Contents

Legal notice & relevant bylaws
Introduction
Official Name, Abbreviation & Translations

Official Logo
Elements of the logo
Exclusion Zone
Wrong Use of the Logo
Slogan/Tagline

Standing Committee Logos
Elements of the Logos

Official Colours
Colour Compositions & Assorted Palettes
Colours & Text Legibility

Typography & Graphic Language
Typefaces & Readability
Image style & Image Library
The Design Grid

Official Templates
Business Cards and Stamps
Letterhead
Certificates
PowerPoint® Presentations
White Arches & Back Cover
Standing Committee Publication Layouts
General/Regional Publication Layouts
Promotional Poster & Roll-Up Banner

Official Merchandise
T-Shirt Designs
Other Merchandise

Videos

Other Considerations
Accessibility
Paper & Printing

Credits

The present manual was produced by the IFMSA Executive Board 2016-17 and last amended by the Executive Board 2018-19. All efforts have been made to keep this manual free from errors, and make it as easy to use as possible. Should you have any comments or questions, please e-mail us at vpprc@ifmsa.org.

Firas R. Yassine,
Vice-President for Public Relations & Communication for the term 2016-17

José Chen,
Vice-President for Public Relations & Communication for the term 2018-19
Legal Notice

This manual is the exclusive property of the International Federation of Medical Students’ Associations (IFMSA). Any attempt at copying, storing, reproducing or redistributing parts or the integrity of this work, by any means, be it mechanical, electronic or digital, is strictly prohibited, unless written permission to do so is granted by the IFMSA Executive Board (EB).

The “Globe and Asklepios Snake” design of the IFMSA logo as well as all variants of the logo are the sole property of IFMSA. Unauthorized use and/or misuse of these elements is strictly prohibited.

The Standing Committee logos and all their variants are property of IFMSA. Unauthorized use and/or misuse of these elements is strictly prohibited. Exception to this is the use of the Standing Committee logos by IFMSA National Member Organizations (NMOs) to promote local and/or national activities, projects, or campaigns falling under the specific themes of the Standing Committees.

Corporate Identity Bylaws

16.1 The official IFMSA corporate identity is defined in the IFMSA corporate identity manual.

16.2 The corporate identity manual should be presented and adopted during each August Meeting even if no changes have been made.

16.3 Only the IFMSA corporate identity can be used. Changes in layout or any other additions are not allowed.

16.4 The official IFMSA corporate identity can only be used by Officials, their assistants, Task Forces, and Programs.

16.5 National Member Organizations can only use the Standing Committee logos and according to the IFMSA Corporate Identity.

16.6 National Member Organizations can only use the official IFMSA Logo to promote activities and SRTs if (1) the activities are enrolled in an IFMSA program, or (2) the SRT is approved by the EB. The use of the official IFMSA Logo has to be according to the Corporate Identity Manual.

(IFMSA Constitution & Bylaws post AM2019)
The official name of the organization, as defined by its constitution (article 1.1), is: International Federation of Medical Students' Associations
The official abbreviation, as defined by the constitution (article 1.3), is: IFMSA

The official French, Spanish, and Arabic translations of the Federation's name are as follows:

Français: Fédération Internationale des Associations d'Étudiants en Médecine
Español: Federación Internacional de Asociaciones de Estudiantes de Medicina
Arabic: الاتحاد الدولي لجمعيات طلبة الطب

The official IFMSA logo consists of two parts: the “Globe and Asklepios Snake” graphic design and the text. The logo is horizontal, shown below in a 1/5 scale:

In the logo text, the font “Montserrat” is used for the full name of the Federation, whereas the font “Univers” is used for the name abbreviation. The colour of the logo is the official IFMSA Blue (please refer to section on Official Colours). The logo should not be redrawn, digitally manipulated or altered. It can only be reproduced from a digital master reference, which will be provided in (.eps) file format upon request.

A vertical version of the official logo also exists, though it is used only by exception for matters where the standard logo cannot be used in any way. It is shown below in a 1/5 scale.
It is also possible to use the logo in Black & White. In such situations, the IFMSA Blue colour will be replaced by 100% Black. No grayscale tone is permitted.

