



Primary MEF brand logo

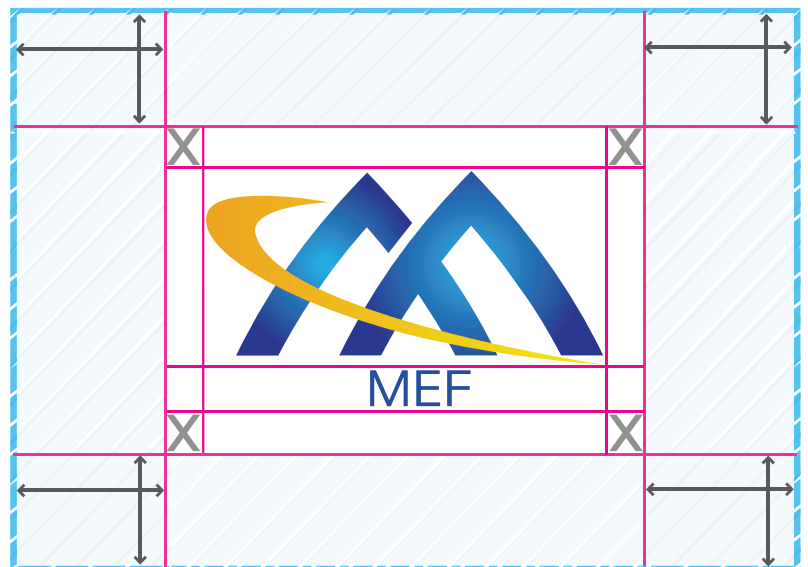
BRANDING guidelines

Consistency is key when looking to apply the MEF brand mark. This brief guide will help in the general application of the new MEF logo.

This is not a complete identity guide, however provides the basics to ensure initial consistency of the MEF brand application.

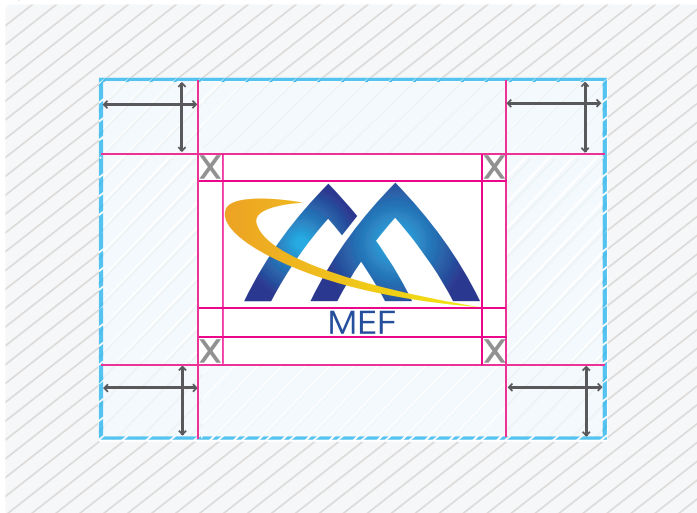
The primary logo, above, is to be used for the majority of cases for MEF branding including, however not limited to, digital media, print, and material goods for the purpose of marketing and advertising MEF.

If you have any questions regarding MEF branding please contact manager@mef.net.





Positional & Spatial Considerations



The outer Gray striped padding indicates the safe zone. Other graphical and visual elements can be safely positioned up to the Blue line.

Blue indicates clear space. The blue area must be kept free of all other graphical and visual elements.

The minimum required clear space is defined by the measurement "X" (equal to the height of the uppercase letters, known as the "cap height" – the width is equal to the height).

Magenta indicates type and element alignment and boundaries.



Image above shows the ideal logotype placement.

Notice that the Blue area creates a padding Clear Space top and right of the logotype.

Any other design element may be added to the photograph as long as it does not cross over the Blue area left and bottom of the logotype.



Brand Colours and Values

Master gradient logo



Pantone N/A (custom gradient)
Hex: N/A / RGB: N/A
CMYK: N/A



Pantone N/A (custom gradient)
Hex: N/A / RGB: N/A
CMYK: N/A



Defined color logos



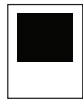
Pantone 2738C
Hex: 244E9E / RGB: R39 G78 B157
CMYK: C95.18 M79.33 Y3 K0.07



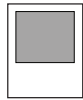
Pantone 7687 C
Hex: FFC000 / RGB: R255 G192 B0
CMYK: C0 M26 Y100 K0



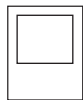
Pantone 2738C
Hex: 244E9E / RGB: R39 G78 B157
CMYK: C95.18 M79.33 Y3 K0.07



Pantone Black
Hex: 000000 / RGB: R39 G78 B157
CMYK: C74.97 M67.92 Y67.05 K90.15



Pantone White
Hex: A6A6A6 / RGB: R166 G166 B166
CMYK: C37.01 M30.02 Y20.62 K0.1



Pantone White
Hex: FFFFFFFF / RGB: R255 G255 B255
CMYK: C0 M0 Y0 K0



The primary logo is gradient blue & gradient yellow which work well for digital media but not always for print or clothing. For consistent color reproduction please use solid blue and yellow, as well as solid blue, black etc.



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Do Not Abuse The Logo



- ⊗ Do not change the format of the logo even if you feel it looks good.
- ⊗ Do not change the position of the wording.



- ⊗ Do not recreate the font in another typeface.



- ⊗ Do not stretch the logo in any way.



- ⊗ Do not mix a coloured logo with a coloured background.
- ⊗ Do not use colours, or mix colours, that are not part of the brand colour scheme as shown on previous page.



Additional Approved MEF Logos





Compatibility Color Use Chart

Powerpoint & Web:

HEX	FFFFFF	FBFBFB	F0F1F2	000000	244E9E	3D7BC7	EB5E1C	FFC000
RGB	255 255 255	251 251 251	240 241 242	0 0 0	39 78 157	61 123 199	235 94 28	255 192 0
CMYK	0 0 0 0	.83 .33 .33 0	4.28 2.68 2.42 0	74.97 67.92 67.05 90.15	95.18 79.33 3 0.07	76.41 47.87 0 0	2.94 77.48 100 0.14	0 26 100 0

PowerPoint - specific additions:

HEX	328577	8064A2	4BACC6
RGB	50 113 119	128 100 162	75 172 198
CMYK	80 29 58 0	56.7 68.37 6.55 0.08	66.6 14.47 17.11 0

MEF Logos (Flat/non-gradient)

HEX	FFFFFF	000000	244E9E	FFC000
RGB	255 255 255	0 0 0	39 78 157	255 192 0
CMYK	0 0 0 0	74.97 67.92 67.05 90.15	95.18 79.33 3 0.07	0 26 100 0

Grayscale:

HEX	FBFBFB	F0F1F2	D9D9D9	BFBFBF	A6A6A6	7F7F7F	595959	262626	000000
RGB	251 251 251	240 241 242	217 217 217	191 191 191	166 166 166	127 127 127	89 89 89	38 38 38	000000
CMYK	.83 .33 .33 0	4.28 2.68 2.42 0	13.55 10.45 10.85 0	25.24 19.93 20.37 0	37.01 30.02 20.62 0.1	51.99 43.47 43.47 7.91	62.96 54.89 54.06 28.29	71.04 65.1 63.99 69.32	74.97 67.92 67.05 90.15

Reserved Color - not for use other than for Professional Certification status:

HEX	E81F30
RGB	232 31 48
CMYK	3 99 89 0