milset

Graphic Identity Manual

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INTRODUCTION

This document is the visual identity manual for MILSET and includes the fundamental standards and criteria for the organization's international and regional visual branding.
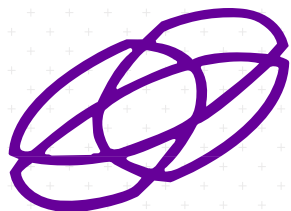
Note:
The colours displayed or printed in this document do not accurately represent those specified, as they are intended for display on an RGB monitor. The document's colours should only be used for visual reference. Print applications must use the Pantone or CMYK values specified in each section. Digital and web/online applications must use the RGB or HEX values.

COMPOSITION

The logogram that represents MILSET consists of two elements:

■ Symbol

The symbol of MILSET is a linear element that represents the orbits of electrons in an atom and thus the scientific and technological nature of the organization.

■ Logotype

Using hand-drawn typography, the logotype conveys a sense of freedom, a forward direction and entrepreneurial dynamism.
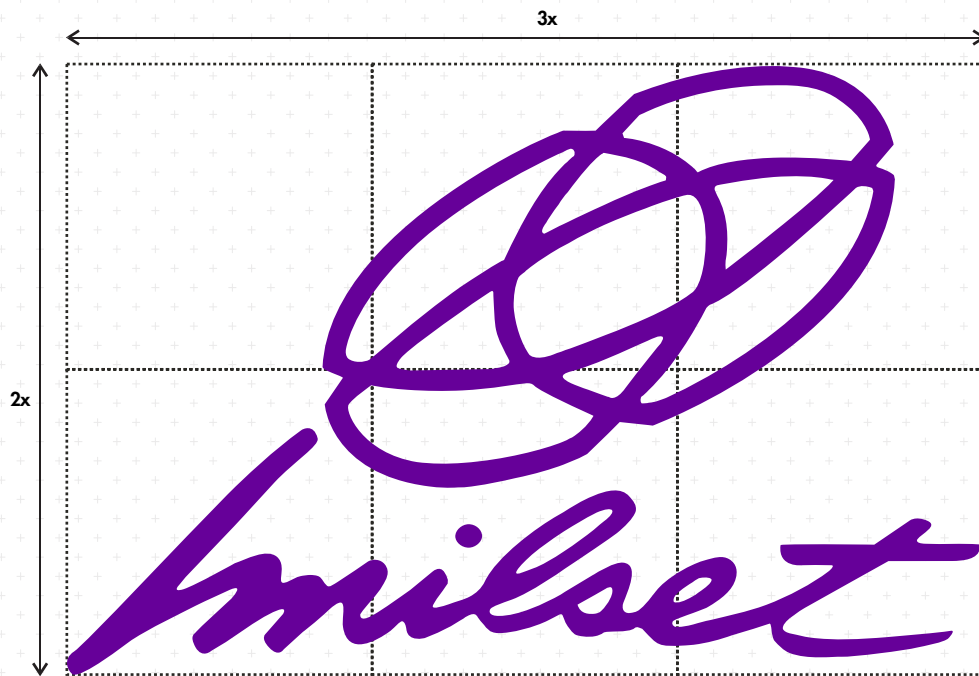
■ Logogram

By combining both elements, the MILSET logogram is created.

MILSET LOGOTYPE

Logotype Characteristics

- Based on a grid three squares wide by two high
- The logotype and symbol cannot be separated or repositioned

3x

2x

Authorized use of MILSET logos:

Non-authorized use of MILSET logos:

Logotype Characteristics:
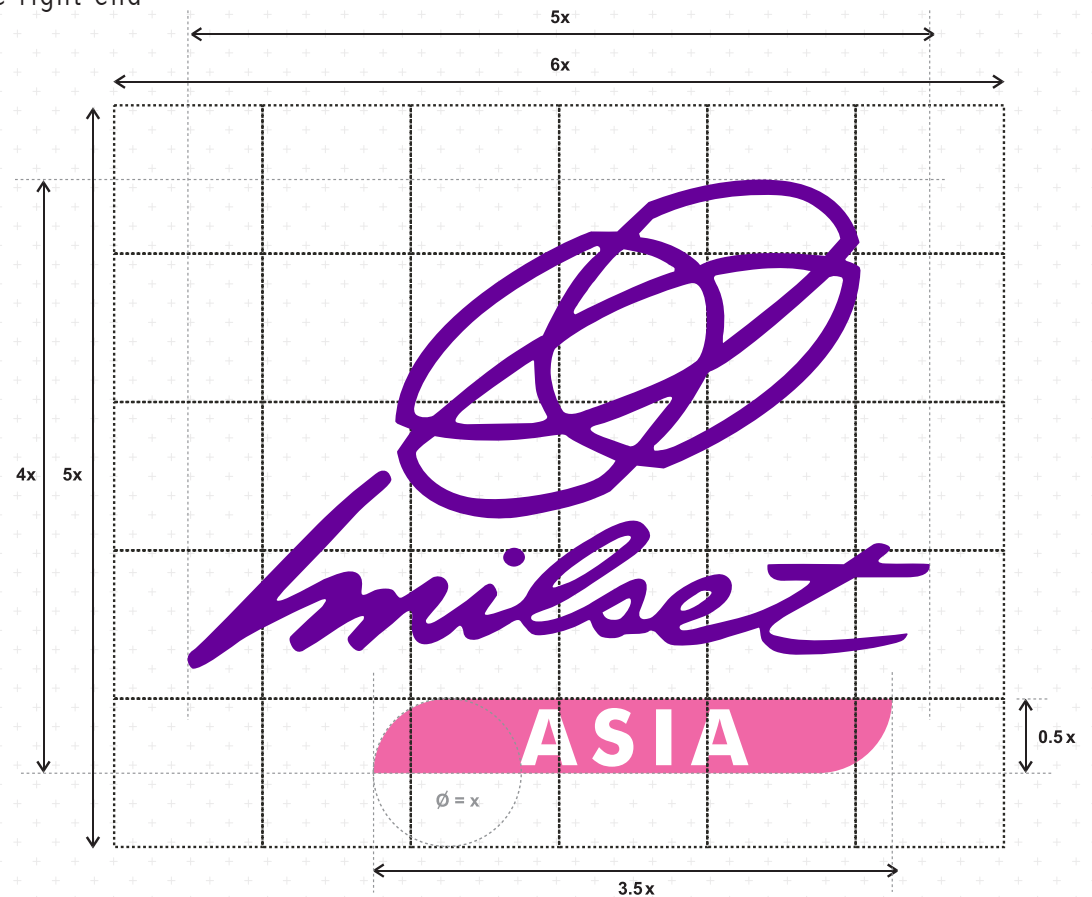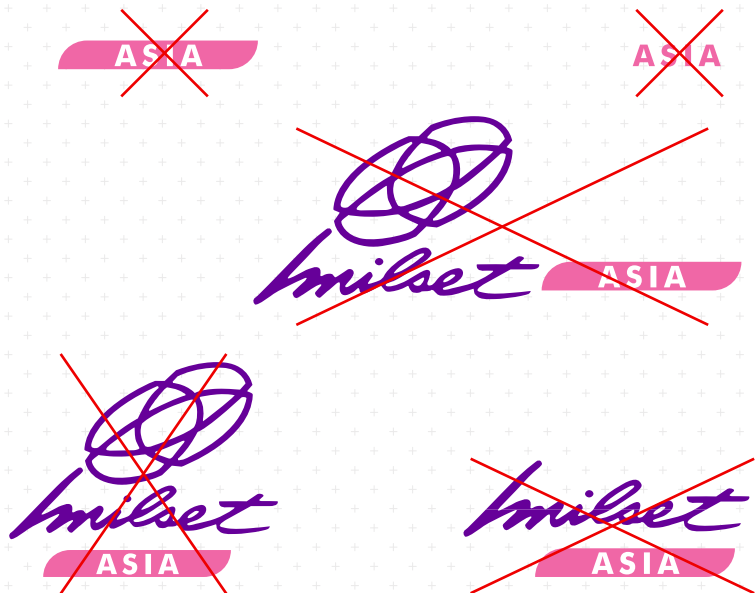- Based on a grid five squares wide by four high
- The logotype, symbol, and banner cannot be separated or repositioned

