

Version 1.2 June 2020

# FDI Member Logo

## Usage guidelines

The **FDI Member logo** can be used:

- ▶ by all **Regular, Associate, Affiliate and Supporting Members** – FDI encourages its widespread use, when following these recommendations.

The logo is available in various languages. Contact [communications@fdiworlddental.org](mailto:communications@fdiworlddental.org) to request an alternate language logo.

The **FDI Member logo** cannot be used:

- ▶ on any publications and projects that involve a 3rd party;
- ▶ next to a corporate partner of the NDA; and
- ▶ in any way that may imply endorsement or recognition of a product, brand, event or other activity without written approval from FDI.

All usage must be submitted for approval.

## Design

The **FDI Member logo** is made up of two parts:

- ▶ FDI logotype
- ▶ 'Member' stamp

The logotype cannot be altered in any way and must always be used as provided.



### Alternative logo options

There is no alternative logo option.

### Logo background colours

Since the logo is in the form of a stamp, it can be placed on any background.

## Colour

Three colours are used in the FDI Member logo:



**PMS** 280 C  
**RGB** 0 83 143  
**CMYK** 100 80 15 02  
**HEX** #294A8D



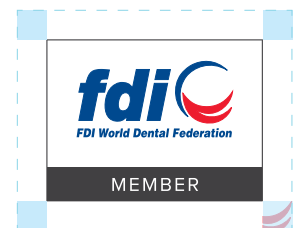
**PMS** 485 C  
**RGB** 237 27 46  
**CMYK** 1 99 89 0  
**HEX** #B72626



**PMS** -  
**RGB** 112 111 111  
**CMYK** 0 0 0 70  
**HEX** #706F6F

## Clear space

There must always be sufficient space surrounding the logo to avoid competition from other visual elements and maintain visual impact. The clear space is proportional to the logo size. This ensures that the logo is proportionate and visually balanced.

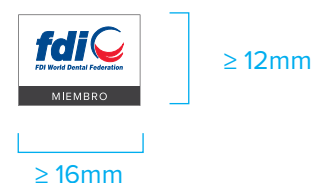


## Minimum logo size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

### Print

The minimum reproduction size of the logo is **12 mm in height**. However, if space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, contact FDI for approval.



### Digital

The minimum/standard logo size for digital applications varies on the medium.

For desktop, the minimum height is **160 px**.

For mobile, the standard and minimum height is **100 px**.

## Incorrect logo use

### Logo resolution

Do not enlarge a smaller logo unless it is in a vector (.eps) format. Enlarging a JPEG or PNG file will make it pixelated and it will lose detail.



pixelated

### Distortion and effects

Do not skew or rotate the logo. The logo may only be positioned on a 0° horizontal axis. Do not add visual effects to the logo such as bevels or filters.



distorted  
and  
skewed

### Incorrect contrast

Do not apply the logo to a background where lack of contrast diminishes legibility.



no  
contrast

### Changing the size of the symbol or logotype

Do not alter the size and spatial relationship of the symbol and logotype.



altered  
element  
size

### Incorrect colour

Do not reproduce the logo in an unapproved colour. Do not reproduce the logo as a screen or tint. In other words, do not change the colours, the brightness, the transparency or the structure of the logo.



emboss  
added

### Incorrect version

Do not position the logo within a box or other containing shape. The version of the logo should be appropriate to the background.



missing  
name

### Incorrect font

Do not redraw or use another font to create the logo.

### Incorrect logo

Do not use previous versions of the logo.

## Logo Standard Position

The logo can be positioned freely, in line with the NDA's guidelines.

## Copyright

The logo is registered to FDI World Dental Federation and is subject to trademark laws. Therefore, it must not be used in any medium without permission from FDI. The logo cannot be manipulated or modified in any way.

## Usage

The logo cannot be used in any way that may imply endorsement or recognition of a product, brand, event or other activity without written approval of FDI World Dental Federation.