Mastercard Foundation

Design Guidelines

mastercard
foundation

Version 1.0 / July 2017

Table of contents

If after reading the design guidelines, you still haven't found the answer to your query, please contact us.

Email the Brand and Digital Strategist
Ken Tong at ktong@mastercardfdn.org

Top five things you need to know

General requirements

1. There is only one configuration of the Mastercard Foundation Brand Mark.
See the Mastercard Foundation Brand Mark

2. Always surround the Mastercard Foundation Brand Mark with sufficient free space, based on "x", which is equal to the combined height of the words "mastercard foundation".
See minimum free-space specifications

3. Always reproduce the Mastercard Foundation Brand Mark at a size that is clear and legible (depending on screen/print resolution).
Get minimum-size specifications

4. Always provide sufficient contrast with the background against which the Mastercard Foundation Brand Mark appears.

5. When referencing Mastercard Foundation in text, use an upper case "M" and lower case "c", with no space between "Master" and "card". Also use an upper case "F".
See using the name in text

For limited-use exceptions of the Mastercard circles design symbol without the "mastercard foundation" name, please contact us for approval.
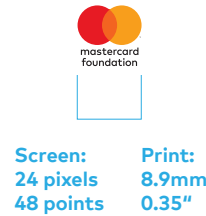
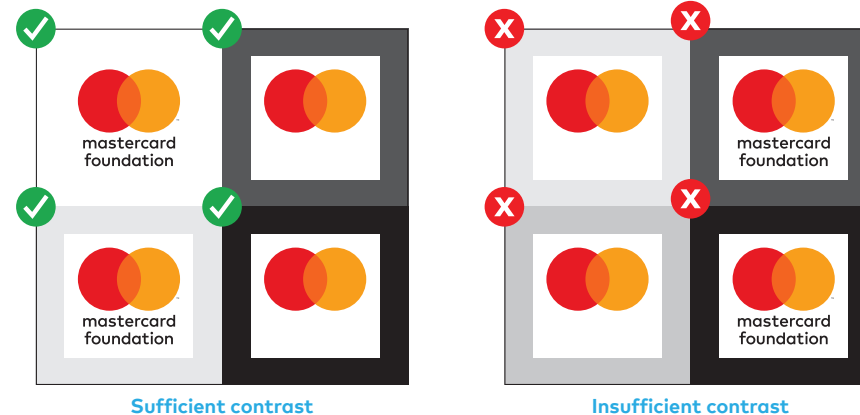**Mastercard Foundation Brand Mark**

Minimum free space

Minimum size

Screen: **Print:**
24 pixels   **8.9mm**
48 points   **0.35"**

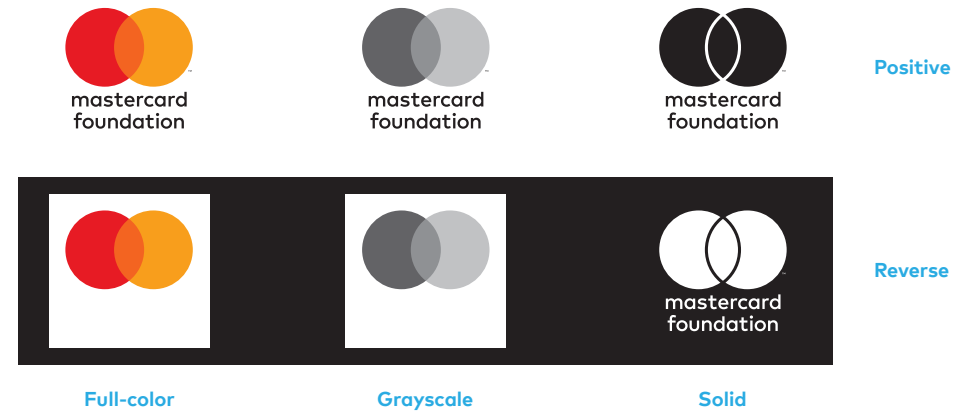**Background contrast**

Sufficient contrast   **Insufficient contrast**

Mastercard Foundation Brand Mark

Mastercard Foundation Brand Mark is used by Mastercard Foundation and partners to represent Mastercard Foundation. The Mark is available only in a vertical configuration. A horizontal configuration is not available. Full-color, grayscale, and solid versions are available in positive (for use on light-color backgrounds) and reverse (for use on dark-color backgrounds). See Mark color specifications for more information.

Versions

Positive

Reverse

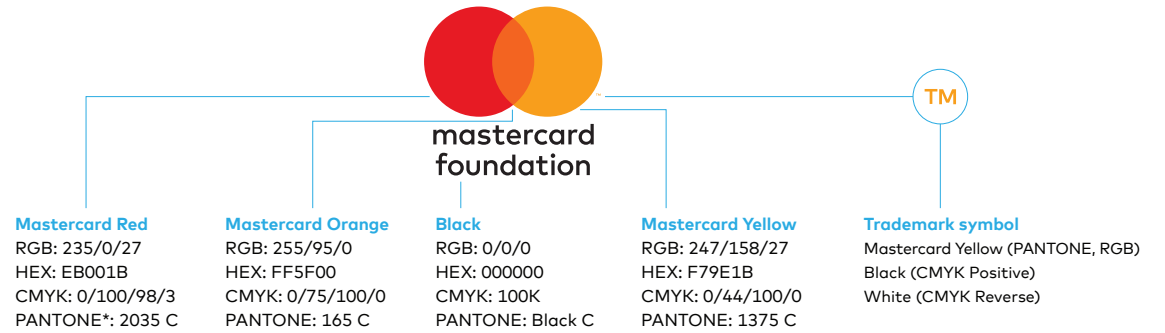**Full-color**   **Grayscale**   **Solid**

Mark color specifications

The Mastercard Foundation Brand Mark is available in full-color, grayscale, and solid, in both positive and reverse. Full-color is strongly preferred. When technical limitations prohibit the use of full-color, use the grayscale or solid version.
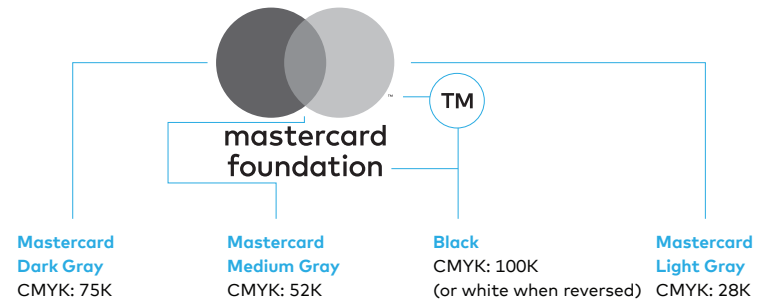
The trademark symbol (™) after the yellow circle appears in Mastercard Yellow for digital (RGB) and print using match color (PANTONE). In four-color process printing (CMYK), the trademark symbol (™) should be black for the positive Mark or white for the reverse Mark.

The solid version may appear in black, white, or any single color, as long as there is sufficient contrast between the background color and the Mark.

