

YOUNG
med
VOICES

صوت شباب المتوسط

Visual Identity Guidelines



1. Proportion, Clearance & Positioning

a. Proportions



b. Minimum Size



c. Clearance



a. Proportions

The logo is the visual representative of the brand. It is symbolic and creates sense of belonging. Youth in Mediterranean region will be addressed with the following logo and all proportions should be kept as the original design. Respecting the space and concept.

b. Minimum Size

Every logo has a different size to stay readable and visually recognizable. The YMV logo should never be sized less than 2cm in height and 1.8cm in width for the text to stay legible.

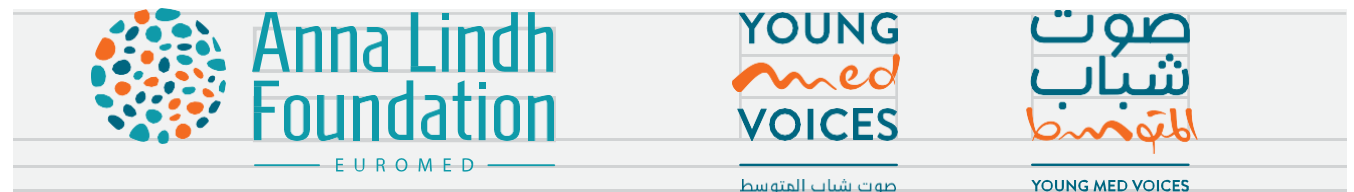
c. Clearance

It is the minimum space that needs to be kept between the logo and any shape or text that it might interact with. That space should be equal to the capital "V" letter for the English version and the height of the letter "9" for the Arabic version logo.

d. Positioning

Both logos (Arabic and English versions) will be equal in height to the programme's co-partners logo.

d. Positioning (example)



2. Visual Identity Colors

Colors Usage

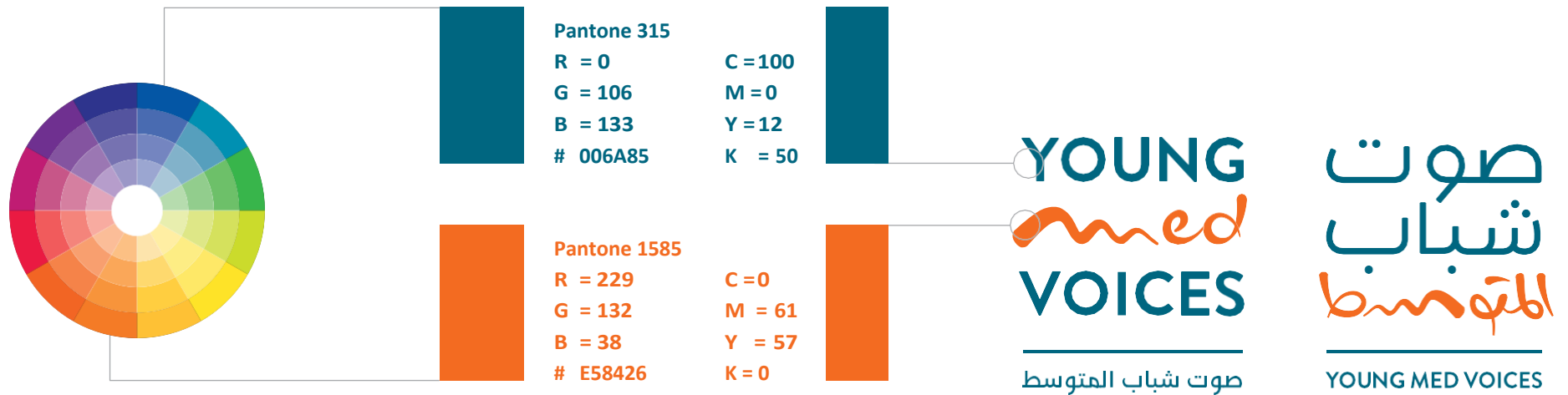
The logo is made of two main colors.

The blue, inspired from the mediterranean sea and the orange to create a contrast giving that young and fresh vibe. The color values are represented below in Pantone, CMYK, RGB and Hex.

The white logo version should be used over a colored background or over a picture that is not very busy nor contains lots of elements and colors.



Color Wheel



3. Logo Typefaces

Use of Typefaces

The typefaces created and used in YMV logos were hand drawn but similar typefaces could be used such as the following: For the English version “Gill Sans MT Pro” and the Arabic version “JFlat”. Those typeface families could also be used for other communication material in the visual identity. If none of these typefaces are available, the use of a sans serif typeface is recommended.



Hand-drawn



Latin

Gill Sans MT Pro - Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
0 1 2 3 4 5 6 7 8 9 % ! * @ & (, ; : ') + - =

Gill Sans MT Pro - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
0 1 2 3 4 5 6 7 8 9 % ! * @ & (, ; : ') + - =

4. Restricted Usage

This section contains a brief unacceptable list of usages of the logo. Restrictions are applied for both, English and Arabic version.



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.

1. Do not stretch the logo vertically.
2. Do not stretch the logo horizontally.
3. Do not rotate the logo.
4. Do not swap the colors.
5. Do not use the logo in one color.
6. Do not change the colors of the logo.
7. Do not remove "Young MED Voices" from the Arabic version.
8. Do not remove the Arabic text from the English version.
9. Do not use the logo over a colored background.
10. Do not use the logo on a busy background.