Banner Characteristics:
- Measures 3.5 squares wide by 0.5 squares high
- The curve is a circle with a radius of 0.5 squares
- Located 0.25 squares toward the center of the right end

Non-authorized use of MILSET logos:

5x

6x

4x   5x

0.5 x

∅ = x

3.5 x

FUNDAMENTALS

The MILSET logogram is based on the concept of an indivisible unit. The dynamic vectors — the yellow lines — share a forward direction, which provide visual balance and a consistent reading line.

Similarly, the orange arrow marks the symbol´s line of integration with the logotype. It reinforces the previous concepts, supports the unity of the logogram, and extends its natural flow.

In regional versions of the logogram, a banner adds a colour and name to identify the region, while supporting the balance and the unity of the whole.

FORMATS

Basic Formats

The logogram, displayed in MILSET purple on white, represents the default international format.

Logotype Format

Due to the integration between the symbol and logotype, separation of the logogram elements is not permitted, as the meaning that MILSET seeks to convey would be lost. The only change that may be permitted is the colour – usually to a shade of grey – but only to address a unique requirement where the change can be sufficiently justified.

Monochromatic Format

To achieve an acceptable representation on certain media, the logogram may be displayed in black or white. Where the logogram is required in black, it must be placed on a light-coloured, and preferably white, surface. Similarly, a white logogram requires a black or purple surface. Use of the white logogram on other solid colours may be approved for specific applications.

REGIONAL FORMATS

■ **Basic Format**

The default format for regional logograms combines the basic format of the MILSET logogram with a banner in different colours, representing each region as follows:

AFRICA   AMLAT   ASIA   EUROPE   NORAM   VOSTOK

■ **Monochromatic Format**

Similar to the MILSET logogram, regional logograms may also be displayed in black or white.

Note that this format may be only used in the situations described below in order to protect the consistency and visibility of the logogram.
- Printing on black, for example in a newspaper.
- Printing on white, when colour printing is not available, for example on output from an office laser printer.
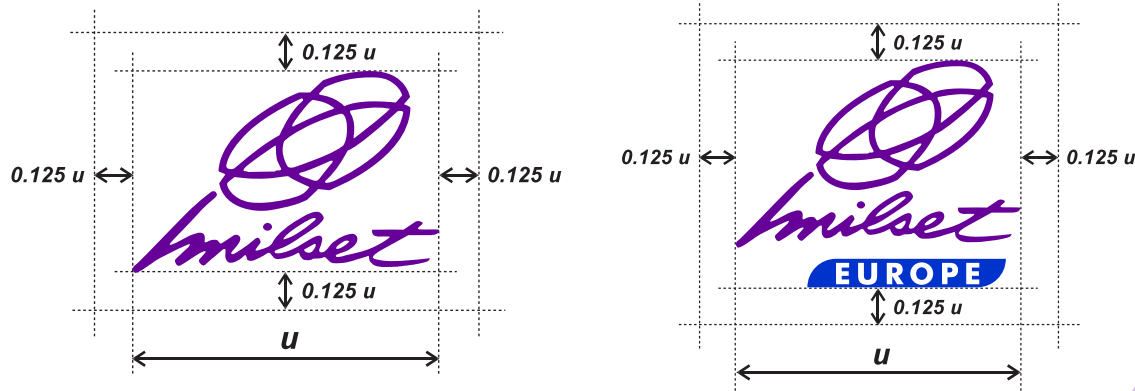- Printing on the regional colour.

