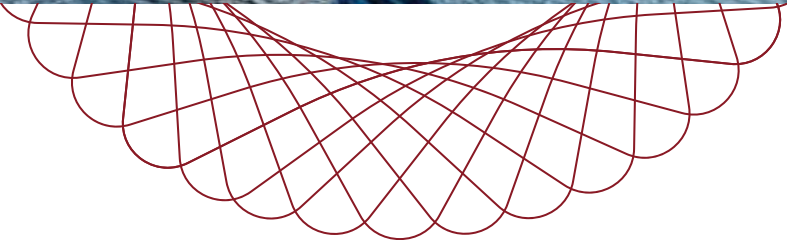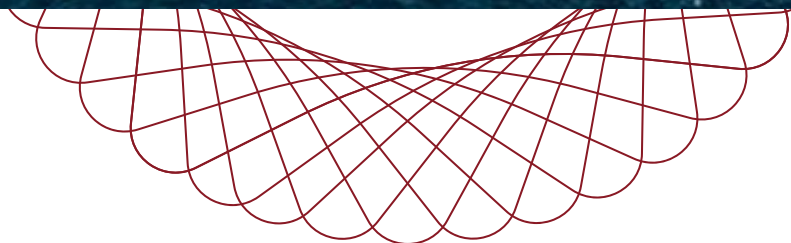# BRAND
GUIDELINES

MCDF

MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE

MCDF IS A MULTILATERAL INDEPENDENT INITATIVE THAT WORKS COLLABORATIVELY TO RESPOND TO A GROWING DEMAND FOR HIGH-QUALITY CONNECTIVITY.

(1) support and grow its partnerships portfolio with International Financial Institutions (IFIs) and new partners,

(2) respond to the increasing demand by client countries for high-quality infrastructure and connectivity projects that adhere to IFI standards and,

(3) advocate for a transparent, friendly, non-discriminatory and predictable financing environment; all of which are features of its agility that MCDF would like to promote through its engagement and partnerships. This advocacy goal is shared by both operational and communication teams.

OUR PRIMARY LOGOTYPE

The MCDF logotype, unveiled in 2020, was designed with a classic bold font of robust lines.

The master logo outlines project movement, always gyrating, emphasising formality and stability, which represents well the nature of MCDF's work.

MCDF

MULTILATERAL COOPERATION CENTER FOR DEVELOPMENT FINANCE

MASTER LOGO

WORDMARK

OUR SECONDARY LOGOTYPE

The secondary logotype maintains only the master logo, and it has been created for use at smaller sizes. It is only to be applied in specific circumstances such as social media profiles.

MASTER LOGO

MINIMUM SIZES

Primary logotype
For print, we recommend that the primary logo has a minimum width of 35mm. For digital platforms, we recommend that the primary logo should be no smaller than 130px wide.

Secondary logotype
For print, we recommend that the secondary logo has a minimum width of 10mm. For digital platforms, we recommend that the primary logo should be no smaller than 40px wide.

