- include this information with all online and offline course material (e.g., using a flyer);or
- request participants in a course to sign a document where they agree to use the MULLIGAN™ trademark correctly. The latter may however be quite burdensome to arrange/challenging.

We in any case advice to keep a record with all participants and to provide them (even if they already participated in the past) with information (through an e-mail) on how they may refer to the trademark.

On the next page is an example of an explanation regarding usage of the trademark towards partcipants:

EXAMPLE

Dear participant,

We are glad you are following a MULLIGAN™ manual therapy course with us, or followed such a course with us in the past.

We found it appropriate to inform you that MULLIGAN is protected name and that the MCTA has trademark rights in relation to this name. For the benefit of us all the MCTA needs to keep the MULLIGAN name/trademark protected.

For this purpose we inform you on some rules on making use of the name MULLIGAN™:

- Only persons who successfully completed the MULLIGAN™ Concept exam and met the further conditions and qualification outlined by the MCTA to be listed as a Certified Mulligan Practitioner may use the title CERTIFIED MULLIGAN PRACTICIONER or call themselves MULLIGAN PRACTITIONER;

- As a person that completed a MULLIGAN™ manual therapy course you may:
    o Indicate/refer that you followed a "MULLIGAN™ manual therapy course" and/or offer a "MULLIGAN™ manual therapy treatment";
    o In this regard always making use of a trademark sign in combination with the term manual therapy.

- As a person that completed a MULLIGAN™ manual therapy course you may not:
    o Portray yourself / your company as a CERTIFIED MULLIGAN PRACTITIONER unless you have completed the exam process;
    o Teach/give courses in MULLIGAN™ manual therapy;
    o Make use of the MULLIGAN™ trademark other than in a referring manner that you followed a course/courses and/or can give a "MULLIGAN™ manual therapy treatment";
    o Make use of the MULLIGAN™ trademark/name, or stylized/ figurative versions (logo's) or in any other way make reference to the MULLIGAN™ trademark or name which may give rise to the thought you or your company is somehow related to the MCTA.

The MCTA in addition kindly request you to report any misuse/incorrect use of the MULLIGAN™ name/trademark to the MCTA.

FONTS

Any visual item created for MULLIGAN™ should use specifically chosen font, Verdana. Using this font in combination with the right colors and logo will create consistency among all platforms and media regarding MULLIGAN™.

We've chosen for a font which is already installed on any computer and therefore always available. Which font-weight (regular or bold) you should use depends on the context of the text (title, subtitle, body).

Font

Titles: **Verdana Bold**
Subtitles: **Verdana Bold**
Body: **Verdana Regular**
- Emphasis: **Verdana Bold**

→ **If Verdana is not available, use Open Sans!**

Type	Explanation	Recommended size
TITLE	Every title should be in **Verdana Bold** and all caps.	The recommended size for titles is **70pt**. On websites, **50px** is recommended.
SUBTITLE	A subtitle should always use the font **Verdana Bold.** The subtitle can be either in caps or in small letters depending on the context.	The recommended size for subtitles is **35pt**. A subtitle is **always** 50% the size of the main title. On websites, **30px** is recommended.
Subtitle	If the subtitle is not completely in caps, the first letter of the sentence should be a capital.	
This is body text.	Body text is the text forming the main content of a book, magazine, web page or other printed matter. We use **Verdana Regular** for this text. You may use **Verdana Bold** for emphasis. Never use italic.	The recommended size for body text is **12pt**. This is the ideal size for any printed text like brochures. On websites, **20px** is recommended.

WELCOME

THIS IS AN EXAMPLE

Another example.

And then this would be the body text. Se persper ferferem excerum rem fugit enis id eturia nos se voluptatur a voluptatur maximi, quae. Em rem audant.
Busandisiti rae et ende volorum lantiurest autenduci doluptas et aliquam susant iusam alias alique et vendani hitaquia is eraecaerum quametur saectotam, optaes ma ium vit latem repti solupta illibus daerundebita nam re, into te quis asperae pro berum a ducius eum quoditium ad et inulpa autecte prerchil int.

This is the footer.
www.mulliganconcept.com

COLORS

Any visual item created for MULLIGAN™ should always use the specific colors as described on this page. These colors are crucial for the MULLIGAN™ brand identity.

The # (HEX) and RGB color codes are meant for the web. The CMYK color code is meant for anything **print.** Whenever you're **working with a designer**, you need to make sure they have this document.

Main color	Second main color	Third color
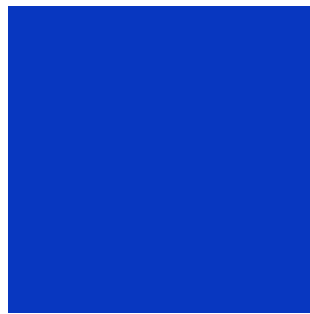
HEX: #0837C0
RGB: 8, 55, 192
CMYK: 95, 77, 0, 0

This is the main color. This color is the one used in the logo and should be the main go-to color for any title and subtitle. When you use this color as a background color (for a banner, for example) the text color has to be white (#FFFFFF). Please see the two examples on the right page.

HEX: #666666
RGB: 102, 102, 102
CMYK: 56, 45, 45, 33

This is the second main color. You might have expected white, but white's not a color and that's why it's not listed here. Use gray for body text on websites, flyers, in books and on print designs.

**HEX: #00207C**
RGB: 0, 32, 124
CMYK: 100, 90, 28, 11

This is the third main color. It's a bit more like the blue color Mulligan™ used back in the days. You should use this color for example on websites as the 'on hover' color.

COLORS

So now we know what the MULLIGAN™ colors are, we'll briefly explain how to use these colors when working in Word or Powerpoint. We'll first show Word, then Powerpoint.

