

MEDIATORS BEYOND BORDERS

BRAND GUIDELINES



Mediators
Beyond Borders
INTERNATIONAL

LOGO VERSION

WHEN TO USE THIS LOGO

BLUE: MBB CONSULTING
& EXTERNAL RELATIONS



Blue mark is your default. It will work well on its own, specially when paired with other brand colors. Used on stationery system, project proposals, grant proposals, etc.

business relations, grant applications, focus on results

RED: MBB IN
COMMUNITY CONTEXT



Red mark becomes vibrant rather than threatening when paired with images and other brand colors. Used on overview brochure, newsletters, website, etc.

vibrant, participatory, fieldwork, focus on storytelling

1-COLOR
GRAY OPTION



Only use this version when production requires it.

1-COLOR
BLACK OPTION



Only use this version when production requires it.

PROTECTED AREAS AROUND LOGO

To ensure that your logo is visible and looks great in a variety of layouts, always allow for a “protected area” around it that is free of other graphics or text.



COLOR FIELDS BEHIND LOGO

When placing logo on color fields, always use a 1 color version.
Color logos will look much better on a white background.



NEVER DO THIS



COLOR LOGO IN COLOR BACKGROUND



DISTORTED LOGO



STACKED ICON AND TYPE



TILTED LOGO



DIFFERENT COLOR LOGO

MINIMUM SIZE ALLOWED FOR PRINT & WEB OUTPUT



100 pixels

For web use: Never display your logo on the web smaller than 100 pixels wide.



1.2 inches

For print use: On printed materials, never display your logo smaller than 1.2 inches wide.

TAGLINE PLACEMENT

People building peace.

The tagline should always be set in the **Arbutus** typeface.
If not available, the acceptable system font alternative is **Cambria**.



When displayed with the logo, the tagline should be left-aligned with the organization's name, as shown here. Always be mindful of the protected area around the logo.



People building peace.

The tagline can also be displayed on its own, as shown in the stationery system designs.



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COLOR PALETTE: CONSULTING & EXTERNAL RELATIONS
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C 75 M 40 Y 40 K 10
R 71 G 121 B 132
PMS 328 U



C 76 M 13 Y 21 K 5
R 5 G 160 B 183
PMS 3125 U



C 39 M 12 Y 28 K 5
R 150 G 183 B 176
PMS 563 U



C 59 M 3 Y 54 K 0
R 107 G 189 B 148
PMS 345 U



C 77 M 75 Y 19 K 0
R 90 G 87 B 144
PMS 2746 U



C 36 M 31 Y 36 K 9
R 156 G 152 B 144
PMS 401 U

WITH EITHER PALETTE, YOU CAN USE THIS PATTERN
TO ADD A TEXTURAL ELEMENT TO YOUR LAYOUTS





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COLOR PALETTE: COMMUNITY IN CONTEXT
vibrant, participatory, fieldwork, focus on storytelling



C 6 M 86 Y 85 K 6
R 213 G 71 B 53
PMS 179 U



C 0 M 69 Y 75 K 0
R 243 G 114 B 75
PMS 1645 U



C 9 M 84 Y 52 K 0
R 221 G 80 B 99
PMS 192 U



C 10 M 37 Y 33 K 0
R 225 G 169 B 156
PMS 7415 U



C 77 M 75 Y 19 K 0
R 90 G 87 B 144
PMS 2746 U



C 36 M 31 Y 36 K 9
R 156 G 152 B 144
PMS 401 U

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TYPEFACE FOR ORGANIZATION NAME & ACCENT STATEMENTS, IE. TAGLINE

ARBUTUS SLAB

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

TYPEFACE FOR HEADLINES & MAIN COPY

UNIVERS CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