The inverted logo is also developed for matters where the use of the standard logo is not possible in any way. In such situations, the IFMSA Blue colour will be replaced by 100% White. No grascale tone is permitted.

The IFMSA logo must be reproduced consistently and used in a way that it is clearly visible. For this reason, a minimum size has been established: it measures 15 mm in height, with a correct aspect ratio. The basic rule here is that the letters should be easily readable, while the “Globe and Asklepios Snake” should be recognizable, with no deformities.

If, in some cases, the result is less than optimal, it might be better to revert to plain text, using just our name, and not use the logo.
Official Logo

Exclusion Zone

In order to maximise its visual presence, the logo requires a surrounding area clear of any other graphic elements or text. The minimum exclusion zone is equal to “a third the height of the globe,” as shown below. It is important that this rule is observed and the exclusion zone is maintained at all times. This recommended minimum clearance serves to visually protect the logo.

The exclusion zone applies for both horizontal and vertical versions of the logo.

Wrong Use of the Logo

The IFMSA logo is the element of the IFMSA Corporate Design with the highest level of recognition. Thus, it should only be used in either of the previously mentioned formats. No alteration of colors is permitted without the authorization of the Executive Board.

The use of the text portion or the “Globe and Asklepios Snake” portion alone is not permitted.

If resizing of the logo is necessary, it is mandatory to maintain the original aspect ratio (i.e. both height and width should be changed simultaneously and in the same proportions), keeping in mind the minimum size mentioned in page 6.

Slogan/Tagline

As per definition, slogans/taglines influence audiences by evoking an emotional response. Rethinking IFMSA’s vision, mission and structure, we believe that the best slogan/tagline to describe our Federation is the descriptive sentence medical students worldwide.

A visual composition for the slogan/tagline exists and is shown below. We recommend its usage whenever possible, however, if it’s not possible, the slogan may be represented in other ways, provided the prior approval of the Executive Board.
Standing Committee Logos

Elements of the Logos

Given the wide range of activities of IFMSA and the Federation's functional division into Standing Committees, it was necessary to produce Standing Committee logos that are inline with the Federation's Corporate Design elements.

It is important to keep in mind that the original entity we are presenting is IFMSA, not the Standing Committees per say. Hence, a Standing Committee logo should not be used in ways it may compromise IFMSA's main image (i.e. a Standing Committee logo cannot and should not be used alone, and it definitely should not be used in sizes larger than the IFMSA logo).

Each Standing Committee logo consists of a pictogram, the name abbreviation and the relevant field of the committee. The fonts used are the same as for the IFMSA logo (Univers and Montserrat).

There are 2 versions of each logo (horizontal and vertical). It is always preferable to use the horizontal version, unless not possible.

Additionally, Black & White and inverted versions of the Standing Committee logos exist; these were developed for matters where the standard versions cannot be used in anyway (i.e. T-Shirts, where the logos would be printed on coloured backgrounds). In each of these, the specific Standing Committee colour is replaced either by 100% Black or 100% White. No grayscale tone is permitted.

Note that unauthorized alterations to any of IFMSA's official or Standing Committee logos is prohibited.
SCOME Logo

The logo is a medical student with a doctoral cap and a stethoscope. The face is replaced by a grid symbolising the world.
SCOPE Logo

The logo represents a student with a suitcase. The suitcase stands for medical equipment and travel. The arrows symbolise exchange.
SCOPH Logo

The logo consists of a medical symbol and a family.
SCORA Logo

The logo consists of a heart and a red ribbon.
SCORE Logo

The DNA string in the logo is linked to research, the arrows stand for exchange.
SCORP Logo

The logo is a combination of the peace sign and two hands inspired from the older logo of the committee.
Black & White Logos

**SCOME**
Medical Education

**SCOPH**
Public Health

**SCOPE**
Professional Exchange

**SCORE**
Research Exchange

**SCORA**
Sexual & Reproductive Health and Rights including HIV & AIDS

**SCORP**
Human Rights & Peace
Official Colours

Colour Compositions

The official IFMSA colour is Dark Blue (hereafter referred to as IFMSA Blue); you can check its RGB and CMYK composition below.