In these examples, Word and Powerpoint are in Dutch. Don't worry, it works the same in all languages and the descriptions next to each picture will guide you through the process.
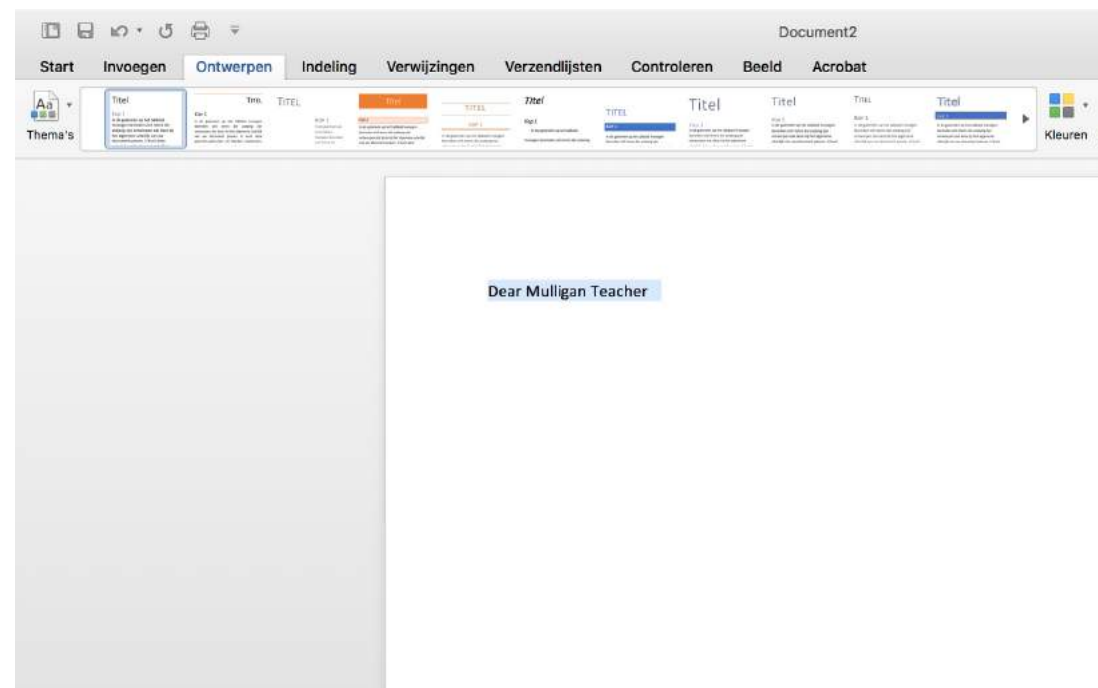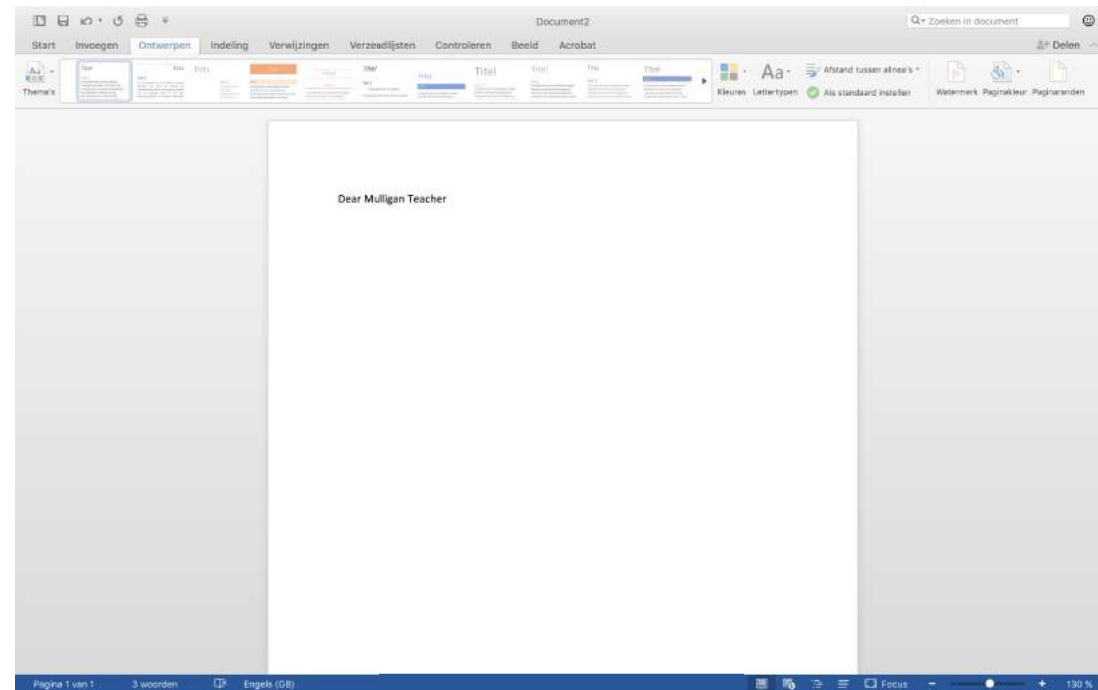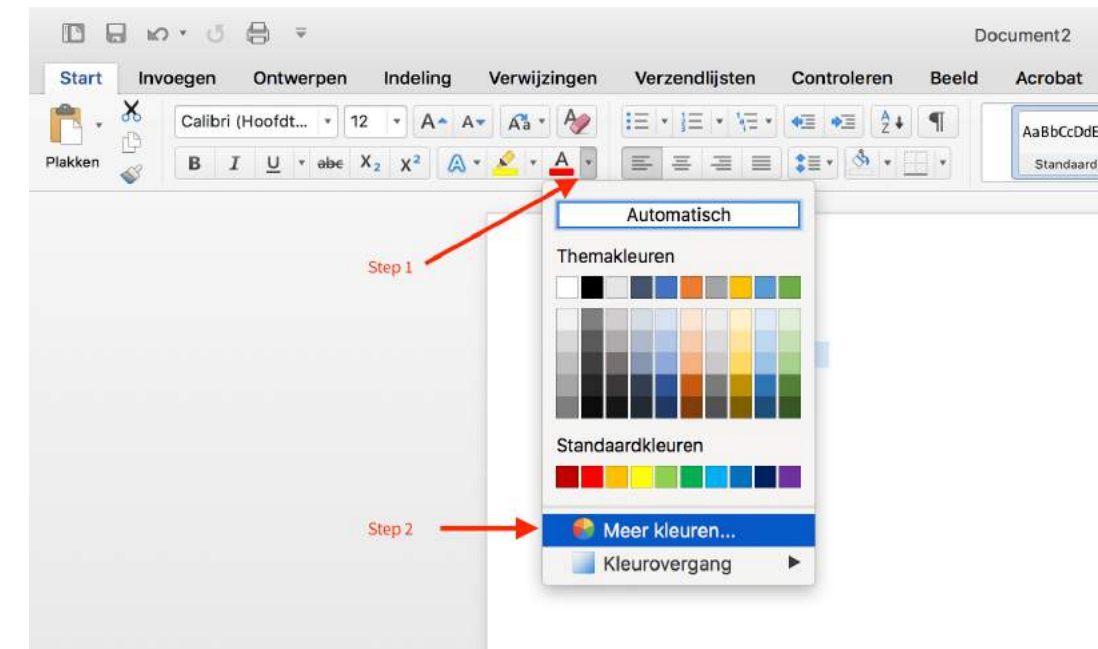

Step 1.
Open Word and write your text.

Step 2.
When you're done writing your text. select the text. You can do this by dragging your mouse over the text, OR:
On Windows: CTRL + A
On Mac: CMD + A

The selected text will have a blue overlay as seen here on the left.
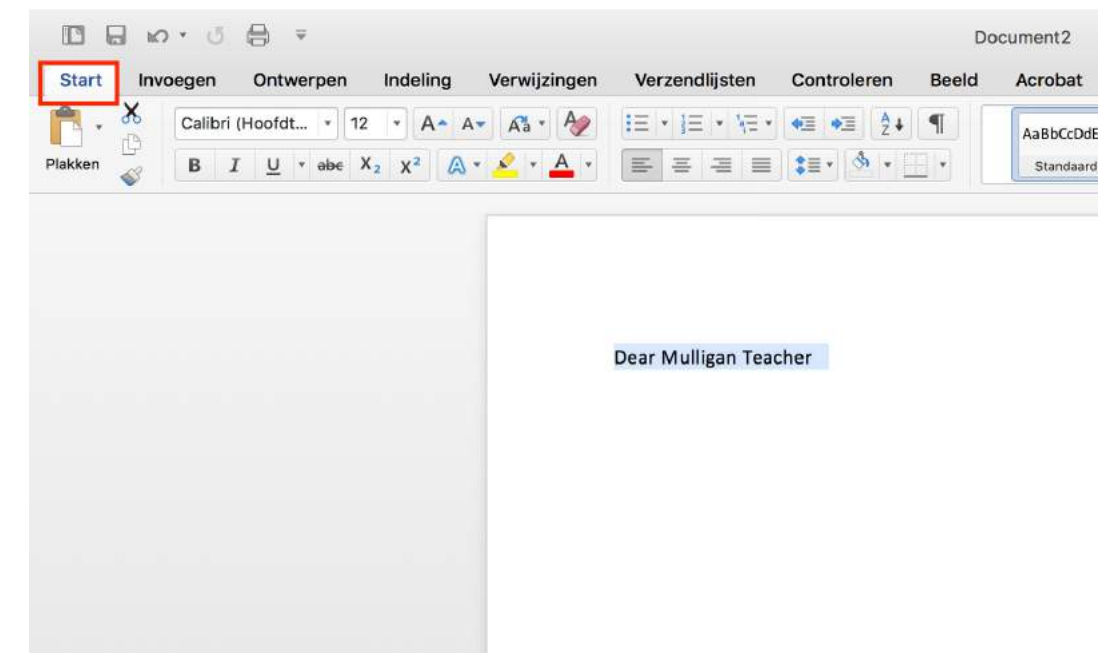
Step 3.
Go to "start", all the way on the left.

