National Microfinance Foundation
Identity Guideline

Content

The Logo

The logo – the symbol and our name and that goes with it - is the most valuable element of National Microfinance Foundation's visual communications.

Whenever the logo appears, people will immediately make a link between the accompanying message or activity and NMF. Ensuring our logo is used correctly also enables us to protect it legally and stop it being used without our permission. That is why it's so important to get it right.
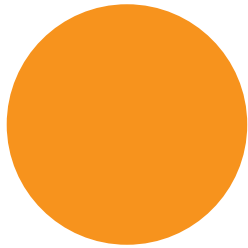
The Logo Layouts

The default logo

The default logo with the
Arabic name in a horizontal
format.

The logo with the Arabic
name in a vertical
format.

Logo Colours

Pantone P 20-8 C

Orange
0C 50M 100Y 0K
247R 148G 29B
#F7941D
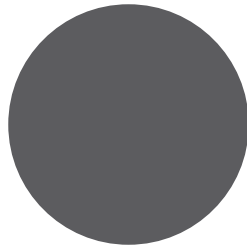
Pantone P 179-12 C

Gray
0C 0M 0Y 80K
88R 89G 91B
#58595B
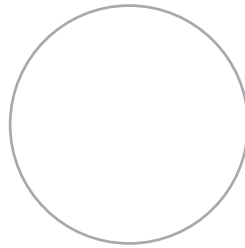
White
0C 0M 0Y 0K
255R 255G 255B
#FFFFFF

Use the logo in full colour whenever possible

We also have an all-white version, for use when necessary, and an all-black version, for when it's impossible to use colour.

Logo in full colour

Logo in full colour on orange background

Single colour logo

Logo reversed out of Orange/Gray

Logo in single colour black

Colour Palette

Colours
Our primary colours are orange, gray and white.
We also have a secondary colour palette which we suggest you use throughout your communications to give them a consistent look. You can also use tints of these colours.
However, to increase the coherence of your communications, you may wish to limit how many of the secondary colours you use.

Using the colour palette
The primary and the secondary colour palette can be used for:
1. Background floods of colour
2. Illustrations
3. Information graphics
4. Typography
5. Navigation

## Primary colour palette
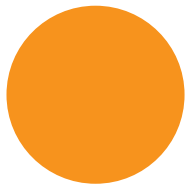
Pantone P 20-8 C

Orange
0C 50M 100Y 0K
247R 148G 29B
#F7941D
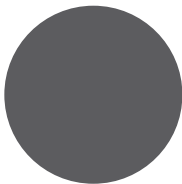
Pantone P 179-12 C

Gray
0C 0M 0Y 80K
88R 89G 91B
#58595B
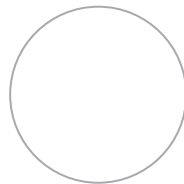
White
0C 0M 0Y 0K
255R 255G 255B
#FFFFFF

Secondary colour palette
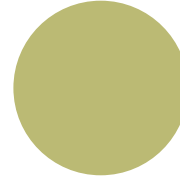
Pantone P 168-3 C

6C 0M 53Y 27K
186R 185G 116B
#BAB974
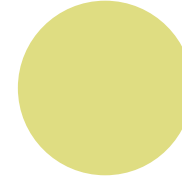
Pantone P 166-12 C

6C 0M 57Y 9K
223R 220G 120B
#DFDC81
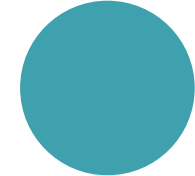
Pantone P 122-13 C

61C 0M 18Y 22K
65R 162G 174B
41#A2AE

Clear Space & Minimum Size

Clear Space

Give the logo enough space so that the design doesn't appear cluttered. Make sure there's at least the space equal to the 50% height of the logo symbol. The space around the logo can be %25 of the the logo symbol height when the logo is used in a big size. (e.g. Billboard).

25% 25% 25% 25% 50% 50% 100%
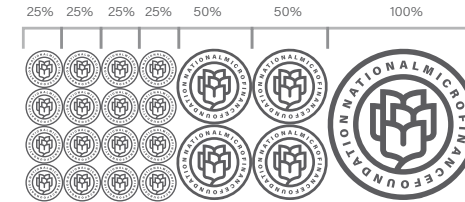
Minimum size

The default version of the logo should not be smaller than 15mm (Width) for print.

On web sites and in digital formats the logo should not be smaller than 40 pixels. The minimum size is based on the width of the logotype

15mm

40px

Please Note
Where possible, carry out production tests on the chosen materials to ensure legibility.

