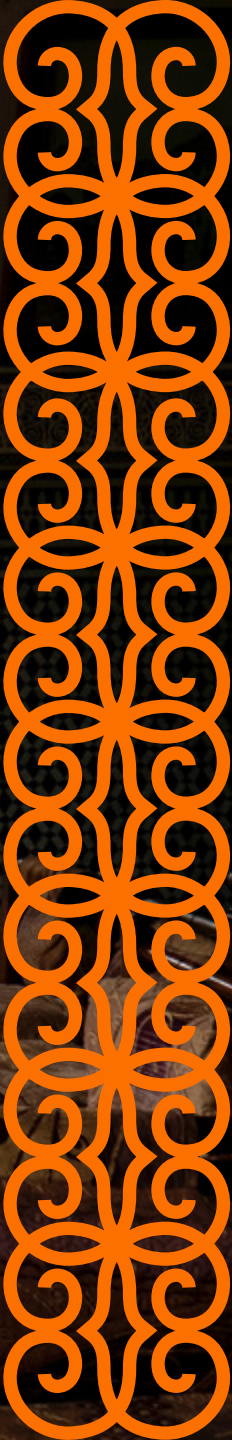




The Middle East Institute Brand Style Guide

AUGUST 29, 2019 V.1.0



The Middle East Institute is the first integrated think tank that interconnects people from the U.S. and the Middle East and builds multicultural understanding through policy, education, and culture.



LOGO

COLOR

TYPOGRAPHY

SECONDARY GRAPHICS

APPLICATIONS

MEI CENTER BRANDING



Primary Logo Mark

This version must be considered first
in all applications.



Primary Logo Mark

This version must be considered first
in all applications.



MEI Primary & Secondary
Logo lock-up

A.



PRIMARY LOGO **MEI LOGO**

B.



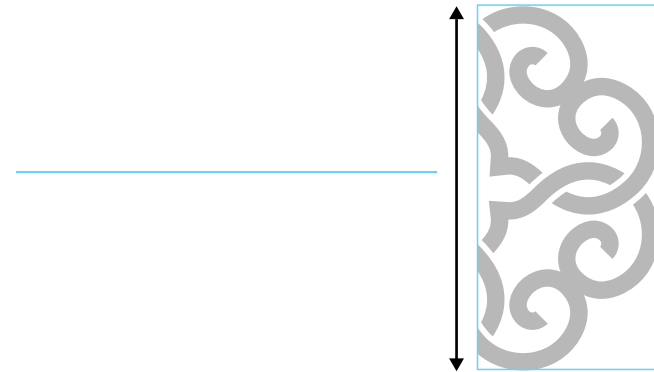
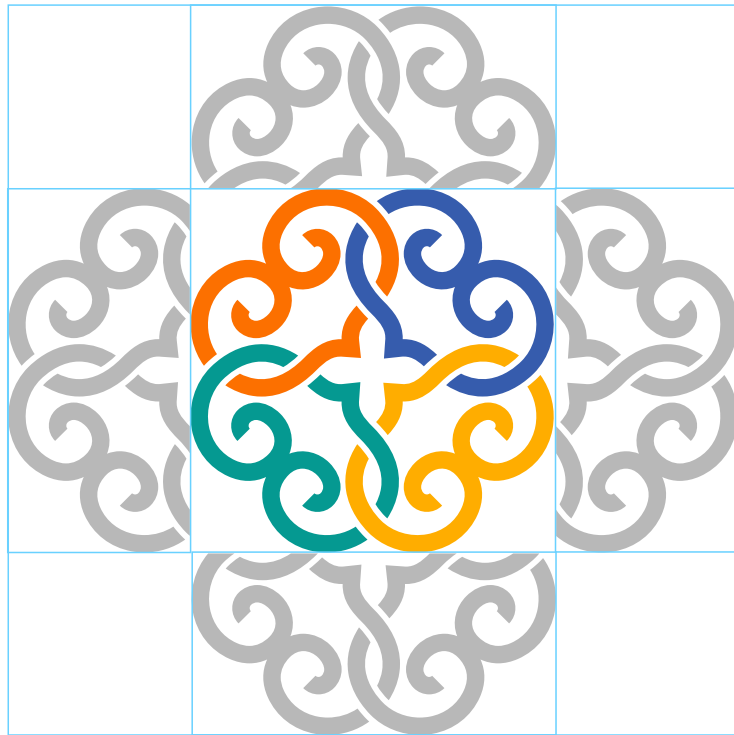
SECONDARY **MEI LOGO**

C.



SECONDARY **MEI LOGO**





= PRIMARY LOGO
X-HEIGHT CLEAR SPACE



MEI Primary Logo Minimum Size & Space Requirements

Always respect the clear space around the logo. Position the logo in one corner of your communications.

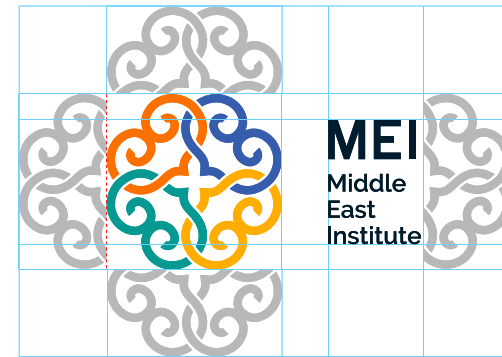
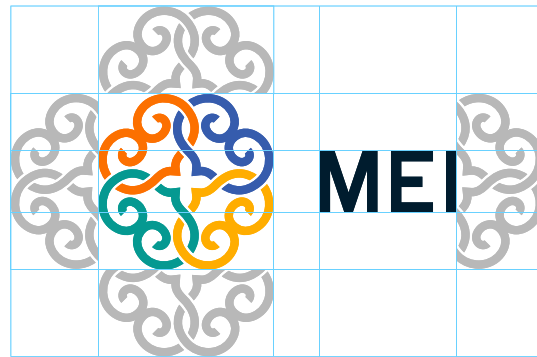


THE PRIMARY LOGO MUST BE AT LEAST 0.5" IN HEIGHT.

NOTE: This benefits the logo when printed to ensure minimum legibility.



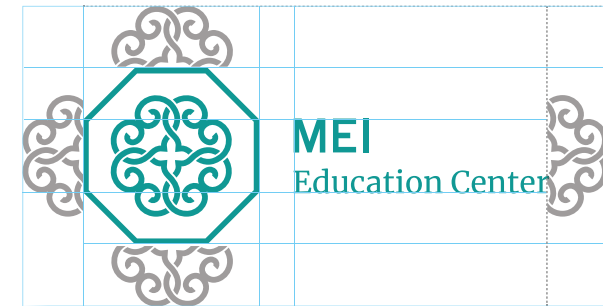
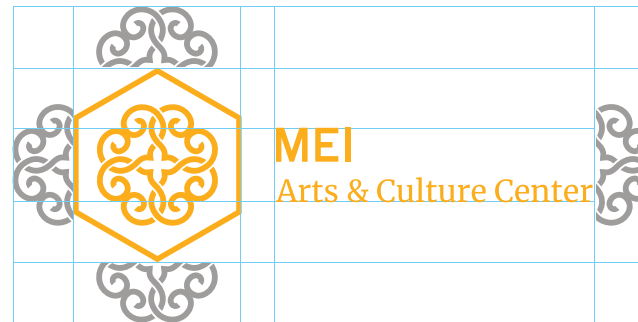
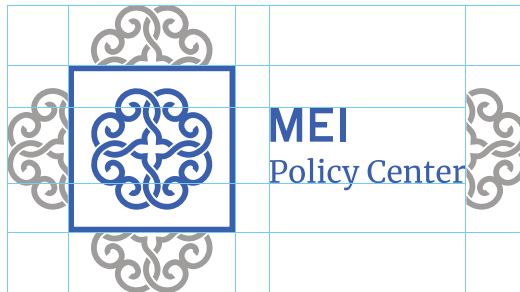
MEI Primary & Secondary Logo
Minimum Size & Space Requirements



MEI Center Logos Minimum Size & Space Requirements



For more information about the MEI center identity go to [page 42](#).



