THE NEW MSF LOGO

You will find the complete rules of using the logotype as soon as you receive the "Charte Graphique" from your section. The above is a summary of this Charte.

The logotype will be presented in full on a grid. This gives the proportions which are to be respected when enlarging. Red and black are the fundamental colours that have been chosen for the MSF logotype. They are not to be modified.

Section Rules

In April 1994, the International Council decided to take the opportunity of promoting the name "MÉDECINS SANS FRONTIÈRES" to a maximum when introducing the new logotype.

1. The International Council recommends using the logotype with "Médecins Sans Frontières" written in French.

2. Mailings to the general public: either the same as usual or the name written in the local language only.

Field Rules

1. For all sections except MSF Spain, the logotype with the text "MÉDECINS SANS FRONTIÈRES" (in French).

2. For MSF Spain the text should read "MEDICOS SIN FRONTERAS".

3. Exceptions to points 1 and 2 Graphic element + MÉDECINS SANS FRONTIÈRES and the local translation (if possible in the same font) for reasons of recognition, comprehension, or security.

Delegate Office Rules

1. Normal usage

The text reads:
- "MÉDECINS SANS FRONTIÈRES" in French + underneath
- "MÉDECINS SANS FRONTIÈRES" in the local language in the same size characters

2. Mailings to the general public:
either the same as usual (cf. point 1) or the name in the local language only (should be an exception).

RESTRICTIONS

It is forbidden to change the colours or the typography as it would destroy the cohesion of the MSF logotype and its international recognition. In the "Charte Graphique", you will find a few examples.

BASIC PRINCIPLES

* The fonts specially designed for the logotype and those chosen for the stationary cannot be replaced by any others fonts whatsoever.

* A special version of the Logotype has been designed for when the graphic is used exceptionally without the heading. It is then obligatory to use this logotype.
* When the logotype is used in one language only, the heading is always written on two lines with the word "Médecins" on its own on the first line. The proportions between the graphic element and its heading are precise and should always be respected.

* When the logotype is used in more than one language, each language is written on one line. Each line is separated by a red line in the colour version and a black line in the monochrome version. The proportions between the graphic element, the headings and the separating line are precise and must be respected.

* When the logotype is on a dark coloured background (monochrome or photographic) the graphic element is always outlined in white. The title, depending on the background, is either black 100% or white as desired.