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Our aim is
to establish
a united and
clear logo
system
across the
entire
organisation

As we are a high profile organisation with a worldwide presence, it is important that we work together in protecting and reinforcing our logo throughout the organisation.

Protecting our identity relies on the assumption that our organisation's name and logo contribute to distinguishing MSF from other actors.

Consistency is very important, so when using our logo for either internal or external viewing, it should always be the same.

The following document has been created to give you an understanding of the structure and correct usage of our logo. Wherever possible, freedom and choice have been built in, enabling you to apply your personality and style to our distinctive look. Every possible care and attention has been made to ensure that these guidelines are as simple and user-friendly as possible. If you need to double-check any aspect of these guidelines then contact our communications team at MSF International on +41 22 849 8400 or sara.chare@msf.org



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How to use these guidelines

Introduction

The **MSF Logo Rules and Guidelines** manual is made up of three parts.

Part One – Rules

This contains all the essential rules for logo usage, in terms of what logo you can use where – these rules are obligatory. MSF has a three-layered logo system. The International Logo, which must be used in the field, the Bilingual Logo, which sections must use, unless they choose to use the International Logo, and the Monolingual Logo – which only three sections can use due to a historical exception. Please see the full breakdown of what can be used in the Logo Range section on pages 4-6.

Part Two – Guidelines

This provides guidance on how to use the logo in different environments – on colour backgrounds, within publications and online.

Part Three – Templates

This contains a wide selection of templates for you to use if needed. There are templates for stickers, flags, stationery etc.

**We advise that you read Part One first, as this gives you all the logo rules, which Parts Two and Three then follow and illustrate.*

Navigating through this document

This PDF has a bookmark bar on the left which you can use to quickly and easily navigate to any page or section in the document. There are also useful links on various internal pages which will redirect you to other relevant sections or pages.

Resources and downloads

You can download all the logo files you require including the International Logo (with local translations if required), the Bilingual Logos, the Monolingual Logos and the Running Person Logo. The Logo Library is available on CD and is housed on our intranet, Tukul. There are links to it throughout this document.

Contacts

If you have any questions regarding this document then contact the communications team at MSF International on +41 (0) 22 849 8400 or sara.chare@msf.org

What has been agreed?

International Logo

In July 2009 the MSF International Council agreed that the only logo that should be used in field settings is the International Logo (which consists of two elements; the running person graphic and the French logotype).

However the International Council also recognised that in some settings, i.e. for security reasons or for greater proximity to the local population, a version of the International Logo with a local or secondary translation below should be allowed, as long as it is outside the exclusion zone of the International Logo.

This means that in the field all other logos have been phased out, including all field use of the Bilingual or Monolingual logo.

National or Section Logo

In June 2010, the MSF International Council agreed a further resolution on what logos can be used at the national level.

National sections can choose to use one of the following logos within their country:

- International Logo
- Bilingual Logo
- Monolingual Logo
(NB: this only applies to historical exceptions: Spain, Holland and Belgium, and implies there will be no proliferation in the future).

In addition it was expressed and agreed that the longer term aim should be to move towards less variation of logos, but the time frame for this should be longer (next 5-10 years for example).

Bringing consistency requires your help and a long-term commitment from all of us

Trademark registration

The importance of being able to distinguish MSF from other actors in the field

Médecins Sans Frontières has always used its name, logo and more recently its acronym 'MSF' to distinguish itself in the field from other humanitarian and non-humanitarian actors.

The MSF trademarked name and logo are commonly used on stickers, flags and T-shirts to identify us and our staff. Correctly identifying and distinguishing MSF from others contributes to the protection of the organisation. Intentional or non-intentional confusion may jeopardise the acceptance of MSF by the population and civil/armed authorities in the field and, in worse cases, could even endanger MSF employees and beneficiaries.

Field security and acceptance are related to various factors, and clear identification cannot be considered a sufficient guarantee; nor does it necessarily enable MSF to achieve distinction. Yet recent evolutions have led MSF to consider carefully the risk of confusion and the need to protect the organisation's identification. These include how respect for humanitarian law is being diluted, the multiplication of humanitarian actors, a mix of military and humanitarian actors, and quick and global information networks, etc.

MSF focuses particularly on managing the risk of confusion with other medical or field orientated entities which have similar/close names, logos and acronyms. However, protecting the MSF name, logo and acronym goes beyond the risk of being mistaken with a different 'Sans Frontières' or 'MSF' entity.

It is necessary to safeguard the global means of identification for MSF by which it is recognised and identified by all field actors:

Clear identification is increasingly necessary in such a context.

There are three key points that need to be applied in order to achieve clear identification:

Coherent and clear usage of the MSF name, logo and acronym by all field teams.

The MSF International Council decided in June 2009 to adopt common identification rules at field level, applicable to all MSF sections, to strengthen MSF field identification. These rules ban a large variety of MSF identification usages that are section specific. From now on, all MSF field teams are required to respect the common rules that are specified in this guideline.

Protection of MSF identification, particularly at field level. All MSF field employees have a specific responsibility to identify and report cases of intentional or non-intentional misuse of MSF name, logo and acronym by other organisations or parties.

The ability to legally defend the MSF identification. This may be necessary in cases where satisfactory solution cannot be found by dialogue. This can be done by several means, including the use of trademarks (of the MSF name, logo and acronym) that are registered by MSF International in numerous countries around the world.

¹Without prejudice to the need for coherence within the movement in the usage of the MSF name, logo and acronym usage for pure communication/fundraising purposes at section level.

LOGO RANGE

Which logo should be used?



International Logo

This is our foremost logo and is the central visual element of our corporate identity. It can be used in any situation and should **always** be used in all field environments. (see page 8 for more details).



DOKTA I NOGAT BANIS

International Logo with local translation

This adaptation of the International Logo can only be used in field situations and is primarily used for security or for the understanding of the local population. The local translation is **always** located outside of the logo exclusion zone. (see page 14 for more details).



Bilingual Logo

This logo combines the French logotype with the translation logotype of the national office and should only to be used at a national level, in the appropriate country. It should **never** be used in the field or other international situations. (see page 21 for more details).



Monolingual Logo

Usage is restricted to historical exceptions, where sections have used it for many years. If possible the International or Bilingual Logo should be used instead. Like the Bilingual Logo, this should **only** be used at a national level, in the appropriate country. (see page 30 for more details).



