

## PRIMARY LOGO

(BLACK)



(RED)



(WHITE)



## LOGO USAGE

The red logo should be used first and foremost to represent the organisation. A white logo may be used when the red version is not suitable, such as on dark or complex backgrounds. Always ensure the logo remains clear, legible, and respectful of brand integrity.



## COLOUR PALETTE

R 220 G 8 B 20  
#DC0814

R 165 G 26 B 23  
#A51A17

R 195 G 187 B 177  
#C3BBB1

R 112 G 14 B 0  
#700E00

## EXCLUSION ZONE

The Magen David Adom UK logo has an assigned exclusion zone – an area that must be kept clear at all times. This is to protect it from other surrounding elements encroaching into its space and ensuring clarity and legibility.

The exclusion zone is no less than the distance between the top of the bottom red horizontal bar on the Magen David and the end point of the Magen David baseline, as shown in fig 1 below. Fig 2 shows how this space should be used as the exclusion zone outside of the entire logo.



fig 1  
The exclusion zone around the logo should be no less than the distance between the top of the bottom red horizontal bar on the Magen David and the end point of the Magen David baseline.

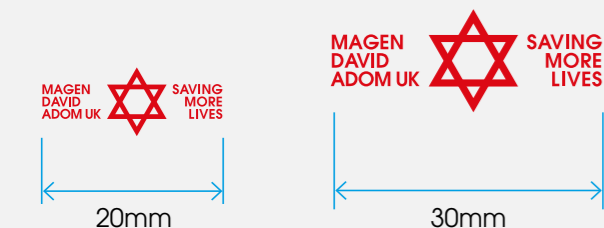


fig 2  
This should be used as a proportional guide for the minimum space allowed around the outside of the whole logo.

## LEGIBILITY

When the logo appears on screen, always ensure the largest appropriate version is used for maximum legibility. This is because different monitor resolutions and browser settings may render images at a reduced size.

There is no maximum size the logo can appear, but always ensure a high resolution version of the logo is used.



## TYPOGRAPHY

These are the approved Magen David Adom UK typefaces to be used on all communications.

**ITC Avant Garde Gothic Pro - Bold**

ITC Avant Garde Gothic Pro - Demi

ITC Avant Garde Gothic Pro - Medium

ITC Avant Garde Gothic Pro - Book

ITC Avant Garde Gothic Pro - Extra Light

Headline weights

Body copy weights

## ALTERNATIVE FONTS

Headlines can be campaign appropriate, and other fonts can be used in place of or alongside Avant Garde to give individual assets a different tone of voice; for example younger, more light-hearted, or more feminine.



## APPLICATION EXAMPLES



## ICONOGRAPHY EXAMPLES

Iconography should be used to support clear communication and consistency across Magen David Adom UK materials. Icons help highlight key messages and guide users but should always be simple, purposeful, and aligned with the organisation's humanitarian tone and visual identity.



## PHOTOGRAPHY

Photography can be applied in various ways to complement design and text placement. Options include full-colour imagery, black-and-white treatments, or cut-out elements placed against MDA brand colours.

