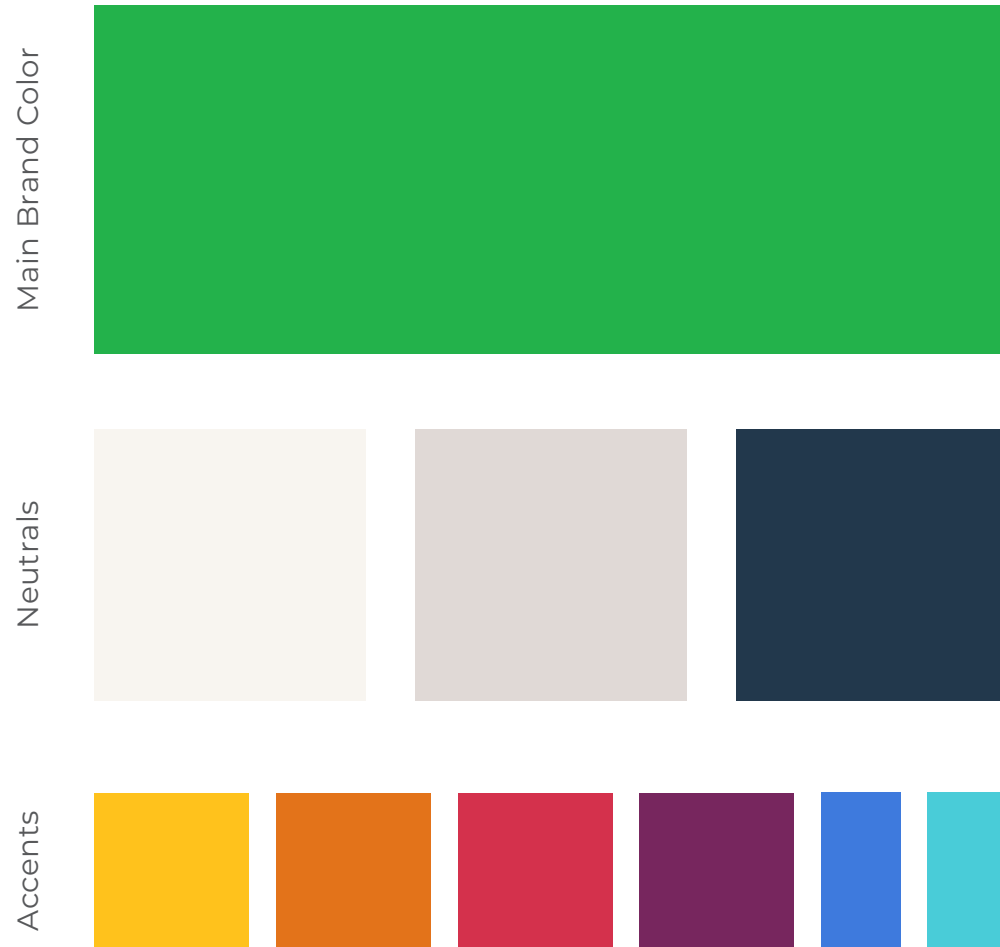


MBF

BRAND STYLE GUIDE

PREPARED BY PADRÓN & CO.



COLOR PALETTE INSPIRATION

Inspired by African art and textiles, this color palette evokes energy and action, instead of the cool sadness of the previous color scheme.

DESCRIPTIVE WORDS

- Vibrant and lively
- Warm - Primary tones are in the warm spectrum with limited use of cool colors
- High contrast against both light and dark backgrounds