Running Person Logo

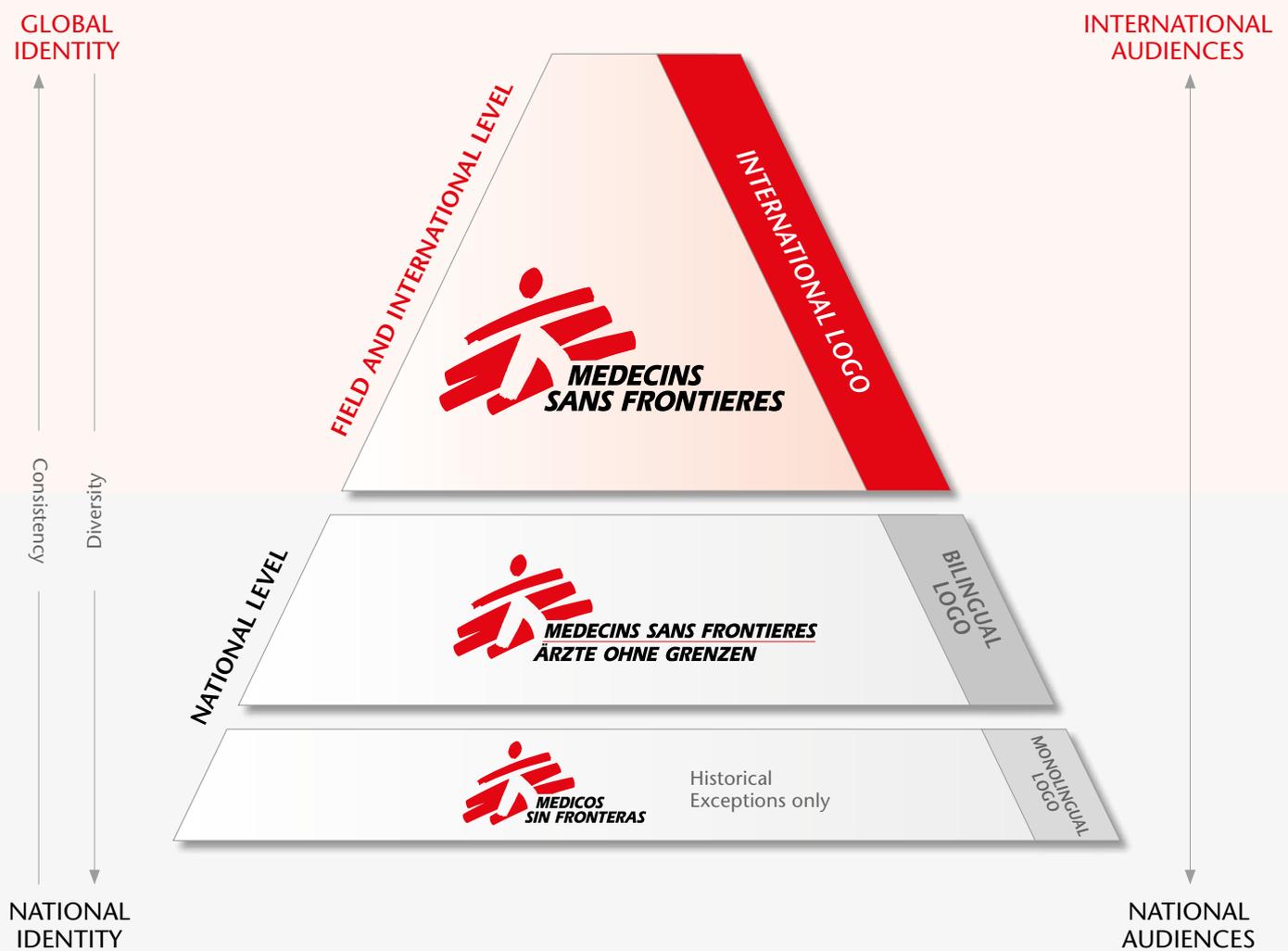
This logo has been specifically designed to work independently without the logotype. It can only be used as a supporting graphic. Therefore, the International, Bilingual or Monolingual logos should also be present on the product, brochure, website etc. (see page 36 for more details).

LOGO RANGE

Logo hierarchy system

Our range of logos is organised into three layers, as seen in the pyramid chart below. The top layer is the International Logo, with the Bilingual and Monolingual Logos underneath.

By adhering to this simple hierarchy when choosing the correct logo, it will maintain a consistent and uniform usage across the entire organisation.



ALWAYS REMEMBER

- The International Logo can be used anywhere and should be used in all field situations.
- **Never** use the Bilingual or Monolingual Logos outside of your home society. They should **not** be used in the field.

Logo usage worldwide

Below is a list of appropriate logo usage, for all MSF offices, which takes into account the newly agreed resolutions.

National sections

SECTION	LOGO CHOICES	LANGUAGE
Australia	INTERNATIONAL / BILINGUAL	French / English
Austria	INTERNATIONAL / BILINGUAL	French / German
Belgium	INTERNATIONAL / BILINGUAL / MONOLINGUAL	French / Dutch
Canada	INTERNATIONAL / BILINGUAL	French / English
Denmark	INTERNATIONAL / BILINGUAL	French / Danish
France	INTERNATIONAL	French
Germany	INTERNATIONAL / BILINGUAL	French / German
Greece	INTERNATIONAL / BILINGUAL	French / Greek
Holland	INTERNATIONAL / BILINGUAL / MONOLINGUAL	French / Dutch
Hong Kong	INTERNATIONAL / BILINGUAL	French / Chinese
Italy	INTERNATIONAL / BILINGUAL	French / Italian
Japan	INTERNATIONAL / BILINGUAL	French / Japanese
Luxembourg	INTERNATIONAL	French
Norway	INTERNATIONAL / BILINGUAL	French / Norwegian
Spain	INTERNATIONAL / BILINGUAL / MONOLINGUAL	French / Spanish
Sweden	INTERNATIONAL / BILINGUAL	French / Swedish
Switzerland	INTERNATIONAL / BILINGUAL	French / German
UK	INTERNATIONAL / BILINGUAL	French / English
USA	INTERNATIONAL / BILINGUAL	French / English

Field and other offices

OFFICE	LOGO CHOICES	LANGUAGE
Field offices	INTERNATIONAL / INT'L + LOCAL TRANSLATION	French / Local Translation
Argentina	INTERNATIONAL / BILINGUAL	French / Spanish
Brazil	INTERNATIONAL / BILINGUAL	French / Portuguese
Czech Republic	INTERNATIONAL / BILINGUAL	French / Czech
Ireland	INTERNATIONAL / BILINGUAL	French / English
India	INTERNATIONAL	French
Mexico	INTERNATIONAL / BILINGUAL	French / Spanish
South Africa	INTERNATIONAL / BILINGUAL	French / English
United Arab Emirates	INTERNATIONAL / BILINGUAL	French / Arabic
International Office	INTERNATIONAL	French



High resolution versions of all our logos are available to download from the **MSF Logo Library**.

