MÉDECINS DU MONDE

Style guide

The basics

MARCH 2022

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THE BASICS

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LOGO

Rules for use

Use of Médecins du Monde blue
R: 0   **G**: 101   **B**: 189
C: 100   **M**: 60   **Y**: 0   **K**: 0
#0065bd
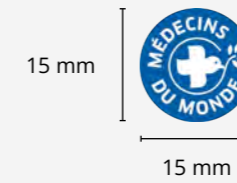
15 mm
15 mm

The minimum size of the logo is 15 mm high and 15 mm wide,
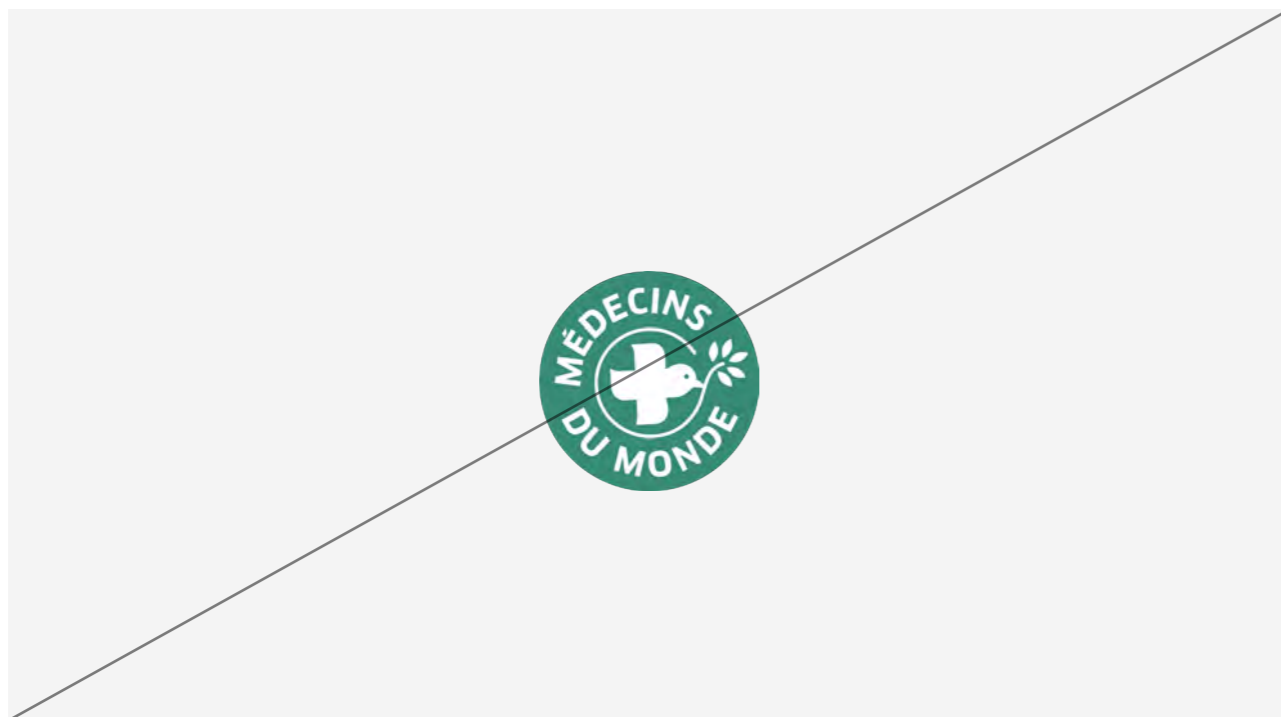otherwise it is not legible.