Beside the logo, the IFMSA Blue is also used in general IFMSA designs. Titles, subtitles or other elements should be in this specific blue. Our secondary color is 100% White.

In addition to the IFMSA Blue and the 100% White, a specific colour was chosen for each of the Standing Committees. These are strongly linked to the IFMSA Blue and go well with it. Each of these colours, along with their light and dark variations shown later, should be used only for their specific Standing Committee.

Attention should be given to the overall balance of colours in any design; minimal colour usage with a dominance of White is often the most effective.

IFMSA Blue

R: 28  C: 100
G: 20  M: 100
B: 107 Y: 24
 K: 21

HEX Code #272464

SCOME White

R: 255  C: 0
G: 255  M: 0
B: 255  Y: 0
K: 0

HEX Code #ffffff

SCOPE Blue

R: 1  C: 84
G: 128  M: 41
B: 192  Y: 2
K: 0

HEX Code #0181c1

SCOPH Orange

R: 244  C: 0
G: 125  M: 63
B: 60  Y: 85
K: 0

HEX Code #f47d3b

SCORA Red

R: 189  C: 18
G: 34  M: 100
B: 42  Y: 95
K: 8

HEX Code #bd202a

SCORE Blue

R: 47  C: 94
G: 74  M: 83
B: 155  Y: 2
K: 0

HEX Code #2e4a9c

SCORP Green

R: 95  C: 68
G: 145  M: 24
B: 63  Y: 100
K: 07

HEX Code #5f903f
Official Colours

Assorted Palettes

Each of our Standing Committee colours (except the SCOME White) has a corresponding lighter and darker tones. The lighter palette works well as a background, highlight or graphic. The darker palette is the most suitable for type.

Remember, minimal colour usage is often the most graphically effective. Undisciplined colour usage and tonally inappropriate combinations will dilute the impact of our identity. Therefore you should only use colours from our palette.
Official Colours

Colours & Text Legibility

When choosing colours, it is important to consider the best options from the palette that will project the information clearly, effectively and complement any chosen images. There must always be good contrast between text and background colour. Dark colours on a white or very pale background are the most legible. White type should only be used on a very dark background, which is allowed for small quantities of text, such as headings, charts and diagrams or small blocks of text that you wish to highlight.

All colors on the previous pages are shown at values of 100%. It’s advisable to use different tints of the same color for different levels of headings, with the highest per-cent age used for the major headings as shown here in the tints of “SCOPE Blue.”
Typography & Graphic Language

Typefaces

Other than the “Univers” and “Montserrat” fonts that are used in our logos, other fonts have been chosen as the Federation’s official/primary typefaces.

Arial

Arial is a widely available sans-serif typeface and computer font packaged with Microsoft Windows, Microsoft Office applications, Apple Mac OS X and many Post-Script computer printers. It should be used for titles and bodies of text in all correspondence sent on behalf of the Federation. It should also be used for major titles in our official publications.

Montserrat

Montserrat is an sans-serif open font which captures the urban typography of Buenos Aires, captivating the essence of the 20th century. As such, it is a font that is meant to be memorable and everlasting, adequate for IFMSA’s publications.

Roboto

The Roboto font is a sans-serif typeface created by Google. It has a dual nature, combining its mechanical and geometric forms with friendly and open curves. Despite featuring a rigid rhythm, Roboto doesn’t compromise, allowing letters to be settled into their natural width. This makes it suitable for IFMSA’s publications, allowing a more natural reading rhythm.

Readability & Alignment

Lower case letters, with their ascenders and descenders, make it easy for the eye to process word formations. UPPER CASE LETTERS HAVE NO VARIETY OR OUTLINE AND THEREFORE MAKE IT HARDER TO READ.

Reserve capital letters for headlines, if necessary.

For large bodies of text, (i.e. magazines, reports, etc...), left aligned text with a ‘ragged’ right hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal.

Justified text, just as is used in this manual, may be used when it does not affect readability.
Typography & Graphic Language

Image Style

Photography is a powerful and dynamic tool. The images we use should communicate the diversity, energy and personality of what we do. They should convey emotions and atmosphere.

Look beyond the typical and find a more inspirational perspective. Consider detail or unusual angles to increase impact and create effective communications.