CONSISTENCY IS IMPORTANT THROUGHOUT OUR ENTIRE WORLDWIDE LOGO USAGE

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INTERNATIONAL LOGO

Introduction

To ensure that we maintain a consistent and robust logo system our International Logo should always appear as it is below. It should never be adapted or changed in any way.

Our International Logo is constructed of two elements, the running person graphic and the French logotype. These elements are designed to work in harmony and should never be separated, otherwise the integrity and impact of the logo will be weakened.



Logotype – This has been specifically designed to work alongside the running person graphic. It is not a font which can be used independently.

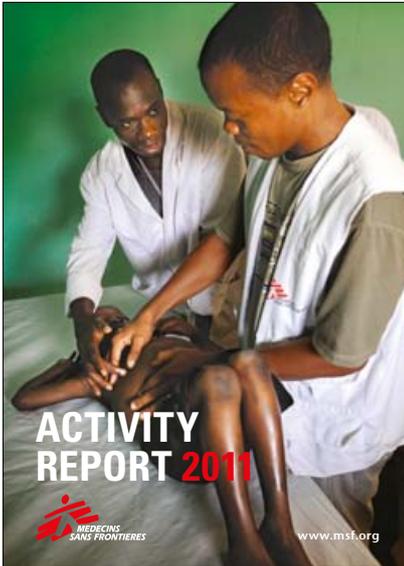
Running person graphic – This fits alongside the logotype, and should never be used as a separate graphic. There is an alternative Running Person Logo, which can be used without the logotype (*see page 36 for more details*).



High resolution versions of all our logos are available to download from the **MSF Logo Library**.

When can this logo be used?

International or national reports and publications



- ✓ The International Logo can be used on any publications including activity reports, annual reports, reviews and fundraising campaigns. It can be used at an international or national level.

Vehicle livery and signage



© Joanna Stavropoulou / MSF

- ✓ It can be used on vehicles and signage in all field situations.

International or national website and digital media



- ✓ It can be used on international or national websites and on all online and digital media.

In any field situation



© Olivier Asselin

- ✓ It can be used in all field situations including on field packs, flags, tents, T-shirts and aid packages.

ALWAYS REMEMBER



- **Always** use the International Logo in all field situations.
- **Never** use the Bilingual or Monolingual logos in the field.*
- A local translation can be added under the International Logo where appropriate (see page 14 for more details).

* Unless a mission is in a country where MSF has a section or approved entity.

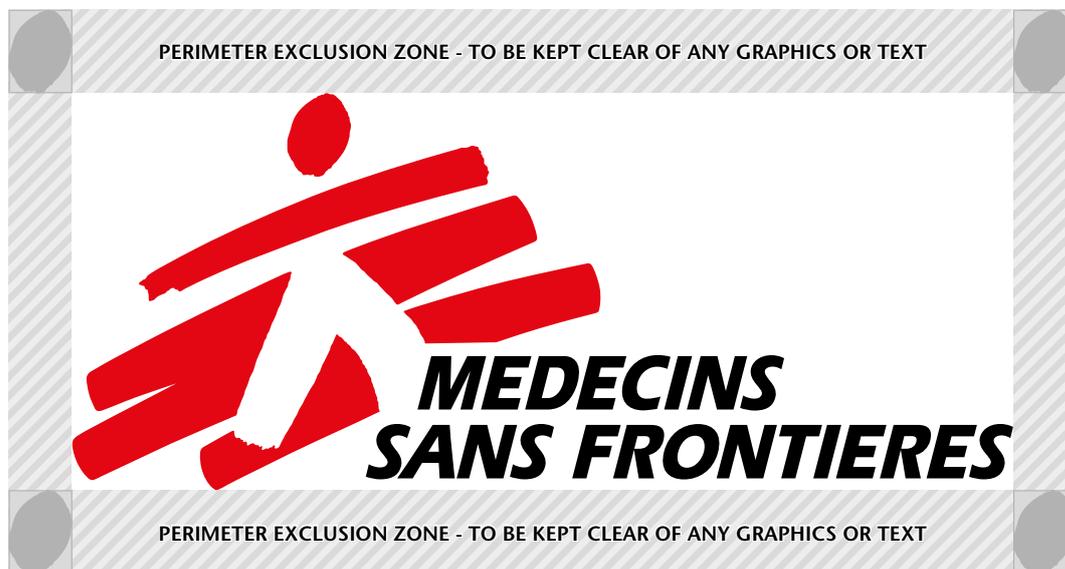


© MSF

Exclusion zone

To protect the logo's integrity and clarity, an exclusion (or clear) zone has been created around its edges. This is indicated in the graphic below by the grey hashed area around the logo.

Under absolutely no circumstances should any text or graphics be placed on or inside the exclusion zone. This is in order not to undermine the trademark registration of the International Logo.



The running person's head is used as a reference to the size of the exclusion zone.

At the top and bottom of the logo, there should be a minimum clear space which is no less than the height of the running person's head.

The minimum clear space either side of the logo should be no less than the width of the running person's head.

INTERNATIONAL LOGO

Running person graphic

The running person graphic has been specifically designed to work in partnership with the logotype. The right foot has been removed and the bottom right brush stroke has been cut, so that the logotype can be placed comfortably alongside.

This version of the running person graphic should never be used without the logotype. There is a specially designed Running Person Logo which can be used independently of the logotype (*see page 36 for more details*).



TAKE A CLOSER LOOK

Can you tell the difference between the running person graphic (which should always appear with the logotype) and the Running Person Logo (which should be without the logotype)?



Running person graphic

- this is always *used with* the logotype.
- has *no* right foot.



Running Person Logo

- this is always *used on its own without* the logotype.
- has a right foot.

INTERNATIONAL LOGO

Logotype

The logotype has been custom-made for us and is an integral part of the logo. Because of this, it always needs to be used with the running person graphic. Under no circumstances should any other conventional font be used alongside the running person graphic, instead of the logotype.

The logotype should never be confused with a normal font, it does not actually exist as an entire font and should never be used in body copy (the main text) of any publications or reports etc. It should never be separated from the running person graphic.

We have a set of secondary fonts which can be used in documents, publications and online (*see the MSF Guidelines document for more details*).



**MEDECINS
SANS FRONTIERES**

**TAKE A CLOSER LOOK**

Because our logotype is very distinctive it is very quick and easy to check if it has been replaced with an incorrect font.

- the logotype is italic (slanted right).
- the letters are bold and close together making it strong and robust looking.
- the 'R' is very distinctive and easy to recognise.

MED

FRONT

R

INTERNATIONAL LOGO

What not to do

Here are a few typical examples of *how not to* use the International Logo.



Never replace the logotype with any other font, not even with Stone Sans.



Never change the logo colours. The running person graphic should be red and the logotype black.

Never tint the logo as the colours will look washed out (see page 46 for more details regarding the colours).