MBF BRAND STYLE GUIDE

Color Palette

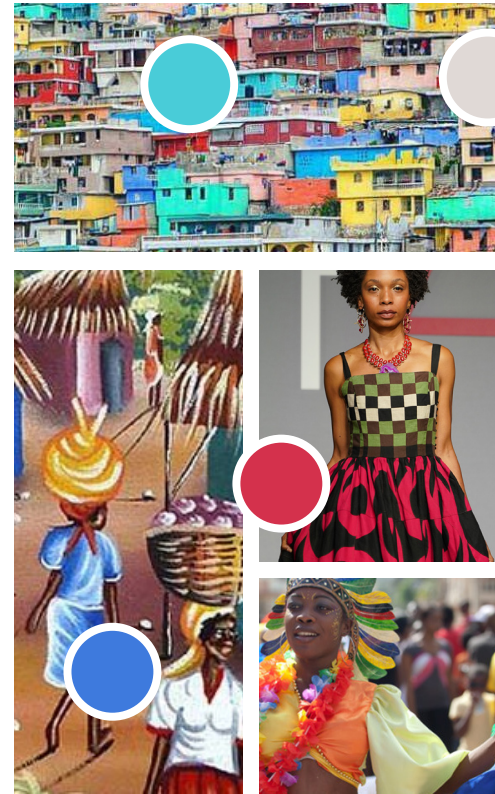
KENYA



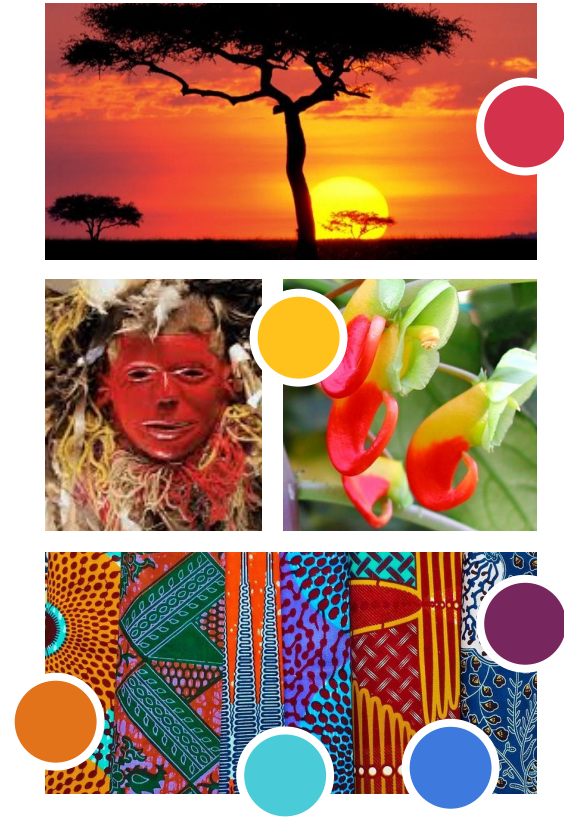
DR CONGO



HAITI



ACROSS AFRICA



The countries served by MBF weave a rich cultural tapestry. Their art and traditions are honored in this new color palette.



ACCEPTABLE COMBINATIONS



YES: Green and accent colors may be placed on top of neutrals.



YES: Use neutrals on top of green.



YES: Yellow is an exception - it is the one accent color that may be placed on top of green.



YES: Green and accent colors may be placed on top of neutrals, including blue.

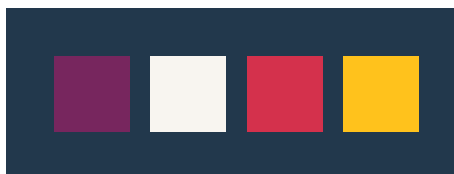
UNACCEPTABLE COMBINATIONS



NO: Do not display accent colors directly on green.



NO: Do not display green on an accent color. It should be on a neutral.



NO: Don't forget green should always be present.



NO: Don't use only accent colors. Neutrals are important to anchor things.

GUIDELINES

MBF green should be the primary color in most designs.

The accent colors are warm, and therefore have high contrast against the green. They are used in small doses to:

- emphasize design elements, like a button
- bring life to designs with fun elements like borders and patterns

The accent colors should not be displayed on top of the green, this looks visually jarring. They may be used in the same design as green, but should be displayed on top of neutrals instead.

