### Presenting MSF

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Presenting MSF
Referring to MSF

We refer to ourselves differently depending on the context, audience and location within a piece of text. It is important that our audiences are clear that Médecins Sans Frontières and Doctors Without Borders are the same organisation. Use of the logo is important to reinforce this. Once Médecins Sans Frontières / Doctors Without Borders has been clearly articulated, MSF can be used further on in the text. Outlined here are the guidelines for referring to ourselves in different situations.

Logo
We use our Bilingual logo across all communications. Try to use it at least once in all forms of communication.

Email signatures
When signing off emails, we always refer to MSF as Médecins Sans Frontières (MSF) / Doctors Without Borders.

HTML Newsletter emails
We always use our bilingual logo in text (as well as the footer) and refer to ourselves as Médecins Sans Frontières / Doctors Without Borders.

Printed material (other than Dispatches)
We always refer to ourselves as Médecins Sans Frontières / Doctors Without Borders in the first instance, and as MSF from then onwards.

Dispatches
Because readers of Dispatches know us well, we refer to ourselves as MSF throughout. Our masthead however, should read Médecins Sans Frontières MSF (Doctors Without Borders).

Twitter
We always refer to ourselves as MSF.

Facebook
We always refer to ourselves as Doctors Without Borders / Médecins Sans Frontières (MSF) and thereafter MSF.

MSF.org.uk
We refer to ourselves as Médecins Sans Frontières MSF / Doctors Without Borders in the masthead, and as MSF from then onwards.

Advertising
Across all of our advertising we should refer to ourselves consistently as Médecins Sans Frontières MSF / Doctors Without Borders and thereafter MSF.

On the phone
When talking about MSF on the phone (and/or leaving answerphone messages) we should always refer to ourselves as Médecins Sans Frontières – Doctors Without Borders.

Interviews
In interviews we should introduce ourselves as the medical aid agency Médecins Sans Frontières, or Doctors Without Borders. We should speak of MSF from then onwards. Always ask the interviewers and captioners to write Médecins Sans Frontières (MSF) / Doctors Without Borders.

Day-to-day conversation
When speaking about ourselves day-to-day, we should refer to the organisation as Doctors Without Borders – Médecins Sans Frontières.

Bank Accounts / Cheques
We should use the title Médecins Sans Frontières UK.

Stationery
As always we use our Bilingual logo, and in the footer we refer to ourselves as Médecins Sans Frontières / Doctors Without Borders.

Please note
Doctors Without Borders is never abbreviated to DWB.
Presenting MSF
MSF in words

A few things to remember whenever communicating about Médecins Sans Frontières / Doctors Without Borders:

- We are hands-on; doing what needs to be done fast and effectively.
- We are medical professionals, providing free skilled healthcare.
- We are passionate and compassionate, but not sentimental.
- We try to tell it like it is - our audience is intelligent and we don’t talk down to them.
- We try to avoid jargon (this is hard but important!).
- We are independent in thought, action and funding.
- We focus on helping people survive where the need is most desperate.
- We are focused on the immediate needs of our patients, not the wider development needs in a country.
- We are international – committed people of all nationalities work together in MSF teams.
- We deliver the aid ourselves.
- We use individual voices wherever possible (quotes rather than descriptive sentences).

Médecins Sans Frontières / Doctors Without Borders is an independent, international, medical organisation. Most of its members are doctors and health workers, but many other professions contribute to MSF’s smooth functioning. All of them agree to honour the following principles:

MSF provides assistance to populations in distress, to victims of natural or man made disasters and to victims of armed conflict. They do so irrespective of race, religion, creed or political convictions.

MSF observes neutrality and impartiality in the name of universal medical ethics and the right to humanitarian assistance and claims full and unhindered freedom in the exercise of its functions.

MSF volunteers undertake to respect their professional codes of ethics and to maintain complete independence from all political, economic and religious powers.

As volunteers, members are aware of the risks and dangers of the missions they undertake, and have no right to compensation for themselves or their beneficiaries other than that which MSF is able to afford them.
Presenting MSF
MSF in images

The personality of MSF is reflected in the images we use. Always bear in mind these images are taken directly on location – so sensitivity is required.

When choosing photos and illustrations just a few high quality, well-composed images can really breathe life into your communications.

Try to keep it personal – remember, every picture tells a story, and people’s stories are what matter to us.

Remember - in many layouts, one principle photo with other smaller supporting photos works much better than several photos of the same size.
Presenting MSF
Images: accuracy and honesty

Always avoid:

Incorrect attributions.

False information about places and people.

Misleading juxtapositions.

Using photographs from an outdated context without making this clear.

