Creating business solutions to poverty

Visual Identity
Guidelines
MEDA Logo

Incorrect Use of Logo

Tag Line

Clear Space

Brand Typeface

Corporate Colour Pallet

PowerPoint Template

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Promotional Items

Questions
The MEDA logo is the single most important element of the visual identity program. It was created with carefully designed proportions to be reproduced consistently in a variety of media and sizes. It is important therefore, that the logo not be altered in any way.

Logos can be downloaded from our website [here](#).

1. The preferred colour for the logo is MEDA Green.
2. Only use either the green, black or white logo.
3. When reversed out of a dark background, the logo must be white.
4. Ensure there is a strong contrast to the background.
Incorrect Use of Logo

Shown here are several unacceptable versions of the MEDA logo.

1. Do not condense the logo

2. Do not stretch the logo

3. Do not contain the logo

4. Do not substitute other type

5. Do not add words to the logo or add it to a sentence.

6. Do not change the colour of the logo
Tag Line

Our tag line should always be italicized with no period at the end. Should be displayed in the same colour as the logo being used.

While our logo can appear independent of the tagline, use of the tagline must always be accompanied by our logo, while adhering to the clear space around the logo.

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Clear Space

For maximum impact the MEDA logo must be allowed sufficient space around it.

The minimum space recommended between the logo and other elements such as illustrations, photographs or the edge of a border of a working area such as the printed page or a sign.

The reserved space is determined by drawing an imaginary rectangle around the word-mark that is a minimum of the width of 1/2 the height of the M from the extremities in any direction.

No other elements may be placed inside this area.

The minimum size in which the logo can be reproduced is 1/4" in (.25) height.
Brand Typeface

Primary Typeface
Frutiger LT Std 45 Light
Frutiger LT Std 46 Light Italic
Frutiger LT Std 55 Roman
Frutiger LT Std 56 Italic
Frutiger LT Std 65 Bold
Frutiger LT Std 66 Bold
Frutiger LT Std 67 Bold Condensed

General Office Typeface
Calibri is used for broader-based applications when Frutiger LT Std is not available.

Calibri Light (generally used for headings)
Calibri Light Italic
Calibri Regular (generally used for body)
Calibri Italic
Calibri Bold
Calibri Bold Italic
Corporate Colour Pallet

Our MEDA colours show our spirit and promotes brand recognition.

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>PANTONE</th>
<th>CMYK ¹</th>
<th>RGB ²</th>
<th>WEB-SAFE HEX ³</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GREEN</td>
<td>Pantone 356 C</td>
<td>C91 M4 Y100 K25</td>
<td>R0 G122 B51</td>
<td>00 7A 33</td>
</tr>
<tr>
<td>Secondary Colours</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BLUE ⁴</td>
<td>Pantone 308 C</td>
<td>C100 M18 Y8 K50</td>
<td>R0 G88 B124</td>
<td>00 58 7C</td>
</tr>
<tr>
<td>GOLD ⁵</td>
<td>Pantone 7550 C</td>
<td>C0 M34 Y98 K12</td>
<td>R209 G144 B0</td>
<td>D1 90 00</td>
</tr>
<tr>
<td>ORANGE ⁶</td>
<td>Pantone 1595 C</td>
<td>C0 M71 Y100 K3</td>
<td>R216 G96 B24</td>
<td>D8 60 18</td>
</tr>
<tr>
<td>PURPLE ⁷</td>
<td>Pantone 262 C</td>
<td>C5 M92 Y12 K54</td>
<td>R81 G40 B79</td>
<td>51 28 4F</td>
</tr>
</tbody>
</table>

1 Should be used when sending artwork for commercial printing.  
2 Should be used when preparing graphics intended mainly for viewing on computer displays.  
3 Should be used when designing web pages.  
4 Often used in Financial Services collateral.  
5 Often used in Investment collateral.  
6 Often used in Market Systems collateral.  
7 Often used in Gender and Social Inclusion collateral.
There are two PowerPoint template options available for you. Both have the MEDA colour palette embedded into them.

They can be found in the Marketing section of SharePoint. 
Marketing Resources Tab/Powerpoint Resources
Social Icons

Standard social media icons. Available in five of our brand colours and white. Download [here](#).
Promotional Items

ALL artwork for any promotional items must be **approved** by Communications **before** it is sent to print.

Please send an email to marcom@meda.org and attach your artwork file.
Questions…

Our team is here to help you with all your marketing and communication needs. This guide is not a comprehensive list of all the branding guidelines.

Please forward any questions to marcom@meda.org