Full-color Mark

Mastercard Red
RGB: 235/0/27
HEX: EB001B
CMYK: 0/100/98/3
PANTONE*: 2035 C

Mastercard Orange
RGB: 255/95/0
HEX: FF5F00
CMYK: 0/75/100/0
PANTONE: 165 C

Black
RGB: 0/0/0
HEX: 000000
CMYK: 100K
PANTONE: Black C

Mastercard Yellow
RGB: 247/158/27
HEX: F79E1B
CMYK: 0/44/100/0
PANTONE: 1375 C

Trademark symbol
Mastercard Yellow (PANTONE, RGB)
Black (CMYK Positive)
White (CMYK Reverse)

Grayscale Mark

Mastercard Dark Gray
CMYK: 75K

Mastercard Medium Gray
CMYK: 52K

Black
CMYK: 100K
(or white when reversed)

Mastercard Light Gray
CMYK: 28K

Solid Mark

Black, white, or 100% color

* The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Mark minimum size and free space

To ensure the greatest legibility of the Mastercard Foundation Brand Mark, follow the minimum-size and free-space specifications (size may depend on screen/print resolution).

Mastercard Foundation Brand Mark

Screen:
24 pixels
48 points

Print:
8.9mm
0.35"

Minimum size

Minimum free space

Using the name in text

Letter case
When referencing the Mastercard Foundation in text, use an upper case "M" and lower case "c" with no space between "Master" and "card". Use an upper case "F" for Foundation. Mastercard Foundation should appear in the same font as the surrounding text.

Read-through
The Mastercard Foundation Brand Mark must not be used as a read-through.

Trademark attribution notice
When either "Mastercard" or "Mastercard Foundation" is used in text, or when the Marks are used by third-party partners, the following trademark attribution notice (in a very small type size) should be included once in the communication: "The Mastercard circles design is a trademark of Mastercard International Incorporated."

Translations
The Mastercard Foundation name must appear in English only. It must not be translated into other languages or appear in another alphabet.

✅ Mastercard Foundation

❌ MasterCard Foundation

❌ Master card foundation

❌ Master-card foundation

❌ Cartamaestra Fundación

✅ **Our philosophy**
The Mastercard Foundation seeks a world where everyone has the opportunity to learn and prosper.

❌ **Our philosophy**
The [mastercard foundation logo] seeks a world where everyone has the opportunity to learn and prosper.

Common mistakes

Consistent presentation of the Mastercard Foundation Brand Mark promotes brand awareness of our mission and philosophy. Do not alter approved artwork in any way. Always apply the Mark thoughtfully, carefully, and appropriately. To avoid some common mistakes shown here, do not:

1. Omit the orange centre shape
2. Recolor the circles
3. Outline the circles
4. Recolor the Logotype
5. Display or reproduce at insufficient resolution
6. Reconfigure or reposition elements of the Mark
7. Individually resize components of the Mark
8. Enclose the Mark in a holding shape
9. Change the font of the Logotype
10. Position the Logotype within the circles
11. Omit the Logotype
12. Alter, add, or combine other text to the Logotype
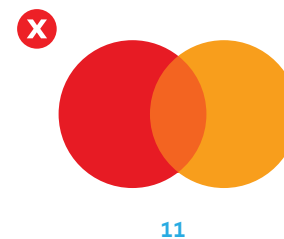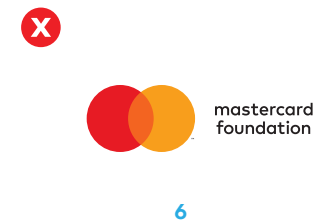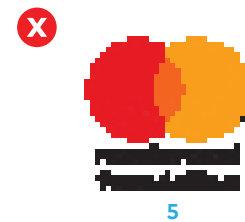
Placement

To come.

Special marks / sub-branding

In most instances, the Mastercard Foundation Brand Mark is used by itself; however, special use cases require combining the Mark with other elements.

Sub-branding
Lockup logo files are available for use with a program, event, or other special use. Always adhere to the same minimum-size and free-space requirements as the Mark.

The Mark with Scholars Program

mastercard foundation

Scholars Program

The Mark with Young Africa Works

mastercard foundation

Young Africa Works

Symposium on Financial Inclusion

The Mark with Symposium on Financial Inclusion

mastercard foundation

Symposium on Financial Inclusion

The Mark with Youth Forward

Special marks / co-branding

In most instances, the Mastercard Foundation Brand Mark is used by itself; however, special use cases require combining the Mark with other elements.

Co-branding
In co-branding situations, to visually represent a partnership, arrange the Mastercard Foundation Mark adjacent to the other brand(s). The other brand(s) should appear at visual parity with the Mastercard Foundation Mark. The partner or co-brand should always be separated by a keyline. Multiple co-brands should follow the same system with keylines between each brand. Use the same free-space as used for the Mark around the entire lockup.

The Mark with Scholars Program and partner

The Mark with Scholars Program and multiple partners

Typography

Always use Mark for MC, which is a key component of our brand design system.

The Mark for MC font family includes a variety of typestyles. Production limitations and aesthetic preferences must be considered when choosing the specific weight used.

When Mark for MC font is not available, use Helvetica on macOS®/iOS platform and Arial on Windows/Android™ platform.

For more information on how to obtain Mark for MC, please contact us at:
ask.digitalandbrandstrategist@mastercardfdn.org.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Typography / core principles

Simplicity
Limit the number of weights and sizes to reduce visual noise and help the reader understand the hierarchy of information at a glance.

Balance
Typography should be direct and legible, while at the same time it should feel light on the page. Always assess the balance between blocks of type and the surrounding open space to engage the reader with a sense of ease.

Contrast
By carefully contrasting size, weight, and color among related blocks of type, you'll increase clarity for readers. Use contrast to express hierarchy, and to make a piece scannable, allowing readers to absorb relevant bits of information quickly.

Typography / headline typeface

Mark for MC is used for all situations with text larger than 12-point in print or 14-pixel in digital applications.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Light   *Light*

Regular   *Regular*

Book   *Book*

Medium   *Medium*

Bold   ***Bold***

Typography / text typeface

Mark for MC Narrow is used for all situations with text smaller or equal to 12-point in print or 14-pixel in digital applications.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Light	*Light*
Regular	*Regular*
Book	*Book*
Medium	***Medium***
Bold	***Bold***

Typography / usage overview

Mark for MC is our primary typeface. Use Narrow for smaller sizes, particularly in lengthy text blocks, charts, or tight columns.

Mark FOR MC

Mark FOR MC Narrow

Uses

— Headlines
— Subtitles
— Large typography
— Whenever the letterforms are noticeable
— Small caps

Uses

— Running text
— Data-heavy text
— Graphs
— Legends

Typography / mark for mc

As the size of the type increases, its weight should decrease. This helps provide an open, light feeling to the application.

Mark
FOR MC

WEIGHT	SIZE		SAMPLE TEXT
	PRINT	WEB	
Extra Light	90 pt	120 px	Mast-
Light	60 pt	90 px	Maste-
Regular	40 pt	60 px	Mastercard
Book	24 pt	36 px	Mastercard Found-
Book	16 pt	24 px	Mastercard Foundation

Typography / mark for mc narrow

Use Narrow at smaller sizes or when space is limited. It provides greater legibility for lengthy text, tight columns, or charts.