Version of the logo rotated to the left at 9.5°
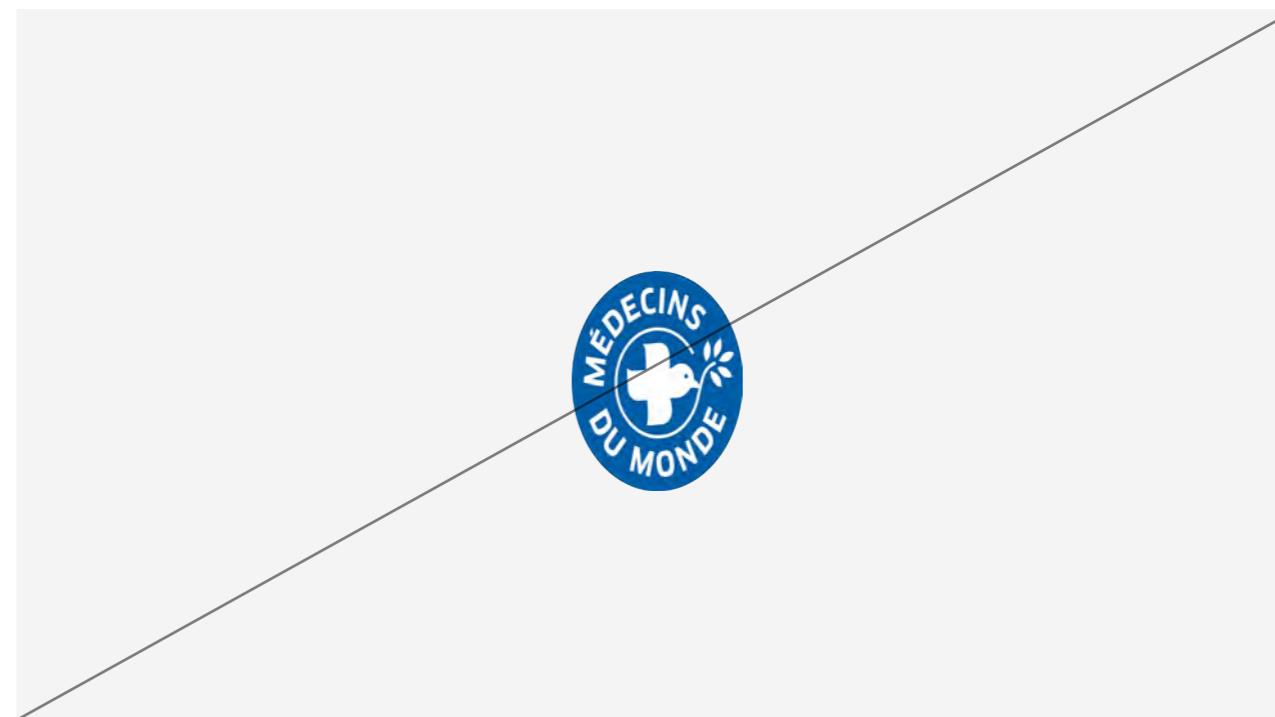to be used as a patch in headers.

The logo can also be used in white
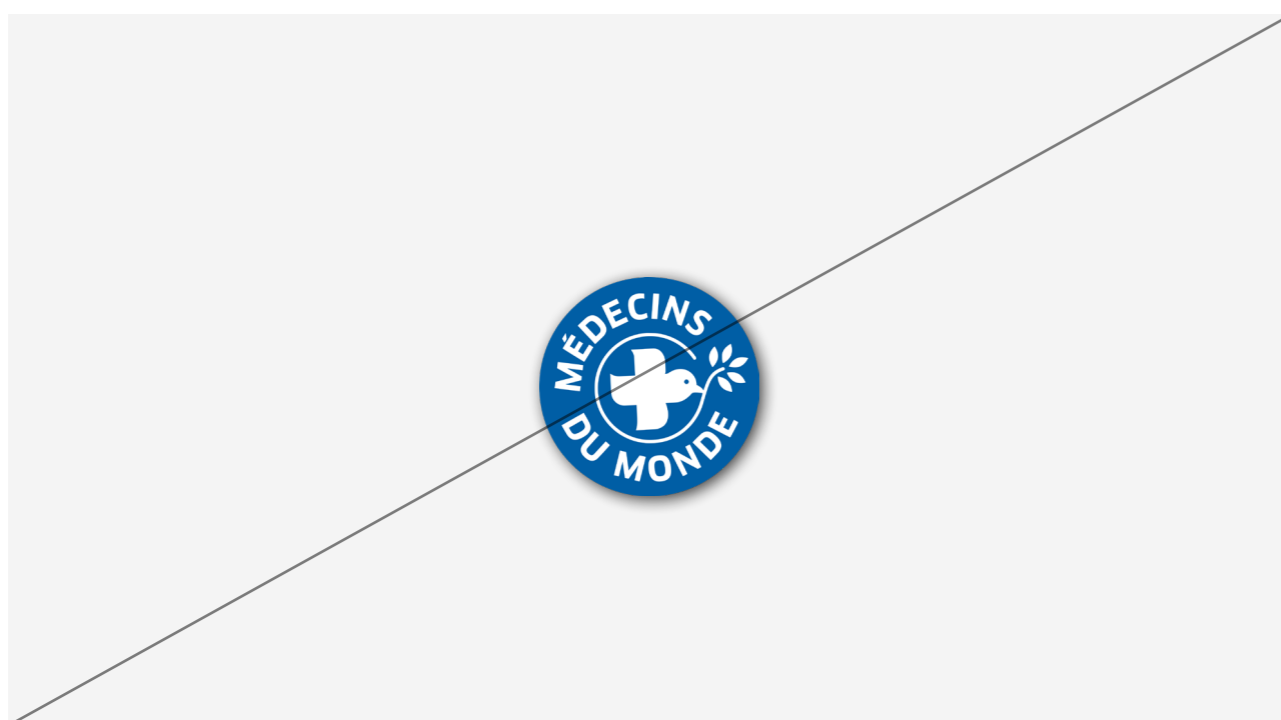(solid or outlined) on coloured backgrounds.

