Style Guide

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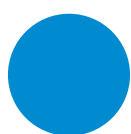
1.   Logo

This logo is official and cannot be modified

graphic element   *heading*
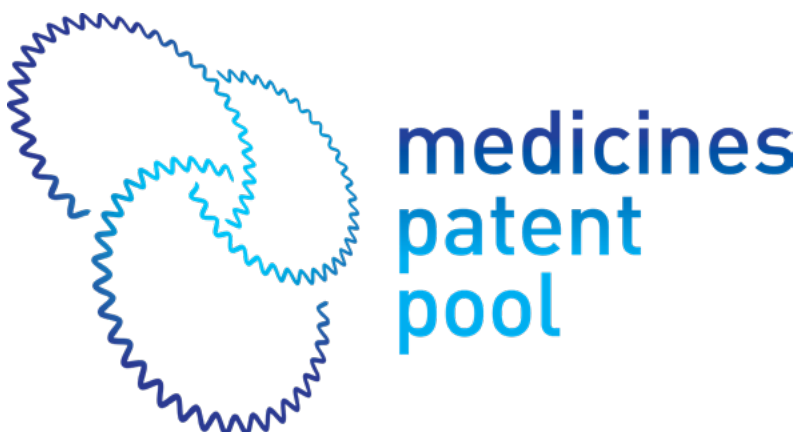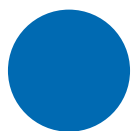

1.1   Colours of the logo

Blue Logo 1
0R 139G 208B
C100% M20% Y0% K0%

Blue Logo 2
0R 106G 178B
C100% M50% Y0% K0%

Blue Logo 3
0R 55G 139B
C100% M90% Y0% K0%

0R 158G 224B
C100% M0% Y0% K0%

0R 55G 139B
C100% M90% Y0% K0%

1.2   Use of the logo

1.2.1   Size

In order not to distort the logo visibility, the minimal size can not be smaller than 25 mm width. The logo can vary in size depending on the medium. Changes should, however, respect height to weight ratio.
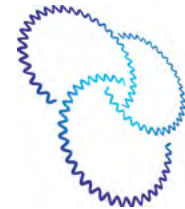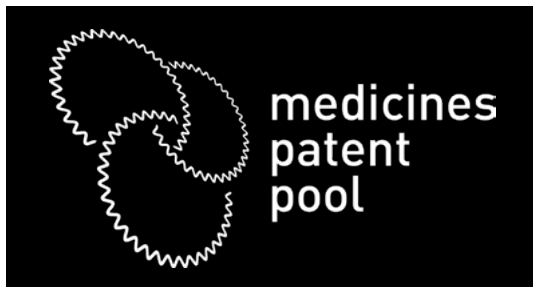
25 mm

1.2.2   Variants

Logo variants can be used on different backgrounds (picture, materials etc.). This requires caution: logotype should be perfectly readable.
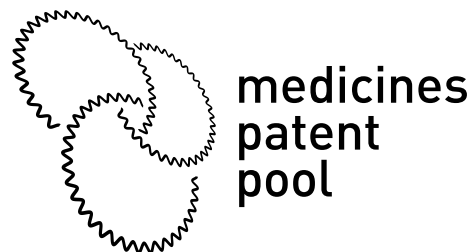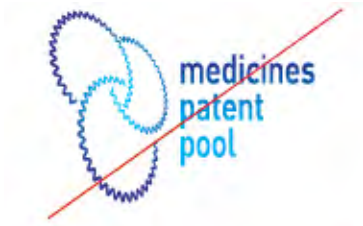

Horizontal

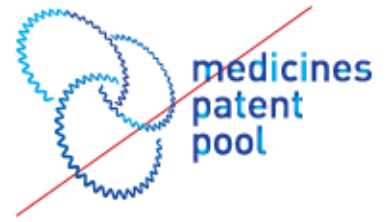
Logomark only

White logo on dark background

Black logo on white background: due to technical feasibility the unshaded black version can be used.
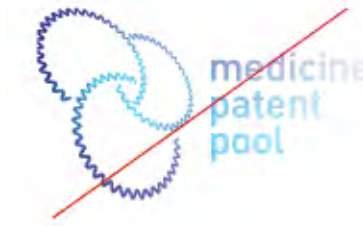
1.2.3   Forbidden variants

scaling size

Changing
the colour
gradation

"artistic effects"

2. Typography

2.1   Official and formal

Cambria is the recommended font to be used in all official and formal forms of communications: letters, notes etc.