Mark
FOR MC
Narrow

WEIGHT	SIZE		SAMPLE TEXT
	PRINT	WEB	
Regular	12 pt	18 px	Nullam id dolor id nibh ultricies vehicula ut id elit. Sed posuere consectetur est at lobortis. Maecenas faucibus mollis interdum. Aenean lacinia bibendum nulla sed consectetur.
Book	10.5 pt	16 px	Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.
Book	9 pt	14 px	Aenean lacinia bibendum nulla sed consectetur. Nullam quis risus eget urna mollis ornare vel eu leo. Maecenas faucibus mollis interdum. Curabitur blandit tempus porttitor. Cras mattis consectetur.
Medium	7 pt	12 px	Aenean lacinia bibendum nulla sed consectetur. Nullam quis risus eget urna mollis ornare vel eu leo. Maecenas faucibus mollis interdum. Curabitur blandit tempus porttitor mattis consectetur.

Typography / creating contrast

Create contrast in one of two ways: through size or weight relationships. Both approaches work well, but use only one at a time in the application you're creating.

Contrast by size
Use a significant size change between two components. In this example, the headline is 70 pt and the subtitle is 24 pt.

Headline
Subtitle goes here. Pellentesque ornare sem lacinia quam venenatis.

Contrast by weight
A clear change of weight provides contrast when smaller sizes are the best choice. In this example, the headline is Bold and the text is Book and both are 16 pt.

Headline
Subtitle goes here. Pellentesque ornare sem lacinia quam venenatis.

Color palette

The Mastercard Foundation Brand Mark color palette consists of whites, warm gray, and dark-gray tones with a touch of orange that feels modern, warm, and sophisticated. Add color with care. In most situations, let the light or dark-gray background dominate. Then use additional color to augment what is being communicated, such as drawing attention to what is most important in the application.
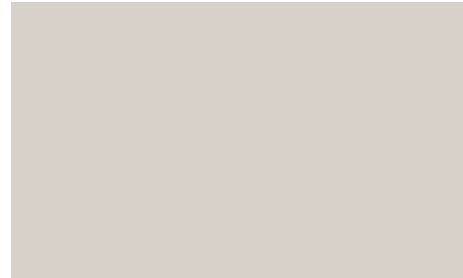
Background
Light Gray
CMYK: 6/7/10/11
RGB: 227/223/215
HEX: #E3DFD7
PANTONE: Warm Gray 2 C

Dark Gray
CMYK: 0/0/0/100
RGB: 20/20/19
HEX: #141413
PANTONE: Black C

Primary
Orange
CMYK: 0/75/100/0
RGB: 255/103/27
HEX: #FF671B
PANTONE: 166 C

Secondary
Gold
CMYK: 0/44/100/0
RGB: 243/139/0
HEX: #F38B00
PANTONE: 144 C

Yellow
CMYK: 0/29/100/0
RGB: 255/200/31
HEX: #FFC81F
PANTONE: 7408 C

Green
CMYK: 51/8/100/2
RGB: 141/185/46
HEX: #8DB92E
PANTONE: 377 C

Accent
Red
CMYK: 0/100/98/3
RGB:210/42/47
HEX: #D22A2F
PANTONE: 711 C

Teal
CMYK:62/0/29/0
RGB: 79/205/176
HEX: #4FCDB0
PANTONE: 319 C

Color / brand palette

Background colors: Light Gray backgrounds tend to feel inclusive, relatable, and modern. Dark Gray backgrounds impart feelings of sophistication and are more assertive.

Primary color: Our primary brand color is a muted version drawn from the centre overlap of the Mastercard Brand mark.

Secondary colors: Our secondary brand colors are muted versions of the left and right circles of the Mastercard Brand mark.

Accent colors: Use accent colors sparingly. Use only one at a time in any application to emphasize a particular element or provide contrast.

Background
1 Light Gray
2 Dark Gray

Primary
3 Orange

Secondary
4 Gold
5 Yellow
6 Green

Accent
7 Red
8 Teal
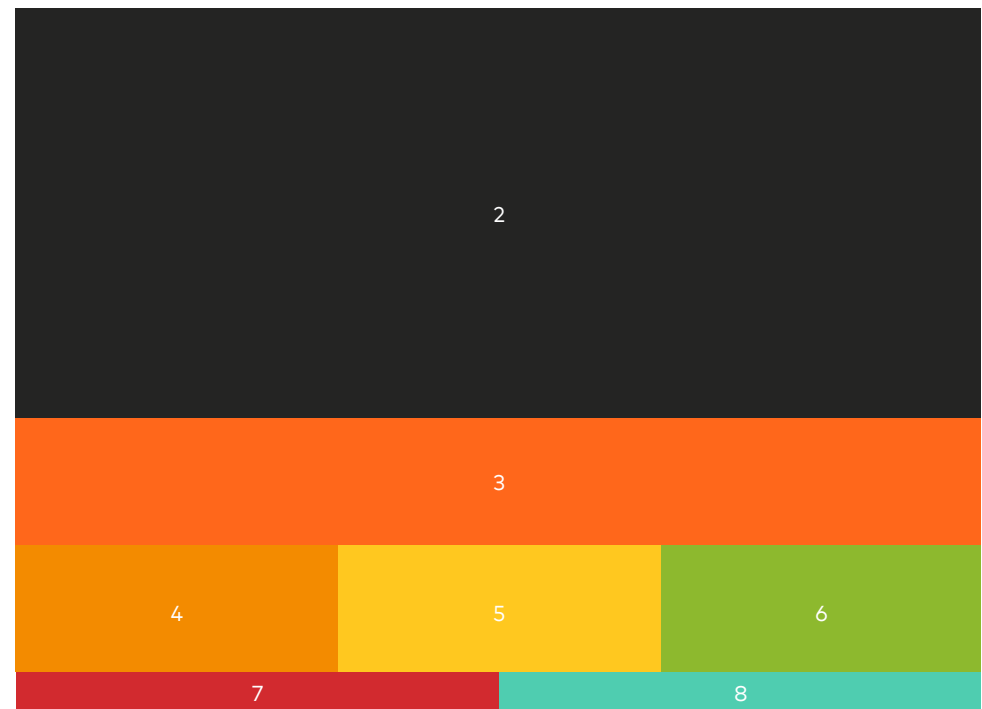
Color / tints and shades