Our images show natural, real-life people and situations. They should convey emotions, atmosphere and engage the audience. They can be reproduced in full colour, single colour (monotone) or Black and White.

Only use images that are relevant and add value. Ensure the content does not offend or alienate anyone. Avoid clichés or racial and gender stereotyping.

Images that are used in printed materials should be reproduced at print quality (i.e. no less than 300 dpi).

Image Library

An image library should be kept by the IFMSA PR and Communication Team, containing a selection of approved photography that can be used to enhance our communications. Submissions to this library should be open all over the year and photos should be reviewed for copyrights and permissions.

Appropriate consent forms should be taken if participants are photographed, recorded or filmed during IFMSA events or activities.

Using photos that are not owned by the federation is possible provided that the needed authorization is obtained from the respective owner(s).
The Design Grid

The horizontal grid structure forms the basis of the Federation's brand Language. It adds a unique and distinctive personality, generates brand recognition and creates an underlying and consistent structure for all our promotional communications.

The grid allows a customised design approach and can be applied in a dramatic or minimal way. It allows a large variety of layouts and designs to be created, whilst maintaining maximum brand presence.

The grid should be used as a guide for the placement of text and images. The A5 grid consists of 30 pannels of 7 mm each.

The A4 grid consists of 30 pannels of 10 mm each. The A3 grid consists of 30 pannels of 20 mm each.
Official Templates

Business Cards

Front

The IFMSA Business Cards should be used by the Team of Officials in representing the Federation to external partners. The business cards are designed with the aim of emphasizing and promoting the IFMSA brand, and should contain the IFMSA logo and slogan, links to the Federation’s main social media platforms, as well as the card-holder’s basic contact details as shown in the example above.

Stamps

Officials are provided with a stamp, which features a standard design. It contains the altered logo with the position below, surrounded by 2 circles with IFMSA’s full name.
Official Templates

Letterhead

The IFMSA letterhead should be used for all official correspondences in the name of the Federation (i.e. invitation letters, letters of appointments, press releases, etc...). It is not binding to the publications which should have their own inner design, which suits the message and the content.

The letter head emphasizes the logo, Slogan and contact details of the Federation (i.e. physical address of the International Secretariat, the website, and links to social media platforms).

An horizontal version of the letterhead is also available.
Official Templates

Certificates

The Federation issues a wide range of certificates for IFMSA activities, Pre-GA or Pre-RM Workshops, GA or RM sessions, SCOPE and SCORE Exchanges, among others. A master template exists in IFMSA and Standing Committee colours, depending on the scope of the activity or event in question.

The template for general certificates is shown hereafter. In addition to it, a template exists for each of the Standing Committees.
Official Templates

PowerPoint® Presentations

A PowerPoint® template has been produced to ensure visual consistency in our presentations. The Template adopts a similar grid structure (with different panels) and is based on either IFMSA or Standing Committee colours with emphasize on the IFMSA logo and the slogan/tagline. If using images, the style and content of photographs should comply with the guidelines mentioned earlier and should be vibrant, inspirational and engaging. Only use images that are relevant and add value.

The general IFMSA template is shown hereafter. In addition to it, a template exists for each of the Standing Committees.
White Arches & Back Cover

The white arches are to be used on the front cover of all official IFMSA publications, including Medical Student International, Standing Committees/Regional publications and official reports. They are there to make our publications easily distinguishable from others and to contribute to the image of IFMSA as a brand.

The Back Cover is to be used at the back of all official IFMSA publications. It contains a up-to-date list of our NMOs. A Back Cover exists for each Standing Committee.
Official Templates

General, Regional and Standing Committee Publications

A ready-to-use layout for general (i.e. Constitution & Bylaws, Reports, etc...), regional (i.e. IOGs, manuals and guides, etc...) and Standing Committee (i.e. Meetings’ Survival and Follow-up Kits, manuals and guides, etc...) documents and publications have been developed by the PR and Communication Team. Seeing as these are booklets in their own, they could not be previewed in this manual. However, you should ask about them and use them whenever working on a certain publication.

Promotional Poster & Roll-up Banner

The PR and Communication Team designers came up with a simple, attractive, straight-to-the-point design for a poster that introduces what IFMSA is about. The same design has also been turned into a roll-up banner. These can be used at internal as well as external meetings to let new members and external partners know more about the Federation.