ACCEPTABLE COMBINATIONS



YES: Transition from one brand color to a similar, darker or lighter, brand color.



YES: Transition from one brand color to an analogous brand color.



YES: Transition from one brand color to a tint of that same color.

UNACCEPTABLE COMBINATIONS



NO: Do not transition two complementary colors, or colors that are not directly next to each other on the color wheel.



NO: Do not combine more than two colors in a gradient.



NO: Do not combine brand colors with non-brand colors.

GUIDELINES

Gradients in MBF's brand must be used sparingly, such as for accent lines and borders.

All gradients must have a similar tone and transition from two brand colors, such as Orange to Yellow, Blue to Dark Blue, Red to Purple.

Never combine colors that are not directly next to each other on the color wheel, such as Green and Orange or Blue and Yellow.

Avoid colors that have too high of contrast, even if they are together on the color wheel, such as MBF Green and Yellow, or Purple and Blue. These colors have too high of a difference in tone and will not create a smooth transition in the gradient.

Only combine two brand colors at a time so that the transition is smooth and the gradient doesn't become too busy.

While tints of a brand color are okay to use, never bring in colors that are not MBF approved brand colors.

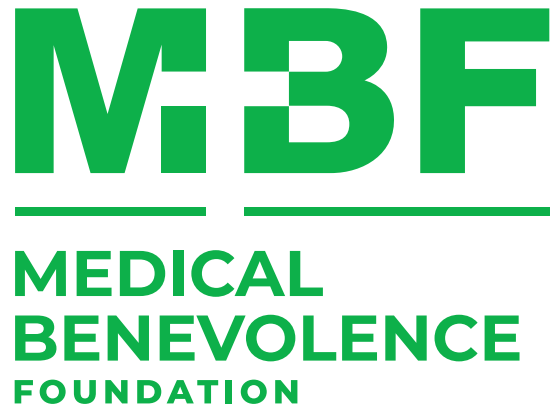
Main Logo



Horizontal



Vertical



Horizontal w/ URL



MBF CENTER FOR
GLOBAL NURSING
DEVELOPMENT

MBF
CENTER FOR
GLOBAL NURSING
DEVELOPMENT

ACCEPTABLE LOGO USAGE



YES: Use green placed on top of neutrals.



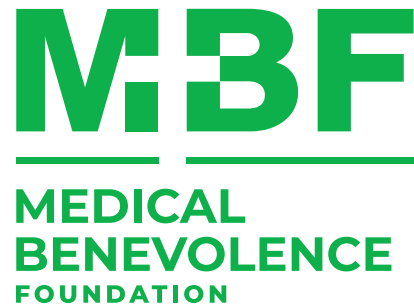
YES: Use beige on top of green.



YES: Green may be used on top of blue.



YES: Beige may be used on top of blue.



Use the full organization or program name when possible.

UNACCEPTABLE LOGO USAGE



NO: Do not use accent colors in the logo.



NO: Do not display green on an accent color. It should be on a neutral.



NO: Do not display blue on an accent color. It should be on a neutral.



NO: Don't use beige on too light of a background color.



NO: Do no stretch or distort the logo.



NO: Do no use the logo at an angle.

BRAND TYPEFACES

Montserrat – Light
Montserrat – Regular
Montserrat – Medium
Montserrat – Semi Bold
Montserrat – Bold
Montserrat – Extra Bold

USES: Headings and paragraphs

Avenir – Light
Avenir – Book
Avenir – Medium
Avenir – Heavy
Avenir – Black

USES: Paragraphs and copy text

PLAYLIST

Playlist Script

USES: Headings and display text

ALTERNATE TYPEFACES

HALDEN SOLID

USES: Headings and display text



WHAT DOES YOUR GIFT SUPPORT?



12 HOSPITALS
with nearly 2,000 beds



67 CLINICS



10 NURSING SCHOOLS



25,000 BABIES
born at partner facilities in a year



SPIRITUAL
ministry training