Tints and shades provide broad choices within the Mastercard Foundation brand palette. By working with the tints and shades of a single brand color in an application, you'll achieve a modern, simple sensibility.
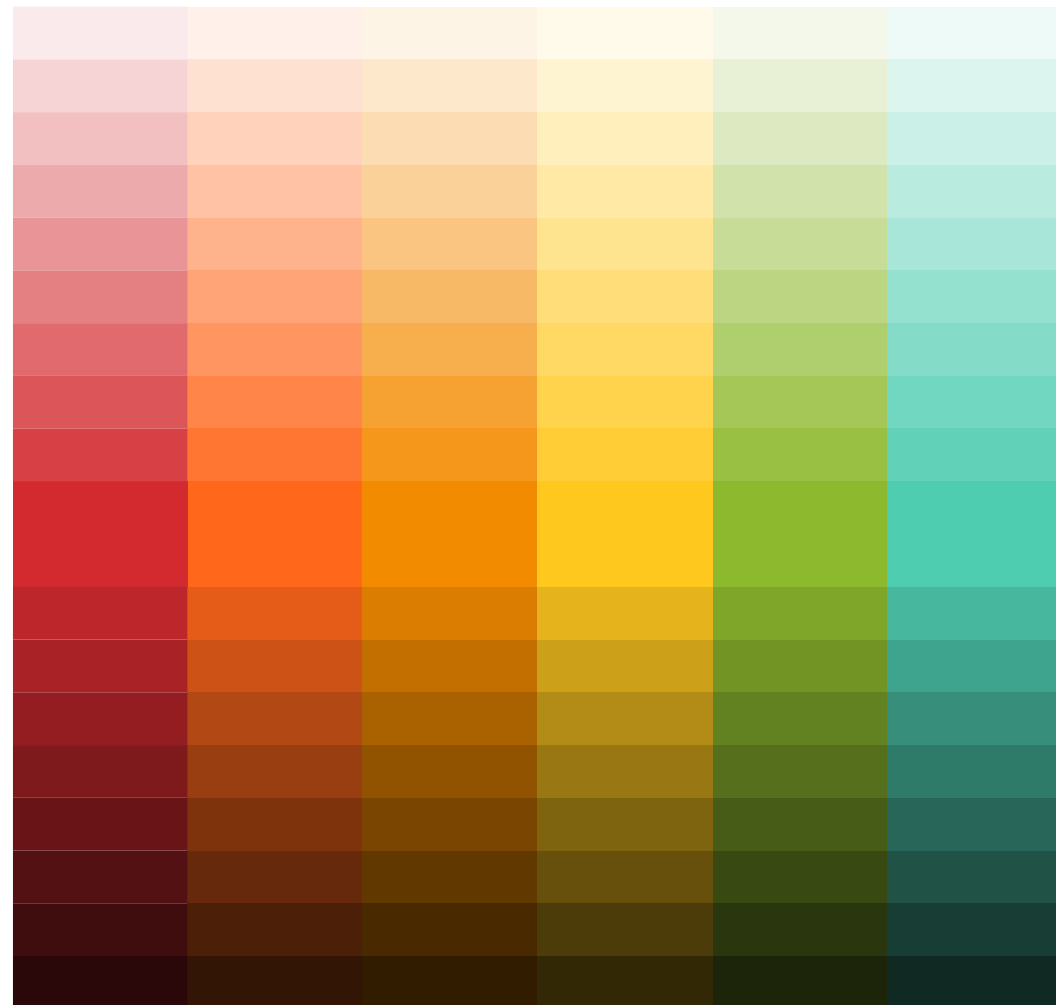
Color palette

Pick our core colors as the starting point for your design and then apply the steps difference. Keep in mind that we want to preserve the vibrancy of the colors.

Start from here
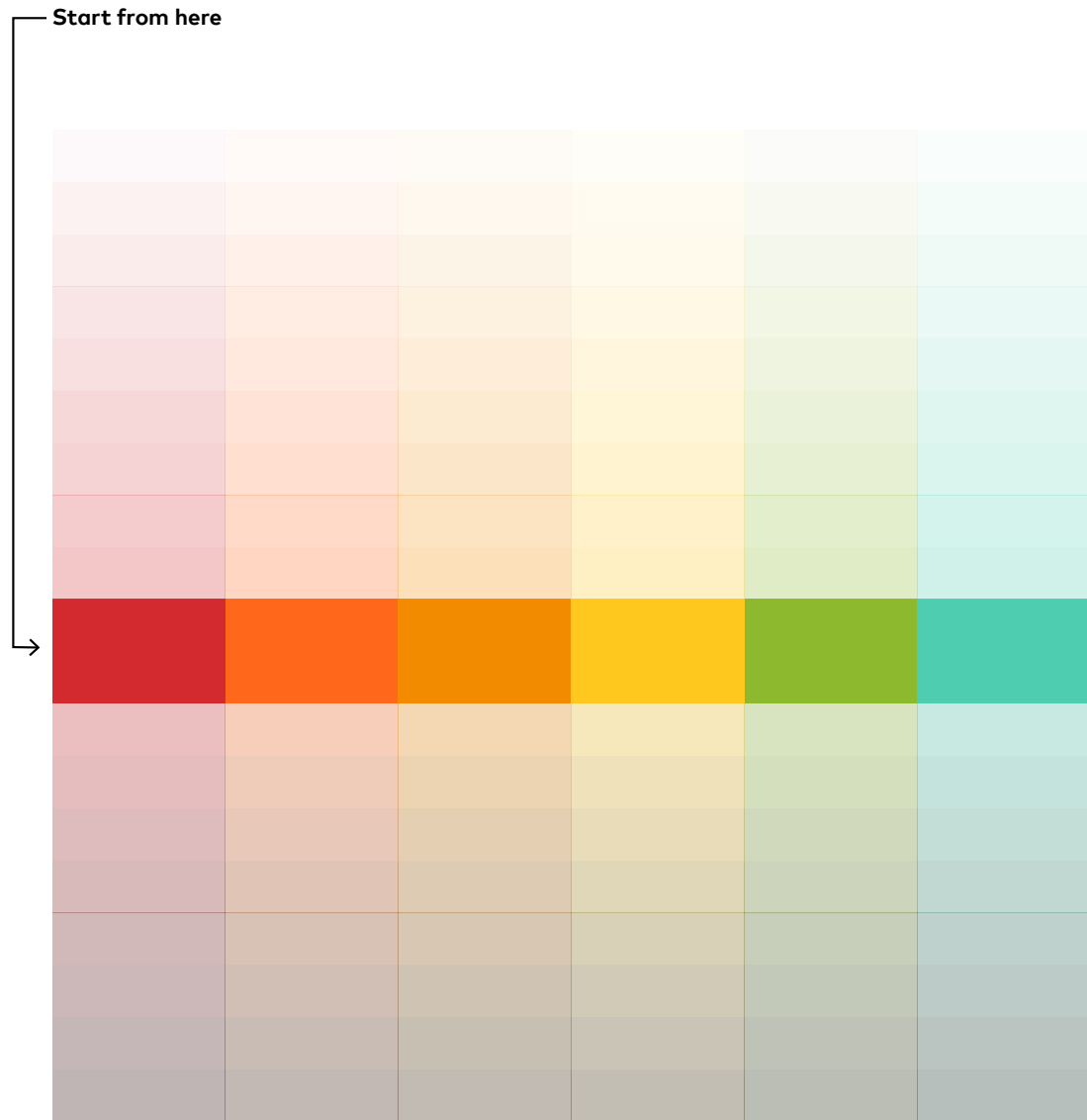
Color palette

The background colors and orange, including their tints, are the starting colors for every color combination. Secondary and accent core and tint colors may be added as shown below. Not all possible color combinations are shown here.
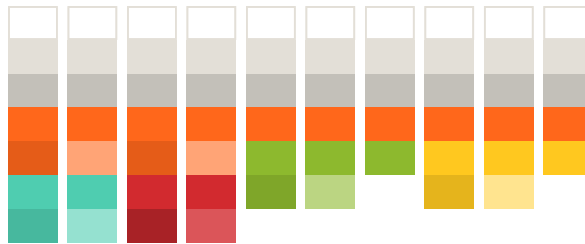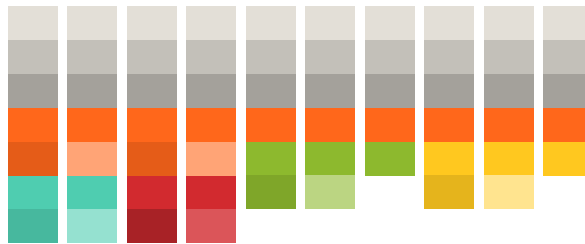
Photography

In today's media-rich environment, people often look first to images and then to words. It is important, therefore, that each image be carefully selected to reflect the Foundation's values.