Step 4.
1. Now click on the arrow down next to the A with a red line underneath. This will open a window with more colors to choose.

2. Go down to 'More colors'.
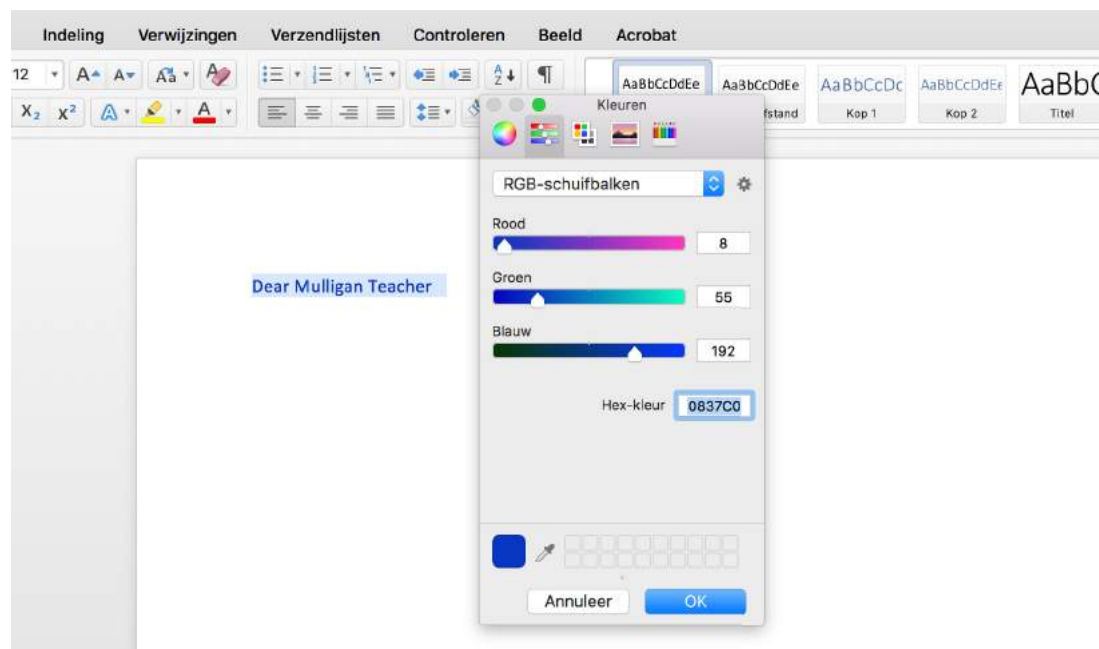(in Dutch, so in the picture, 'Meer kleuren...)
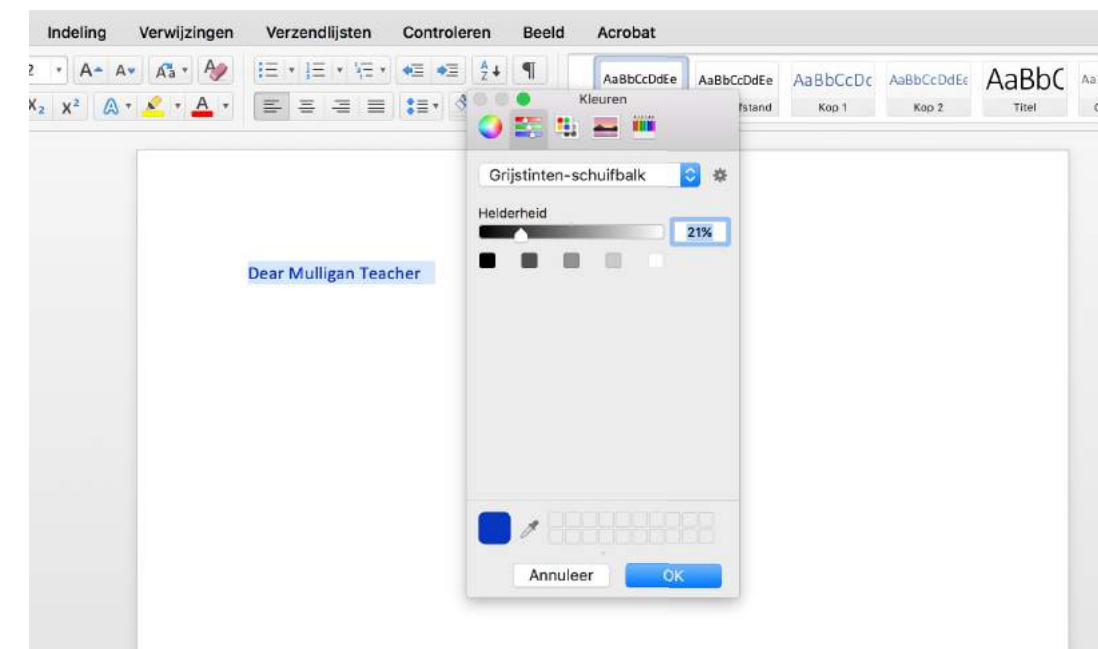
Step 5.
Go to the second option in this newly opened window.
You should see this greyscale option.
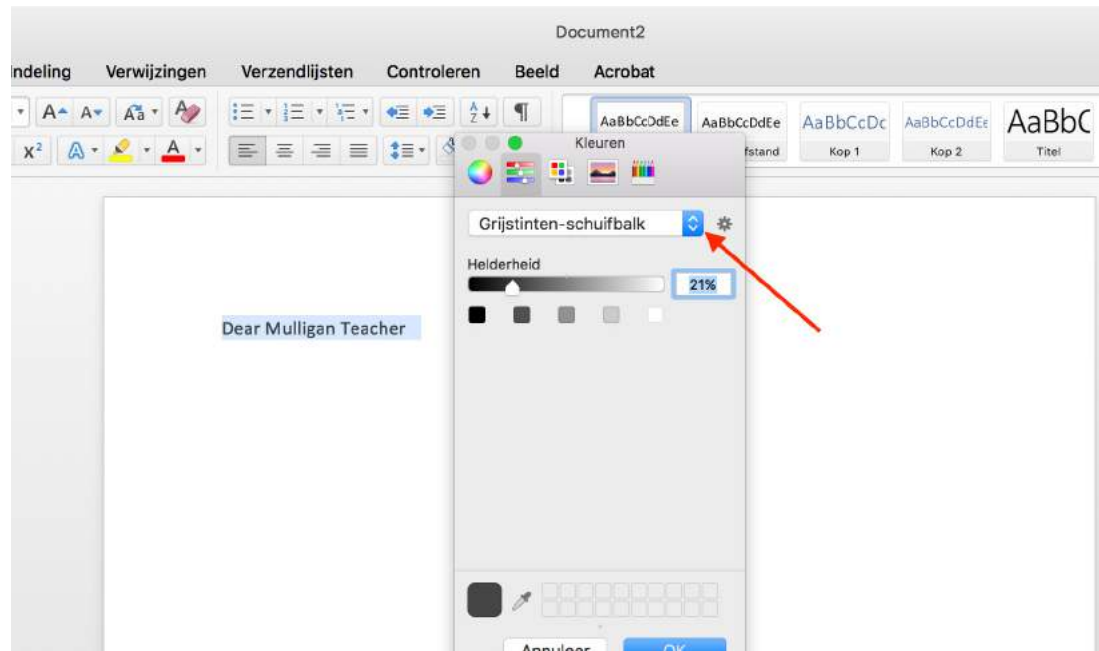
Step 6.
Hit the little arrow at the end of this 'greyscale' option.
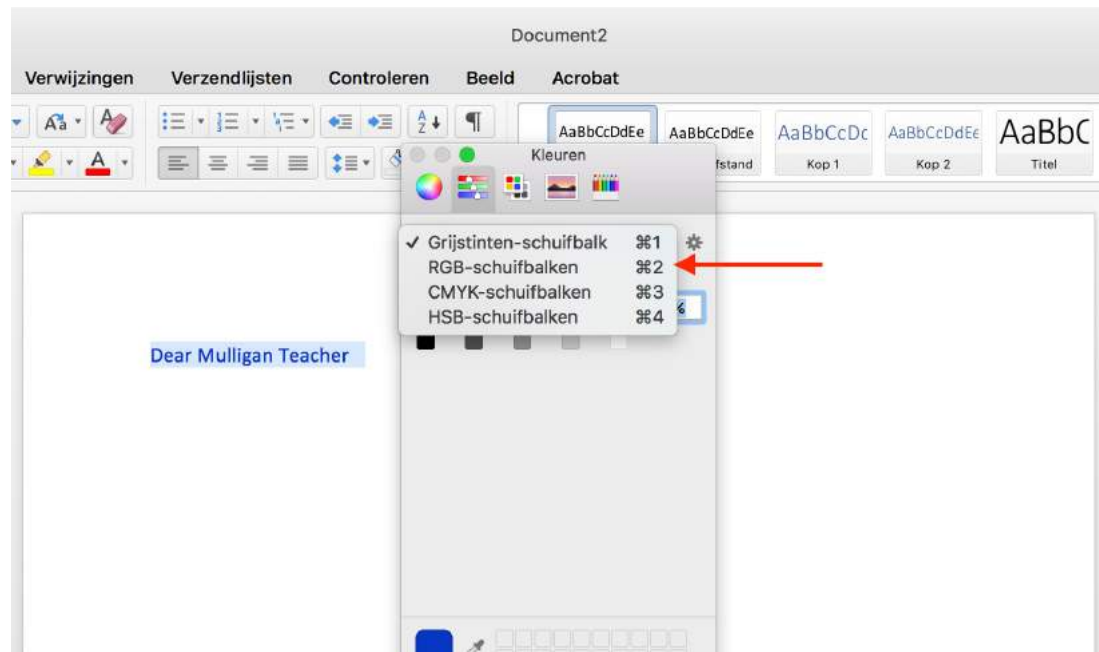
Step 7.
And now pick option 2: RGB