MEI uses “Inspiring dialogue. Empowering change.” as the main brand tagline. This tagline can be used as a separate element from the logo to create meaningful layouts and dynamic collateral materials.

Inspiring dialogue. Empowering change.



MEI TAGLINE USES THE TYPEFACE **IBM PLEX SANS**.



Tagline lock-up guide

Inspiring dialogue. Empowering change.

PRIMARY MEI TAGLINE LOCK UP

Inspiring
dialogue.
Empowering
change.

SECONDARY MEI TAGLINE LOCK UP



LOGO

COLOR

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MEI CENTER BRANDING



Primary Color Palette

Specific colors must be used in conjunction with all branded materials in order to maintain brand consistency and effectiveness.

Pantone 165C	HEX: #FC6F01 R-252 G-111 B-1 C-0 M-70 Y-100 K-0	Pantone 7548C	HEX: #FFAE00 R-255 G-174 B-0 C-0 M-36 Y-100 K-0
Pantone 307C	HEX: #365DAD R-54 G-93 B-173 C-86 M-69 Y-0 K-0	Pantone 320C	HEX: #049892 R-4 G-152 B-146 C-82 M-20 Y-47 K-1

Use these colors as complementary colors.



NOTE: In order to achieve intended colors, PMS must be used when printing materials professionally. Colors may be perceived differently depending on screen settings, paper finish, and inks when printing digitally.

Pantone 655C	HEX: #011D2D R-1 G-29 B-45 C-91 M-74 Y-55 K-70	Pantone CoolGray 5C	HEX: #A9ABAC R-169 G-171 B-172 C-13 M-9 Y-10 K-27
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MEI Brand Style Guide

Color Groups Samples

MEI is encouraging color exploration within the color palette.



Inspiring dialogue. Empowering change.

Primary Color Logo Usage

Specific guidelines must be followed when applying the color palette to the full color logo.

i PROPER FULL COLOR LOGO



Middle
East
Institute



i PROPER FULL COLOR LOGO NAVY



i PROPER FULL COLOR LOGO ORANGE



Secondary Color Logo Usage

Specific guidelines must be followed when applying the color palette to the full color logo.

i PROPER FULL COLOR LOGO



i PROPER FULL COLOR LOGO NAVY

i PROPER FULL COLOR LOGO ORANGE



Secondary Color Logo Usage

Specific guidelines must be followed when applying the color palette to the full color logo.

i PROPER FULL COLOR LOGO



MEI
Middle
East
Institute



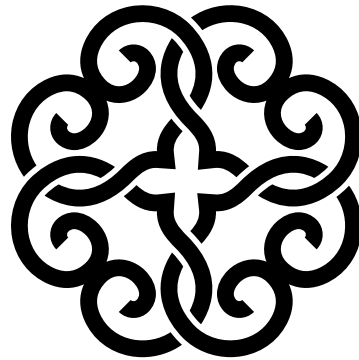
i PROPER FULL COLOR LOGO NAVY

i PROPER FULL COLOR LOGO ORANGE



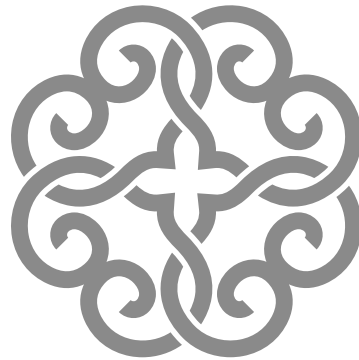
Acceptable Monochromatic Variations

Specific guidelines must be followed when applying the color palette to the full color logo.



Middle
East
Institute

i PROPER FULL COLOR LOGO BLACK



Middle
East
Institute

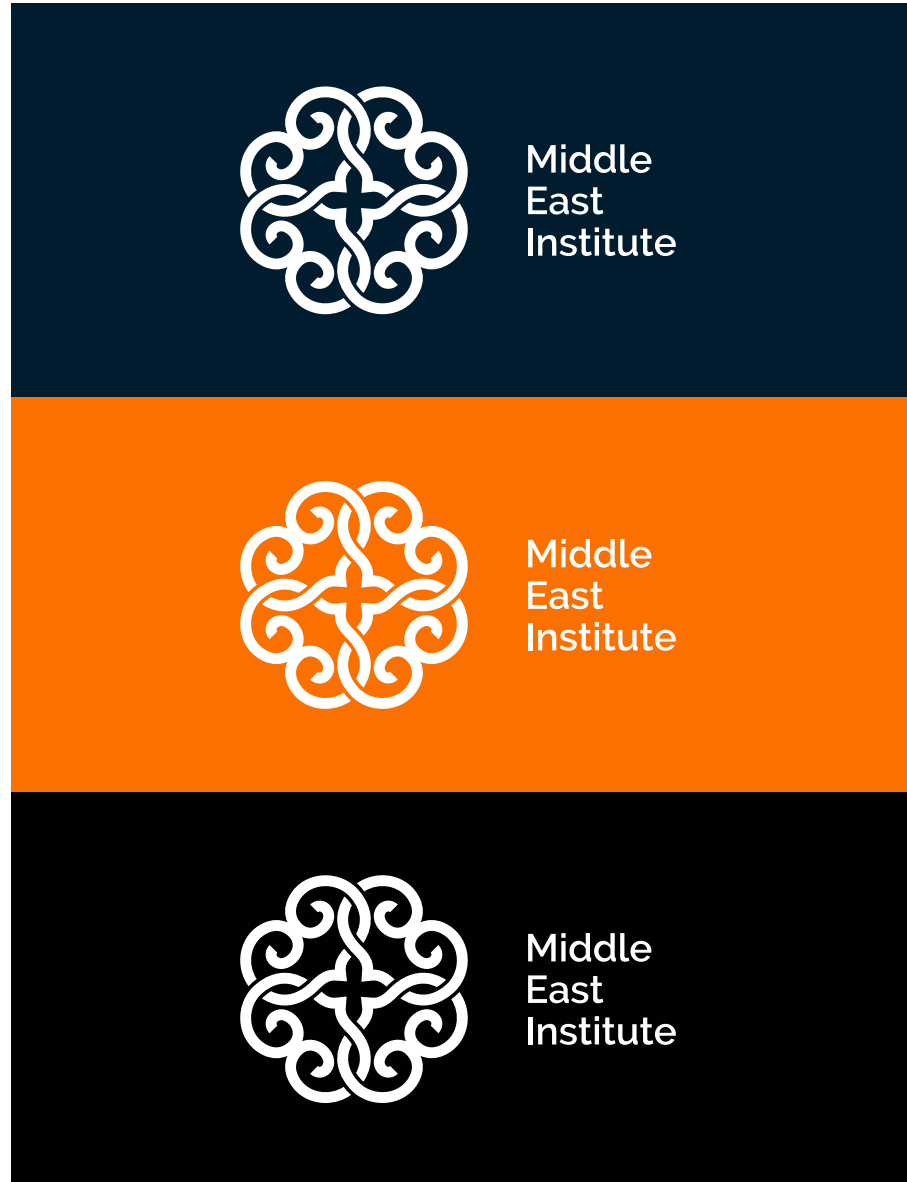
i PROPER FULL COLOR LOGO GRAY



MEI Brand Style Guide

Inverted Color Logo Usage

Specific guidelines must be followed when applying the color palette to the inverted logo.



i ACCEPTABLE INVERTED MEI LOGO BACKGROUNDS.
THIS SIMPLIFIES ITS APPLICATION AND MINIMIZES THE RISK OF CLASHING AND/OR VIBRATING COLORS.