The tone of photography should be human, natural and aspirational. Photography should be highly saturated, authentic and have bright, vibrant colors. Images should capture people in their natural environment doing something they would normally do.

Written or verbal consent must be obtained from people featured in photos prior to photo usage. Additionally, people featured in photography must be over 18 years of age.

When using Foundation photography, we ask that you obtain our permission and please credit the photo "[Photographer] for the Mastercard Foundation."

Additional guidelines are as follows:

Composition: Allow the primary subject to be the focus of each photo. Backgrounds and secondary subjects should form a cohesive relationship with the primary subject.

Content: Photography should be authentic and natural. Avoid images that are overly staged.

Brand vs. Secondary Imagery: Images used should be sourced from the Foundation's photo library. If necessary, stock photos can be used to play a supporting visual role.

Layouts / core principles

Simplicity

Our communications don't exist in isolation. Rather, they compete with a digital and print onslaught that each of us faces every day. When Mastercard Foundation communicates through simple, well-ordered layouts, we invite reader engagement, and provide a cohesive brand experience that can feel like calm in a storm.

Balance

Carefully balanced layouts guide a reader's eye through a clear hierarchy of information. A thoughtful arrangement of elements makes it possible to scan a layout, helping readers to instantly understand the purpose and focus of the communication.

Contrast

By providing significant open space in a layout, you create contrast that brings clarity to the content of the communication. In the same way a frame sets a work of art apart from its surroundings, open space allows the eye to quickly take in the content.

Layouts / open space

Significant open space in any layout, regardless of purpose, contributes to a light, uncomplicated experience. Use the placement of open space to draw attention to the most important elements.

White paper (cover)

White paper (interior page)

Layouts / text block and column grid

You'll find the sample column grid shown here embedded in our templates for letter-sized pages in portrait orientation. Similar grids are also set up in templates for a wide range of other formats we commonly use. Digital templates can be found in the Design Centre.

Gutter width
Equal to 3 baseline units = 13.5 pt

Margin
Top: 27 pt
Bottom: 63 pt
Left: 40.5 pt
Right: 27 pt

12 column grid
For footer information, folio and logo placement

Large bottom margin
For footer information, folio and logo placement
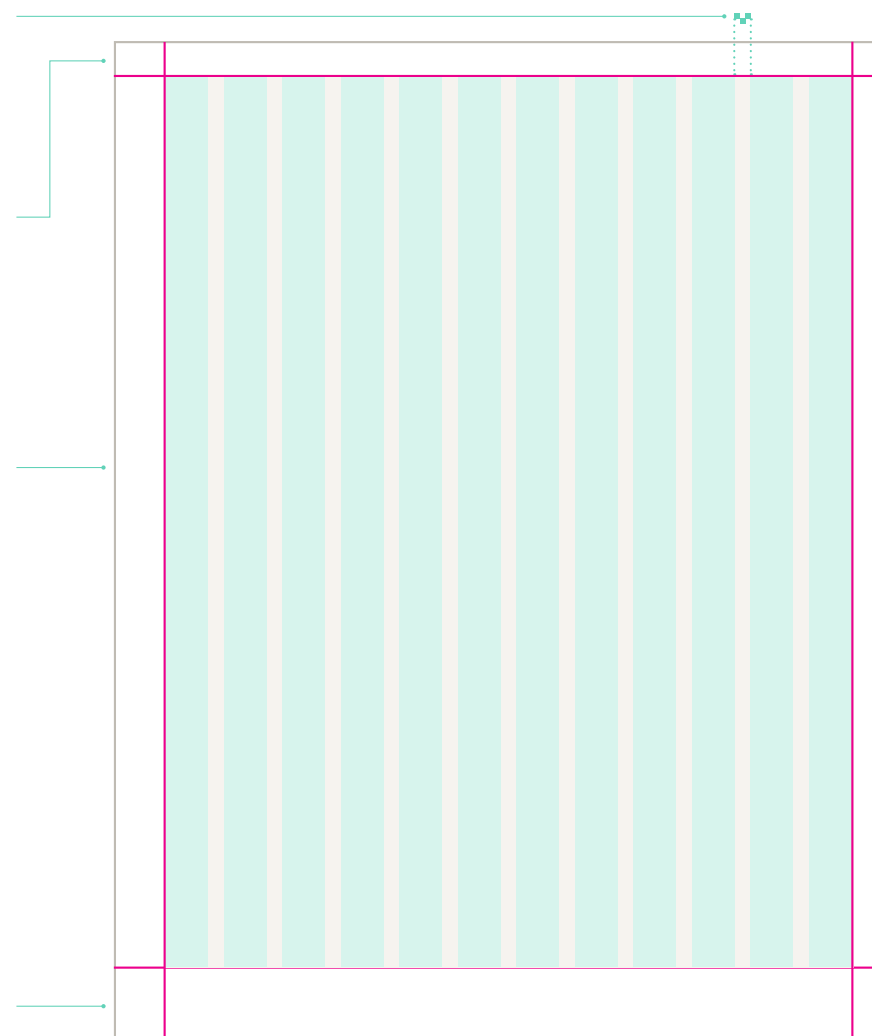
Icons / core principles

Universal
The purpose of icons is to represent activities or things in a universal way that can be understood regardless of language or culture. Mastercard Foundation icons are intended to function universally while not feeling overly generic.

Proprietary
The geometric forms of our icons reflect the sensibilities of our Brand Mark. Their stencil style provides an openness and simplicity that carries through the entirety of our brand expression.
In these ways, our icons are proprietary to Mastercard Foundation.

Simplicity
The simplicity you find throughout the Mastercard Foundation brand expression also defines our palette of icons. They are designed to fit as natural extensions of our typography with a clean drawing style that echoes our typefaces.

Icons / use

As pictograms, icons provide visual punctuation in combination with typography. They work well in user interface situations to aid navigation by providing quick-read visual cues for a range of topics.

Icons work best in small and medium sizes as an accompaniment to text. They should not be used as hero images, or as a replacement for imagery that typically illustrates communications.
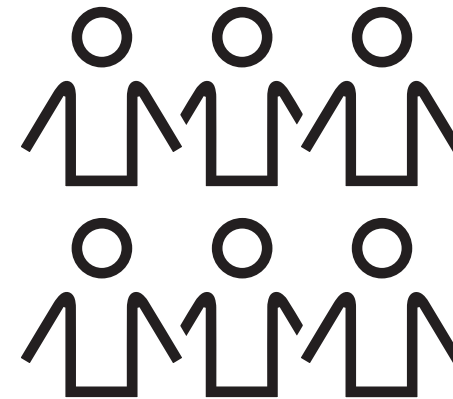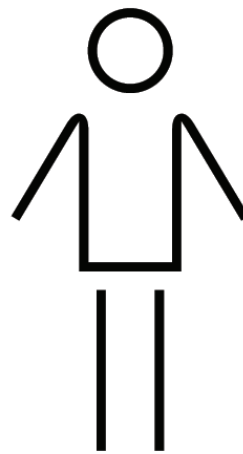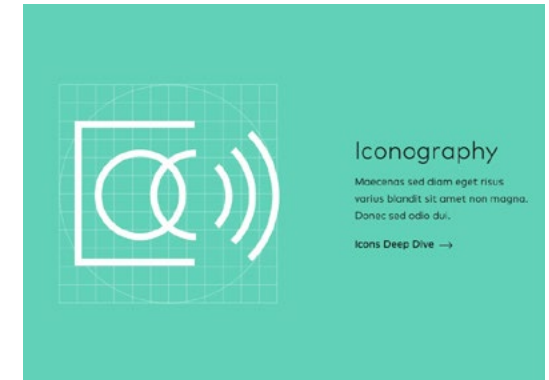
Icons / icons with text


Next to a block of text to illustrate a message.