Step 8.
Then, at the bottom, behind "Hex-color" (in the image "Hex-kleur", enter the right color code.

If you want to use the main Mulligan blue color: 0837C0

If you want to use the second main color, grey: 666666

You should not be using the third color in print. But if you do want to use it: 00207C
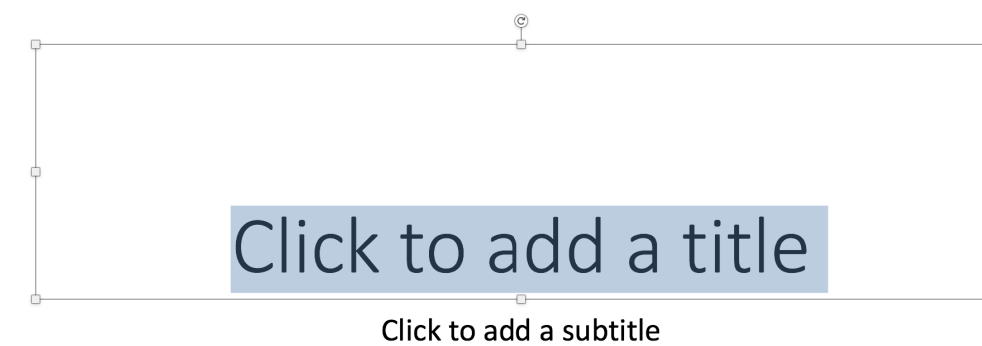
Then hit "OK" at the bottom right. And that's it!