Never add a key line around either the running person graphic or logotype. There is a logo available with the logotype in white for use on dark backgrounds (see the MSF Guidelines document for more details on using the logo on backgrounds).



Never adapt or change the layout or positioning of the running person graphic.

Using local translations

Often local translations are needed alongside the International Logo. These should only be used in field situations and are primarily used for security or to aid understanding of the local population.

When this adaptation of the logo is required, special care and attention has to be taken in order to maintain the consistency and clarity of the logo.



ALWAYS REMEMBER

- If you need to include a local translation, always use the above layout, *never* adapt a Bilingual Logo.



Templates for adding local translations to the International Logo are available to download from the *MSF Logo Library*.

Using local translations

Exclusion zone and construction

To ensure that the local translation is placed in the correct position, an exclusion (or clear) zone has been created around its edges. It is very similar to the exclusion zone on the International Logo (*see page 10 for more details*).



The local translation should always be placed underneath the logo and aligned to the right (use the 'S' of 'FRONTIERES' as a vertical guide). The local translation should ideally run over one line and **never be wider** than the logo, if necessary you can reduce the size of the translation text to fit (*see page 17 for more details*).



The translation should be placed the equivalent of one running person's head-height from the bottom of the logo.

Use the font **Stone Sans bold italic** and set it all in capitals, keeping the colour in black.



The type-size of the additional letters where possible should be the same height as the logotype. The above example uses the 'F' from 'FRONTIERES' to measure the height.

If you find the text is wider than the logo it can be made smaller to fit. If the translation text is so long that it becomes very small on a single line then it can be split over two lines.

Using local translations

Examples

Here are some further examples of how to use a local translation alongside the International Logo.



Exclusion zone and construction



Final logo



Exclusion zone and construction



Final logo



Exclusion zone and construction



Final logo

Using local translations

Long translations

If the local translation is too long to fit onto a single line, then the type can be made smaller to fit. Always be aware that the translation text should never be wider than the logo. In exceptional situations, when the translation becomes very small, you should call on a professional agency.



The example above show how the translation text can be reduced in size to fit the width of the logo.

But **never** make it too small or it will become hard to read. It should never be smaller than half the height of the logotype. A easy way to measure this is by using the half the “F” of frontiers as a guide.



ALWAYS REMEMBER

- If you need to double-check your local translation logo then contact our communications team at MSF International, and if need be they will be able to organise a professional agency to help you.

Using local translations

Short translations

If the font of the local translation is very short or looks too small it may need to be made bigger. If the translation does not extend to the left as far as the running person graphic's right hand then it can be made larger than the logotype 'F'.



As the translation is very short it has been made larger. It now aligns to the far right side of the running person graphic, as indicated by the dotted line.

As previously, the local translation is placed underneath the logo and aligned to the right.

The local translation, as before, should be placed the equivalent of one running person's head-height from the bottom of the logo and it should be always set in black.



ALWAYS REMEMBER

- If you need to double-check your local translation logo then contact our communications team at MSF International, and if need be they will be able to organise a professional agency to help you.

Using local translations

What **NOT** to do

Here are a few typical examples of how *not* to use a local translation with the logo.



Never place the local translation **too close** to the logo, as it compromises the exclusion zone. Keep it at least one running person's head-heights from the bottom of the logo.



Never try to make the local translation look like a Bilingual Logo. A red line should not be added and the translation needs to be further away from the logo.



Don't change the font, or colour and the local translation needs to be all capitals. The font should be **Stone Sans bold italic**, typed in capitals and in black.



The local translation is too wide.

If you have a long translation, make sure that it does not stretch wider than the logo.

DHAKHAATIIRTA AAN XUDUUDDA LAHAYN

OUR IDENTITY
IS OUR
PERSONALITY,
IT **STRENGTHENS**
US AND GIVES
US **INFLUENCE**

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Bilingual Logo

Introduction

Our range of Bilingual Logos have been developed for each of the MSF national offices. These logos are to be used at a national level, in the appropriate country only and should never be used in the field or in any other international situation. However, if a mission is in a country where MSF has a section or approved entity, and that section uses a Bilingual Logo, the mission can use the same Bilingual Logo for their communication in the project country, so as to avoid misunderstanding.

This logo combines the running person graphic with a combination French logotype and a national translation logotype. As with the International Logo, these elements are designed to work together in harmony and should never be separated or changed in any way.

Red line – This is used to separate the French logotype from the translation logotype. It should always be MSF red and as wide as the French logotype.



Logotype – This combined French logotype with translation has been specifically designed to work alongside the running person graphic. It is not a font that can be used independently.

The French logotype should always be at the top with the translation below. They should **always** be the same font size, and appear as one language per line.

Running person graphic – This is the same as is used on the International Logo. There is an alternative Running Person Logo, which can be used without the logotype.



ALWAYS REMEMBER

- **Never** use the Bilingual or Monolingual Logos in the field.*
- **Never** place the translation logotype above the French logotype. It should always appear below the red line.
- **Never** replace the logotype with your own font. If you need a version of your national Bilingual Logo, **never** try to create it yourself, they are all available to download.

*Unless a mission is in a country where MSF has a section or approved entity.

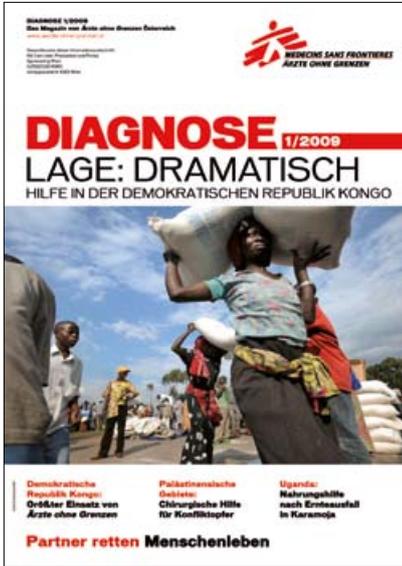


High resolution versions of all our Bilingual Logos are available to download from the **MSF Logo Library**.

BILINGUAL LOGO

When can this logo be used?

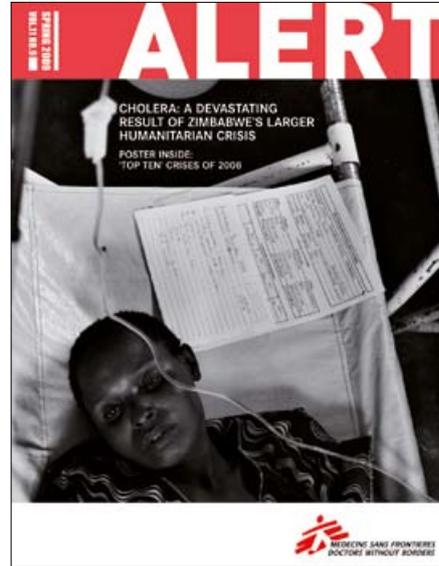
National reports and publications



MSF Austria – Report Newsletter

✓ The Bilingual Logo can be used on any national publications including activity reports, annual reports, reviews and fundraising campaigns, as long as they are for **national use only**.