MCDF MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE
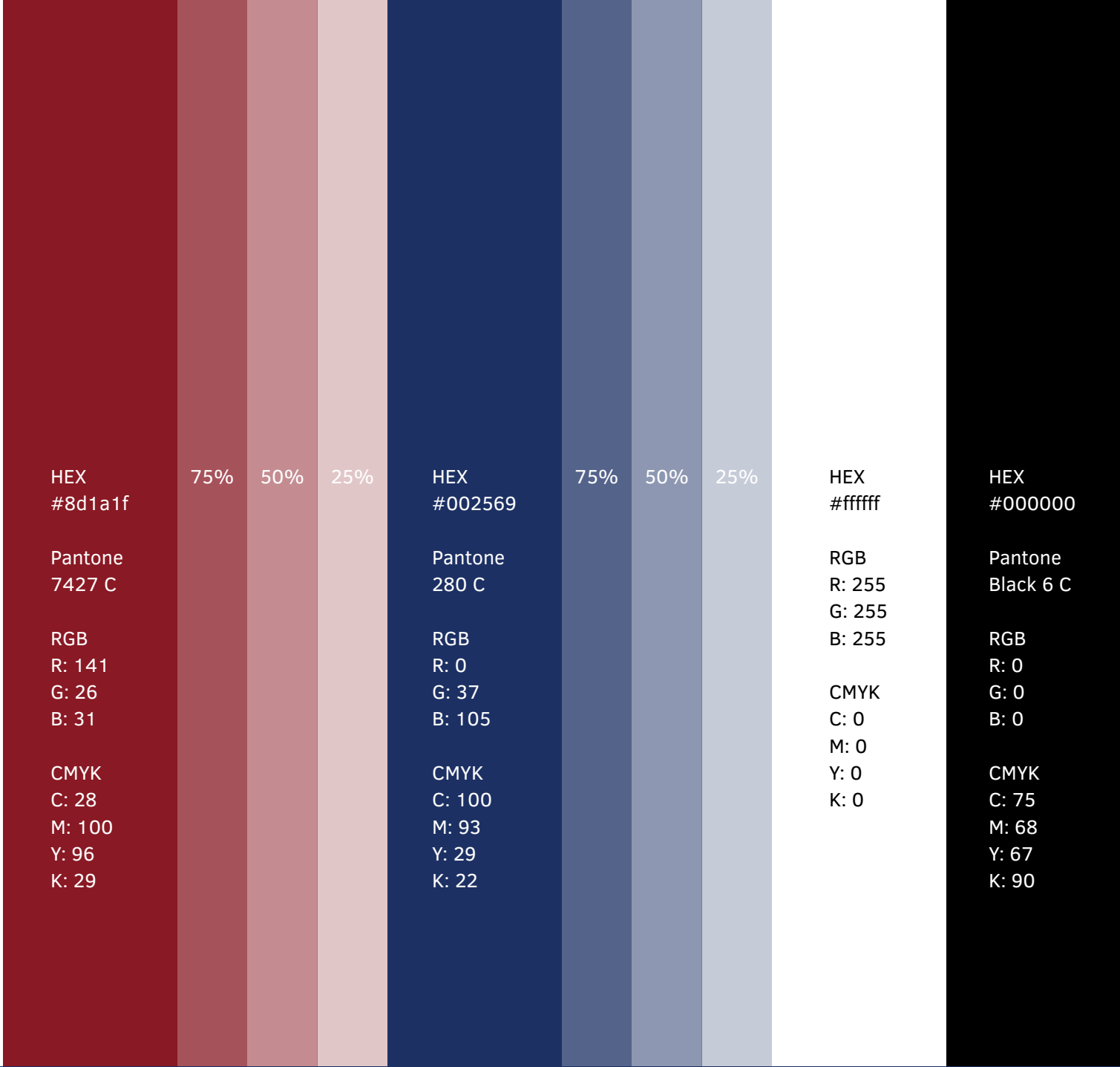
35mm
130px

MCDF

10mm
40px

PRIMARY COLOUR PALETTE

MCDF logotype uses red, blue and black.

The red colour means courage and energy.

The blue colour projects the idea of trust and loyality.

Finally, black brings the idea of elegance and power.

	75%	50%	25%		75%	50%	25%		
HEX #8d1a1f				HEX #002569				HEX #ffffff	HEX #000000
Pantone 7427 C				Pantone 280 C				RGB R: 255 G: 255 B: 255	Pantone Black 6 C
RGB R: 141 G: 26 B: 31				RGB R: 0 G: 37 B: 105				CMYK C: 0 M: 0 Y: 0 K: 0	RGB R: 0 G: 0 B: 0
CMYK C: 28 M: 100 Y: 96 K: 29				CMYK C: 100 M: 93 Y: 29 K: 22					CMYK C: 75 M: 68 Y: 67 K: 90

SUPPORTING COLOUR PALETTE

Our secondary colour palette highlights and compliments the primary palette.

We encourage the use of these tones to bring consistency and contrast with our primary brand colours.

The colors should be used sparingly only where extra colors are needed, for example charts and graphs. Colors should be set at 100 percent, but there is also the option to us 50 percent tints as needed.

HEX #e6eff6	50%	HEX #aecce2	50%	HEX #fdf4cd	50%	HEX #f2c33d	50%
Pantone 649 C		Pantone 543 C		Pantone 7499 C		Pantone 142 C	
RGB R: 230 G: 239 B: 246		RGB R: 174 G: 204 B: 226		RGB R: 253 G: 244 B: 205		RGB R: 242 G: 195 B: 61	
CMYK C: 8 M: 2 Y: 1 K: 0		CMYK C: 30 M: 11 Y: 5 K: 0		CMYK C: 1 M: 2 Y: 23 K: 0		CMYK C: 5 M: 23 Y: 88 K: 0	

COLOUR APPLICATIONS

The primary logotype on a white background should be used on the majority of our communications. It may also be used in on any of the palette colours for both print and digital applications.

The use of a white version of the logo is encouraged to unsure the legibility on colourful backgrounds. The background should not be distracting and must always provide sufficient contrast for the brand to be clearly read.

Black usage is reserved for exceptions only.

MCDF
MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE

MCDF
MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE

MCDF
MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE

MCDF
MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE

MCDF
MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE

MCDF
MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE

MCDF
MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE

LOGOTYPE
CLEAR SPACE

To enable the logotype to appear prominently without interference, a minimum exclusion area has been established which is to be left clear of other graphic elements or text.

Wherever placing the logotype, give it room to breathe. The grid is set by an "M" of the size of the logo.

LOGOTYPE PLACEMENT

The clear space around the logotype ensures legibility and increases the impact.