Correct Logo Usage Over Photography

Specific guidelines must be followed when applying the color palette to the inverted logo.



i When applying the logo against a dark image with a good composition use the PRIMARY COLOR version of the logo.



i When applying the logo against a bright image with a good composition use the INVERTED version of the logo. If appropriate, set a solid transparent black overlay between the image and logo.



Incorrect Logo Usage with Photography

Specific guidelines must be avoided when applying the logo over photography.



i Incorrect logo usage over photography



i Incorrect logo usage over photography



LOGO

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SECONDARY GRAPHICS

APPLICATIONS

MEI CENTER BRANDING



Primary Typeface

MEI uses IBM Plex Sans as the primary brand typeface across all branded materials.



MORE INFORMATION ABOUT THE **IBM PLEX SANS** TYPEFACE CAN BE FOUND [FONTS.GOOGLE.COM](https://fonts.google.com)



TYPEFACE

IBM Plex Sans

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPpQqRrSsTtUuVv

WwXxYyZz1234567890

AaBbCc123456

Light, Italic, Bold

Secondary Typeface

MEI uses Merriweather as the secondary brand typeface across all branded materials.

 MORE INFORMATION ABOUT THE **MERRIWEATHER** TYPEFACE CAN BE FOUND [FONTS.GOOGLE.COM](https://fonts.google.com)



TYPEFACE

Merriweather

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPpQqRrSsTtUuVv

WwXxYyZz1234567890

AaBbCc123456

Light, Italic, Bold

IBM Plex and Merriweather families lends a unique typographic voice to MEI, while differentiating our messages from competitors.



Headline
—
Semibold
Title Case
No Punctuation

IBM Plex Bold is Used for Headlines



Subhead
—
Regular
Sentence Case
Variable
Punctuation
Shown at 19/21 pt

IBM Plex Sans Regular is used for subheads (no punctuation)

To support headlines and differentiate from the detail body copy, use 30-45% of the headline type size. When subhead is used as a sentence, use punctuation.



Body Copy
—
Regular
Sentence Case
Punctuation
Shown at 9/11 pt

Merriweather is used for body copy. Use 20-30% of the headline type size for all body copy. For readability, make sure body copy is no smaller than 7pt in print media and 14px in digital media.



LOGO

COLOR

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APPLICATIONS

MEI CENTER BRANDING

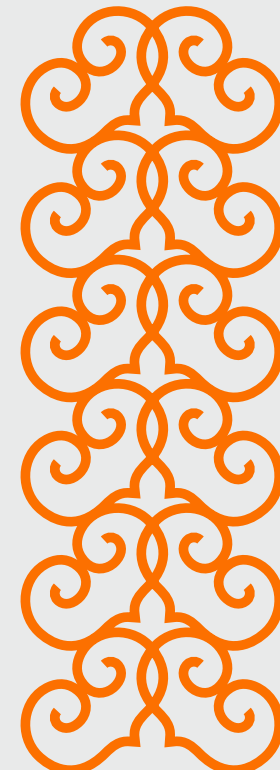


MEI Graphics & Patterns

MEI's geometric patterns are inspired by the design of the logotype. The patterns are meant to be used as secondary graphics to create meaningful and inspiring compositions.



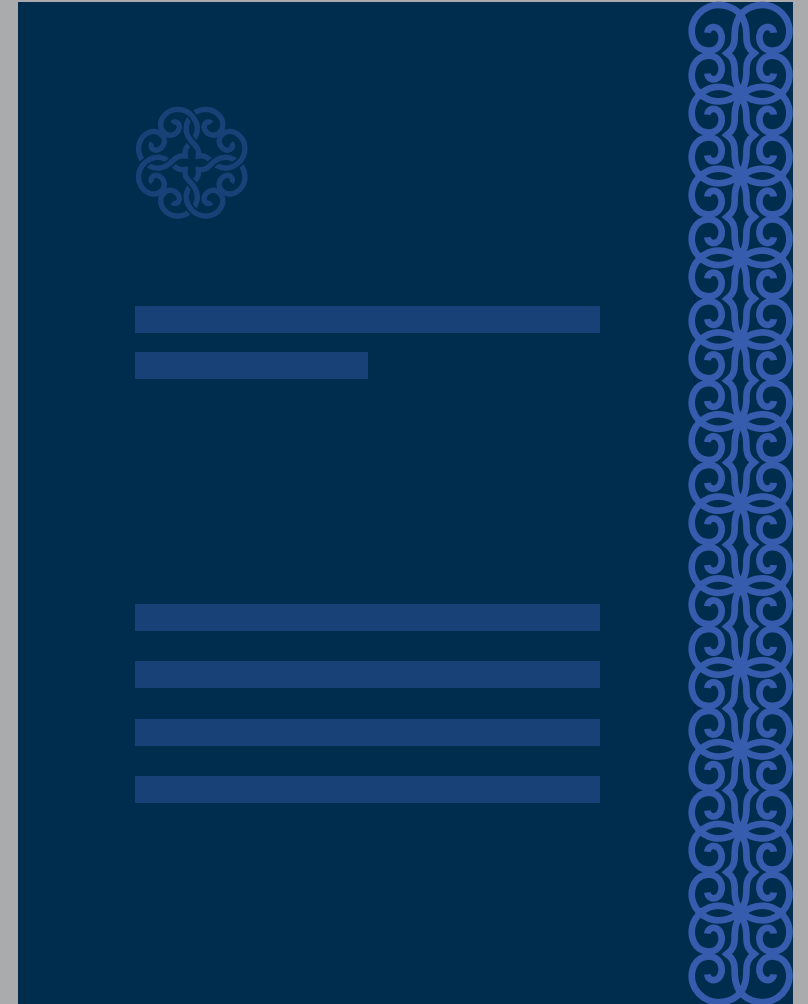
NOTE: Use only one pattern style per composition. Avoid combining two or more different pattern styles. This will help keep designs uncluttered and legible.



MEI Graphics & Patterns, Usage Examples



Always pair the MEI patterns with meaningful messaging and information. All the patterns are meant to be used as a secondary graphic element.