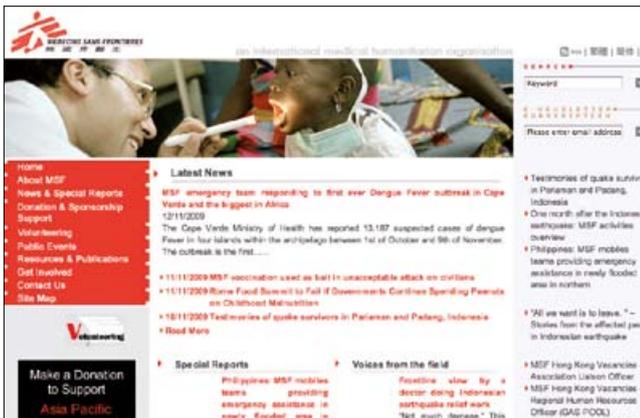
National newsletters; printed and email versions



MSF USA Newsletter

✓ It can be used on national newsletters and on emails, pdf files and printed materials.

National website and digital media



MSF Hong Kong – Website

✓ It can be used on national websites and on all online and digital media, as long as they are for **national use only**.

National events



MSF Belgium – Press Conference

✓ It can be used for national events including press conferences, exhibitions and fundraising events, but **only** if they are held in the country.

Exclusion zone

To protect the integrity and clarity of the Bilingual Logo, there is an exclusion (or clear) zone around its edges. This works in the same way as the International Logo exclusion zone. This is indicated in the graphic below by the grey hashed area around the logo.

Under no circumstances should any text or graphics be placed on or inside the exclusion zone.



The running person's head is used as a measure for the exclusion zone.

At the top and bottom of the logo, there should be a clear space which is no less than the height of the running person's head.

The minimum clear space on either side of the logo should be no less than the width of the running person's head.

Full range of logos

There is a Bilingual Logo available for all of our sections and for selected delegate, branch and other entities. Only the logos that follow are to be used, never try to create any further versions with any other translation. (To access the full range of logos for all offices, see page 6.)

Sections



Full range of logos

English

MSF Australia
MSF Canada
MSF USA
MSF UK



MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

Greek

MSF Greece



MEDECINS SANS FRONTIERES
ΓΙΑΤΡΟΙ ΧΩΡΙΣ ΣΥΝΟΡΑ

German

MSF Germany
MSF Austria
MSF Switzerland



MEDECINS SANS FRONTIERES
ÄRZTE OHNE GRENZEN

Italian

MSF Italy



MEDECINS SANS FRONTIERES
MEDICI SENZA FRONTIERE

Full range of logos

Japanese
MSF Japan



Norwegian
MSF Norway



Spanish
MSF Spain



Swedish
MSF Sweden



Full range of logos

Other offices

Arabic

United Arab Emirates
Office



Czech

Czech Republic
Office



Portuguese

Brazil Office



To access the full range of logos for all offices, see page 6.

BILINGUAL LOGO

What not to do

Here are a few typical examples of how *not* to use the Bilingual Logo.



Never replace the logotype with any other font, not even Stone Sans like in the second version shown here.

Never try and create a logo yourself. High resolution versions of all the Bilingual Logos are available on the *MSF Logo Library*.



Never put the translation logotype at the top and the French logotype below.



Never scale the running person graphic (larger or smaller) so that it is out of proportion with the logotype.

Both the running person graphic and the logotype are designed to work in balance; if either of these are changed, then it affects the harmony of the logo.



DISCREPANCIES IN OUR LOGO SYSTEM WEAKEN OUR GLOBAL STATURE

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Monolingual Logo

Introduction

This logo replaces the French logotype with a translation logotype and combines this with the running person graphic.

There is a limited range of Monolingual Logos: Dutch and Spanish, for use in Spain, Belgium and Holland only. These countries qualify under the 'historical exception' rule, as they have been using the Monolingual Logo in Dutch or Spanish for many years. These logos are to be used at a national level only and should never be used in the field or in any other international situation.



Logotype – This translated version of the logotype has been specifically designed. It is not a font you can use independently. The translation is always split over two lines, like the International Logo.

Running person graphic – This is the same as is used on the International Logo.



High resolution versions of all our Monolingual Logos are available to download from the **MSF Logo Library**.



HISTORICAL EXCEPTIONS

Only countries that have an extended history of Monolingual Logo usage will be permitted to continue their use of it. **These are:**

MSF Spain
MSF Belgium
MSF Holland

ALWAYS REMEMBER

- Use of the Monolingual Logo is **limited**. New countries will be not able to adopt its use and instead they will need to use the relevant Bilingual Logo.
- **Never** use these logos in the field. They are for national use only.
- **Never** recreate this logo in any other language. It is available in two languages (Dutch and Spanish) only.

Exclusion zone

To protect the integrity and clarity of the Monolingual Logo, there is an exclusion (or clear) zone around its edges. This works in the same way as the International Logo exclusion zone. This is indicated in the graphic below by the grey hashed area around the logo.

Under no circumstances should any text or graphics be placed on or inside the exclusion zone.



The running person's head is used as a reference to establish the size of the exclusion zone.

At the top and bottom of the logo, there should be a minimum clear space which is no less than the height of the running person's head.

The minimum clear space either side of the logo should be no less than the width of the running person's head.

Full range of logos

There is a Monolingual Logo available for the following national offices. Never try to create any other version.

Dutch

MSF Holland
MSF Belgium



Spanish

MSF Spain



MONOLINGUAL LOGO

What not to do

Here are a few typical examples of how *not* to use the Monolingual Logo.



Never replace the logotype with any other font, not even Stone Sans like in the second version shown here.

Never try to create a logo yourself, they are available to download from the *MSF Logo Library*.



Never change the logo colours, the running person graphic should be red and the logotype black.



Never place a local translation under the Monolingual Logo. It should never be used in the field, so there is no need to do this.

**DHAKHAATIIRTA AAN
XUDUDDA LAHAYN**

أطباء بلا حدود

THINK OF
THE BIGGER
PICTURE!
EVERY
APPLICATION
OF OUR LOGO
REFLECTS ON
ALL OF US

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Running Person Logo

Introduction

The Running Person Logo is for use as a secondary, support logo. It can be used as an icon background or supporting device.