Print
On printed items, the logo should always sit at the bottom left side.

Digital
On digital items, the logo should always sit at the left top side.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

MCDF
MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE

1,5 cm

1,5 cm

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

INCORRECT LOGOTYPE USAGE

The logo should not be misinterpreted or modified. There are no exceptions.

Do not change the lock-up arrangement. ❌

Do not compress the logo. ❌

Do not use an outlined version of the logo. ❌

Do not rotate the logo elements. ❌

Do not add effects to the logo. ❌

Do not change the colours of the logo. ❌

Do not use background colours that are not from the corporate palette. ❌

Do not place logo over complicated backgrounds. ❌

PRIMARY TYPEFACE

Our primary typeface is Clear Sans.

Use this typeface for publications, posters, brochures and other printed and digital materials.

We have two different weights to choose from. Please see next page for guidelines on best practice.

Aa
Clear Sans Regular
A B C D E F G H I J K L M N O P Q R S T U V X Y W Z
a b c d e f g h i j k l m n o p q r s t u v x y w z

Aa
Clear Sans Italic
A B C D E F G H I J K L M N O P Q R S T U V X Y W Z
a b c d e f g h i j k l m n o p q r s t u v x y w z

Aa
Clear Sans Bold
A B C D E F G H I J K L M N O P Q R S T U V X Y W Z
a b c d e f g h i j k l m n o p q r s t u v x y w z

Aa
Clear Sans Bold Italic
A B C D E F G H I J K L M N O P Q R S T U V X Y W Z
a b c d e f g h i j k l m n o p q r s t u v x y w z

PRIMARY TYPEFACE

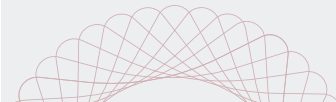## LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

MCDF MULTILATERAL COOPERATION CENTER FOR DEVELOPMENT FINANCE

Title:
Clear Sans Bold

Subtitle:
Clear Sans Bold Italic

SECONDARY TYPEFACE

Our secondary typeface is Gotham.

Use this typeface for bodies of text, captions for imagens and descriptions of infographics.

We have two different weights to choose from. Please see next page for guidelines on best practice.

Aa

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVXYWZ
abcdefghijklmnopqrstuvxywz

Aa

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVXYWZ
abcdefghijklmnopqrstuvxywz

Aa

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVXYWZ
abcdefghijklmnopqrstuvxywz

Aa

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVXYWZ
abcdefghijklmnopqrstuvxywz

SECONDARY TYPEFACE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Body of text:
Gotham Book

MCDF
MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE
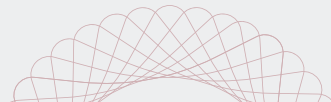
BUSINESS TYPEFACE

We use Calibri for applications like business documents and applications like Word documents, PowerPoint and Excel.

Aa

Calibri Regular

A B C D E F G H I J K L M N O P Q R S T U V X Y W Z

a b c d e f g h i j k l m n o p q r s t u v x y w z

Aa

Calibri Italic

A B C D E F G H I J K L M N O P Q R S T U V X Y W Z

a b c d e f g h i j k l m n o p q r s t u v x y w z

Aa

Calibri Bold

A B C D E F G H I J K L M N O P Q R S T U V X Y W Z

a b c d e f g h i j k l m n o p q r s t u v x y w z

Aa

Calibri Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V X Y W Z

a b c d e f g h i j k l m n o p q r s t u v x y w z

INFRASTRUCTURE PHOTOGRAPHY

Photography is used to translate ideas into visual language which our audience can quickly understand. The following examples show how to use images and stay on brand.

The images must be aspirational and positive.

Imagery can be in color or black and white.

BENEFICIARY PHOTOGRAPHY

Faces of MCDF
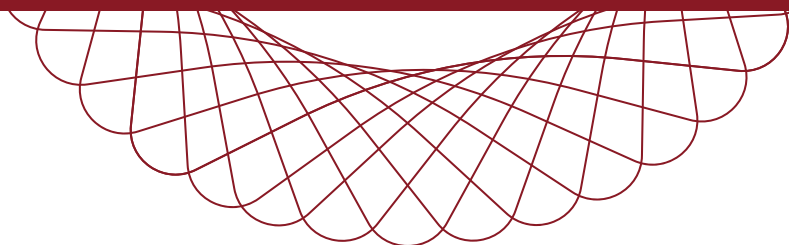People are the protagonists. Whenever it is possible, we should highlight that we empower people.

We must avoid images that project stereotypical negative depictions of suffering, passive people.

CONTACT

Multilateral Cooperation Center for Development Finance
Tower A, Asia Financial Center
No. 1 Tianchen East Road
Chaoyang District
Beijing 100101, China

MCDF

**MULTILATERAL
COOPERATION CENTER
FOR DEVELOPMENT FINANCE**