LOGO

Prohibited uses

1. Use of a colour other than Médecins du Monde blue.

2. Distortion of the logo.

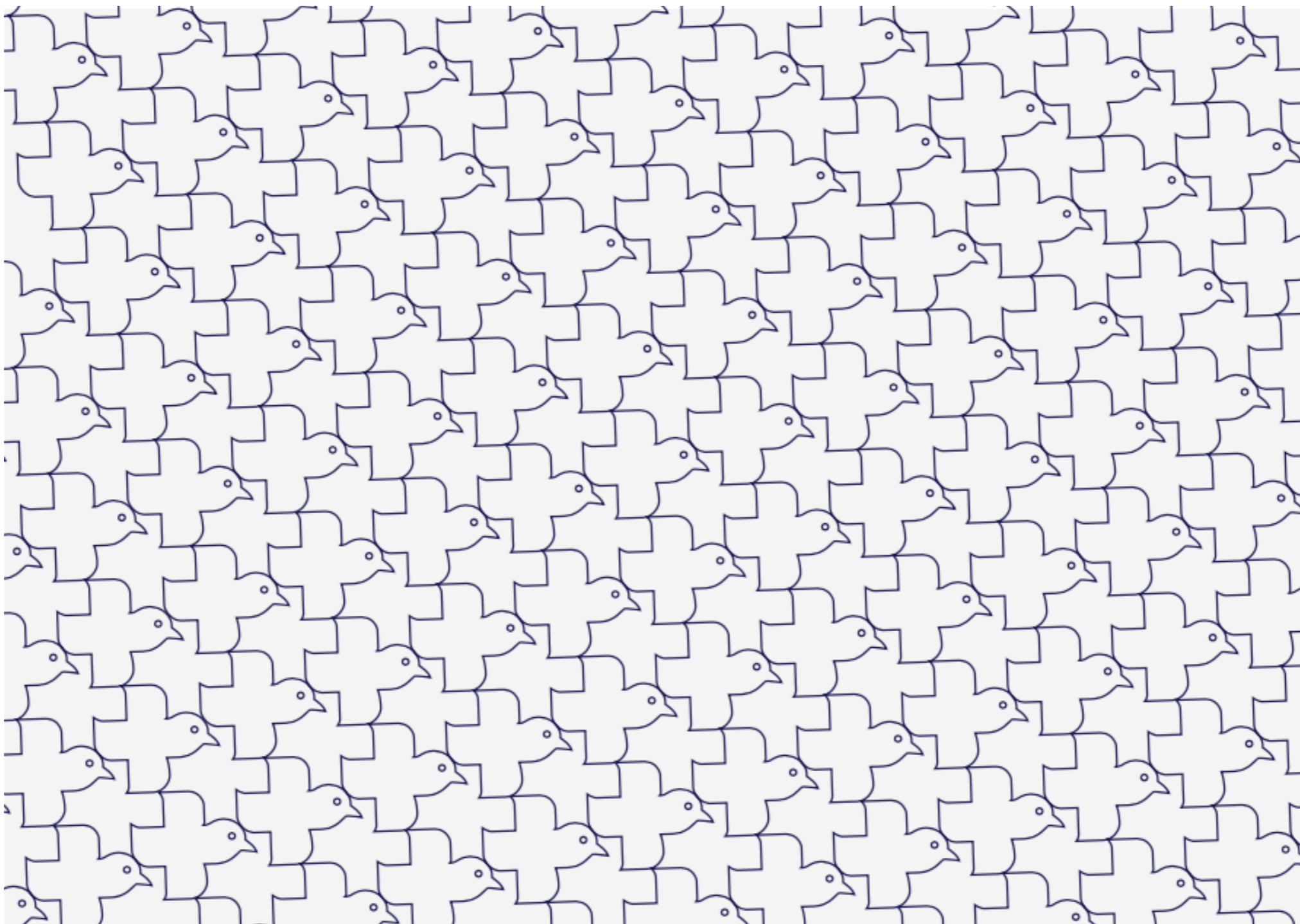3. Addition