Using appeal/campaign photographs to make false generalisations.

Credit photos

All images must be credited as follows:

Photograph: © Photographer name / credit, country, year

That is unless the country has been mentioned in the caption, in which case there is no need to repeat.

Note: on a page/spread where all photos are from the same country, the country info can be left out. If all photos on a spread are by the same photographer, a catch-all credit can be used, such as:

All photographs: © Photographer name / credit, country, year

Cropping

It’s hard to draw the line on what is acceptable or “good practice” and what is beyond that. Cropping pictures is considered a fundamental right by editors. However, it is a sensitive issue with professional photographers. Many make a point of telling MSF that they do not want their images cropped (check the database carefully for such instructions). Sometimes there’s no other way than to crop a little to fit – but remember, it is important to bear in mind the integrity of the photographer’s vision and cropping should not damage the context and atmosphere shown in the image.

Cut-out photos

If you need to use an element of a photo cut out from its background (designers would call this a clipping path), make certain that you have checked any photographer instructions on the photo database. Think hard about whether removing the background has any impact on the dignity of the subject. And remember that our readers trust MSF to be truthful and honest about everything we report – excessive or thoughtless use of cut-outs where the context is removed could damage our credibility.

Fair use of photos

MSF must represent patients fairly. If someone were suffering from one disease (e.g. malaria), it would be wrong to use his or her image to illustrate an article about kala-azar. It is extremely important that images used by MSF do not twist reality. For example, a child’s mother should not be cropped out of a picture in order to make a baby look more helpless.

Remember

MSF is an international organisation made up of staff from a wide variety of nationalities and ethnic backgrounds. When choosing a selection of images for a publication, make sure that this diversity is reflected in the spread of photographs chosen. A publication that only uses images of white European MSF staff does not accurately reflect MSF.

More detailed rules and guidelines can be found in the Photography Documentation section at www.msf.org.uk/styleguide
MSF uses captions at the base of every image, occupying between one and three lines, depending on space. Wherever possible, keep to just one line.

The captions are set in a 5mm black strip with 8pt Helvetica Neue Condensed Bold reversed out in white, with 9pt leading. The credit is in 7pt Helvetica Neue Regular.

The text frame settings of the black strip should have 1mm spacing at top and 0.5mm spacing at bottom and sides.

Things to avoid:

When captioning images of similar scale which sit together, try not to vary the number of lines used for the captions – be consistent. Sometimes it is helpful to run all the captions together in one black box.
Our aim is to develop an immediately recognisable visual language that in time will help our organisation communicate clearly and concisely.

MSF Red
This is the primary MSF colour, used in our logo and documents. Red text is hard to read and should only be used to highlight short pull-out quotes, highlighting page numbers, subheadings etc. MSF Red can also be used as a box colour for highlighting information. MSF Red is very strong, so should be used with care.

MSF Black
Used to set the majority of body and headline text. It can also be used as a tint for creating graphic devices to break up the layout of a document.

MSF Blue
Useful as a secondary colour to denote content that is not intrinsically part of the article / story (i.e. for ‘boilerplate’ information such as a list of volunteers in the field, or information on how the reader can get in touch with MSF etc).

If MSF Red appears slightly orange in print, small increments of MSF Black can be added to the CMYK blend for the correct appearance of MSF Red.
Visual Style
Logotype

Our bilingual logo is an important way to link the French and English versions of our name in the mind’s of our audience. There are a few variations on the MSF logo, which have been designed for use across a range of contexts. The basics are outlined as follows:

1) Bilingual Logo
This is our primary logo and should be used wherever possible, at least once per public document.

2) Running Man Logo
This has been designed specifically to work independently without the logotype. It can only be used as a supporting graphic and should always be accompanied by the international logo.

Note: full details of all the logos and how they should be used can be found in the ‘MSF International Logo Guidelines’ document, downloadable from our website: www.msf.org.uk/styleguide

1) Bilingual Logo

2) Running Man Logo

The MSF logo should only appear in either a combination of MSF Red and MSF Black, or for mono publications solid MSF Black. It is bad practice, but permissable if needed, to use a red logo with white text when the logo appears on a dark or black background.
Visual Style
Logo restrictions

Restrictions
None of the logos should ever be modified in any way whatsoever. This includes changes to text, colour, opacity, shape, proportion or border.

Exclusion zone
The logo is protected by an exclusion zone. The minimum zone is the dimensions of the head around the outside of the logotype. Keep the zone free of any type or image, and clear of any distraction or complicated background.