In the context of an infographic or a journey map to enhance the message.

As a large graphic to illustrate a specific idea. We highly recommend using illustrations to capture more general and complex ideas.

Icons / library / people

Here are some of the ready-to-use icons available
at the Design Centre.

Icons / library / experiences

Here are some of the ready-to-use icons available
at the Design Centre.
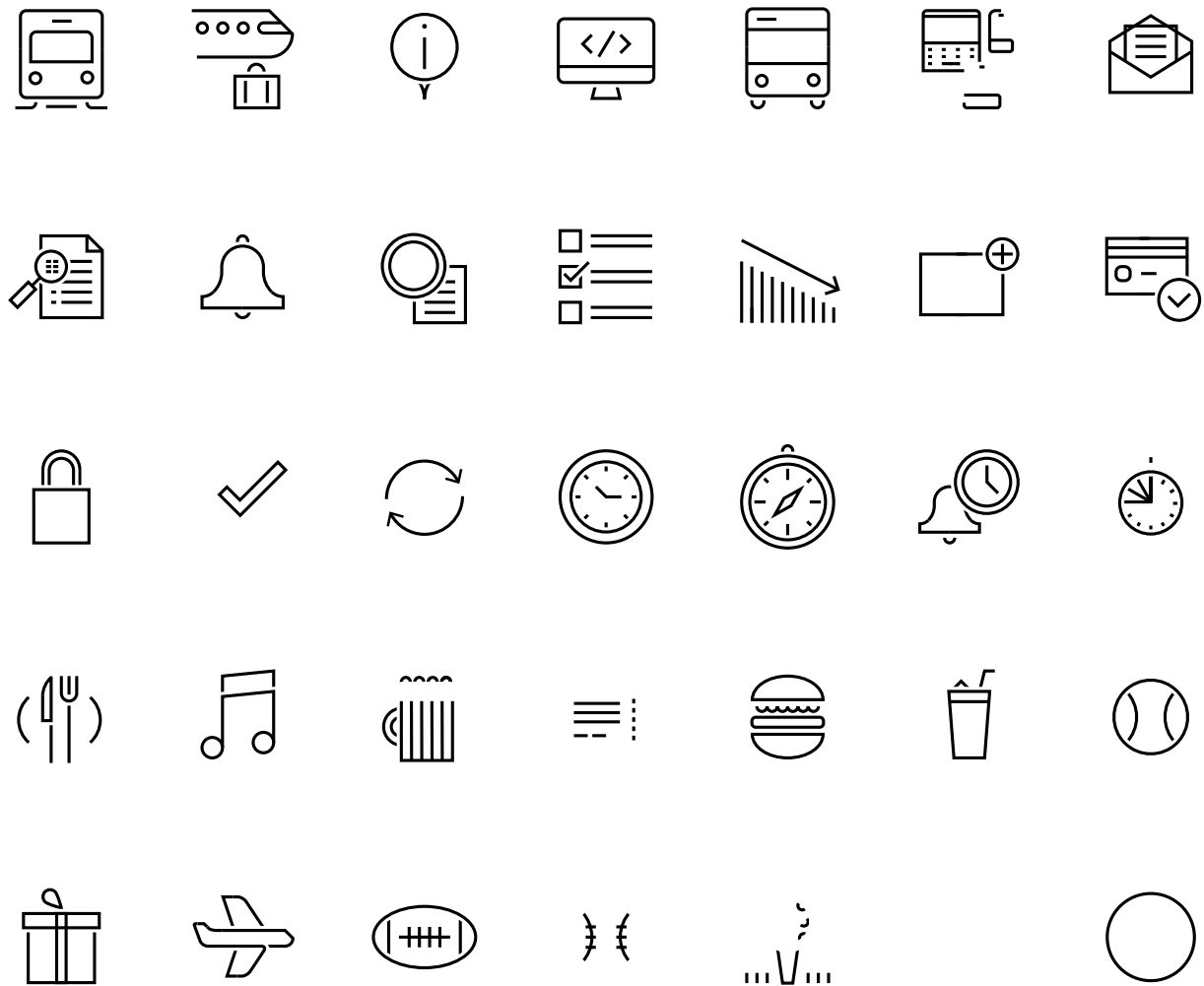
Icons / library / technology

Here are some of the ready-to-use icons available
at the Design Centre.

Icons / coloration

Icons can appear in black on light backgrounds, and
in white on dark backgrounds.

Icons / coloration

Color can be used with icons to provide emphasis to a relevant element. When adding color, use only the tints and shades of a single hue in combination with black, white, or gray.
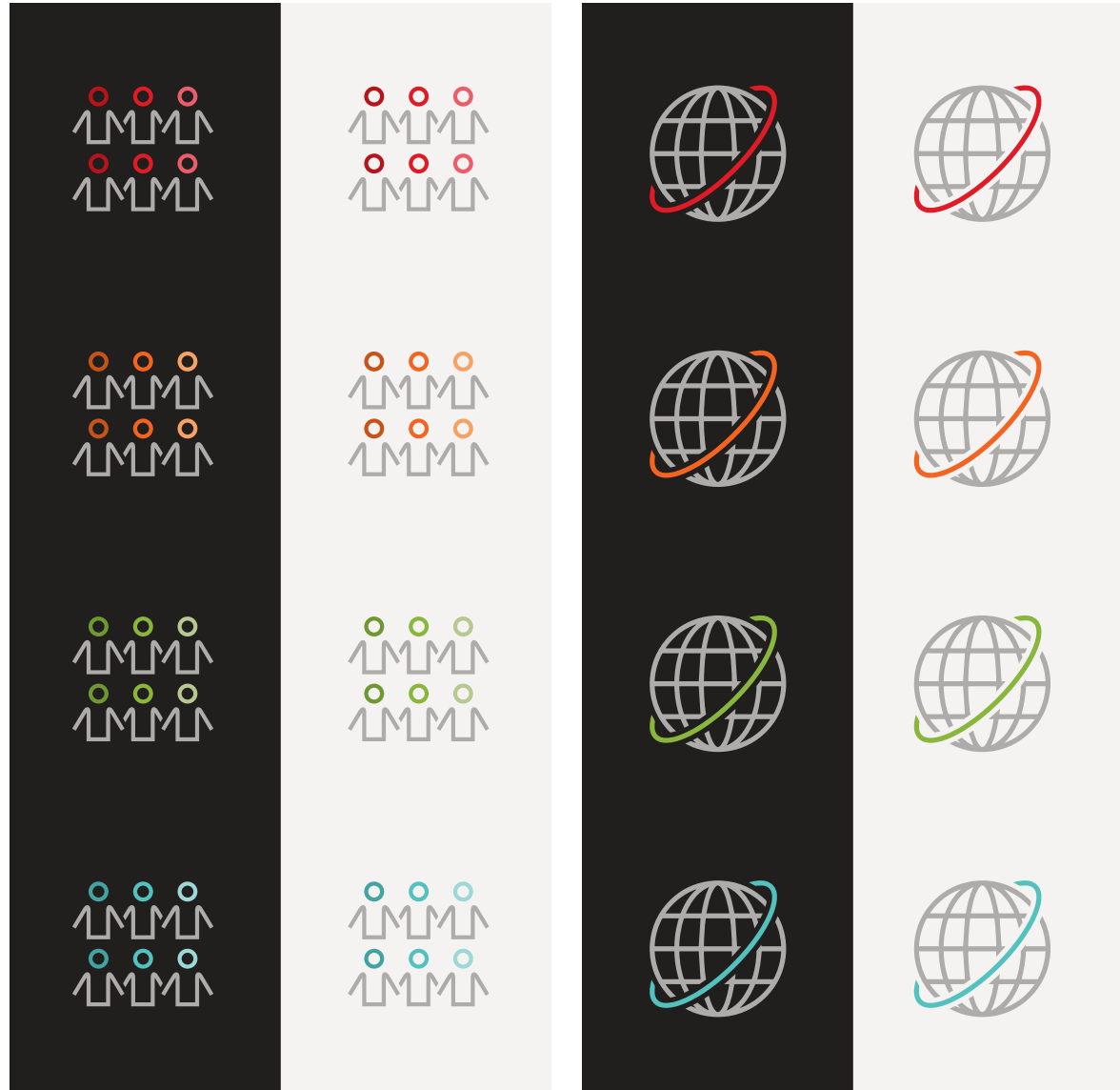
Brand circles