of a shadow to the logo.
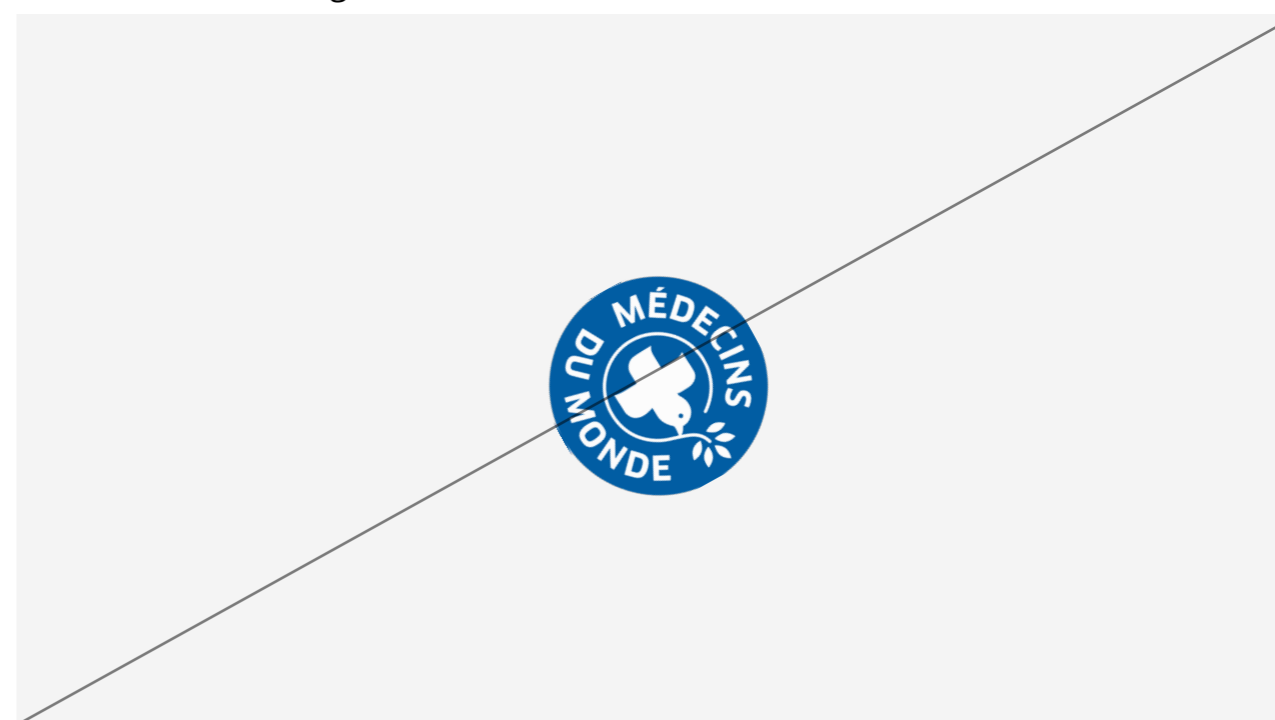
4. The only rotation allowed is the 9.5°, under the conditions described in the style guide.