To ensure that we maintain a consistent and firm identity, the Running Person Logo should never be used on its own. Whenever you use this support logo make sure that there is another full MSF Logo (International, Bilingual or Monolingual Logo) placed somewhere on the same document or product. The full logo does not have to appear on every individual page. For example, a brochure may feature the full logo on the front cover, with the Running Person Logo alone on the inside pages.

Never use this logo in combination with any other slogans or partners' logos, as it is designed purely for the purpose of supporting our MSF Logos.



The Running Person Logo has a distinctive right foot, as it is designed to work without the logotype (*see page 11 for more details regarding the running person graphic*).



High resolution versions of all our logos are available to download from the *MSF Logo Library*.



TAKE A CLOSER LOOK

Can you tell the difference between the running person graphic (which should always appear with the logotype) and the Running Person Logo (which should be without the logotype)?



Running person graphic

- is *always* used with the logotype.
- has *no* right foot.



Running Person Logo

- is always *used* on its own *without* the logotype.
- has a right foot.

Exclusion zone

When using the Running Person Logo, it is very important that you consider the integrity and clarity of the logo. There is an exclusion (or clear) zone around its edges. This exclusion zone is different from the other logos because it follows the shape of the running person, which makes it much more flexible and allows you to place elements much closer to the logo.

Under no circumstances should any text or graphics be placed on or inside the exclusion zone.



The exclusion zone follows the shape of the logo, allowing easier use as a background or in conjunction with other graphics.

Use the width of the running person's finger as a guide to how close you can place graphics to the logo.

Never place any text or other graphics over or inside the Running Person Logo.



ALWAYS REMEMBER

- **Never** combine the Running Person Logo with any other slogan or partner's logos (see Part 2, page 3 for more details regarding use of slogans and partners' logos).
- The Running Person Logo should only be used as a supporting graphic for the other MSF logos.



RUNNING PERSON LOGO

When can this logo be used?

Here are a few typical examples of *how* to use the Running Person Logo.



Using the logo on the cover of a report or document is striking and bold. There are no graphics or other text over the logo.

Always remember to include either the International, Bilingual or Monolingual Logos on the document as well.



On a T-shirt a small International Logo is placed on the front, and a much larger and bolder Running Person Logo is placed on the reverse.



Combining the Running Person Logo with a montage of photographs can create a more subtle and engaging feel.

This type of montage effect is ideal for website banners, brochure covers or newsletters.

Remember **never** to place the logo where it is hard to see, and never place any graphics on top of the logo.

(See the MSF Guidelines document for more details on using backgrounds).

RUNNING PERSON LOGO

When can this logo be used?

Here are a few typical examples of *how* to use the Running Person Logo on various applications.



Here, the Running Person Logo is used at the top of a newsletter, to create an eye-catching masthead, while the International Logo is used at the bottom of the cover to balance this.

A smaller logo is placed in a bar along the top of all the internal pages throughout the rest of the newsletter. As long as it is on the cover, the International Logo does not have to appear again.



The Running Person Logo can be used to create striking icons and buttons on your website.

Always remember that the Running Person Logo does not replace either the International, Bilingual or Monolingual Logos. It should always appear in conjunction with one of these.

What not to do

Here are a few typical examples of how *not* to use the Running Person Logo.



MSF Canada - Annual Report



Never use the Running Person Logo on its own. Either an International, Bilingual or Monolingual Logo should also be on this cover.

Here the document title and text are **placed on top** of the Running Person Logo, and it is also cropped off the side of the document. This breaks the exclusion zone.



MSF - Website



Never place images or graphics inside the Running Person Logo.

Also, here, the wrong running person has also been used.

Never use the running person graphic from the International Logo (this has no right foot). **Always** use the Running Person Logo (this has a right foot).

(See page 11 for more details on the International Logo running person graphic).



MSF South Africa - Website



Here again the running person graphic (**with no foot**) has been used instead of the Running Person Logo.

WHEREVER OUR
LOGO APPEARS,
IT SHOULD
ALWAYS RETAIN
THE SAME MSF
ESSENCE AND
CHARACTER

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Logo sizes and colours

LOGO SIZES AND COLOURS

Logo application – size

To keep a consistent look and feel, the logo should never be either too large or too small. Below is a basic guide which shows what size the logo should be on different documents (the logos below are actual size).

If the logo is too small on a document it can look insignificant and get lost, but if too big it will look brash and unappealing. These simple rules apply to all of our logo range (International, Bilingual or Monolingual Logos). Always use the height of the running person as a reference as this is consistent across the entire logo range.



On A2 documents, logo height should be 50 mm (2 in)



On A3 documents, logo height should be 38 mm (1.5 in)

Use on posters

A2 and A3 sizes are large sizes which are mostly associated with posters.

On even larger items like signs and flags, the logo may have to be much bigger. **Always** remember to adhere to the exclusion zone, and leave plenty of space around the logo.

A SIZE	DOCUMENT SIZE		LOGO SIZE (HEIGHT)	
A1	594 x 841 mm	23.4 x 33.1 in	76 mm	3.0 in
A2	420 x 594 mm	16.5 x 23.4 in	50 mm	2.0 in
A3	297 x 420 mm	11.7 x 16.5 in	38 mm	1.5 in
A4	210 x 297 mm	8.3 x 11.7 in	25 mm	1.0 in
A5	148 x 210 mm	5.8 x 8.3 in	18 mm	0.75 in
A6	105 x 148 mm	4.1 x 5.8 in	13 mm	0.5 in
Minimum Size			8 mm	0.3 in

LOGO SIZES AND COLOURS

Logo application – size



On A4 documents, logo height should be 25 mm (1 in)

Use on annual reports and newsletters

A4 is the standard size which is typically used for annual reports, newsletters and stationery.

Remember to make sure that the logo size is balanced with the other elements on the document!



On A5 documents, logo height should be 19 mm (0.75 in)



On A6 documents, logo height should be 13 mm (0.5 in)

Use on leaflets, flyers and postcards

A5 is a typical size of a small flyer or leaflet, while A6 is postcard size.

When working with smaller document sizes always be careful not to make the logo too small.



The Logo height should never be smaller than 8 mm (0.3 in)



The Running Person Logo (with his right foot) can be used smaller

Minimum size

Never use the logo smaller than 8 mm.

If under exceptional circumstances you need to use a logo smaller than this, (on a pin badge for example) then you can use the Running Person Logo instead. (See page 36 for more details).

