Brand Guidelines
Revision date: Jan. 2019
Purpose

The purpose of the Men Engage brand guidelines is to give users an overview of the key elements of the Men Engage brand and a few examples of how to apply them. The primary goal of brand guidelines is to ensure that all parties use the brand elements consistently, in order to help us all produce high quality, consistent marketing and design for the Men Engage brand.
Logo

The Men Engage logo is the cornerstone of our visual identity and should be used on all communications materials. Using it consistently will enhance our recognition across the region and the world. Featured to the right is the primary logo for Men Engage.

Optional Tagline

The tagline “change starts with ME” is optional and may be used in addition to the logo where appropriate. The tagline should not be considered a part of the logo, it is a separate element. It should not be placed directly under, above, or next to the logo. It should be treated as its own graphic element.

Optional Logo Mark

The logo mark may be used as a design element separate from the formal logo only if the formal logo appears elsewhere on the printed piece. This would most commonly be used in a long-form publication and is only to be executed by a graphic designer in special circumstances.

These are the only acceptable logo, tagline, and logo marks.
They may not be reconstructed or altered in any way.
Clear Space & Sizing Requirements

To ensure the integrity and visual impact of the logo, the appropriate “clear space” must be maintained on all sides. There should always be the distance of the height of the “g” between any part of the logo and any other page element or the edge of the page.

The logo must be resized proportionally and as a group (logotype and arrow element); therefore, measurements for all elements in the logo are relative to each other.

The logo should never appear at a height of less than 1cm.
Alternate Color Applications

When possible, the logo should appear in full color on top of white, soft blue or gray (see page 9 for color specifications). This is the preferred option and should be used whenever possible. If not possible, using a white version of the logo on top of bright orange, bright blue, soft blue or green is an acceptable alternative (see page 9 for color specifications). A black logo should only be used when necessary for 1-color printing. See some examples of appropriate use of color here.

These rules also apply to the tagline and logo mark.

Preferred color use:

Acceptable alternate color use:

One-color printing only:
Country Logos

When creating country-specific publications for Men Engage, network member offices may want to use their respective country logo. The office should still follow all brand guidelines in this document. When in doubt, please consult the UNFPA EECARO communications team for guidance.

A few samples of country logos are shown here. The Men Engage logo has been versioned for every participating country in the region, and provided to staff there. If you do not have the original file, please do not attempt to re-create it. The UNFPA EECARO communications team is always happy to provide the files.

In some instances where it is not overtly obvious what region we work in, the “Eastern Europe & Central Asia” version of the logo may be used. However, this should not be the default logo. For most applications, the standard logo should be used, with the working region mentioned in the copy of the piece.
Incorrect Logo Use

The following examples are unacceptable ways of reproducing the Men Engage logo. This page serves as an example, but does not contain all possibilities of incorrect logo usage.

- Do not configure the elements into a different logo
- Do not crop or remove any part of the logo
- Do not distort the logo
- Do not tilt the logo in any direction
- Do not add any shadows, effects or other elements to the logo
- Do not change the colors of the logo
- Do not add to the logo to create your own country logo
- Do not recreate the type or substitute another typeface
Typography

The primary fonts for Men Engage are Rubik and Open Sans. Both fonts are open source Google fonts, and can be downloaded for free at fonts.google.com.

In most cases, Rubik regular 400 should be used for headlines, and Open Sans regular 400 should be used for body copy. In some cases, designers may use other weights to convey a certain message, design engaging typography, or to call out a special campaign. This should always be tastefully done within the brand guidelines. Black and extra-bold weights should be used sparingly and only when necessary.

- Rubik light 300
- Rubik light 300 italic
- Rubik regular 400
- Rubik regular 400 italic
- Rubik medium 500
- Rubik medium 500 italic
- Rubik bold 700
- Rubik bold 700 italic
- Rubik black 900
- Rubik black 900 italic
- Open Sans light 300
- Open Sans light 300 italic
- Open Sans regular 400
- Open Sans regular 400 italic
- Open Sans semi-bold 600
- Open Sans semi-bold 600 italic
- Open Sans bold 700
- Open Sans bold 700 italic
- Open Sans extra-bold 800
- Open Sans extra-bold 800 italic
Brand Colors

Primary Colors

Either bright orange or bright blue should be used on, and represent at least 50% of color on, all Men Engage communications.

- **Bright orange**
  - CMYK: 0, 50, 100, 0
  - RGB: 218, 154, 35
  - Hex: #FF8000

- **Bright blue**
  - CMYK: 77, 20, 0, 0
  - RGB: 62, 146, 194
  - Hex: #3E92C2

Secondary Colors

Secondary colors should be used sparingly, either as accent colors or to convey a certain message or feeling. They should not be used as the primary color in a communication, except in special cases as part of a campaign.

- **Rich black**
  - CMYK: 69, 53, 67, 64
  - RGB: 29, 30, 24
  - Hex: #1D1E18

- **Green**
  - CMYK: 65, 1, 100, 0
  - RGB: 90, 177, 36
  - Hex: #5AB124

- **Soft blue**
  - CMYK: 35, 0, 9, 0
  - RGB: 167, 221, 217
  - Hex: #A7DDD9

- **Gray**
  - CMYK: 4, 2, 1, 0
  - RGB: 245, 246, 248
  - Hex: #F5F6F8
Photography

Men Engage brand photography should be bright, modern and positive. It should primarily feature men with their children, families and/or partners. Except in special circumstances, all photography used for the Men Engage brand should be of professional quality. It should not feel negative, indicate violence or abuse, or look dated. This page includes some examples of acceptable photography for the Men Engage brand.
Men Engage brand photography should always look modern and clean. In order to accomplish this, the following recommendations should be followed:

- Do not round photo corners
- Do not add shadows to photography edges
- Do not place photos in any type of “frame”
- Do not add filters to photography
- In general, photos more than 3 years old are too dated and should not be used
- Stock photos are acceptable, provided they represent the region and Men Engage brand, and are not used in over 50% of communications

- In general, brand communications should use 1-2 high quality photos. Do not attempt to represent all situations, cultures, etc. in a single marketing piece
- Under no circumstances should blurry, dark or pixelated images be used