MEI Graphics & Patterns, Usage Examples



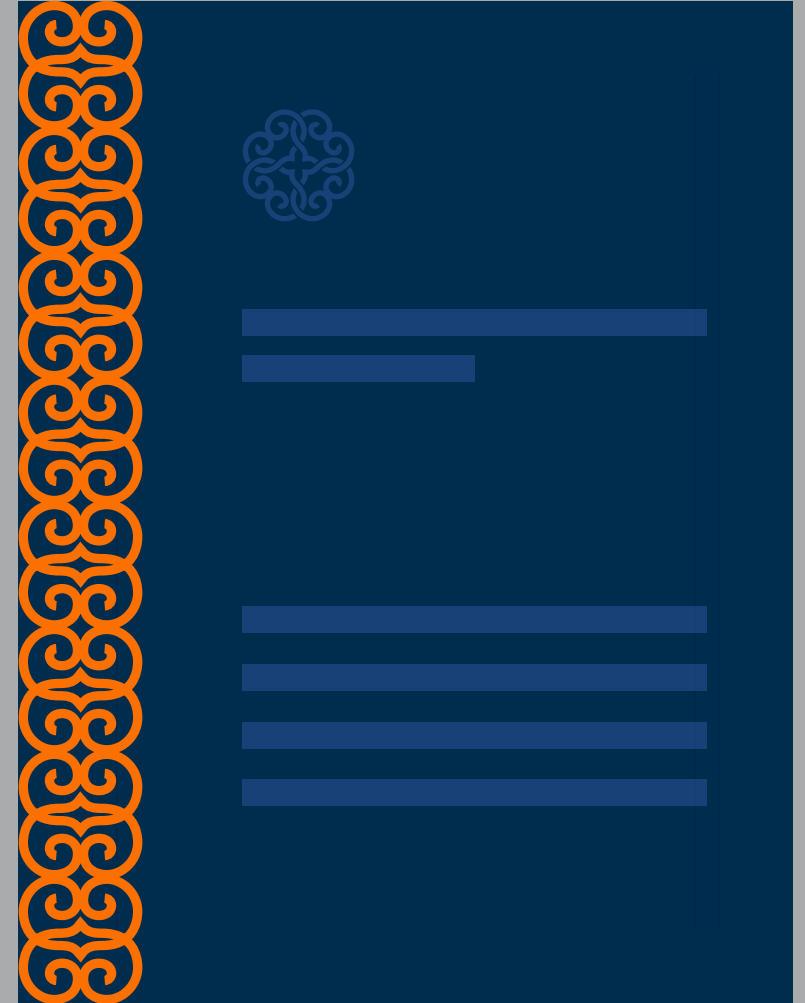
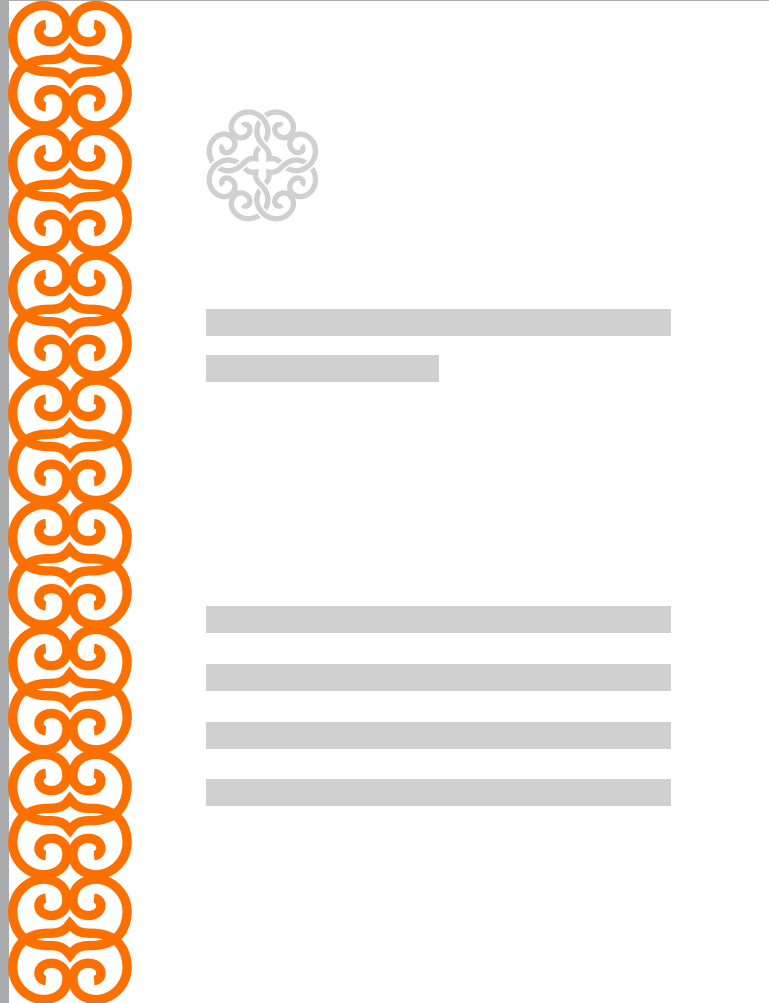
When pairing the MEI patterns with images, ensure there is a good color contrast between the two elements.



MEI Graphics & Patterns, Usage Examples



MEI Patterns can be aligned with the left and right of the composition to make more dynamic elements.



LOGO

COLOR

TYPOGRAPHY

SECONDARY GRAPHICS

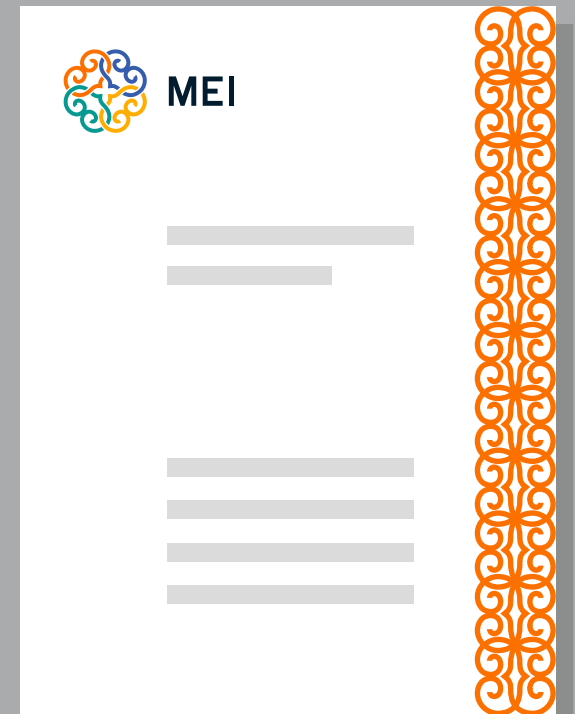
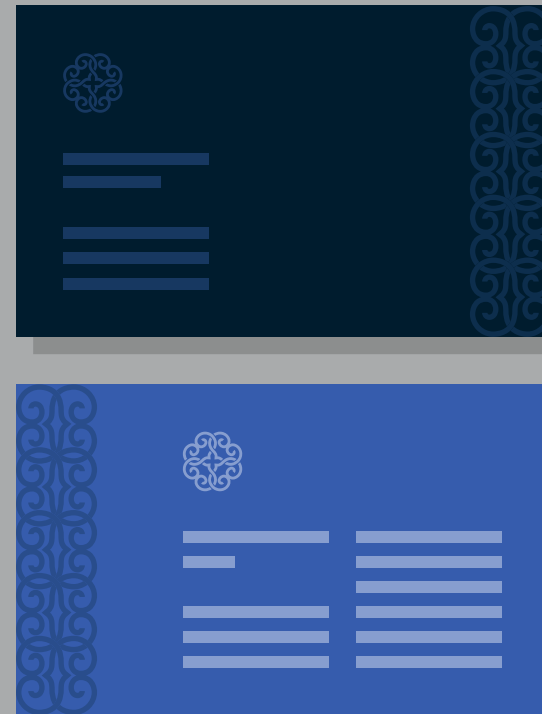
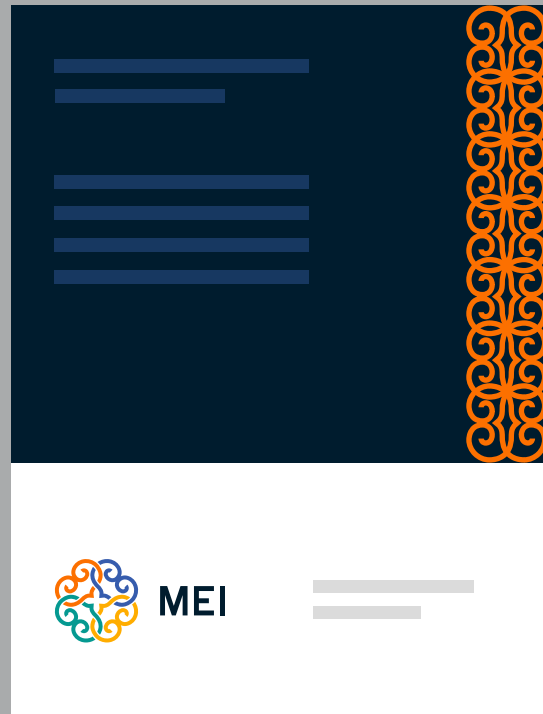
APPLICATIONS

MEI CENTER BRANDING



MEI Layout System

MEI uses a modular layout system by balancing secondary graphics and primary colors to create hierarchy in communication.



