

# 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 [suzanne.amrein@fondationmava.org](mailto:suzanne.amrein@fondationmava.org)