Medicalmissions.com Identity Guidelines

MedicalMissions.com

MedicalMissions

CONCEPT STATEMENT

A comprehensive online community and
resource for opportunities, education,
networking, and support to begin or further
a journey in healthcare missions. It's the place
to search for serving opportunities, connect
with organizations, share stories, learn about
missions preparation and global health issues—
all from an extensive online library of free content.

The MedicalMissions.com logo is our unique graphic "signature." It is one of the most visible aspects of the company and it plays a significant role in our public image. Our logo and supporting corporate graphic elements have been carefully designed to "brand" MedicalMissions.com with the image and personality that we want to project to our customers and to our communities. With correct use, our corporate logo and identity will be instantly associated with MedicalMissions.com and all that our company represents.

The purpose of this Graphic Standards Guidelines is to provide guidelines for the correct stylistic presentation of MedicalMissions.com's identity and to outline how it should be implemented across various materials. The unified and consistent presentation of our identity helps us maintain a strong, positive image with our customers and potential customers.

To maximize the investment in and value of our corporate signature, anyone involved in any form of MedicalMissions.com's communications must consistently adhere to these standards.

Corporate Colors

PMS 187 C

PMS 370 C

PMS 717 C

PMS 302 C

CORPORATE COLOR GUIDELINES

The approved corporate colors for MedicalMissions.com are:

PMS 187 Red
PMS 302 Blue
PMS 717 Orange
PMS 370 Green

These colors are based on the Pantone® Matching System (PMS).

PMS 187 C
CMYK Equivalent:
C: 5   M: 100
Y: 71   K: 22
RGB Equivalent:
R: 167   G: 25   B: 48
Hexadecimal Equivalent:
A71930

PMS 302 C
CMYK Equivalent:
C: 100   M: 43
Y: 12   K: 56
RGB Equivalent:
R: 0   G: 65   B: 101
Hexadecimal Equivalent:
004165

PMS 717 C
CMYK Equivalent:
C: 0   M: 60
Y: 100   K: 3
RGB Equivalent:
R: 217   G: 94   B: 0
Hexadecimal Equivalent:
D95E00

PMS 370 C
CMYK Equivalent:
C: 64   M: 5
Y: 100   K: 24
RGB Equivalent:
R: 91   G: 143   B: 34
Hexadecimal Equivalent:
5B8F22

For 4-color printing applications, use the CMYK equivalents.

For all electronic applications, use RGB or the web-safe Hexadecimal system.

Primary Signature

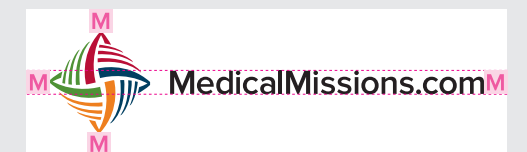## HORIZONTAL

VERTICAL

MINIMUM CLEAR SPACE

Clear space is defined as the area around the logo that is to be kept free of graphics, logos, type, lines, or any other elements.

Clear space is measured by a unit '**M**'. '**M**' is equal to the height of the letter "**M**" in "Medical".

M M

The outer dotted pink line represents the minimum clear space boundary. No other piece of art or layout edge should come within this area.
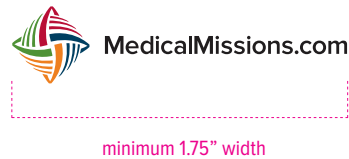
Primary Signature

MINIMUM SIZE RESTRICTIONS — PRINT

The minimum size to reproduce the horizontal MedicalMissions.com logo **(A)** is 1.75" in width.

The minimum size to reproduce the vertical MedicalMissions.com logo **(B)** is 1.25" in width.

(A) Horizontal logo

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minimum 1.75" width

(B) Vertical logo

MedicalMissions.com

minimum 1.25" width

UNACCEPTABLE LOGO APPLICATIONS

The most effective way to ensure proper logo usage is to use the electronic artwork provided. After placing the logo in a layout, do not alter the colors, proportions, or alignments.

These examples illustrate what not to do to the MedicalMissions.com logo.

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Do not change the proportions

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Do not use colors other than approved colors

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Do not use on an angle

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Do not skew the logo

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Never substitute a different typeface

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Never outline the logo

IMPROPER BACKGROUND USAGE

The logo should never be placed on a patterned or photographic background that makes it difficult to read.

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APPROVED IDENTITY SECONDARY COLOR COMBINATIONS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

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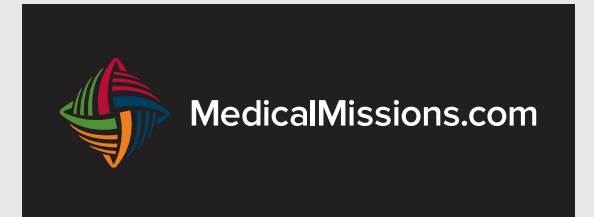
ONE COLOR USAGE

The following examples are for one-color situations only. Only the approved corporate colors may be used.

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Usage on a Solid Background

The logo may be used over a solid background if the contrast between logo and background make it easy for the logo to be read. On a dark background the MedicalMissions.com logo should be reversed out as white.

Care should be taken to ensure that a white logo on a light background or a dark logo on a dark background is never used. Neither of these options results in enough contrast for the logo to be easily seen.

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Corporate Typefaces

Primary Typeface: Proxima Nova

MedicalMission.com's primary corporate typeface is Proxima Nova. All print/web corporate marketing materials, communications, and/or publications should use these fonts.

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#$%^&*()_+

Proxima Nova Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Proxima Nova Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Proxima Nova Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Proxima Nova Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Proxima Nova Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&()_+*

Proxima Nova Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&()_+*

Secondary Typeface: Source Serif Pro

MedicalMission.com's secondary corporate typeface is Source Serif Pro. All print/web corporate marketing materials, communications, and/or publications should use these fonts.

Source Serif Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#$%^&*()_+

Source Serif Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Source Serif Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Source Serif Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Source Serif Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Alternative Typeface: Proxima Nova Condensed

Proxima Nova Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#$%^&*()_+

Proxima Nova Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Proxima Nova Condensed Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&()_+*

Proxima Nova Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Proxima Nova Condensed Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&()_+*

Proxima Nova Condensed Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Proxima Nova Condensed Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&()_+*

Proxima Nova Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+

Proxima Nova Condensed Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&()_+*

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