MEI Stationery Examples

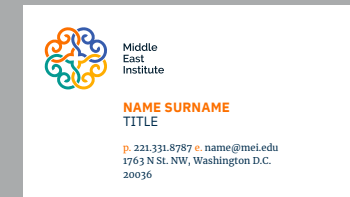


Image MEI Portrait and Landscapes Layout Examples.



Image MEI Portrait and Landscapes Layout Examples.



Middle East Institute

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

Inspiring dialogue. Empowering change.
MEI.EDU



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.



Middle East Institute

Inspiring dialogue. Empowering change.
MEI.EDU



Image MEI Portrait and Landscapes Layout Examples.



Middle East Institute




Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

Inspiring dialogue.
Empowering change.

MEI.EDU



Middle East Institute



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

Inspiring dialogue.
Empowering change.

MEI.EDU

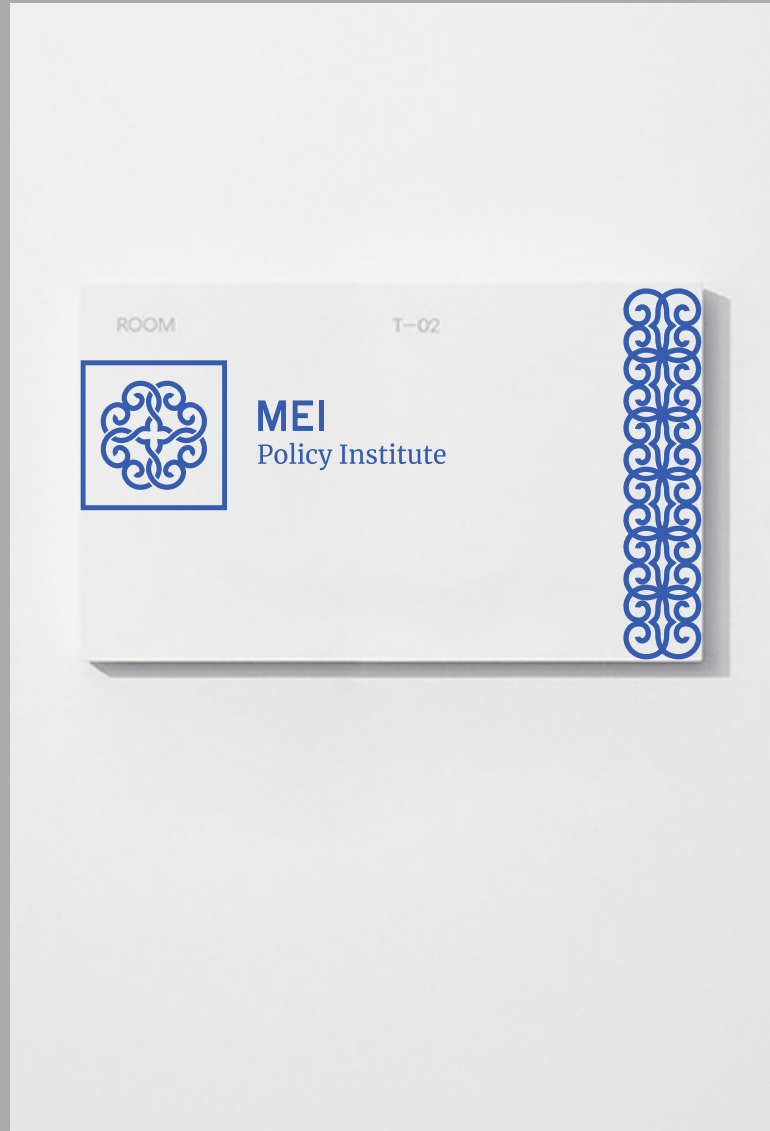


Image MEI Portrait and Landscapes Layout Examples.



MEI Brand Style Guide

MEI Wayfinding Application Example



MEI Brand Style Guide

MEI OOH

Application Example



MEI Brand Style Guide

MEI Interior & Event Application Example



LOGO

COLOR

TYPOGRAPHY

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APPLICATIONS

MEI CENTER BRANDING



MEI Center Identity

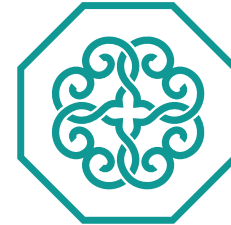
These versions must be considered first in all applications.



MEI
Policy Center





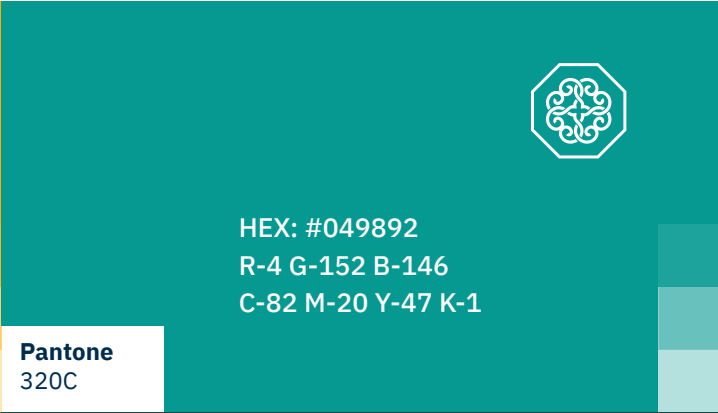
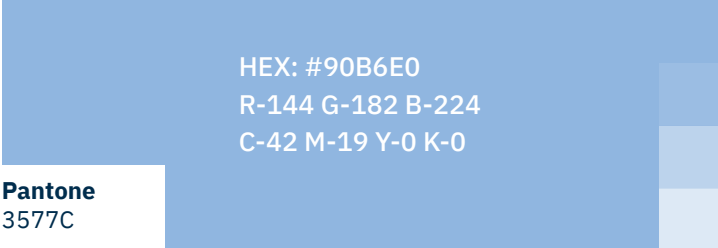
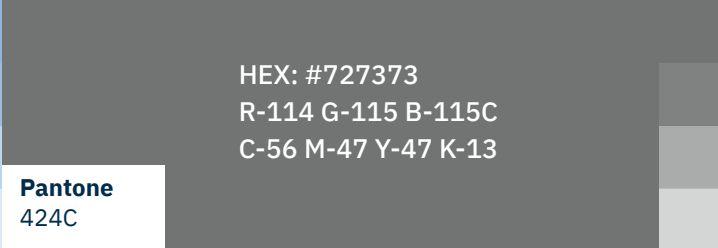
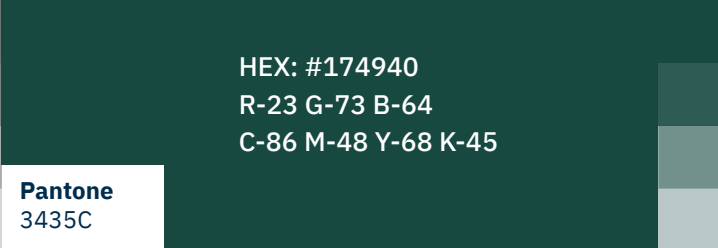
MEI
Arts & Culture Center