POWERPOINT

Now the good news is: Powerpoint works pretty much exactly the same. So here are sort of the same instructions again on how to apply the MULLIGAN™ colors.
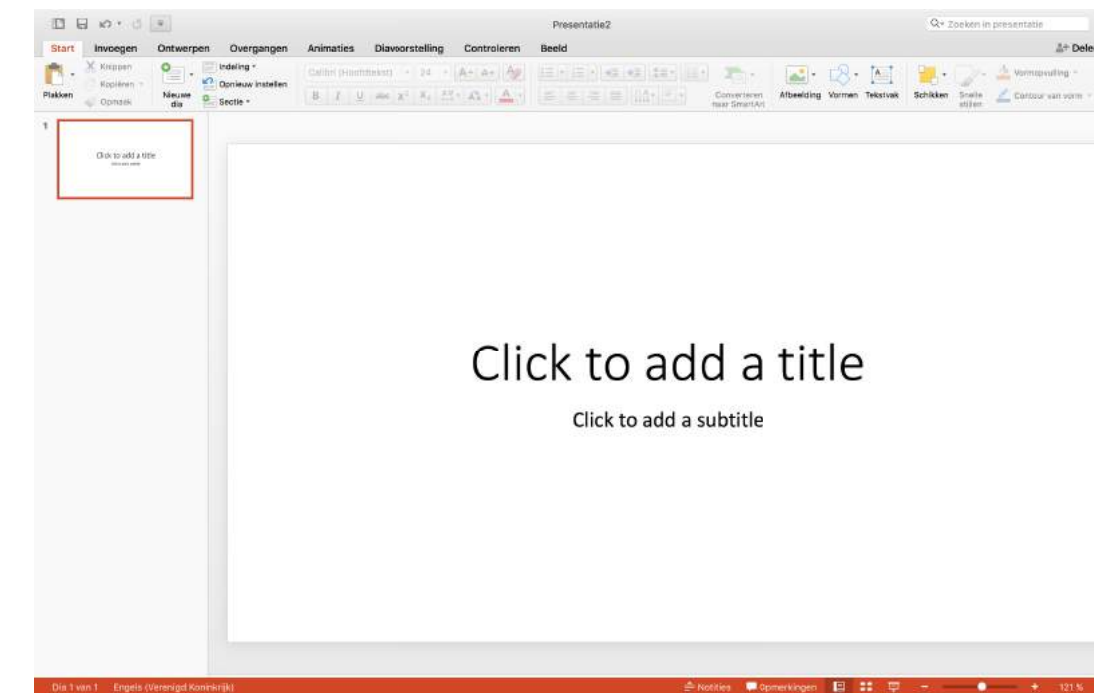
Step 1.
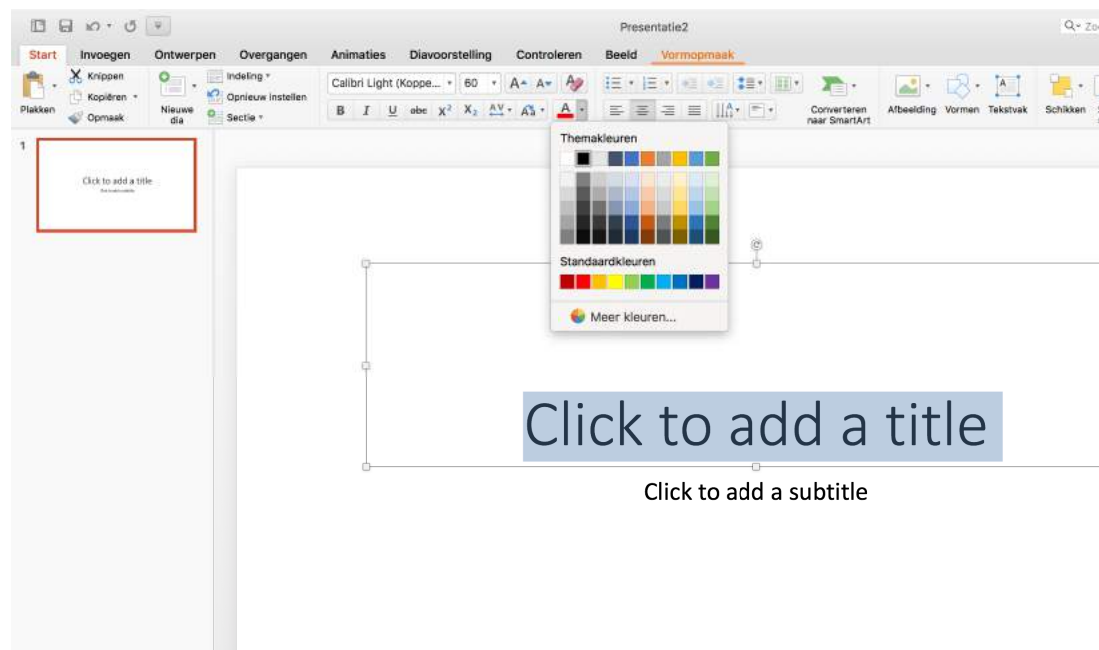Open Powerpoint and write your text.

Step 2.
When you're done writing your text, select the text.
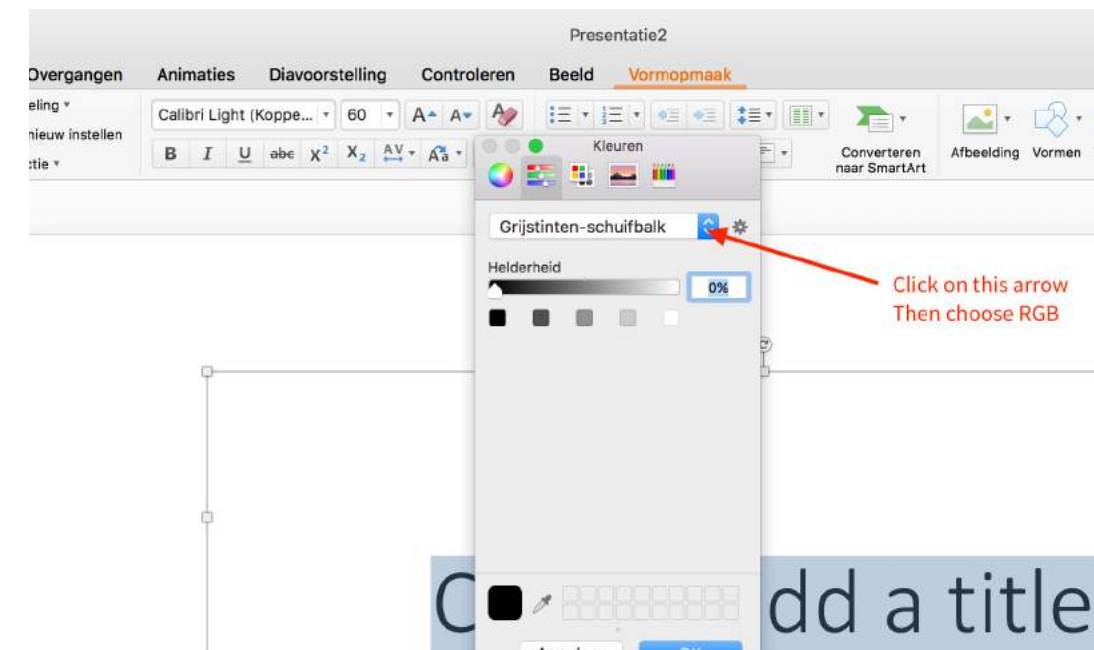You can do this by dragging your mouse over the text, OR:

On Windows: CTRL + A
On Mac: CMD + A

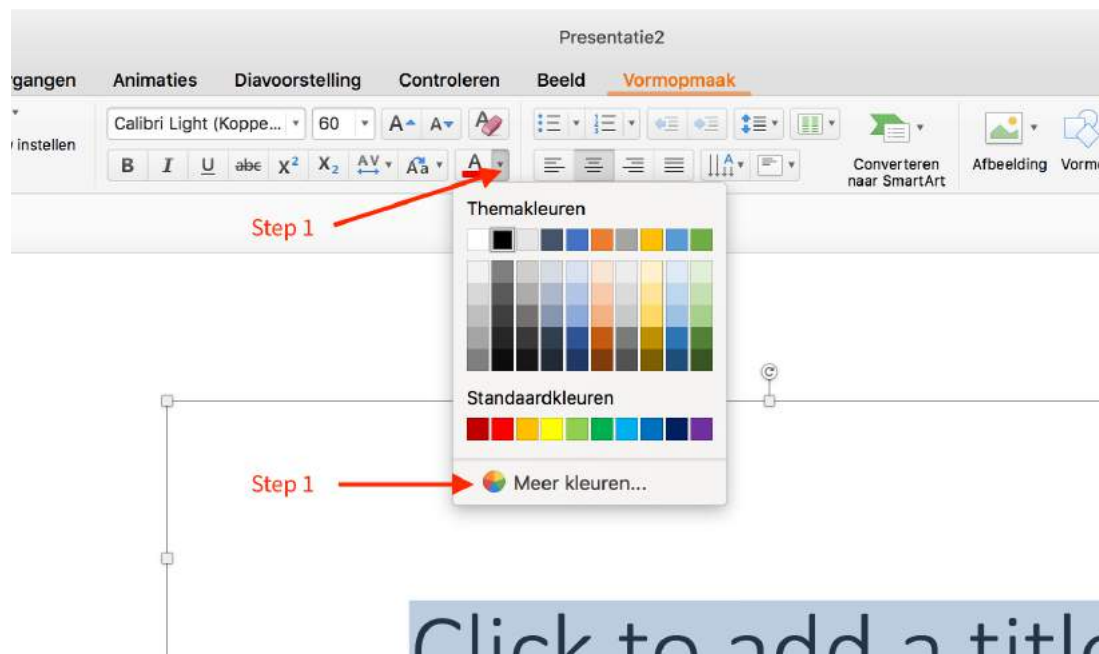This will select all the text in a dia.