Regular

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!?

Italic

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!?

Bold

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!?

Bold italique

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!?

2.2   Branding and design

PT Sans is the recommended font to be used in all promoting and informative forms of communications: brochures, reports, flyers, banners etc.

Regular

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!?

Italic

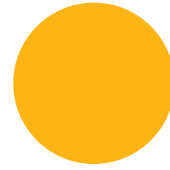*ABCDEFGHJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890&!?

Bold	ABCDEFGHJKLMNOPQRSTUVWXYZ
	abcdefghijklmnopqrstuvwxyz
	1234567890&!?

Bold italique	*ABCDEFGHJKLMNOPQRSTUVWXYZ*
	abcdefghijklmnopqrstuvwxyz
	1234567890&!?

2. 3   Alternative font for titles

Josephin Sans is the alternative font to be used for titles of reports, brochures and for names on business cards.

Light	ABCDEFGHJKLMNOPQRSTUVWXYZ
	abcdefghijklmnopqrstuvwxyz
	1234567890&!?

Italic	*ABCDEFGHJKLMNOPQRSTUVWXYZ*
	abcdefghijklmnopqrstuvwxyz
	1234567890&!?

Bold	ABCDEFGHJKLMNOPQRSTUVWXYZ
	abcdefghijklmnopqrstuvwxyz
	1234567890&!?

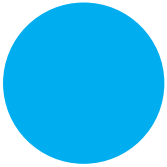| ***Bold italique***	*ABCDEFGHJKLMNOPQRSTUVWXYZ*
	abcdefghijklmnopqrstuvwxyz
	1234567890&!?

3. MPP's colour palette

The below colour palette should be used for any design piece i.e. infographics, flyers, banners, annual reports etc.
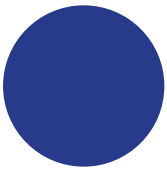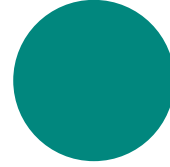
Dark blue
RGB (40, 58, 138)
C100 M90 Y10 K0
C100 M65 Y0 K20 (when tint is less than 80%)
#283A8A

Light blue
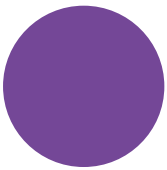RGB (0, 174, 239)
C70 M15 Y0 K0
#00AEEF

Purple
RGB (116, 71, 151)
C65 M85 Y0 K0
#744797

MPP original blue
RGB (79, 129, 189)
C70 M45 Y0 K0
#744797

Yellow
RGB (252, 181, 20)
C0 M32 Y100 K0
#FCB514

Green
RGB (0, 135, 125)
C85 M30 Y55 K5
#00877D

Pink
RGB (181,62,138)
C30 M90 Y10 K0
#B53E8A

4.   MPP's grammar rule

We use British English (for instance, please use "**s**" rather than "z").

Here is the correct spelling of a few commonly used words at MPP:
- A licen**c**e
- To license
- A sublicen**c**e (no hyphen)
- To sublicense (no hyphen)
- A sublicen**s**ee (no hyphen)
- Low- and middle-income countries (hyphens)

Please refer to our organisation:
- first as "**The Medicines Patent Pool (MPP)**",
- then as "**MPP**", NOT "the MPP".
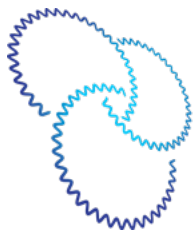
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