PATTERN

This pattern is based on the dove
from the Médecins du Monde logo
and accompanies the style guide.

It should be used sparingly,
usually to cover a large area.

It should not be used in place
of the logo.

THE COLOUR PALLET

THE IDENTITY COLOUR OF MÉDECINS DU MONDE

Pantone, RGB, CMYK, # references

MÉDECINS DU MONDE BLUE

R: 0
G: 101
B: 189

C: 100
M: 60
Y: 0
K: 0

This colour is the historical and identifying colour of Médecins du Monde. It is the only shade used for the logo. In particular, it allows the logo to be readable against the other colours in the style guide, but it can also be used for other elements such as titles, flat areas, computer graphics, etc. Its use is codified in the style guide.

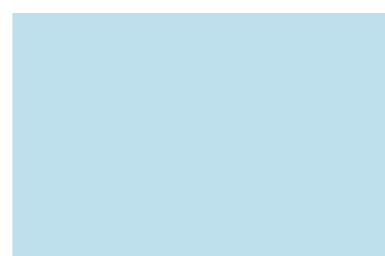#0065bd

COLOUR PALLET

Pantone, RGB, CMYK, # references

NAVY BLUE

PANTONE 655 C

	C: 100
R: 29	**M**: 94
G: 26	**Y**: 0
B: 85	**K**: 50

Navy blue is the most important colour in the colour pallet after the Médecins du Monde blue in the logo. It is widely used in colour combinations to give contrast. This is the basic blue of the style guide. It can sometimes be used for running text to animate the content.
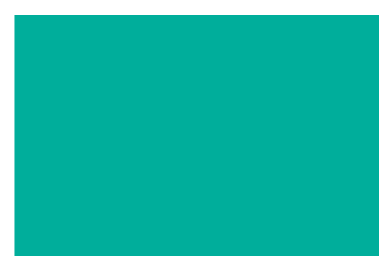
#1d1a55

SKY BLUE

PANTONE 290 C

	C: 30
R: 188	**M**: 2
G: 223	**Y**: 7
B: 236	**K**: 0

These colours bring Médecins du Monde's identity to life. They were chosen to match *Médecins du Monde Blue* and *Navy Blue.* They are generally used in titling and in solid colours, in contrast to the *Navy Blue*. Their use is codified in the style guide.

#bddfec

GREEN

PANTONE 2239 C

	C: 78
R: 0	**M**: 0
G: 174	**Y**: 48
B: 155	**K**: 0

#00af9c

YELLOW

PANTONE YELLOW C

	C: 0
R: 255	**M**: 11
G: 224	**Y**: 94
B: 0	**K**: 0

#fee003

ORANGE

PANTONE ORANGE 021 C

	C: 0
R: 233	**M**: 79
G: 81	**Y**: 94
B: 28	**K**: 0

#e9511c

EMERGENCY RED

PANTONE 1935 C

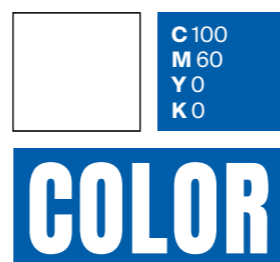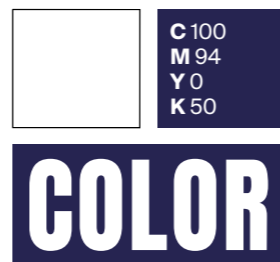|	
	C: 0
R: 189	**M**: 99
G: 18	**Y**: 91
B : 24	**K**: 22

This colour is dedicated **exclusively** to emergencies.

#bd1118

COLOUR PALLET

Combining colours

*The colour pallet works by combining two colours
or three colours including white. Only use the
colour combinations suggested here.*

Row 1

| C 100 M 94 Y 0 K 50 | C 0 M 11 Y 94 K 0 | | C 100 M 94 Y 0 K 50 | C 0 M 79 Y 94 K 0 | | C 100 M 94 Y 0 K 50 | C 78 M 0 Y 48 K 0 | | C 100 M 94 Y 0 K 50 | C 30 M 2 Y 7 K 0 |

COLOR   COLOR   COLOR   COLOR

Row 2

| C 0 M 79 Y 94 K 0 | | C 100 M 94 Y 0 K 50 | | C 78 M 0 Y 48 K 0 | | C 0 M 99 Y 91 K 22 |

COLOR   COLOR   COLOR   COLOR

Row 3

| C 0 M 99 Y 91 K 22 | C 30 M 2 Y 7 K 0 | | C 30 M 2 Y 7 K 0 | C 100 M 94 Y 0 K 50 | | C 0 M 11 Y 94 K 0 | C 100 M 94 Y 0 K 50 | | C 0 M 79 Y 94 K 0 | C 100 M 94 Y 0 K 50 |

COLOR   COLOR   COLOR   COLOR

Row 4

| C 100 M 60 Y 0 K 0 | | C 100 M 94 Y 0 K 50 |

COLOR   COLOR

TYPEFACES

Main typeface
Secondary typeface
Typefaces in other languages

TYPEFACES

The main title typeface

Md

Anton
Google Font

—

The Anton typeface is a balanced, readable and modern sans serif font. Its compact design, makes it an impactful typeface for headers very appropriate for militant and informative messages.

abcdefghijklmno
pqrstuvwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

TYPEFACES

Secondary typeface for running text and subtitles

Md

Open Sans
Google Fonts

—

It includes 869 characters and comes in five bold variants, each with an italic version,making a total of 10 variations. This makes it possible to organise the reading hierarchy of running text by giving many possibilities, a mandatory quality for a secondary text. Open Sans has been designed to achieve optimal results both online and in print as well as on mobile interfaces.