The selected text will have a blue overlay as seen here on the left.

Step 3.
Just like in Word, make sure you are at "start", all the way on the left.
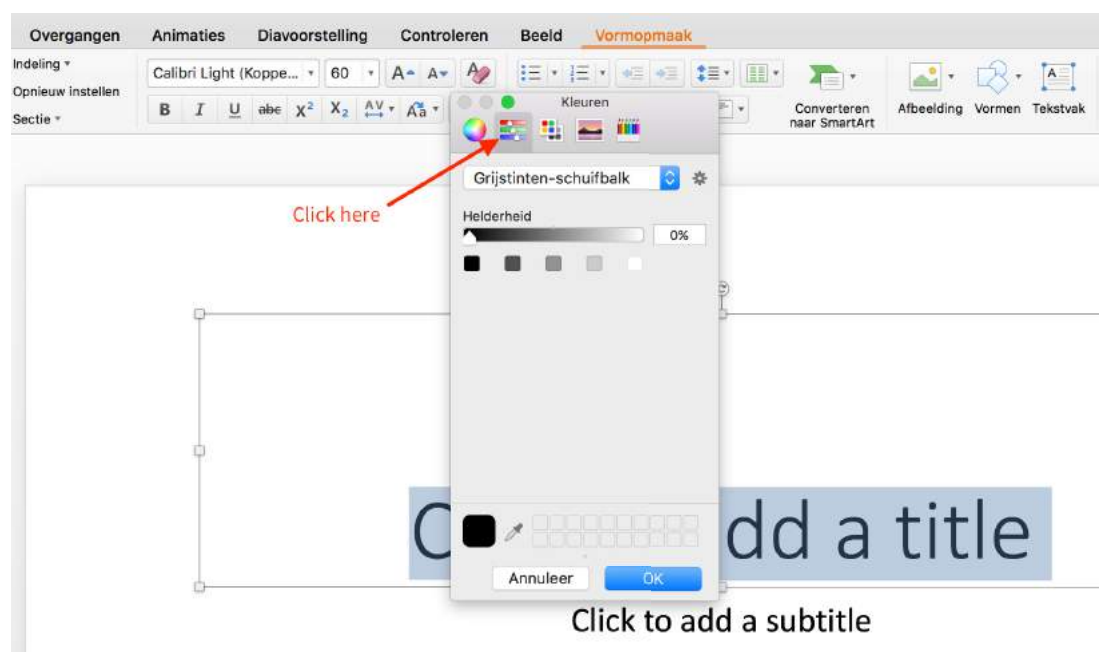
Step 6.
Hit the little arrow at the end of this 'greyscale' option.

Click on this arrow
Then choose RGB

Step 4.
1. Now click on the arrow down next to the A with a red line underneath. This will open a window with more colors to choose.

2. Go down to 'More colors'.
(in Dutch, so in the picture, 'Meer kleuren...)

Step 1

Step 1

Meer kleuren...
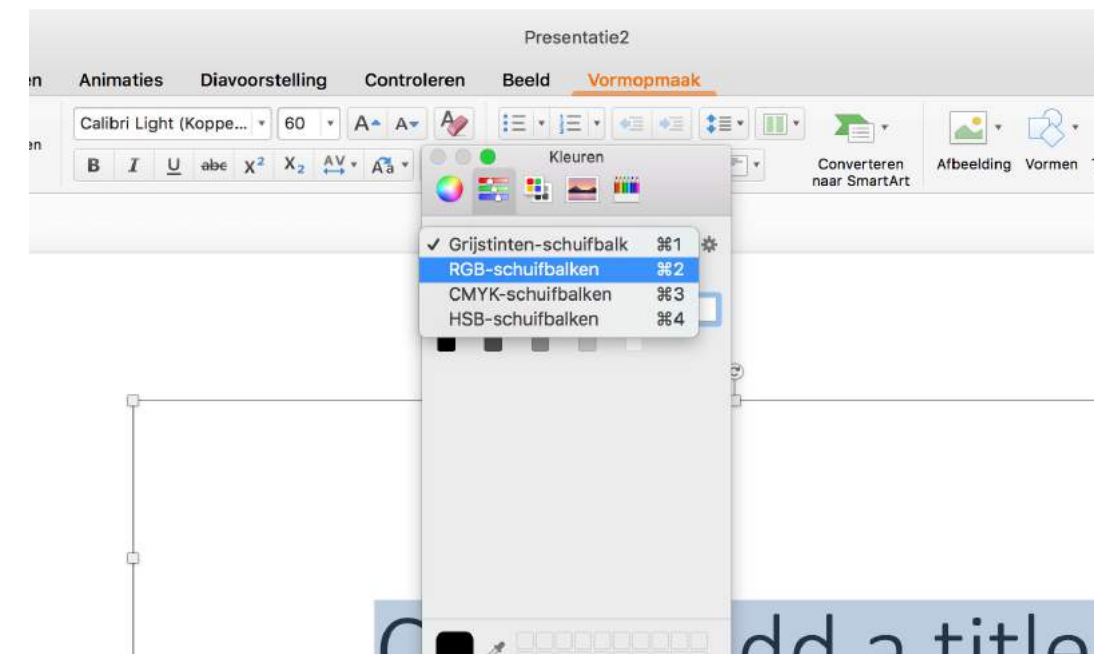
Step 7.
And now pick option 2: RGB

Step 5.
Go to the second option in this newly opened window.
You should see this greyscale option.

Click here
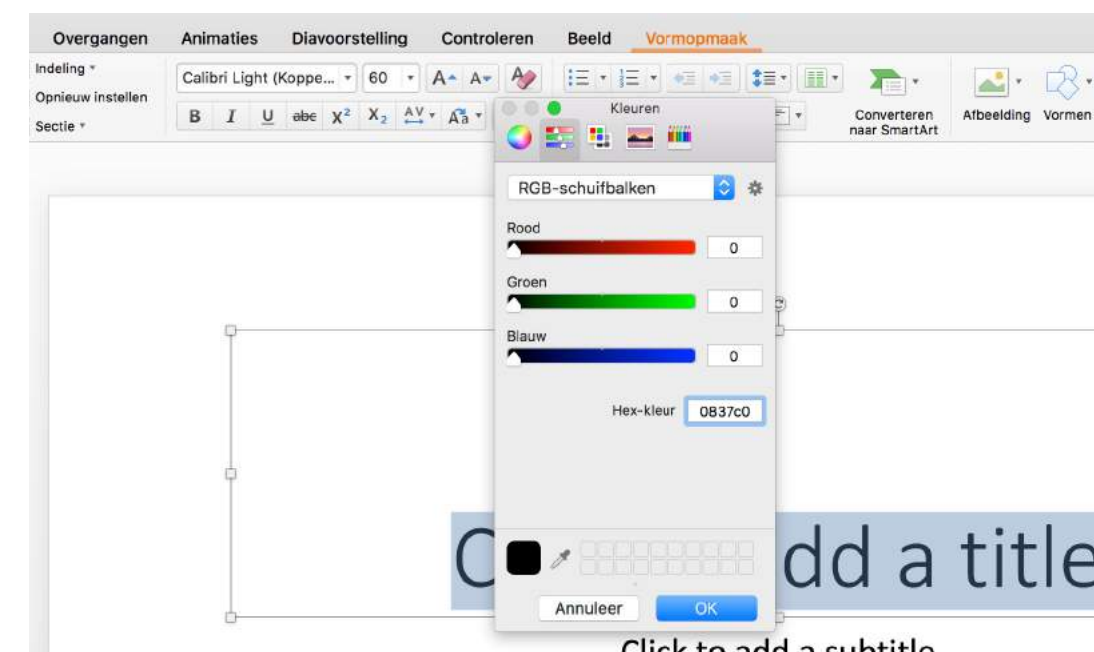
Step 8.
Then, at the bottom, behind "Hex-color" (in the image "Hex-kleur", enter the right color code.

