Summary Guidelines for using MAVA’s logo

**Master Logo**
The logo is made up of three elements. These are the Globe & wave icon, the “MAVA” logotype and the text description: “FONDATION POUR LA NATURE”.

**Alternative versions**
The logo can also be supplied as solid black, greyscale and a flat colour version.

**Minimum size**
On: A3=45mm; A4=30mm; A5=20mm
Absolute minimum logo size = 15mm
Below this size the description should be omitted.
On-screen/online: minimum size=120 pixels.
Below this size the description should be omitted.

**Maximum sizes**
Portrait: maximum width=40% of sheet width.
Landscape: maximum height=25% of page height.

**Logo Positioning**
- **Bottom Left**
  An important issue or story about conservation presented

- **Top Right**
  MAVA directly addressing the reader / information about MAVA

**Logo alignment**
Align with other objects on the page or with page margin using the “MAVA” word and not the wave.

**Clear space around the logo**

**The MAVA logo and use of images**
Avoid placing the logo on top of images. There is no “white out” version available and you should not attempt to reproduce the logo in white. If the logo has to appear on an image, place it in a white tab as shown.

**Partner logos and groups of logos**
With one other logo

With a group of other logos

If you have any questions about the MAVA Foundation logo and visual identity please contact Suzanne Amrein
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