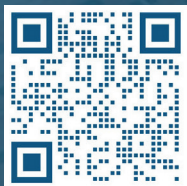




Visual Identity Guidelines



Logos

Use of the Logo

The emblem of the Mediterranean Youth Foundation for Development serves as the foundational component of our organizational identity, comprising three integral elements that are designed to be inseparable.

Firstly, it symbolizes a map of the Mediterranean Sea & Mediterranean country, featuring spikes that signify the interconnectedness of the Mediterranean region from north to south and east to west.

The second element embodies the spirit of youth solidarity, reflecting our identity as a youth-focused organization. Shaped in the form of the letter "M," which corresponds to the initial letter of our acronym (MYF), it signifies the unity and collective strength of our youth community.

Lastly, the third element prominently displays the name of the foundation in both English and Arabic, underscoring our commitment to inclusivity and recognition of the diverse linguistic context in which we operate.



Clearance space



Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter **(M)**

Logo variation



This logo, in which part of the logo appears in green, is often used in projects related to climate change.

Logo Monocolor



Occasionally, production constraints may limit color options to a singular choice. In such instances, adhere to the following guidelines:

- The logo, mark, and wordmark should be employed with either light-colored typography on a dark background or dark-colored typography on a light background.
- Ensure clear distinction between the wordmark and symbol from the background color.
- Whenever possible, adhere to the MYF color palette; however, use black or white when necessary.

Logo Sizes

Maximum logo size:

There is no maximum size for the use of the logo; its size will vary according to the support used.

Minimum logo size:

The minimum size accepted is the following. Smaller sizes should be avoided in order to keep the words in logo legible.



Incorrect Usage

Here's what you shouldn't do with our logo. Remember that we convey an identity rooted in our values and the best way to preserve it, is to consistently and accurately present our brand and respect our brand guidelines

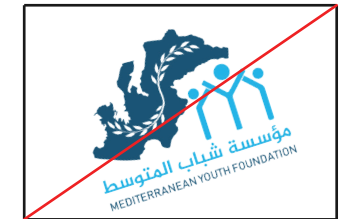
- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Crop the logo in any way.



Do not alter or use external colors



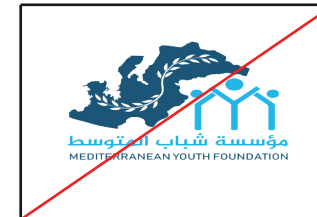
Do not Remove the text in Logo



Do not tilt or rotate the logo



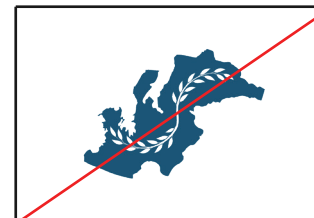
Do not use shadows or any other effects



Do not distort or skew the logo



Do not change the position or the size of the Logo



Do not use this icon only in Logo



Do not change the transparency of the Logo



Do not apply gradients

Typography

Color



Color palette

Blue Sapphire

1C5677

R 28 / G 86 / B 119

H 202 / S 76 / L 29

C 76 / M 28 / Y 0 / K 53

Vivid Cerulean

EF4100

R 0 / G 174 / B 239

H 196 / S 100 / L 47

C 100 / M 27 / Y 0 / K 6

Gray 40% Black

A7A7A7

R 167 / G 167 / B 167

H 0 / S 0 / L 65

C 0 / M 0 / Y 0 / K 40

100% Black

000000

R 0 / G 0 / B 0

H 0 / S 0 / L 0

C 0 / M 0 / Y 0 / K 100

Japanese Laurel

2B6D2B

R 43 / G 109 / B 43

H 120 / S 61 / L 30

C 61 / M 0 / Y 61 / K 57

us this color only in climat chang project or green project

Logo Positioning

MYF logo with our projects logos



When the Mediterranean Youth Foundation for Development (MYF) logo is used with the logo of one of the Foundation's projects (such as a dialogue on the Human Fraternity Document, the Mediterranean Youth Academy, or other initiatives), the Mediterranean Youth Foundation for Development (MYF) logo should be placed at the top left, while the Mediterranean Youth Foundation (MYF) logo should be placed Project logo in the upper right corner. Partner logos will be placed in the bottom corners.

MYF logo with National& International Networks logos

When using the Mediterranean Youth Foundation for Development (MYF) logo in partner projects affiliated with our partners from local and international organizations, the Mediterranean Youth Foundation for Development (MYF) logo is placed at the bottom far left.



**You can find all the logo versions on the following link:
MYF_LOGOS**