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

—

Bold

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

—

Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

—

Semi-bold

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

—

Semi-bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

—

Regular

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

—

Regular Italic

TYPEFACES

Typefaces in other languages

Alternative typefaces for titles in other languages

Anton can be used for:
- Catalan,
- Czech,
- Danish,
- English,
- Spanish,
- Hungarian,
- Italian,
- Lithuanian,
- Maltese,
- Norwegian,
- Polish,
- Portuguese,
- Swedish,
- Turkish,
- Vietnamese.

Use :

Mplus Bold or **ExtraBold**
for Russian, German, Japanese and Greek.

Use **cairo black** for Arabic.

Mplus

ΟΙ ΓΙΑΤΡΟΙ ΤΟΥ ΚΟΣΜΟΥ ΑΓΩΝΙΖΟΝΤΑΙ ΑΣΤΑΜΑΤΗΤΑ ΓΙΑ ΝΑ ΥΠΕΡΑΣΠΙΣΤΟΥΝ ΕΝΑ ΔΙΚΑΙΟ ΚΑΙ ΚΑΘΟΛΙΚΟ ΣΥΣΤΗΜΑ ΥΓΕΙΑΣ.

Mplus

ВРАЧИ МИРА НЕУСТАННО БОРЮТСЯ ЗА СПРАВЕДЛИВУЮ И УНИВЕРСАЛЬНУЮ СИСТЕМУ ЗДРАВООХРАНЕНИЯ.

Mplus

世界の医療団は、
公正で普遍的な
医療制度を守る
ために執拗に戦
います。

世界の医療団
は、公正で普遍
的な医療制度を
守るために執拗
に戦います。

Cairo

يكافح أطباء العالم
بلا هوادة للدفاع
عن نظام صحي عادل
وشامل.

يكافح أطباء
العالم بلا هوادة
للدفاع عن
نظام صحي عادل
وشامل.

Anton

MÉDECINS DU MONDE LUTTE SANS RELÂCHE POUR DÉFENDRE UN SYSTÈME DE SANTÉ JUSTE ET UNIVERSEL. LA SANTÉ POUR TOUS !
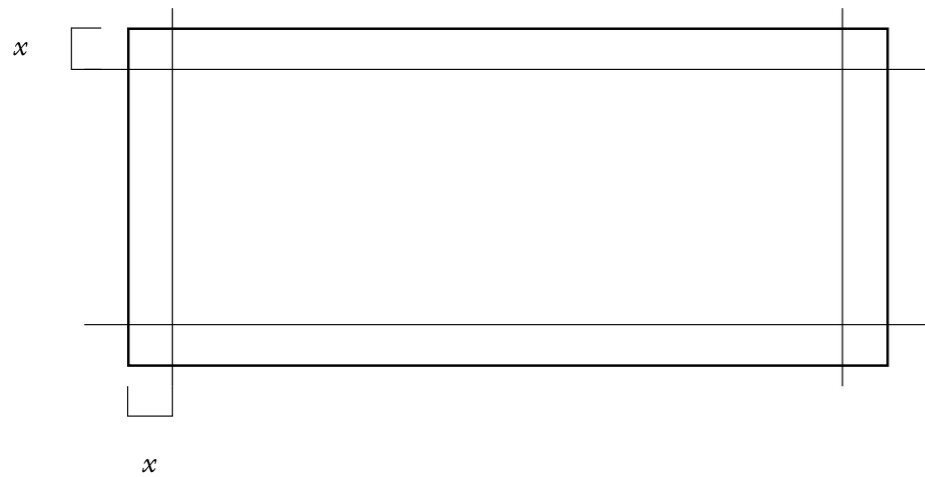
TEXTBOXES

