“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”
Our logo is what identifies us and helps us be easily identified. IFMSA identity system has a bold, simple, and modern style, yet timeless.
Legal notice & relevant bylaws

This is the official IFMSA Brand Manual, as referred to in the IFMSA Constitution & Bylaws paragraphs:

18.1. The official IFMSA corporate identity is defined in the official IFMSA brand manual.

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

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

18.5. National Member Organizations can only use the official IFMSA logo to promote activities and SubRegional Trainings (SRTs) if (1) the activities are enrolled in an IFMSA Program or (2) if the SRT is approved by the Executive Board. The use of the official IFMSA Logo has to be according to the official IFMSA brand manual.

Introduction

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.

Our mission

IFMSA unites medical students worldwide to lead initiatives that impact positively the communities we serve. IFMSA represents the opinions and ideas of future health professionals in the field of global health, and works in collaboration with external partners. IFMSA builds capacity through training, project and exchange opportunities, while embracing cultural diversity, so as to shape a sustainable and healthy future.
Introduction

Our objectives

To expose medical students to humanitarian and global health issues, providing them with the opportunity to educate themselves and their peers.

To facilitate partnerships between the medical student community and international organizations working on health, education, and medicine.

To give medical students the opportunity to take part in clinical and research exchanges worldwide.

To provide a network that links active medical students across the globe, including student leaders, project managers, and activists, so that they can learn from and be motivated by each other.

To provide an international framework in which medical student projects can be initiated, developed and implemented.

To empower and train medical students to take a role in bringing about the necessary changes to improve the health of all global citizens.

Our tagline

Medical Students Worldwide
Our personality

We are the world’s oldest and largest independent organization representing associations of medical students internationally. With 140 National Member Organizations from more than 130 countries and areas with over one million students represented worldwide. We are recognized as a non-governmental organization within the United Nations system and the World Health Organization, and also works with the World Medical Association.

We are an organization that aims to impact the world and to empower its members in taking their vision and ideas, and making them a reality. We inspired generations of medical students to develop the leadership abilities and skills to take on challenges and to improve the world around them in an early yet crucial period of their career. Engaging in IFMSA encourages both professional and personal collaborations irrespective of geographical, social, cultural, religious, racial, sexual and political differences. As a result, future doctors are becoming more culturally aware and sensitive physicians.

We believe that students are not merely passive subjects in a rapidly globalizing world but rather valuable individuals with a potentially powerful role to play in global health. We hence offer medical students a taste of the real and pressing health issues worldwide, and help them learn that their idealistic goals can be achieved with readily attainable knowledge and commitment.

We place the emphasis on students returning to their local environments with new ideas and the skills to implement them. As the doctors of tomorrow and future leaders of health, we feel confident that our students will carry this spirit with them throughout their professional lives so that they positively impact the communities they serve.
Introduction

Our brand tone

Inclusive
Conversational
Energetic
Accessible
Official name

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

Russian:
- Международная федерация ассоциаций студентов-медиков

Arabic:
الاتحاد الدولي لجمعيات طلبة الطب
The inclusive circle
The inclusive circle outlines the symbol is divided into 5 parts. Each one of them represents a region defined by its area. This circle is used for IFMSA logo and its SC’s.

Medical snake
The international recognized medical symbol is what differentiate IFMSA from its Standing Committees. The snake, such as every other official IFMSA icon, have a consistent bold style, looking for the future.

Rod of Asclepius
The divisions of areas create a vertical line on the IFMSA circle, later making the line intercept the snake body giving form to the Rod of Asclepius.

S for Student
The rotation and shear (14.4°) give the snake a sense of movement and ambition. The snake anatomy can be interpreted as well as the “S” of Medical Students. Offering a strong concept for IFMSA icon.
Logo elements

Elements
The IFMSA logo is the combination of the symbol, the wordmark, and its legend. Its form has a bold and coherent style accomplished by respecting the same width on the wordmark, the circle, and the snake.

Proportions
The pink guides explain the main proportions guides of the logo, if its recreation will ever be necessary. However, we strongly advised not to recreate it.

Logo versions

Versions
The three elements can only be combined accordingly to the examples displayed above. Though, the main version is the logo with all three elements with the horizontal orientation. The version with the symbol and wordmark is used when the legend will not be readable. And the symbol can only be used individually when the IFMSA name is shown in the same surface.
Minimum size

For the logo to maintain its readability and corporate appearance, this minimal sizing system must be respected, both on printing materials or digital. The values above are the outcome of visibility and readability tests.

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 mm</td>
<td>25 mm</td>
<td>41 px</td>
<td>0.98 &quot;</td>
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<tr>
<td>10 mm</td>
<td>10 mm</td>
<td>28 px</td>
<td>0.39 &quot;</td>
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<td>55 px</td>
<td>0.8</td>
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<tr>
<td>10 mm</td>
<td>10 mm</td>
<td>28 px</td>
<td>0.39</td>
</tr>
</tbody>
</table>

Logo on solid background

For all the IFMSA logo versions to be legible, it should always be used on a background color that offers great contrast. In lighter solid colors the logo should be IFMSA blue or black in the last case. In darker colors, the logo should be white.

Color backgrounds

This scheme is also applied if the background contains other different colors. In short, the logo has to create a good contrast with any background.
Exclusion zone

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements or text. This area is established by the value “X” which is defined by the height of the letter “I” of IFMSA.

Clear space around the logo

This rule is also applied to the Standing Committees logos and the symbol standing by itself, as well as the other IFMSA logo versions. However, always make sure to allow as much space as possible around the logo.

