



Mastercard Foundation EleV Program Brand Tip Sheet

This Tip Sheet was developed to ensure consistency in the usage of the Mastercard Foundation EleV Program brand elements. Adherence to these guidelines will protect the integrity of the logo, as well as other partner brand elements. Consistent representation of our brand elements across all touchpoints will create a positive and memorable experience for our audience.

Minimum size



Screen:
126 pixels
252 points

Print:
44.5 mm
1.75 inches



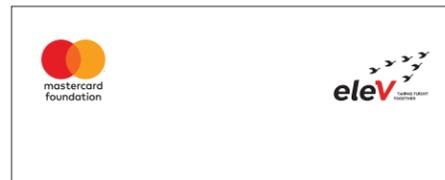
For specialty products only (no tag line)

Print:
13 mm
0.5 inches

Minimum free space



Mastercard Foundation and EleV logo placement



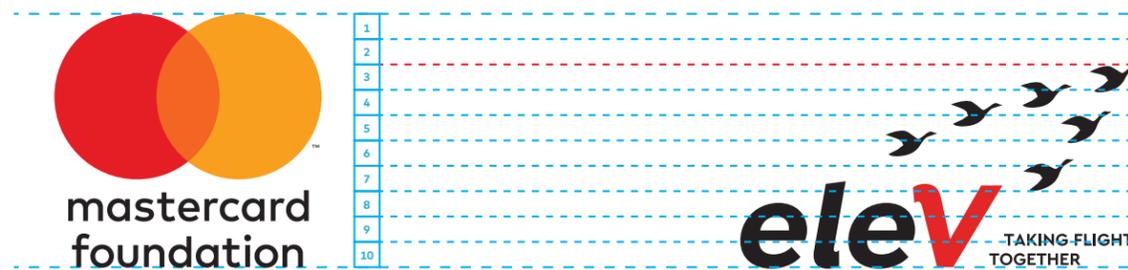
When both logos appear together, and when space is available, the EleV logo is always placed on the right of the layout.



NOTE: The EleV logo must always be used in association with the Foundation logo and **never to be used as a standalone.**

Mastercard Foundation and EleV logo sizing

To ensure logos are sized optically equal, create a grid of sizing lines to use as a visual guide to determine equal sizing. That is done by vertically dividing the Mastercard Foundation logo into 10 equal squares. Then, using sizing line, place the EleV logo on the same baseline as the Mastercard Foundation logo (bottom aligned). Then size the EleV logo to the second line from the top.



Mastercard Foundation Logos



Full Colour Positive



Full Colour Reverse



Solid Reverse

EleV Logos



Full colour / two colour for print, online, on-screen, merchandise.



One colour: white / reverse for print, online, on screen-advertising, one colour screen printing, embossing, engraving, merchandise, signage.



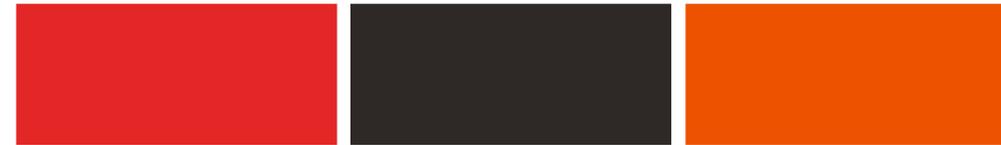
One colour printing for newspaper, etc., signage (when and where screens are available)



One colour: white / reverse print, online, on-screen, advertising, one colour screenprinting, embossing, engraving, merchandise, signage.

Colour Palette

A colour palette has been developed to enhance the Mastercard Foundation EleV Program. These colours may be used on backgrounds, graphics and on charts, graphs and diagrams. Tints and shades can also be used to further expand the brand's visual vocabulary, and may be used in gradients or to create tone-on-tone graphics.