TEXTBOXES

Permitted uses

Textboxes are an important element of the style guide. They can be used in both print and digital media. They can be used to animate content, accentuate headings, highlight key figures or ideas.
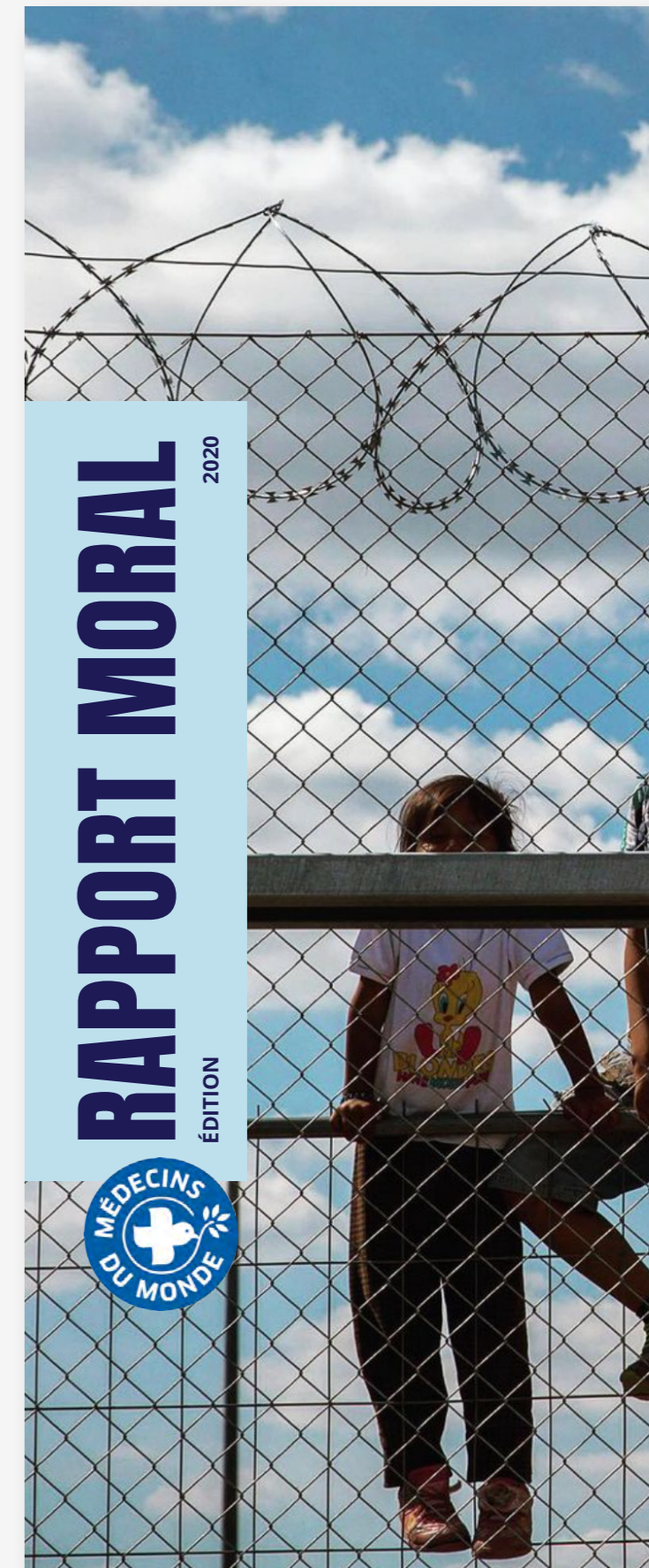
COLOR

COLOR

x

x

The space between the textbox and the text must be equal in width and height.

Ref 1. Instagram post

Ref 2. Report cover

GRAPHICS

Infographic vocabulary
The use of maps

GRAPHICS

Infographic vocabulary

Graphics inspired by the codes of scientific rigour. The colour has a functional purpose, it allows a better visibility while making information dynamic.

GRAPHICS

Use of maps

The use of maps evokes scientific seriousness and the geopolitical analysis upon which Médecins du Monde bases its interventions.

Some colours and graphic codes are specific to the creation of maps.