Unacceptable Logo Use

1. Do not flip the lockup
2. Do not distort horizontally
3. Do not distort vertically
4. Do not outline
5. Do not apply dropshadow
6. Do not resize single elements
7. Do not place symbol above horizontal wordmark
8. Do not apply any gradient
9. Do not use different angle
IFMSA Regions

Regions
IFMSA is divided in five regions – Africa, Americas, Asia-Pacific, Eastern Mediterranean and Europe. Regions were created more than ten years ago to make it easier for members to tackle similar issues on the regional level. It also facilitates the process of recruiting new members and it actively supports transnational participation through subregional trainings and regional meetings – the biggest regional event of the year. More recently, IFMSA has increased its efforts in external representation, by teaming up with regional offices of the WHO and other regional organizations.

The different versions displayed have the same ground rules as the official IFMSA logo. However, the region’s logos cannot stand without the region name.
Standing Committees

- Logo elements & Proportions
- Standing Committees
- Exclusion zone
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).

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 colored backgrounds). In each of these, the specific Standing Committee color 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.

The rules of minimum size and unacceptable logo use, applied to IFMSA logo (p. 20, p. 23), are equally applied to all Standing Committee logo versions.
Standing Committee on Medical Education

SCOME helps medical students worldwide attain an optimal professional and personal learning environment to reach their full potential as future doctors - aiming towards better healthcare globally.

The icon represents a pile of 3 books on top of each other, standing for education. The key element of this logo can also be interpreted as the IFMSA snake reflected horizontally, putting the SC in a rightful place of importance.
Standing Committee on Research Exchange

SCORE provides medical students with the opportunity to deepen their knowledge in specific areas of their research interest as well as unique cultural learning opportunities.

The key SCORE graphic element is a DNA string, representing research, combined with two arrows completing the “x” for exchange.
The aim of SCOPE is to promote cultural understanding and co-operation amongst medical students and all health professionals, through the facilitation of international student exchanges.

The element that identifies SCOPE is the combination of an arrow for exchange overlapping a medical cross, stating the primarily clinical focus of these exchanges.
SCORP has a vision of a peaceful world where all individuals are entitled to full and equal access to their human rights, where no one is left behind, where priority is given to people in greatest need and where the entire society, including medical students and health workers, unite to support vulnerable groups.

SCORP element is a simplified human rights hand, which can also be recognized as a peace dove flying towards the left.
Standing Committee on Public Health

The Standing Committee on Public Health promotes the development of medical students worldwide regarding Public Health issues through an international knowledge-sharing network, projects management, community-based learning, capacity building, advocacy, exchange placements and access to external learning opportunities.

This is visually represented by a shield with a medical cross as an emblem, representing the public health care.
Standing Committee on Sexual & Reproductive Health and Rights including HIV & AIDS

To provide our members with the tools necessary to advocate for sexual and reproductive health and rights within their respective communities in a culturally respected fashion.

The graphic element of SCORA is a HIV/AIDS ribbon.
To maximize the Standing Committees’ logos visual presence, they require a surrounding area clear of any other graphic elements or text. The example above explains SCOME exclusion zone. However, it is applied to all Standing Committees’ logos variants. Nevertheless, always make sure to allow as much space as possible around the logos.
IFMSA merchandise
Official colors

- IFMSA & SC's official palettes
- Assorted palettes
IFMSA & SC’s official palette

The official IFMSA color is Dark Blue (hereafter referred to as IFMSA Blue).

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.

Secondary light blue color is used mainly in IFMSA logo for regions, but it can be also used for differentiation in texts.

In addition to the IFMSA Blue and the 100% White, a specific color was chosen for each of the Standing Committees. These are strongly linked to the IFMSA Blue and go well with it. Each of these colors should be used only for their specific Standing Committee. Attention should be given to the overall balance of colors in any design; minimal color usage with a dominance of White is often the most effective.
Official colours

Assorted palettes

Each of our Standing Committee colors 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 color usage is often the most graphically effective. Undisciplined color usage and tonally inappropriate combinations will dilute the impact of our identity. Therefore you should only use colors from our palette.
Typography & Graphic Language

- Primary & Secondary font
- Image style
- Image library
Primary font **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 all type of typography.

Secondary font **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.
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 color, single color (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).
Official templates

Business card

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.

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. An horizontal version of the letterhead is also available.
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 colors, 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.

Other templates for certificates might be used upon approval by the IFMSA Vice-President for Public Relations and Communication.
PowerPoint® Presentation

Presentations
The Federation issues a wide range of certificates. 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 colors 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.

Other templates for PPT might be used upon approval by the IFMSA Vice-President for Public Relations and Communication.

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

Other templates for PPT might be used upon approval by the IFMSA Vice-President for Public Relations and Communication.
Timeline of implementation

1. March meeting 2021 - the beginning August Meeting 2021
   - All new elements will be created in usable formats such as pdf, png, word .. ect.
     Including but not limited to templates for documents, logos, stamps and social media posts, ect.
   - The new implementation of the new CI is ready on our website IFMSA.org
   - At least 2 sessions/webinars will be held with the IFMSA Leadership to raise awareness about
     the new brand and how it should be implemented.
   - At least 2 sessions/webinars will be held with NMOs to raise awareness about the new brand
     and how it should be implemented.
   - All activities that are scheduled to take place before the August Meeting 2021 will use
     the corporate identity to be found here.

2. Starting August Meeting 2021:
   - Official Launch of the new corporate identity, preceded by a social media campaign.
   - All activities that are scheduled to take place starting the August Meeting 2021 will use
     the new corporate identity as defined in the official IFMSA Brand Manual.
   - The Brand Manual is proposed again for AM21 adoption.