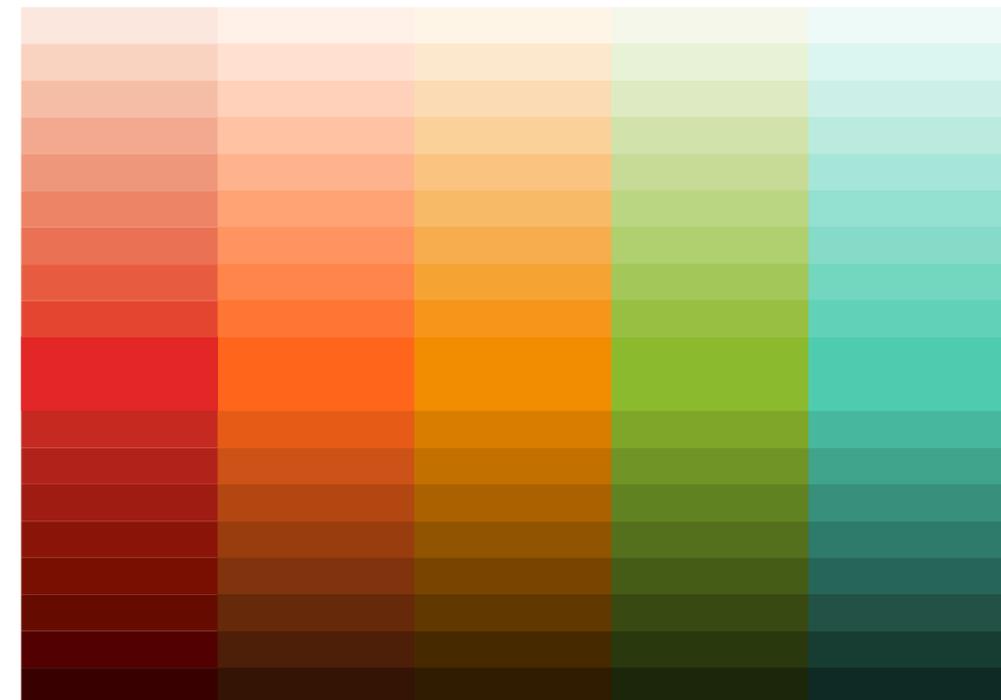


<p>Red C 0 M 93 Y 95 K 0 R 213 G 43 B 30 HEX: D52B1E3 PANTONE: 485</p>	<p>Black C 0 M 0 Y 0 K 100 R 20 G 20 B 19 HEX: 141413 PANTONE: Black C</p>	<p>Orange C 0 M 75 Y 100 K 0 R 255 G 103 B 27 HEX: FF671B PANTONE: 166 C</p>
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<p>Gold C 0 M 44 Y 100 K 0 R 243 G 139 B 0 HEX: F38B00 PANTONE: 144 C</p>	<p>Green C 51 M 8 Y 100 K 0 R 141 G 185 B 46 HEX: 8DB92E PANTONE: 377 C</p>	<p>Teal C 62 M 0 Y 29 K 0 R 79 G 205 B 176 HEX: 4FCDB0 PANTONE: 319 C</p>
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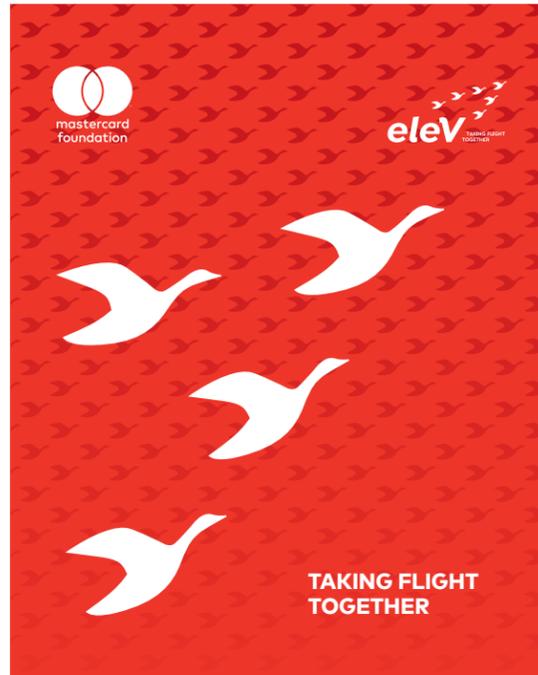
Tints and shades



Mastercard Foundation EleV Program Bird Graphic

The EleV bird graphic may be used as a graphic device to enhance EleV brand, expand the brand language, and bring communication pieces life. It may be used as a pattern, or as a large graphic that may be cropped to create a robust graphic. Various colours from the palette may be used to expand the birds' appearance. The following are examples of how the EleV birds may be used.

- A pattern can be created using the EleV birds. They can also be used as a larger graphic in various flock formations in white or tone-on-tone.



Kit Folder Cover



Report Cover



Pull-Up Banner

- Various colours from the palette may be applied to the EleV birds.



Name tags

Mastercard Foundation EleV Program Fonts

Mark for MC is the primary font to be used in all external applications. If Mark for MC is not available, then Arial may be used.

<p>Mark for MC Light ABCDEFGHIJ abcdefghijklm 1234567890</p>	<p>Mark for MC Regular ABCDEFGHIJ abcdefghijklm 1234567890</p>	<p>Mark for MC Black ABCDEFGHIJ abcdefghijklm 1234567890</p>	<p>Arial Regular ABCDEFGHIJ abcdefghijklm 1234567890</p>	<p>Arial Regular ABCDEFGHIJ abcdefghijklm 1234567890</p>
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