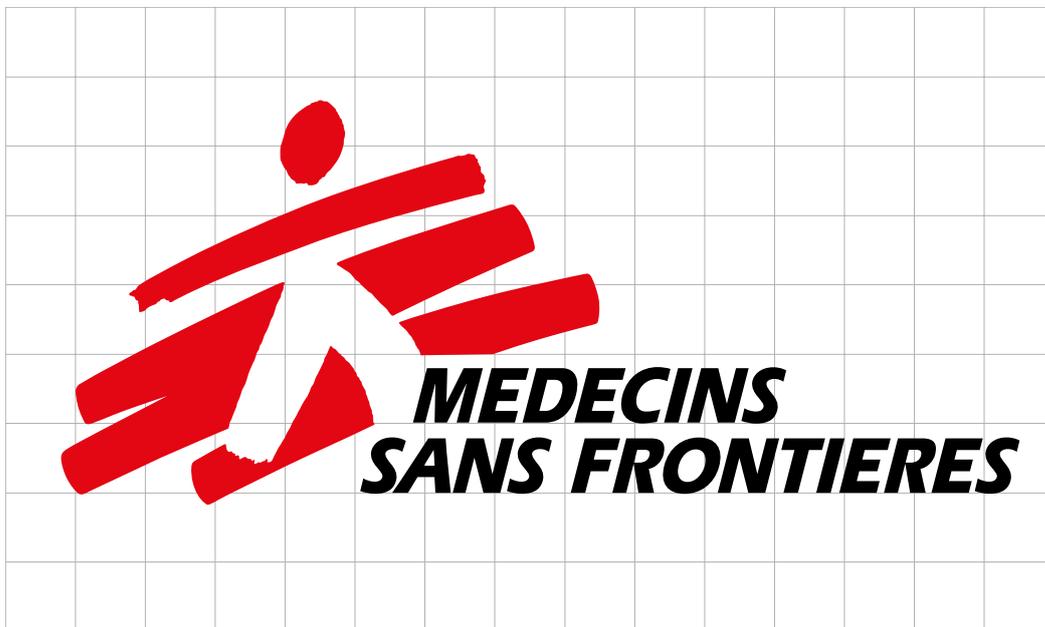
A SIZE	DOCUMENT SIZE	LOGO SIZE (HEIGHT)
A1	594 x 841 mm 23.4 x 33.1 in	76 mm 3.0 in
A2	420 x 594 mm 16.5 x 23.4 in	50 mm 2.0 in
A3	297 x 420 mm 11.7 x 16.5 in	38 mm 1.5 in
A4	210 x 297 mm 8.3 x 11.7 in	25 mm 1.0 in
A5	148 x 210 mm 5.8 x 8.3 in	19 mm 0.75 in
A6	105 x 148 mm 4.1 x 5.8 in	13 mm 0.5 in
Minimum Size		8 mm 0.3 in

Logo scaling grid

One really important thing to remember when you are re-sizing the logo is *never* to squash or stretch the logo! When you are scaling a logo always remember to check that it is still in the correct proportion.

Also be aware of the quality of the logo. If you are enlarging it, you may find that it starts to look blurred or bit-mapped if the resolution is not high enough.

(See Glossary of useful terms for more information on the best types of file and quality issues.)



Looking at the logo on the scaling grid above will help you compare the proportions.

The International Logo is roughly two and a half times wider than it is high.



HELPFUL ADVICE

- Whenever you are working in Word, Powerpoint or any other application, remember to hold down the <SHIFT> key when scaling the logo, as this will keep it in the correct proportion. You can *also* check that the x and y scale percentages are the same.



High resolution versions of all our logos are available to download from the **MSF Logo Library**.

Logo scaling grid

Below are the other three types of MSF logo on their respective scaling grid.

Bilingual Logo



Monolingual Logo



Running Person Logo



HELPFUL ADVICE

- With the Bilingual and Monolingual Logos, because they have varying translations, it is always a good idea to use the running person graphic as a point of reference when scaling. If this graphic looks distorted, then the logo has been scaled incorrectly!

Full colour logo

The full colour logo should be used wherever possible. This should always consist of the running person graphic in red and the logotype in black. There are different versions of all our logos available to download from the *MSF Logo Library*, whether it is needed for printed materials, signage or online. If the full colour International Logo will not work, there are alternatives: the International Logo with white logotype and the single colour logo.



CMYK (four colour process)

This type of logo is the principle colour version and can be used on most print material, like brochures, reports and newsletters.

It is sometimes referred to as four colour process or full colour.

RED: C 0 M 100 Y 100 K 0
BLACK: C 0 M 0 Y 0 K 100

Spot colour (two special colours)

This colour type is for two colour print runs. This is ideal for stationery, signage and any print process when you only need red and black.

Spot colours are often referred to as Pantones, as they all have an identifying Pantone number.

RED: Pantone 032 C
BLACK: Pantone Black C

RGB (websafe)

This colour type is only to be used for online and electronic media, like websites, powerpoint presentations and animations.

Websafe RGB colours can sometimes be referred to as hexadecimal colours.

RED: #EE0000
BLACK: #000000



ALWAYS REMEMBER

Never change any of the logo colours, it should *always* appear in red and black as above. Below are some common examples of what should not be done.



 The running person graphic should *always* be red.



 *Never* put an outline around the logo.



 *Never* change the logotype to red, it should *always* be black.

Full colour logo – white logotype

Wherever possible try to use the full colour logo. However, on some occasions you may need to use the logo against a dark background or photograph. For these instances, a red and white version has been created. This should always consist of the running person graphic in red and the logotype in white.

There are different versions of these logos available to download from the *MSF Logo Library*.



LOGO SIZES AND COLOURS

Single colour logo

On some occasions you may need to use the logo in a single colour format. This normally occurs when you are restricted to a single colour print, or if you want the logo to be much clearer when faxed or photocopied.

For these instances there is a one colour black version of the logo. When you are using the logo in a single colour, it should always appear in black and never in any other colour.



Black version

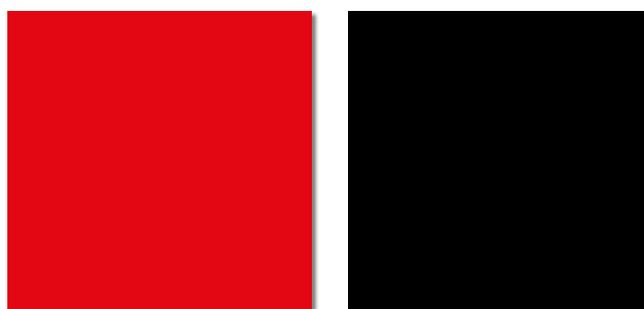
Only to be used for reproduction usage or single colour printing. (e.g. photocopy, fax, black and white printing)



High resolution versions of all our logos are available to download from the **MSF Logo Library**.

Primary colour palette

Our primary colour palette consists of the same red and black that are used on all our logos. These two colours are at the heart of our organisation's look and are essential to our character. They should never be altered or adapted in any way.