PROTECTED CLEARANCE AREA AND MINIMUM SIZE

■ **Protected Clearance Area**

To ensure that the MILSET logogram remains legible and uncluttered by other elements regardless of where it is located, a protected clearance area surrounds the logogram.
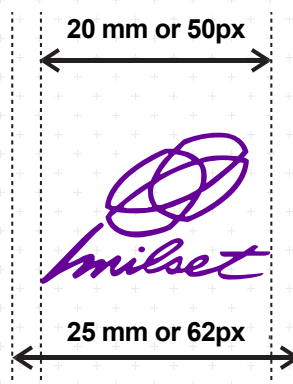
■ **Measures**

The size of the area is based on two factors. The first is an imaginary rectangle that touches the logogram´s outer points, the second is a measure shown as "u" – the width of the logogram, regardless of its actual dimensions. Other graphic elements – text, other logos, changes in background colour, etc., – must not appear inside the protected area.

PROTECTED CLEARANCE AREA AND MINIMUM SIZE

■ **Minimum Size**

The logogram must not be printed or displayed at a width less than 20 mm or 50px, (25 mm or 62px including the protected width) otherwise an unclear or distorted image could result.

20 mm or 50px

25 mm or 62px

The minimum width for regional logograms is 25 mm or 60px (30 mm or 75px including the protected width) due to the addition of the banner with the region name. Smaller sizes may be approved where it can be demonstrated that the logogram remains clear and legible.

25 mm or 60px

VOSTOK

30 mm or 75px

ORGANISATIONAL TYPOGRAPHY

Typography is an important element of the MILSET regional logogram and visual identity because it establishes a consistent style. Approved font families are:

■ Futura Md BT

Used for:

- Regional names on logogram banners
- Document headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 |@#<>∑©∂œæå∫ΩΣ¢∞¬÷""≠´,[]{}–_¿?¡!\°ª´¨ç+µ¶§ øπ

■ Futura Lt BT

- Secondary headers in documents and official forms

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 |@#<>∑©∂œæå∫ΩΣ¢∞¬÷""≠´,[]{}–_¿?¡!\°ª´¨ç+µ¶§ øπ

■ Helvética (Arial, Swiss 721, Switzerland)

- General document and digital text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 l@#<>∑©∂œæå∫ΩΣ¢∞¬÷""≠´,[]{}–_¿?¡!\°ª´¨ç+µ¶§ øπ

Complementary styles in these fonts (bold, italic, etc.) may be used to emphasize key words, titles, foreign words or quotes in documents.
These fonts are available from a variety of sources, including Bitstream, Adobe, Microsoft, Linotype AG or Corel Corporation). Futura and Helvetica font files from different sources will be similar in style, but may not be identical. This may result in changes to document spacing, page breaks, etc. MILSET offices are encouraged to use OpenType versions of these fonts to ensure cross-platform consistency.

COLOUR PALETTE

The two colours used in the logogram are the basic MILSET palette. CMYK colours are used for printing; RGB and HEX colours are for digital and web applications respectively. Pantone colours are approximations and should only be used when a Pantone colour is required.

MILSET Purple

Pantone®	CMYK		RGB	HEX
526 C	75/100/0/1		102/0/153	#660099

White

Pantone®	CMYK		RGB	HEX
White	0/0/0/0		255/255/255	#FFFFFF

REGION COLOURS

The following colours extend the palette to represent six MILSET regions. As above, CMYK colours are used for printing; RGB and HEX colours are for digital and web applications respectively.

Africa Green

Pantone®	CMYK		RGB	HEX
362 C	84/13/100/3		0/153/0	#009900

Amlat Red

Pantone®	CMYK		RGB	HEX
485 C	0/100/100/0		238/0/0	#EE0000

Asia Pink

Pantone®	CMYK		RGB	HEX
218 C	0/75/0/0		240/103/166	#F067A6

Europe Blue

Pantone®	CMYK		RGB	HEX
7455 C	91/81/0/0		0/51/204	#0033CC

Noram Orange

Pantone®	CMYK		RGB	HEX
1365 C	0/37/82/0		251/173/70	#FBAD46

Vostok Green

Pantone®	CMYK		RGB	HEX
376 C	45/0/100/0		153/204/0	#99CC00