On coloured background
The logos can be placed easily on top of uniform pale-coloured backgrounds. They should not be used on top of uniform dark-coloured backgrounds. They can be used on top of blank, pale-coloured sections of a photograph (as in the two examples here), but not on a dark-coloured portion of a photo. They must never be used on top of a busy and distracting photographic background. If necessary, add a white bar to the top and bottom of the page to insert the logo, rather than place it inappropriately on a photo.
MSF has access to a wide variety of maps in eps format to be used throughout our communications.

Files in eps format can only be modified using design software such as Adobe Illustrator. You can open files in Adobe Photoshop and then save the portion you require as a jpg, but you will not be able to modify the boundaries or colours.

When using maps make sure the sea is a 15% tint of the MSF Blue to ensure that all elements fit within the colour guidelines of MSF.

All accompanying type should be set in Helvetica Neue Condensed Bold. Headers should be 7pt on 10pt black rule. Country names should be 6pt.

Maps can be downloaded from www.msf.org.uk/styleguide or www.istockphoto.com
MSF produces a quarterly newsletter ‘Dispatches’ to keep supporters and volunteers up-to-date with current activities around the world.

‘Dispatches’ is the benchmark of MSF UK’s style and general layout.
MSF uses the Helvetica, Helvetica Neue and Miller typeface families.

Miller Text Roman is our main print font and should be used on all printed material as the ‘voice’ of MSF within body text. Miller Display Semibold is used for headers.

Helvetica and Helvetica Neue are our secondary communication fonts, used to differentiate between our ‘voice’ and the factual data we present.

The fonts listed here should be used in all MSF publications. When work is being carried out in Word, or when the main MSF fonts are not available, Arial and Georgia should be used instead.
A LETTER HOME FROM YEMEN

Sleeping sickness

...the disease can ultimately end in coma and death.

133,054 people worldwide received anti-retroviral HIV/AIDS treatment from MSF in 2007
PHOTOGRAPHS: Harare

133,054 people worldwide received antiretroviral HIV/AIDS treatment from MSF in 2007.

Sleeping sickness is caused by a disease that can ultimately end in coma, but patients can also develop visual, hearing, and other sensory problems and severe neurological manifestations. A wide variety of infections, physical and emotional problems, occur including difficulty sleeping and other mood problems such as anxiety, depression and personality changes. Patients can also develop sleep disorders, hallucinations, paranoia, and delusions.

Online

Listen to Dr Rosenvinge talk about her work in Epworth at msf.org.uk/melanie

Maps

Maps should always be relevant to the story. Show elements that help readers understand the article and leave out extraneous information.
MSF UK publications should follow the layout and design elements of ‘Dispatches’.

Hints and Tips:

If text is justified there is no need for dividing vertical dotted lines. But if, as in most MSF documents, unjustified text is used, then the columns should normally be divided by 0.8pt black vertical dotted lines.

To use space efficiently avoid widows and orphans (lone words occupying single lines) by making use of kerning.

To improve ease of reading, try to organise your layout to avoid awkward page breaks within articles. The following layout examples can be downloaded as Adobe InDesign templates from our website: www.msf.org.uk/styleguide

Remember - in most external publications we should include ‘England Charity Reg No: 1026588’ and our website.
Dispatches: Example layout

SITUATION REPORT

The cost of a cholera treatment kit to treat 625 patients is £13,847.

Country Short kicker line

Aximus iunt magni dolorenimi, inime sa as eum, incipic to berferro od quos viduciasinci. This is a pullquote.

Country Short kicker line

Aximus iunt magni dolorenimi, inime sa as eum, incipic to berferro od quos viduciasinci. This is a pullquote.

Country Short kicker line

Aximus iunt magni dolorenimi, inime sa as eum, incipic to berferro od quos viduciasinci. This is a pullquote.

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Country Short kicker line

Aximus iunt magni dolorenimi, inime sa as eum, incipic to berferro od quos viduciasinci. This is a pullquote.

Country Short kicker line

Aximus iunt magni dolorenimi, inime sa as eum, incipic to berferro od quos viduciasinci. This is a pullquote.
This is a headline, split at fold, 50-60pt
Various examples

Layout

Three to five style, 40-50pt, Other head

This is a pullquote, 15/16pt, not set to grid, half column here but can also run at full col

This is a pullquote, 15/16pt, not set to grid, half column here but can also run at full col
Dispatches: Example layout
Various examples

Layout

Dispatches: Example layout
Glyphs help us punctuate and draw focus within our communication materials. They should be used sparingly to indicate exactly what type of information is being presented, for example: Medical Report, Statistics etc.

It’s best to avoid using more than three different glyphs on a single page, and five on a double page spread.

The descriptions here are indicative, but please use your at your own discretion.

All glyphs can be downloaded from www.msf.org.uk/styleguide