Promotional Poster & Roll-up Banner

Our Vision
A world in which all medical students unite for global health, and are equipped with the knowledge, skills and values to take on health leadership roles, locally and globally, so as to shape a healthy and sustainable world.

Our Areas of Work

Our Presence
123 National Member Organizations in over 110 Countries across 5 Regions

Our Meetings
3 General Assemblies 5 Regional Meetings Sub-regional Events National Gatherings

Our Leadership
7F Elected Officials 7F Supervising Board Members

Our Exchanges
11000 Research & Professional Exchange spots in over 90 countries

Our Partners
20+ governmental & non-governmental organizations including WHO and WMA

We Train
We Advocate
We Do

www.ifmsa.org
Official Merchandise

T-Shirts

T-Shirts are some of the merchandise produced and sold by the Federation. They serve to promote the IFMSA brand, as well as to build a sense of belonging and a team spirit among our members. Below you can find the different T-Shirts officially approved as part of the IFMSA Corporate Design.

The same designs may be produced as polo shirts and hoodies.

General IFMSA T-shirt

Colour code
R: 10
G: 35
B: 74

HEX Code
#0a234a

C: 100
M: 89
Y: 40
K: 42
Official Merchandise

T-Shirts

IFMSA Hoodie

Colour code
R: 10  C: 100
G: 35  M: 89
B: 74  Y: 40
K: 42

HEX Code  #0a234a

NMO Presidents’ T-Shirt

Colour code
R: 255  C: 5
G: 242  M: 0
B: 0    Y: 93
K: 0

HEX Code  #fff200
Official Merchandise

T-Shirts

SCOME T-shirt

- Colour code:
  - R: 255
  - G: 255
  - B: 255
  - C: 0
  - M: 0
  - Y: 0
  - K: 0

- HEX Code: #ffffff

SCOPE T-shirt

- Colour code:
  - R: 1
  - G: 128
  - B: 192
  - C: 84
  - M: 41
  - Y: 2
  - K: 0

- HEX Code: #0181c1
Official Merchandise

T-Shirts

SCOPH T-Shirt
- Colour code:
  - R: 244
  - G: 125
  - B: 60
  - C: 0
  - M: 63
  - Y: 85
  - K: 0
- HEX Code: #f47d3b

SCORA T-shirt
- Colour code:
  - R: 189
  - G: 34
  - B: 42
  - C: 18
  - M: 100
  - Y: 95
  - K: 8
- HEX Code: #bd202a
SCORE T-Shirt

Colour code
R: 47  C: 94
G: 74  M: 83
B: 155  Y: 2
K: 0  K: 0

HEX Code  #2e4a9c

SCORP T-Shirt

Colour code
R: 95  C: 68
G: 145  M: 24
B: 63  Y: 100
K: 07

HEX Code  #5f903f
Official Merchandise

T-Shirts

TNT T-Shirt
- Colour code:
  - R: 0
  - G: 0
  - B: 0
  - C: 75
  - M: 68
  - Y: 67
  - K: 90
- HEX Code: #000000

TAT T-Shirt
- Colour code:
  - R: 0
  - G: 0
  - B: 0
  - C: 75
  - M: 68
  - Y: 67
  - K: 90
- HEX Code: #000000
Officials’ T-Shirt

Colour code
R: 0  C: 75
G: 0  M: 68
B: 0  Y: 67
K: 90

HEX Code  #000000

TMET T-Shirt

Colour code
R: 0  C: 75
G: 0  M: 68
B: 0  Y: 67
K: 90

HEX Code  #000000
Official Merchandise

T-Shirts

TNET T-Shirt

Colour code
R: 25  C: 91
G: 99  M: 64
B: 173 Y: 1

HEX Code  #1a63ad

TNHRT T-Shirt

Colour code
R: 95  C: 68
G: 145 M: 24
B: 63  Y: 100

HEX Code  #5f903f
Official Merchandise

T-Shirts

PHLT T-Shirt

- Colour code
  - R: 244
  - G: 125
  - B: 60
  - C: 0
  - M: 63
  - Y: 85
  - K: 0

- HEX Code
  - #f47d3b

IPET T-shirt

- SCORA Red
  - R: 189
  - G: 34
  - B: 42
  - C: 18
  - M: 100
  - Y: 95
  - K: 8

- HEX Code
  - #bd202a
Other Merchandise

Promotional merchandise other than T-Shirts are not added in the manual so as not to limit the creativity of people making new ones for certain occasions. A wide variety of items can be produced, including but not limited to coffee mugs, water bottles, USB sticks, bags, folders, etc... Note, however, that any proposed design must first be approved by the IFMSA Executive Board.