The brand circles design system unifies our communications and experiences in a way that's both proprietary and instantly recognizable as the Mastercard brand.

Brand circles work with any type of imagery, or can stand on their own as graphical illustrations.

This section details six configurations that can be used to create a broad array of variations. New configurations drawn from the same core principles will be introduced at future junctures to refresh our brand expression.

Brand circles / core principles

The brand circles design system is based on the Mastercard Brand Mark, and the precise positioning of the two overlapping circles in the proportions of the Golden Ratio. This visually harmonious ratio of 1:1.618 is used in a variety of ways in the six configurations detailed on the following pages.
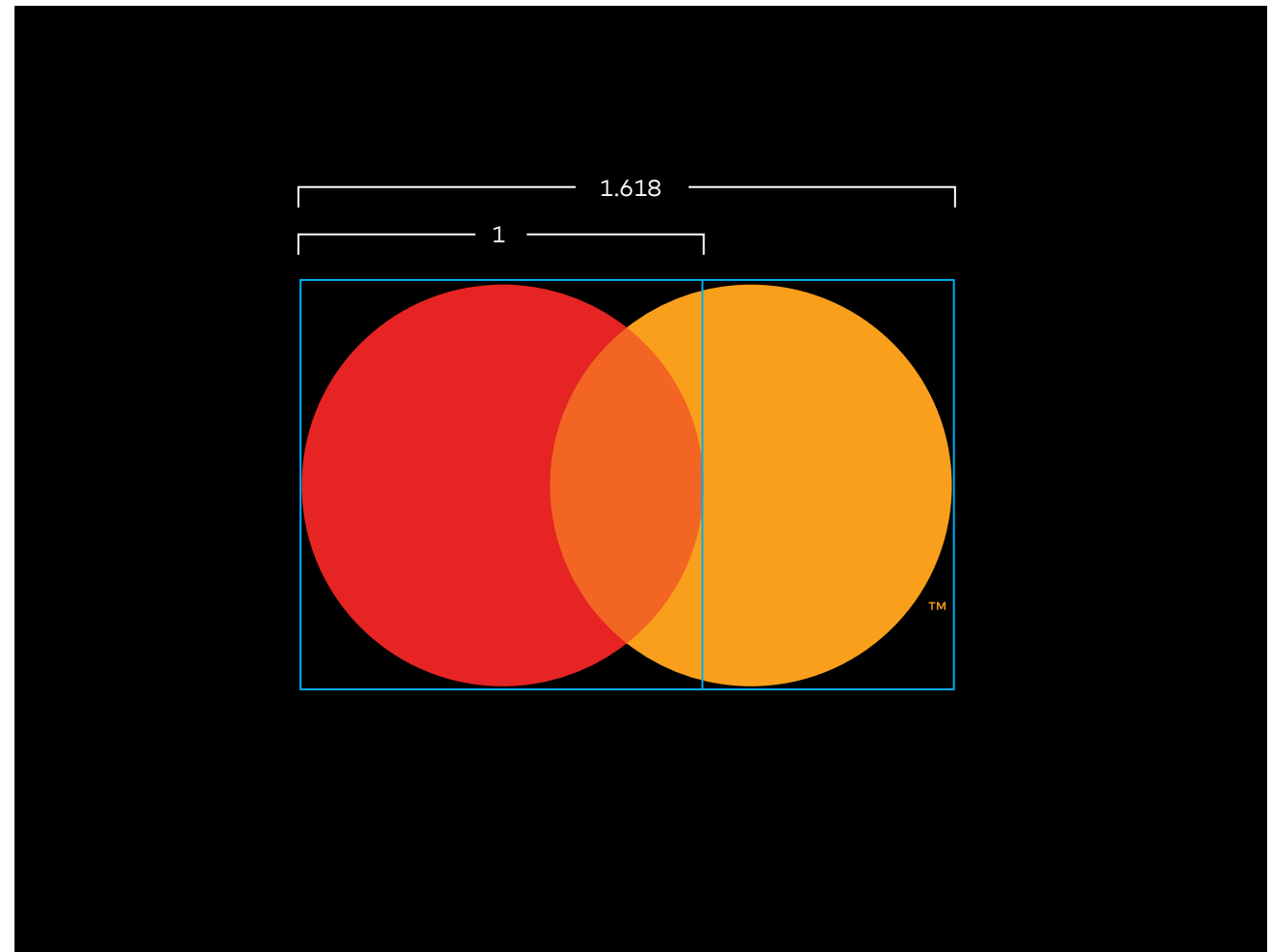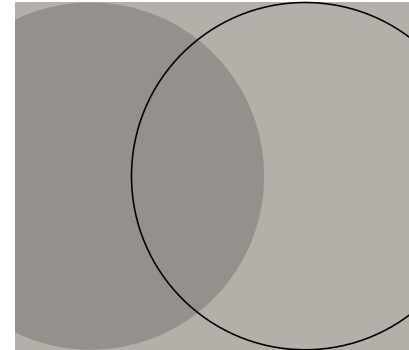
Brand circles / outline circles