MEI
Education Center



MEI Center Identity Colors

 <p>HEX: #365DAD R-54 G-93 B-173 C-86 M-69 Y-0 K-0</p> <p>Pantone 307C</p>	 <p>HEX: #FFAE00 R-255 G-174 B-0 C-0 M-36 Y-100 K-0</p> <p>Pantone 7548C</p>	 <p>HEX: #049892 R-4 G-152 B-146 C-82 M-20 Y-47 K-1</p> <p>Pantone 320C</p>
 <p>HEX: #90B6E0 R-144 G-182 B-224 C-42 M-19 Y-0 K-0</p> <p>Pantone 3577C</p>	 <p>HEX: #727373 R-114 G-115 B-115C C-56 M-47 Y-47 K-13</p> <p>Pantone 424C</p>	 <p>HEX: #174940 R-23 G-73 B-64 C-86 M-48 Y-68 K-45</p> <p>Pantone 3435C</p>



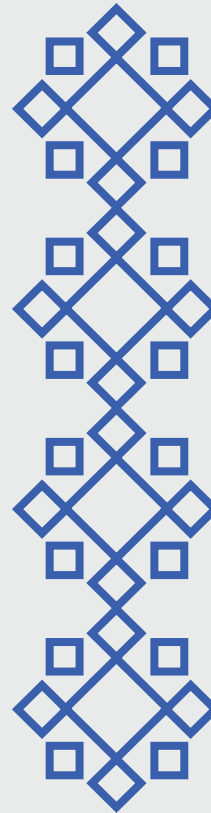
MEI Brand Style Guide

MEI Centers Patterns

The center design system uses MEI's logomark combined with different geometrical symbols. Each of the geometrical symbols is used to create an utterly unique pattern, in line with the MEI brand patterns.



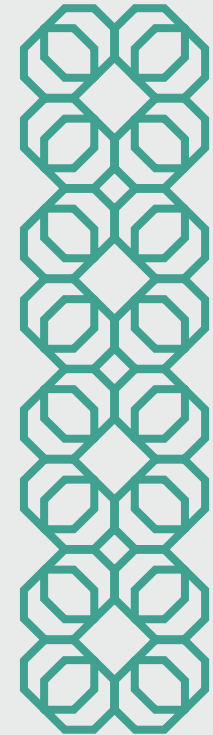
NOTE: Use only one pattern style per composition. Avoid combining two or more different pattern styles. This will help keep designs uncluttered and legible.



POLICY



ARTS & CULTURE



EDUCATION

MEI Brand Style Guide

MEI Centers Layout

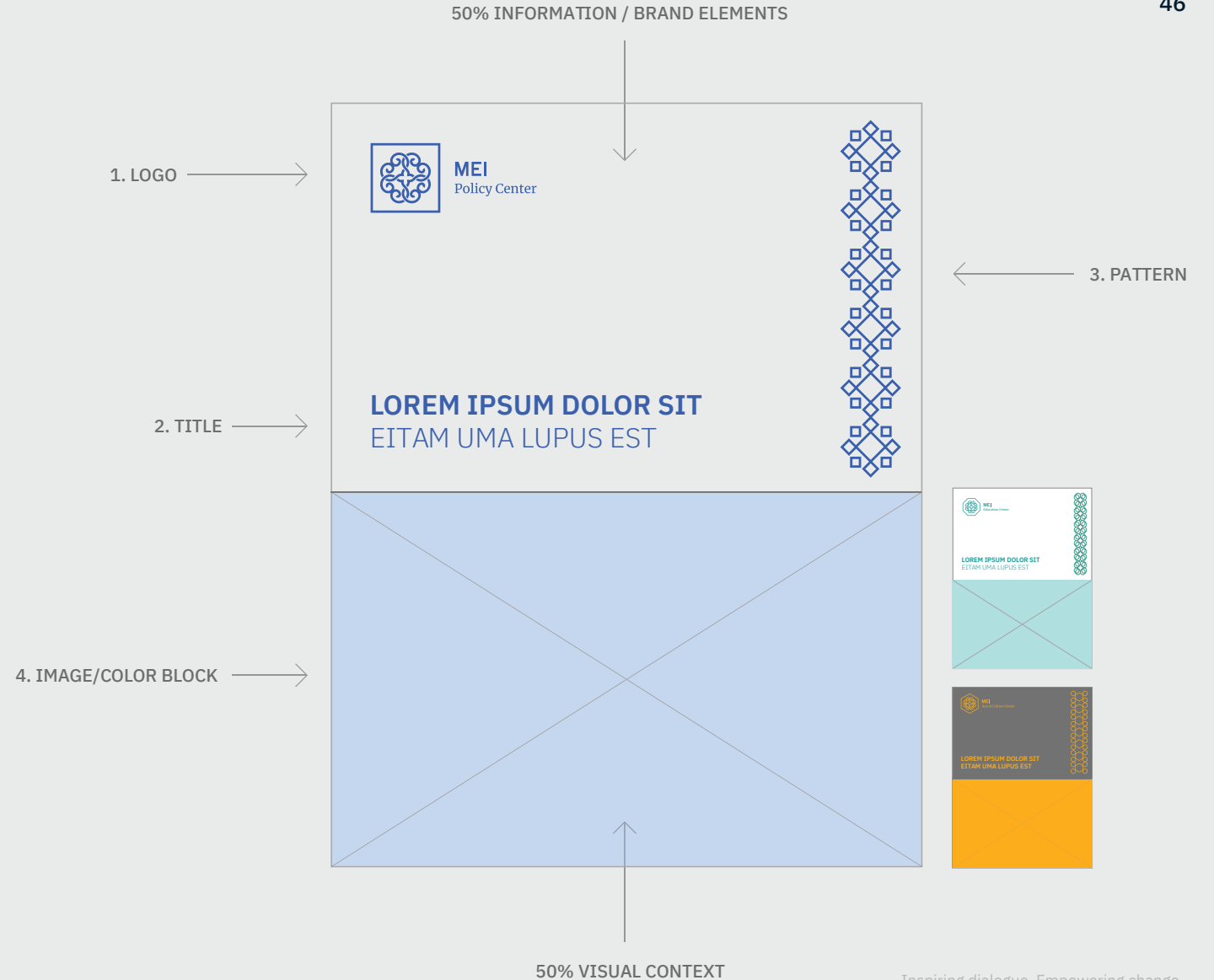
The layout system is designed to be easily adaptable and create consistency, clarity, and brand recognition.

The 50/50 system is recommended for layouts with longer messages or “busy” images to avoid a cluttered look and feel and to assure the best visibility for the branded elements.

The full-bleed layout is recommended when using images with a cleaner background and shorter message..



NOTE: Use only one pattern style per composition. Avoid combining two or more different pattern styles. This will help keep designs uncluttered and legible.



MEI Brand Style Guide

MEI Centers Layout

In order to keep the brand consistent and recognizable, the MEI center layout is using the same design system across all MEI centers.

Each center uses unique colors, imagery, and patterns to bring forward the core mission they have.