Videos

Videos are powerful and dynamic tools to communicate with people. They are used in multiple activities done by the IFMSA, including awareness and mass communication campaigns. Using videos on behalf of the Federation is encouraged so as to engage with our audience and maximize the emotional effect.

All videos produced under the name of the Federation should comply with the guidelines mentioned in this Manual. To increase the emphasis on the identity of the Federation, a video intro, general and specific Standing Committee outro templates have been created and they should be used for all videos produced under the name of the Federation. All videos produced under the name of the Federation should communicate the diversity, energy and personality of what we do. They can be produced in full colour, single colour (monotone) or Black & White.

For Standing Committee videos, every care should be paid not to over use the Standing Committee colours in comparison to the IFMSA Dark Blue.
Printing & Paper

As an international Federation, we should use the international paper sizes as A3, A4 and A5. Other sizes should be avoided as they are not recognized in all countries.

As a Federation, we believe that we should minimize printing as much as possible. We believe that most of our communications can be done in a more environment-friendly way with less cost on the future of next Generations. When needed, printing can be done and we have some recommendations that can help save the environment while printing.

Choose paper that is 50 -100% post-consumer waste (PCW), coming from sustainable sources, elemental chlorine free (ECF), uncoated and/or made by renewable energy sources like wind or solar power. Use non-toxic, water-based, vegetable or soy inks instead of petroleum-based inks. Look for a printer that uses renewable energy sources. Try waterless printing, which eliminates the dampening systems used in conventional printing. Digital printing, which avoids the film and chemicals in traditional printing processes, is another good alternative. Digital printing is also more economical for smaller quantities.

Conserve ink use by switching to two-colour or single-colour designs, which can be just as effective.
Accessibility

Designing accessible communications can present a real challenge. Accessible print and digital communications material need to be visually interesting to draw a reader’s attention. They also need to be legible for people with sight problems and learning difficulties, who are often marginalized by design with the production of bland and uninteresting designs. In reality, it is impossible to design something that is accessible to everyone. However, we must aim to make our communications accessible to as many people as possible, whilst also being creative and visually stimulating.

**Type size**
Our recommended minimum size for printed body copy is 11 pts. However, if appropriate to the target audience, smaller typefaces are permissible.

**Capital letters**
Setting text in large amounts of capital letters can be harder to read than lower-case letters.

**Italics**
These should be treated in a similar way to capital letters. Many partially sighted people can find them difficult to read so they should be used minimally. Using bold copy or a strong colour to add emphasis is a good alternative.

**Leading**
Leading is the space between one line of type and the next, measured from baseline to baseline. If it is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 pt sizes larger than the type size.

**Word spacing, letter spacing and horizontal scaling**
Changing the spacing between letters or words and altering the proportion of the letters are often used to fit more text onto a line. This should be avoided as too little or too much space can make text illegible.

**Contrast**
There should always be high tonal contrast between the text and the background it is printed on.

**Copy on images**
Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched, if necessary.

**Design**
Accessible design is clean, simple and uncluttered with good visual navigation.
The International Federation of Medical Students’ Associations (IFMSA) is a non-profit, non-governmental organization representing associations of medical students worldwide. IFMSA was founded in 1951 and currently maintains 136 National Member Organizations from more than 120 countries across six continents, representing a network of 1.3 million medical students.

IFMSA envisions a world in which medical students unite for global health and are equipped with the knowledge, skills and values to take on health leadership roles locally and globally, so to shape a sustainable and healthy future.

IFMSA is recognized as a nongovernmental organization within the United Nations’ system and the World Health Organization; and works in collaboration with the World Medical Association.