Placing The Logo

The logo should be placed in the upper or lower left (or right for Arabic version) corner of a surface. The logo should never be centred. The example shows the logo placement on poster or a brochure cover.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam

Placing The Logo

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam

Corporate Typefaces

We have corporate typefaces, Acumin and Adobe Arabic.

Acumin is the typeface used in our designs including the slogan.
Adobe Arabic is the typeface we used for Arabic text when needed.

Acumin

Light
Light Italic
Regular
Italic
Bold
Bold Italic
Black

Adobe Arabic

عادي
مائل
ثخين
ثخين مائل

Stationary

Business Card

The printed name is Acumin Regular 8pt, all other information is Acumin Default 7pt.

Business card paper – Royal Kent ivory board (or similar), weight 300gsm minimum up to 400gsm.

7 mm

7 mm

7 mm

14 mm

الوطنية للتمويل

Ahmed Faiz
Communication
Director

أحمد فايز - مدير التواصل

ahmed@nmfy.org
Cel: +967 1 534422

7 mm

7 mm

National Microfinance Foundation

Musbahi Intersection,
Hadda Area. Sana'a, Yemen

Tel +967 1 440551

تقاطع المصباحي، منطقة حده، صنعاء - اليمن

www.nmfy.org
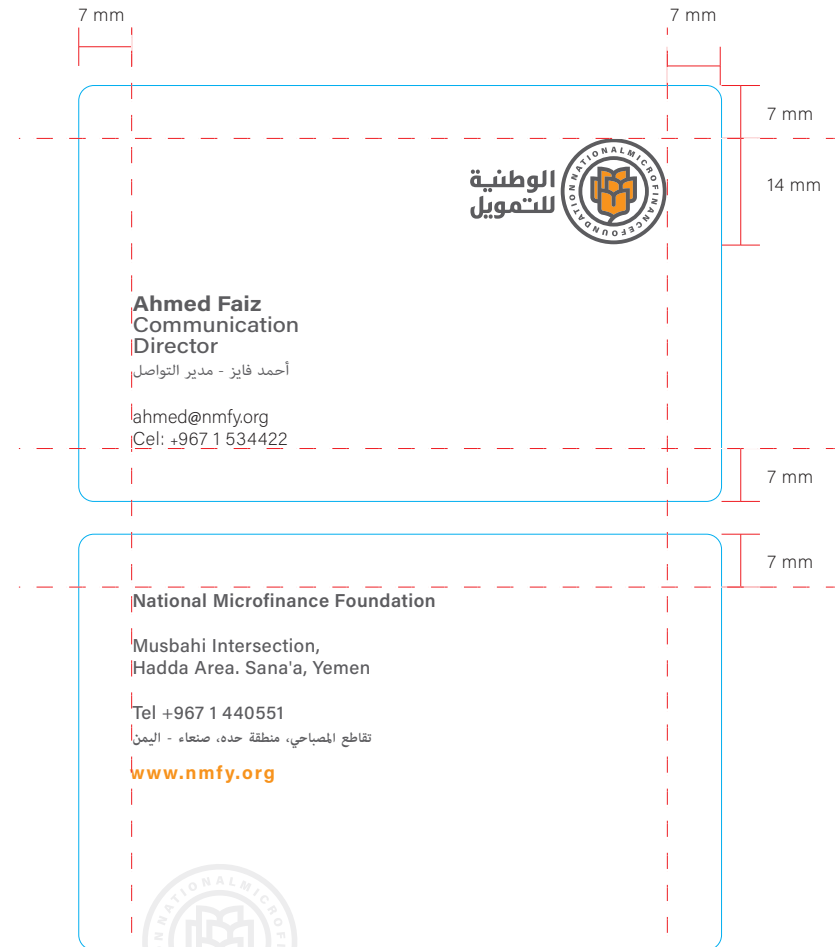
Stationary

Letterhead
- The logo must be full colour at 12mm in height
- The logo must always be placed as shown
- The address, telephone number and electronic information are placed as shown

20 mm   20 mm

20 mm

25 mm

National Microfinance Foundation

Musbahi Intersection,
Hadda Area. Sana'a, Yemen
Tel +967 1 440551

تقاطع المصباحي، منطقة حده، صنعاء – اليمن

www.nmfy.org

الوطنية للتمويل

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ahmed S. Khaled
General Manager

60 mm

Signage

الوطنية للتمويل

Thank You