LOREM IPSUM DOLOR SIT
EITAM UMA LUPUS EST



LOREM IPSUM

LOREM DOLOR SIT
LUPUS EST



LOREM IPSUM DOLOR SIT
EITAM UMA LUPUS EST



POLICY PAPER 2018-8

Policy Center Layout System Examples

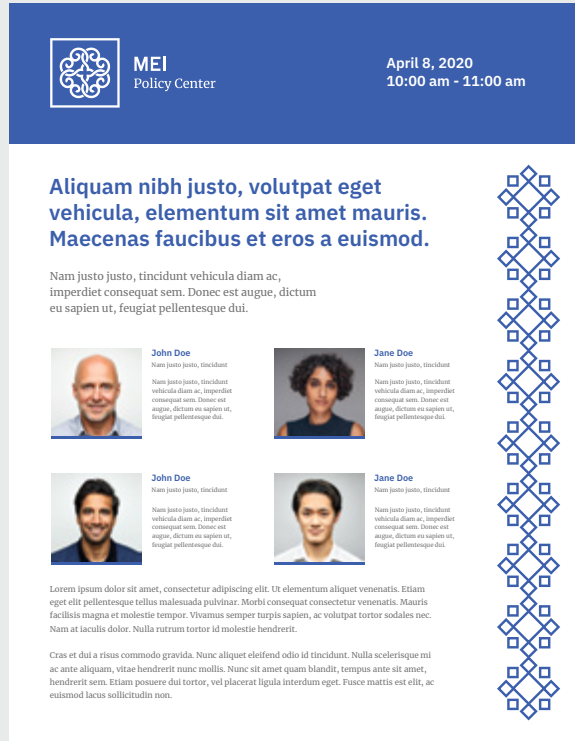
The image displays six distinct layout examples for MEI Policy Center documents, arranged in two rows of three. Each example features the MEI Policy Center logo and text in various positions, along with decorative elements like a vertical pattern of squares and a large blue square with a diagonal cross.

- Example 1 (Top Left):** Logo and text in the top left corner. A vertical decorative pattern of squares on the right side. Text in the middle left. A large blue square with a diagonal cross at the bottom.
- Example 2 (Top Middle):** Logo and text in the top left corner. Text in the middle left. A large blue square with a diagonal cross on the right side.
- Example 3 (Top Right):** Logo and text in the top left corner. Text in the middle left. A large blue square with a diagonal cross on the right side.
- Example 4 (Bottom Left):** Logo and text in the top left corner. Text in the middle left. A large blue square with a diagonal cross at the bottom.
- Example 5 (Bottom Middle):** Logo and text in the top left corner. Text in the middle left. A large blue square with a diagonal cross at the bottom.
- Example 6 (Bottom Right):** Logo and text in the top left corner. Text in the middle left. A large blue square with a diagonal cross on the right side.



Policy Center Application Examples

Events One Pager



MEI Policy Center April 8, 2020 10:00 am - 11:00 am

Aliquam nibh justo, volutpat eget vehicula, elementum sit amet mauris. Maecenas faucibus et eros a euismod.

Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

John Doe
Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

Jane Doe
Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

John Doe
Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

Jane Doe
Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elementum aliquet venenatis. Etiam eget elit pellentesque tellus malesuada pulvinar. Morbi consequat consectetur venenatis. Mauris facilisis magna et molestie tempor. Vivamus semper turpis sapien, ac volutpat tortor sodales nec. Nam at iaculis dolor. Nulla rutrum tortor id molestie hendrerit.

Cras et dui a risus commodo gravida. Nunc aliquet eleifend odio id tincidunt. Nulla scelerisque mi ac ante aliquam, vitae hendrerit nunc mollis. Nunc sit amet quam blandit, tempus ante sit amet, hendrerit sem. Etiam posuere dui tortor, vel placerat ligula interdum eget. Fusce mattis est elit, ac euismod lacus sollicitudin non.

Flyer



MEI Policy Center

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Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

MEI Policy Center

Flyer

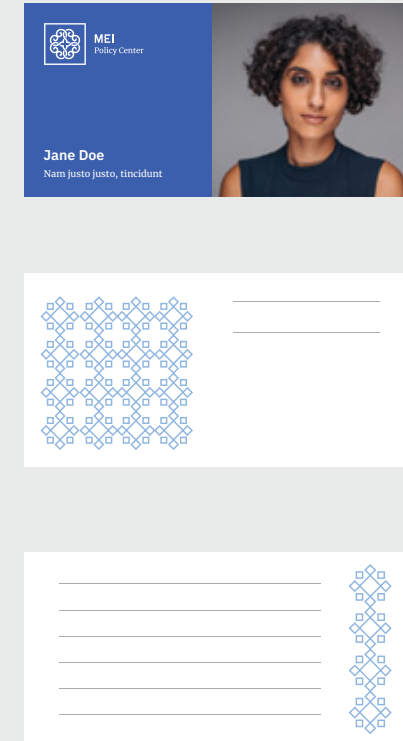


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam efficitur nulla sit amet porta tincidunt.

Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

MEI Policy Center

Badges, Name/Note Cards



MEI Policy Center

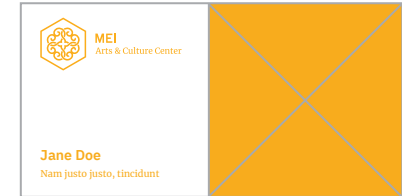
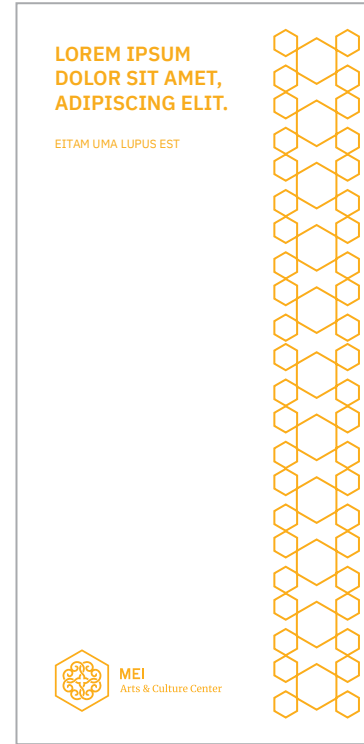
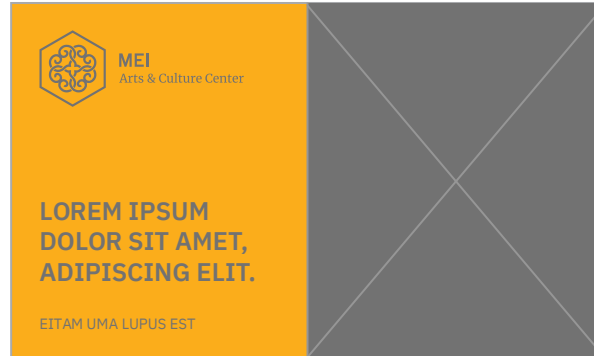
Jane Doe
Nam justo justo, tincidunt

MEI Policy Center

MEI Policy Center

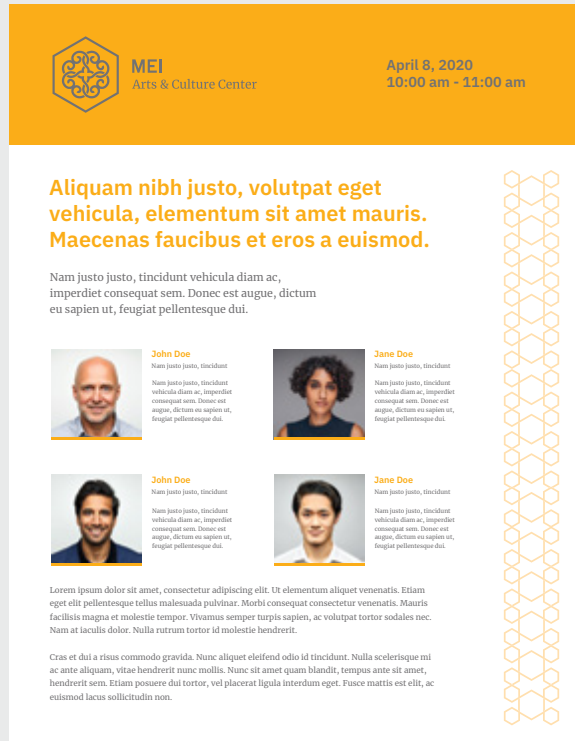


Arts & Culture Center Layout Examples



Arts & Culture Application Examples

Events One Pager



MEI Arts & Culture Center April 8, 2020 10:00 am - 11:00 am

Aliquam nibh justo, volutpat eget vehicula, elementum sit amet mauris. Maecenas faucibus et eros a euismod.

Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

John Doe
Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

Jane Doe
Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

John Doe
Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

Jane Doe
Nam justo justo, tincidunt vehicula diam ac, imperdiet consequat sem. Donec est augue, dictum eu sapien ut, feugiat pellentesque dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elementum aliquet venenatis. Etiam eget elit pellentesque tellus malesuada pulvinar. Morbi consequat consectetur venenatis. Mauris facilisis magna et molestie tempor. Vivamus semper turpis sapien, ac volutpat tortor sodales nec. Nam at laculis dolor. Nulla rutrum tortor id molestie hendrerit.

Cras et dui a risus commodo gravida. Nunc aliquet eleifend odio id tincidunt. Nulla scelerisque mi ac ante aliquam, vitae hendrerit nunc mollis. Nunc sit amet quam blandit, tempus ante sit amet, hendrerit sem. Etiam posuere dui tortor, vel placerat ligula interdum eget. Fusce mattis est elit, ac euismod lacus sollicitudin non.

Flyer



MEI Arts & Culture Center

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MEI Arts & Culture Center

Flyer

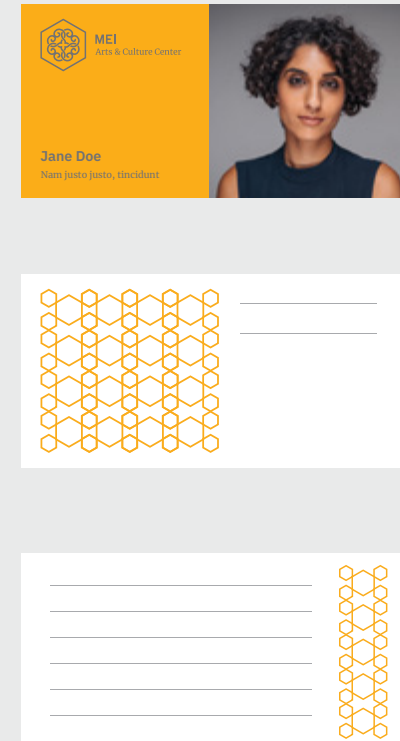


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MEI Arts & Culture Center

Badges, Name/Note Cards



MEI Arts & Culture Center

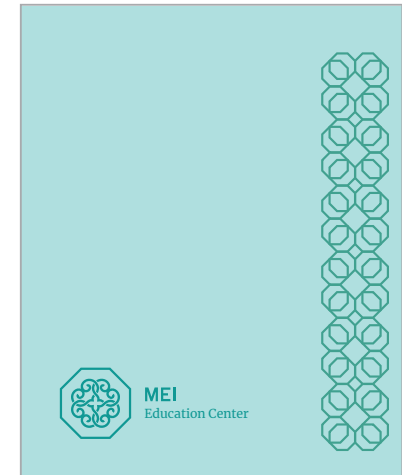
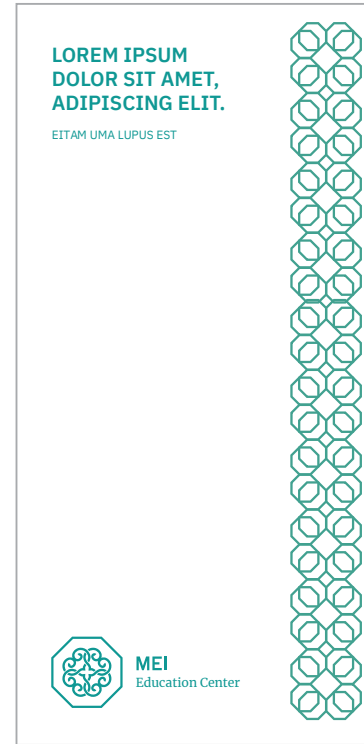
Jane Doe
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MEI Arts & Culture Center

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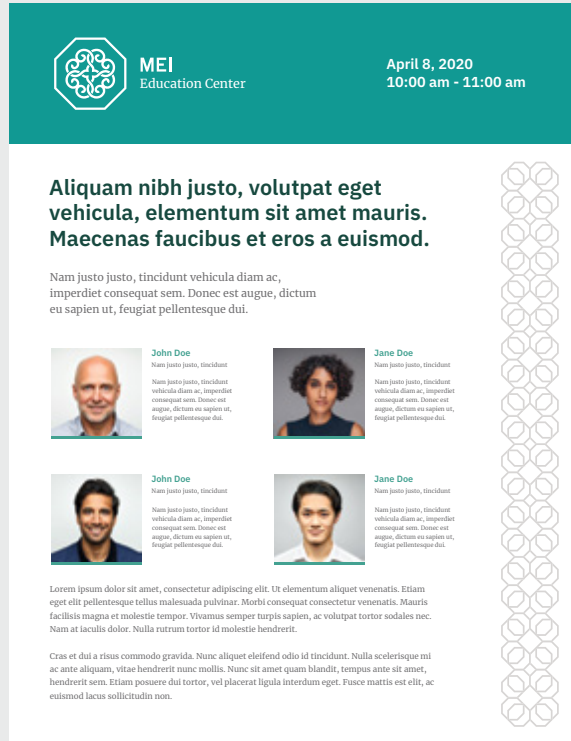


Education Center Layout Examples



Education Application Examples

Events One Pager



MEI Education Center

April 8, 2020
10:00 am - 11:00 am

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Jane Doe
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John Doe
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Jane Doe
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Flyer



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MEI Education Center

Flayer

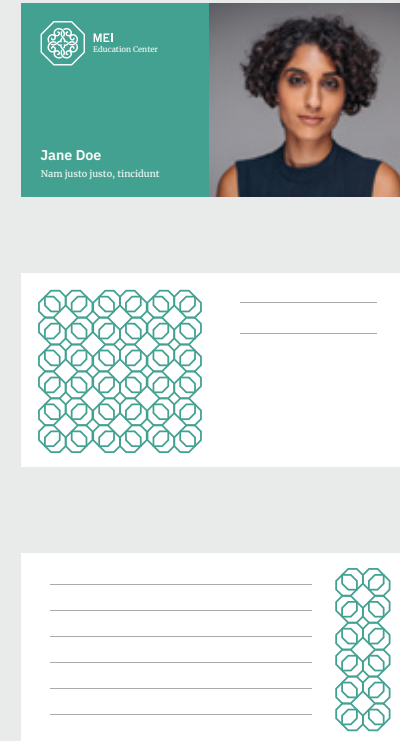


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MEI Education Center

Badges, Name/Note Cards



MEI Education Center

Jane Doe
Nam justo justo, tincidunt

MEI Education Center

MEI Education Center



Thank you