If you want to use the main Mulligan blue color: 0837C0

If you want to use the second main color, grey: 666666

You should not be using the third color in print. But if you do want to use it: 00207C

Then hit "OK" at the bottom right. And that's it!

TONE OF VOICE

It's important that MULLIGAN™ uses the same tone of voice accross all platforms. But what's a tone of voice?

The tone of voice describes the way MULLIGAN™ 'talks' to her audience. Think of MULLIGAN™ as a person, and then imagine having a conversation with him/her. The way MULLIGAN™ talks back is the so-called tone of voice. This tone of voice embodies and expresses the MULLIGAN™ brand's personality and set of values.

So, first, what's **the set of values** of MULLIGAN™ and what does each value mean to MULLIGAN™? Inspiring, helpful, leadership, reliable.

Inspiring:
We want to inspire physiotherapists to use MULLIGAN™ and improve their overall physiotherapatic skills. We want to encourage them to stay curious, treat patients better and keep learning.

Helpful:
We want to be a helpful organization for both our students and patients.

Leadership:
We believe we are the leader in manual therapy with our MULLIGAN™ techniques. We bring manual therapy to a new level. ---

Reliable:
We provide our students with a technique that is reliable because of its Pain free, Instant and Long Lasting (PILL rule) results through mobilisation with movement. A technique that they can keep using and truly helps them when treating patients. A technique that is incredibly valuable in the skill set of a physiotherapist.

Based on this set of values, there are a few keywords with which we can describe the tone-of-voice of MULLIGAN™. These **tone-of-voice keywords** are:

Relevant: MULLIGAN™ knows what it's talking about, has notable knowledge about manual therapy and of course the MULLIGAN techniques.

Professional: MULLIGAN™ is professional in its communication. Proper use of grammar, no swearing.
We don't use slang or abbreviations.

Friendly: MULLIGAN™ is welcoming, sympathetic and interested in its students. We are humble and honest and have a genuine interest in the field of manual physiotherapy.

With this information and the set tone-of-voice in mind, we've created a few examples for you to see how to 'talk'.

No: Give me your contact details.
Yes: Would you please provide us your contact details so we can get in touch?

No: Just check out our website.
Yes: Please visit our website for more information.

No: Like us now
Yes: You can like us on Facebook to stay up-to-date on the latest MULLIGAN™ related news!

SOCIAL MEDIA

Social Media is incredibly important nowadays to promote a brand. And that's how we need to look at MULLIGAN™ from now on: as a brand. A brand is a product, service, person or place, presented in such a way that clients perceive an added value as compared to their market competitors. This added value is most important since this is what sets a brand apart from their competitors and makes the brand more relevant to the client. A brand is much more than a logo or a name, it is a culmination of a user's total experience with a product or in this case, MULLIGAN™. The brand experience is created via multiple touchpoints: visual identity, advertising, events, Social Media, etc.

Social Media is not only essential, it's also ideal. The many different social media channels out there allow us to specifically target physiotherapists that might be interested in MULLIGAN™. However, social media requires a few rules in order to work succesfully. And that's exactly why you can read about our plan for social media here in this brand book.

To make sure MULLIGAN™ social media efforts are rewarding, we've set some rules and created a few templates which you can use whenever you want to share something on Facebook or another social media channel.

First of all, the rules:
- Always use the proper tone-of-voice. You can read about this here in this brand book.
- Always type MULLIGAN™, never say just MULLIGAN
- Whenever you're using a colored image, like a banner, use the colors as explained in this brand book
- Try to use one of the templates which explains in which order you can organize the text in a social media post to catch both their attention and give them the information they want to read.

Then, to give you some inspiration, possible social media posts might include:
- Interesting news from the press regarding MULLIGAN™
- Photos from your MULLIGAN™ course. Please try to share **more than just the group picture**. Take pictures during the course and ask your students if they're okay with you sharing the pictures on social media.
- Success stories from your own or your students' treatments.
- Quotes from MULLIGAN™, your students during your course, your patients after their treatment or other physiotherapists
- Questions! Ask your fans questions to test their knowledge.
- A-day-in-the-life-of-a-physiotherapist post, show your fans behind the scens from your course or a treatment
- Promote upcoming MULLIGAN™ courses and events

Example 1 - Facebook post with image
Post type: course announcement
Description text: Are you ready for a new challenge? All our current courses are fully booked but you can now inscribe for the new Spring 2018 ABC courses! Choose your preferred location and head over to www.mulliganconcept.nl to inscribe.

Important:
- Keep the description short. People don't want to read long texts on social media. They want to be able to understand what you're saying in the whim of a second. That's difficult. So try to get their attention with the first line, and then briefly give the most important information.
- Never forget to include the relevant website address.
- If you're promoting 1 specific course, then put the date and location in the description as well.
- **If you have the opportunity to create an image to accompany the post,** like here on the right, then never forget to:

1. MULLIGAN™ logo in the upper left corner.
2. The headline needs to be clear and state the subject of the post
3. Put the rest of the important information under the headline
4. Make sure the relevant website address is somewhere in the post (preferably at the bottom)

MULLIGAN™
Manual Therapy Concept

N E W   A B C
C O U R S E S
S P R I N G
2 0 1 8

CUIJK:
A: 17 en 18 januari 2018 (wo/do)
B: 28 februari en 1 maart 2018 (wo/do)
C: 6 en 7 juni 2018 (wo/do)

VUGHT:
A: 30 en 31 januari 2018 (di/wo)
B: 6 en 7 maart 2018 (di/wo)
C: 12 en 13 juni 2018 (di/wo)