COLOUR TYPE	MSF RED	MSF BLACK
<i>Spot (Pantone)</i>	032C	Black C
<i>CMYK</i>	C0 M100 Y100 K0	C0 M0 Y0 K100
<i>RGB</i>	R238 G0 B0	R0 G0 B0
<i>Websafe RGB (hexadecimal)</i>	#EE0000	#000000



ALWAYS REMEMBER

- *Try* to keep a close watch on the reproduction of the red. Variants can easily creep in and this will weaken our overall visual identity.
- *Always* be careful if you change a logo from one colour type to another (RGB to CMYK for example). Depending on the software used the colours can change incorrectly and look wrong!

NEVER
PRESUME
SOMETHING
IS CORRECT
JUST BECAUSE
IT HAS BEEN
DONE THAT
WAY BEFORE

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Logo Library

Glossary of useful terms

When you download any of the logo packages you will see that there are a number of different types of file for each logo. This can get very confusing unless you understand the basic differences between these files and which one is best used in which situation.

Below is a brief and simple explanation of what these files are and where they are best used.

Each logo download package contains the following file types:

FILE	IDEALLY USED FOR	USEFUL NOTES
.eps Illustrator file	All print materials such as brochures & reports. Large format printing such as flags and signage.	Illustrator eps files are ideal for use on any printed material. Where possible these should always be the preferred choice of logo file . They can be scaled as large or small as you require without losing quality. An Illustrator .eps file is what designers or printers always prefer to use. Please note you will probably not be able to open these file types on your PC, but any printer or designer will be able to.
.pdf Adobe Acrobat	All print materials such as brochures & reports. Large format printing such as flags and signage.	Adobe Acrobat .pdf files are similar to Illustrator files, in that they are ideal to send to designers and printers. They can also be scaled to any size without loss of quality. If you have Illustrator .eps files then they should always be used, otherwise a .pdf is an adequate replacement.
.jpg	Online & electronic media such as websites, Powerpoint & Word files.	These files are not ideal to print from and should never be scaled bigger as they will distort and blur. But they are great for use in your own powerpoint and word templates. Do not send .jpps to designers or printers. Even web designers would normally prefer an Illustrator .eps or .pdf file.
.tif	Limited use on some electronic or printed materials.	These file types are better quality than a .jpg, but they also cannot be scaled without blurring. They are best used by anyone who needs a good quality logo but cannot access either an Illustrator .eps file or .pdf file format.

There are several colour types which you will find in the package, these are as follows:

COLOUR TYPE	USAGE	USEFUL NOTES
CMYK Also referred to as "four colour process" or "full colour".	Any printed material.	This type of logo is the principle colour version and can be used on most printed material, such as brochures, reports and newsletters. If in doubt , send or use a CMYK logo.
Spot colour Also referred to as "Pantones" or "special colours".	Two-colour printed materials.	This colour type is for two colour print runs. It is ideal for stationery, signage, T-shirts and any print process when only red or black is required.
RGB Also referred to as "websafe RGB" or "hexadecimal colours".	Electronic and online media.	This colour logo type is used for electronic & online media such as websites, Powerpoint & email newsletters. Never use an RGB logo on a printed job as the colour will reproduce incorrectly.
Black Also referred to as "single colour".	Single-colour printed materials.	Only use the black logo when you are restricted to a single colour print, or if good reproduction on a fax or photocopier is essential. Where possible try to use one of the colour logos.

There is one other important thing to be aware of when using the logo; is the quality and size of the logo file (known as resolution) good enough?

Designers or printers will often ask for **high resolution files or logos**. If possible, always send an **Illustrator .eps** or **.pdf** file as these can be used any size, large or small, without loss of quality, and are ideal in almost all situations.

If you are using a **.jpg** or **.tif** logo, or photographs on any printed material, the resolution must be at least 300dpi (high resolution) and should not be scaled too large. When these files are being used online or on electronic media they have to be 72dpi (low resolution).

Logo downloads

Below is a full list of the logo and template files which are available to download from the MSF Logo Library.

Each one of these downloadable packages contains a full range of file types for all possible electronic or print use. For more information regarding the various files and colour types, see *Glossary of useful terms*.

National sections

SECTION	LOGO CHOICES	LANGUAGE
Australia	INTERNATIONAL / BILINGUAL	French / English
Austria	INTERNATIONAL / BILINGUAL	French / German
Belgium	INTERNATIONAL / BILINGUAL / MONOLINGUAL	French / Dutch
Canada	INTERNATIONAL / BILINGUAL	French / English
Denmark	INTERNATIONAL / BILINGUAL	French / Danish
France	INTERNATIONAL	French
Germany	INTERNATIONAL / BILINGUAL	French / German
Greece	INTERNATIONAL / BILINGUAL	French / Greek
Holland	INTERNATIONAL / BILINGUAL / MONOLINGUAL	French / Dutch
Hong Kong	INTERNATIONAL / BILINGUAL	French / Chinese
Italy	INTERNATIONAL / BILINGUAL	French / Italian
Japan	INTERNATIONAL / BILINGUAL	French / Japanese
Luxembourg	INTERNATIONAL	French
Norway	INTERNATIONAL / BILINGUAL	French / Norwegian
Spain	INTERNATIONAL / BILINGUAL / MONOLINGUAL	French / Spanish
Sweden	INTERNATIONAL / BILINGUAL	French / Swedish
Switzerland	INTERNATIONAL / BILINGUAL	French / German
UK	INTERNATIONAL / BILINGUAL	French / English
USA	INTERNATIONAL / BILINGUAL	French / English

Field and other offices

OFFICE	LOGO CHOICES	LANGUAGE
Field offices	INTERNATIONAL / INT'L + LOCAL TRANSLATION	French / Local Translation
Argentina	INTERNATIONAL / BILINGUAL	French / Spanish
Brazil	INTERNATIONAL / BILINGUAL	French / Portuguese
Czech Republic	INTERNATIONAL / BILINGUAL	French / Czech
Ireland	INTERNATIONAL / BILINGUAL	French / English
India	INTERNATIONAL	French
Mexico	INTERNATIONAL / BILINGUAL	French / Spanish
South Africa	INTERNATIONAL / BILINGUAL	French / English
United Arab Emirates	INTERNATIONAL / BILINGUAL	French / Arabic
International Office	INTERNATIONAL	French

[Click here to access the MSF Logo Library](#)

Helpful contacts

Below are a few useful links to other MSF sites and areas on the intranet, where you can find related information and downloads. At the bottom is a few useful contacts which will help if you cannot find what you are looking for or require further information.

MSF Logo Rules and Guidelines online

<https://tukul.msf.org/logo>

MSF Image Library

<https://secure.media.msf.org>

If you have any questions regarding this document, then contact the communications team at MSF International on +41 22 849 8400 or sara.chare@msf.org