TYPEFACES
STYLE GUIDE NAVY BLUE

LONG TERM PROGRAMME
STYLE GUIDE ORANGE

EMERGENCY PROGRAMME
STYLE GUIDE YELLOW

COUNTRIES NOT CONCERNED
This colour is used exclusively for maps. It is used for funds in peripheral geographical areas outside our areas of intervention. It allows the style guide colours to stand out and highlights MdM's actions.
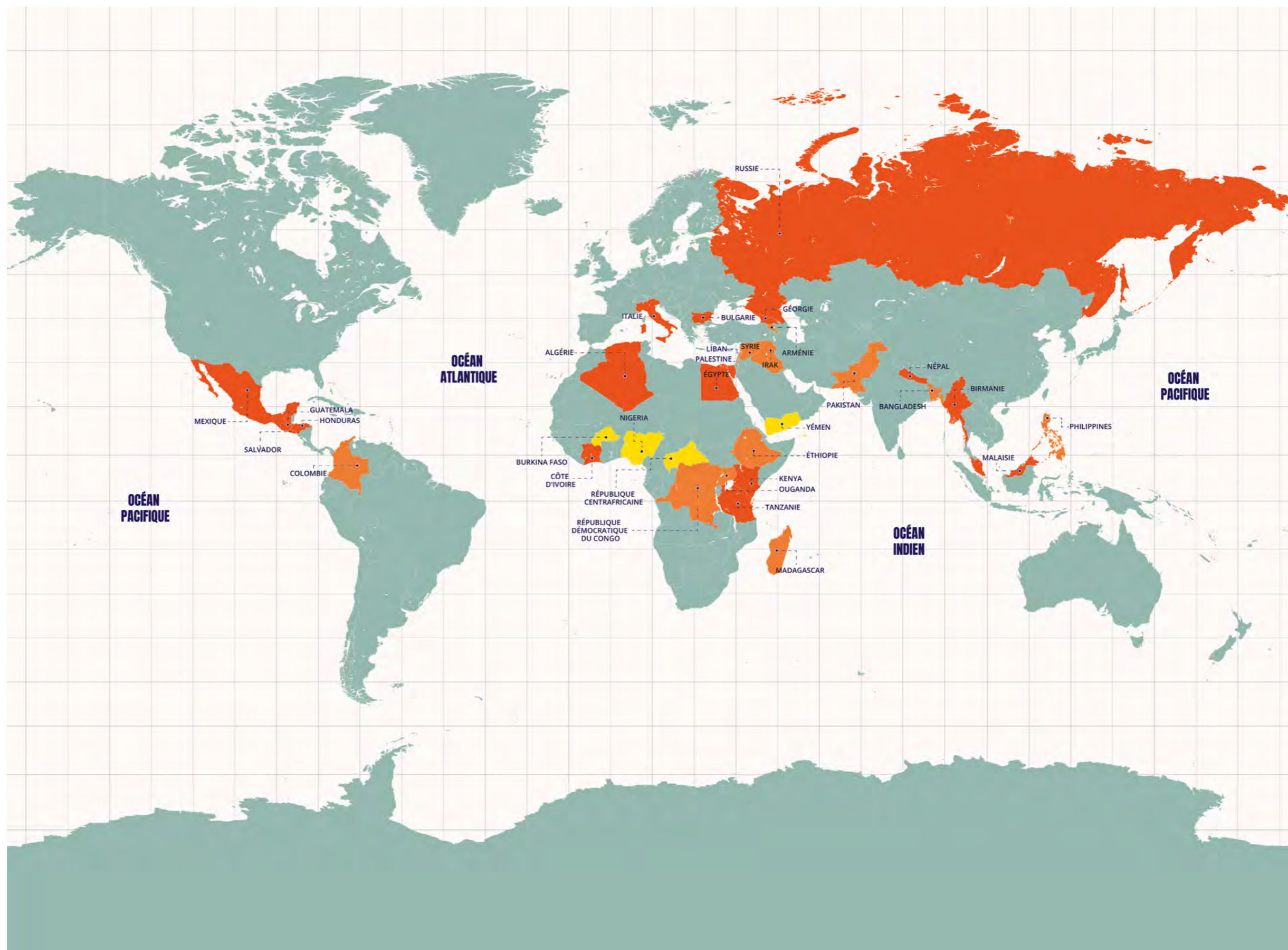
C: 47   M: 15   Y: 34   K: 1

MAP BACKGROUND
This colour is used exclusively for maps. This colour is used to delimit the map space without overriding the other colours.

C: 2   M: 3   Y: 3   K: 0
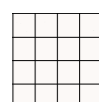
GRID PATTERN
The grid pattern indicates the main meridians and lines of latitude. It is used to signify the oceans and to highlight the continents.

OCÉAN ATLANTIQUE

OCÉAN PACIFIQUE

OCÉAN PACIFIQUE

OCÉAN INDIEN

RUSSIE

ITALIE   BULGARIE   GÉORGIE
ALGÉRIE   LIBAN   SYRIE   ARMÉNIE
PALESTINE   IRAK
ÉGYPTE
NÉPAL
PAKISTAN   BANGLADESH   BIRMANIE
PHILIPPINES
NIGERIA   YÉMEN
MEXIQUE   MALAISIE
GUATEMALA   HONDURAS
SALVADOR
COLOMBIE   BURKINA FASO   ÉTHIOPIE
CÔTE D'IVOIRE   KENYA   OUGANDA
RÉPUBLIQUE CENTRAFRICAINE   TANZANIE
RÉPUBLIQUE DÉMOCRATIQUE DU CONGO
MADAGASCAR

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