UTRECHT:
A: 19/20 februari 2018 (ma/di)
B: 16/17 april 2018 (ma/di)
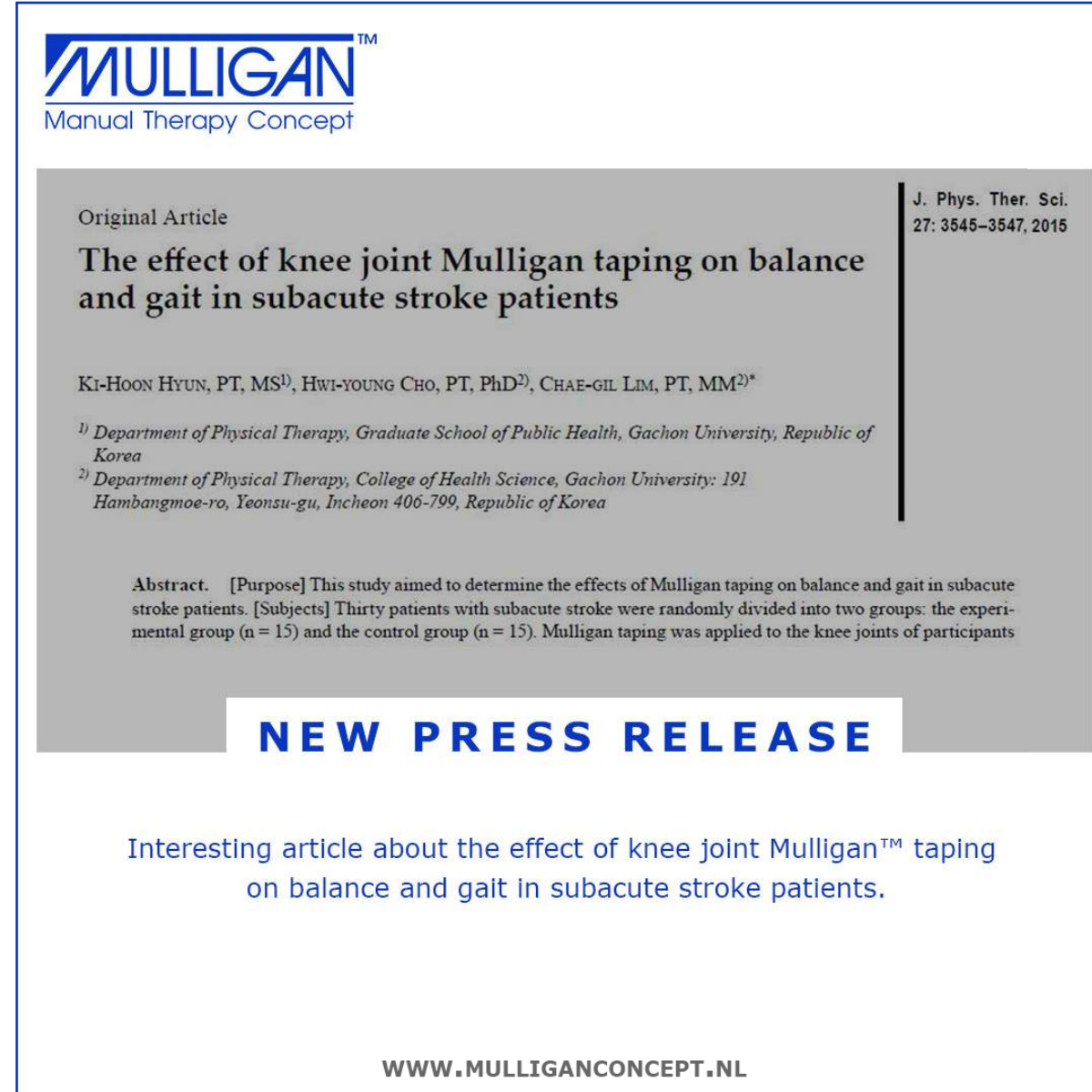C: 25/26 juni 2018 (ma/di)

WWW.MULLIGANCONCEPT.NL

SOCIAL MEDIA

Example 2 - Social media post with image
Post type: new article / press release
Description text: What's the effect of knee joint MULLIGAN™ taping techniques on the balance and gait in subacute stroke patients? Another interesting article by ...

Important:
- Add a photo of the relevant article. You can take a screenshot.
- Keep the description short. People don't want to read long texts on social media. They want to be able to understand what you're saying in the whim of a second. That's difficult. So try to get their attention with the first line, and then briefly give the most important information.
- Never forget to include the relevant website address, and in this case, **the source.**
- **If you have the opportunity to create an image to accompany the post,** like here on the right, then never forget to:

1. MULLIGAN™ logo in the upper left corner.
2. The headline needs to be clear and state the subject of the post
3. Put the rest of the important information under the headline
4. Make sure the relevant website address is somewhere in the post (preferably at the bottom). If there's a link for the **source** of the article, put that one in the description, not in the image.

Example 3 - Social media post with image
Post type: Photo collage / announcement
Description text: Students in action! Curious what a MULLIGAN™ ABC course looks like? We took some photos during our last course. Take a look, tag your partners in crime and send them to your colleagues.

Important:
- Remember that, if you do take photos at a course, you ask your students for their permission to share the photos on social media. To avoid problems, don't post photos that show too much skin.
- Keep the description short. People don't want to read long texts on social media. They want to be able to understand what you're saying in the whim of a second. That's difficult. So try to get their attention with the first line, and then briefly give the most important information.
- Never forget to include the relevant website address.
- **If you have the opportunity to create an image to accompany the post,** like here on the right, then never forget to:

1. MULLIGAN™ logo in the upper left corner.
2. The headline needs to be clear and state the subject of the post
3. Put the rest of the important information under the headline
4. Make sure the relevant website address is somewhere in the post (preferably at the bottom)

SOCIAL MEDIA

Example 4 - Social media post with image
Post type: Quote
Description text: That's right. The only one. Better sign up already! Find out more at www.mulliganconcept.nl.

Important:
- Make sure the quote is related to physiotherapy or even better, MULLIGAN™
- Add the right source. If it's a patient, then put (MULLIGAN™ patient) behind their name.
- Keep the description short. People don't want to read long texts on social media. They want to be able to understand what you're saying in the whim of a second. That's difficult. So try to get their attention with the first line, and then briefly give the most important information.
- Include the relevant website address where people can find more about your courses
- **If you have the opportunity to create an image** to accompany the post, like here on the right, then don't forget:

1. MULLIGAN™ logo in the upper left corner.
2. The headline needs to be clear and state the subject of the post
3. Put the rest of the important information under the headline
4. Make sure the relevant website address is somewhere in the post (preferably at the bottom).

MULLIGAN™
Manual Therapy Concept

There's no other concept in the field of manual therapy that only requires 2-3 minutes to establish if it is indicated.

Brian Mulligan
——

W W W . M U L L I G A N C O N C E P T . N L

TEMPLATE

You're now given a template to start writing your own posts. This template will help you to write engaging posts and to make sure they are rightly structured.

Post type: _____
Post title: _____
Description text: _____
_____
_____
_____
_____
_____
_____
_____

+ Image

Checklist of what should be in your post:

- Strong, attention-grabbing title
- A short but well written description that has been checked on grammar and readability
- Url to your website if relevant
- Data of course(s) if relevant
- Location of course(s) if relevant
- If possible, a picture. See notes on the right

Tips
- Stuck on the post title? Search on Google for 'engaging/interesting/captivating post titles Facebook' (in your own language).
- Need help on the first part of the description? Search on Google for 'Facebook copywriting tips'.

Follow these steps:

1. Decide what kind of post it is you're sharing. What category is it? A quote, a course announcement, sharing pictures? Defining the category helps to decide what's the next most important thing to tell your fans.
2. Think of a title for your post. You don't always need a title, but it's good to think of one. Especially if you're creating an image to go along with your post: then the title is what you'll put on the image.
3. The title should always reveal the topic of the post.
4. The description text is the most important part of your post in case you don't have an image. Make sure the first line is a 'hook': it should attract attention, make a fan curious to read on. A question is often a good idea.
5. Your description text should never be too long. What's too long? We recommend a maximum of 3-4 phrases.
6. You can use https://www.watermark.ws/ to put the MULLIGAN™ logo in the upper left corner if you have no other software available. Please check the 'watermark guide' on how to place the logo correctly.
7. Remember: If you have the opportunity to create an image to accompany the post, then don't forget:
- Mulligan™ logo in the upper left corner.
- The headline needs to be clear and state the subject of the post
- Put the rest of the important information under the headline
- Make sure the relevant website address is somewhere in the post (preferably at the bottom).
8. In case you are able to use Photoshop, you can request the Photoshop files by mailing to mulligan@tremento.com. You'll then be able to work in the templates as shown in this book.