Each of the three configurations contain a single outline circle, in either white, black, or gray. The weight you choose will vary, depending on the application you're creating, but it should always feel light and thin.
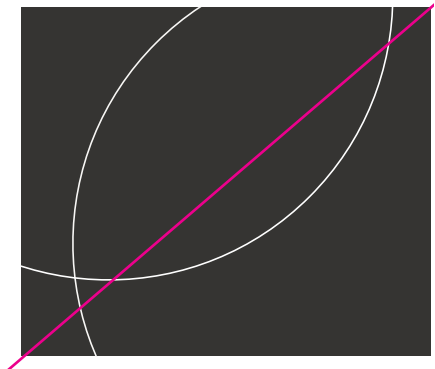
White

Black

Gray

Incorrect use of the outline circle
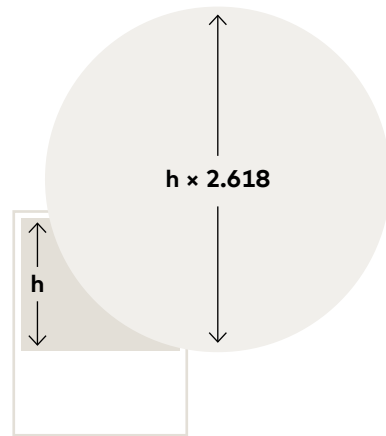
Outline Circle in color
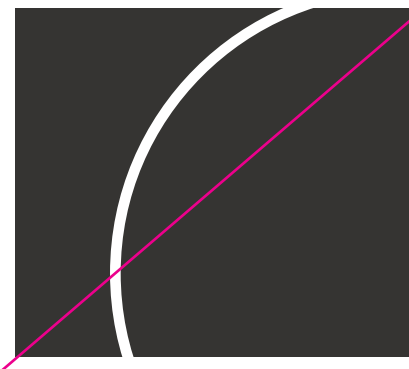
Too thick

Multiple Outline Circles

Brand circles /
configuration A

Step 1

Draw a circle with a diameter that is the height of your image area times the factor of 2.618.
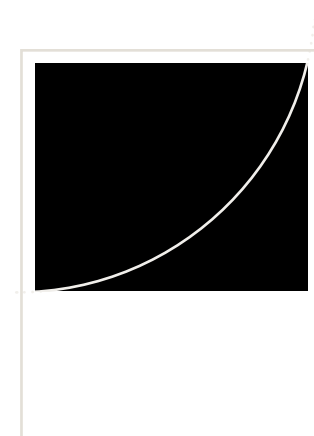
h × 2.618

h

Step 2

Convert the circle to an outline with a line weight that feels light and thin relative to your image area.
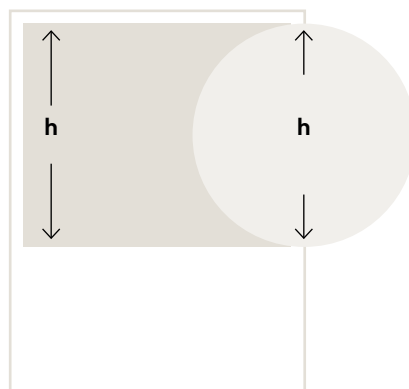
Step 3

Place the circle anywhere in your image area that suits your design, cropping it wherever it bleeds out of the image area.
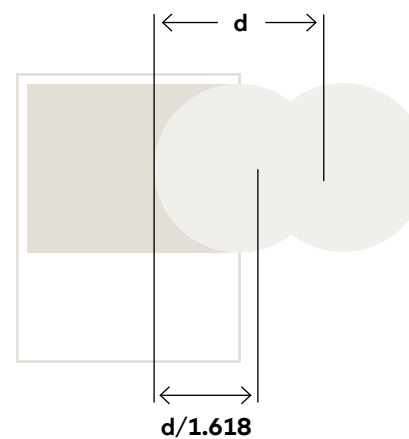
Brand circles / configuration B

Step 1

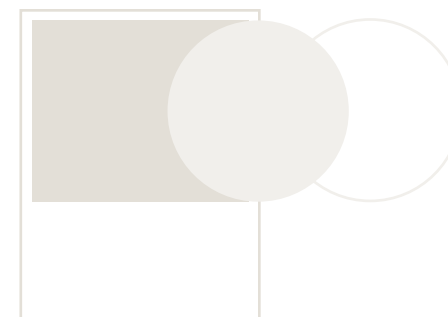Draw two circles with a diameter that is the height of your image area.

Step 2

Shift one circle to the right by this dimension: the diameter divided by the factor of 1.618.

Step 3

Convert the righthand circle to an outline with a line weight that feels light and thin relative to your image area.
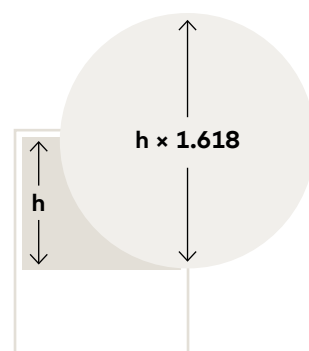

h   **h**

d

d/1.618

Step 4

Position the combined circles anywhere along the fixed horizontal axis of your image area that suits your design, cropping them wherever they bleed out of the image area.
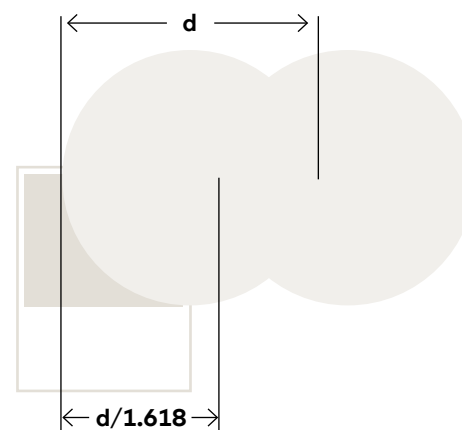
Brand circles / configuration C

Step 1

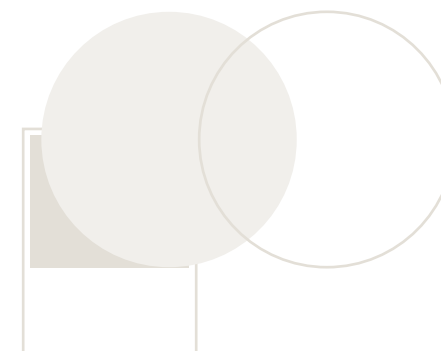Draw two circles with a diameter that is the height of your image area times the factor of 1.618.

$$h \times 1.618$$

$$h$$

Step 2

Shift one circle to the right by this dimension: the diameter divided by the factor of 1.618.

$$d$$

$$\leftarrow d/1.618 \rightarrow$$

Step 3

Convert the righthand circle to an outline with a line weight that feels light and thin relative to your image area.

Step 4

Position the combined circles anywhere in your image area that suits your design, cropping them wherever they bleed out of the image area.

Publication guidelines

To come.

Digital / social avatars

Avatars are icons or figures representing a person or organization in online forums. Some examples of forums that require the use of an avatar include Instagram and Twitter.

Both the square and circle versions of the avatars use a horizontal grid that is divided into 14 rows, with the logo filling the space between the fourth and tenth row.

Exceptions of the Mastercard symbol without the name "mastercard foundation" are for limited use. Please contact Mastercard Foundation for approval.

Animations

Simply build the logo to its final state, e.g., circles coming together or emerging from one circle, and hold on complete mark sufficiently at the end of the animation.

Do not create animation that appears to break up or fragment the logo nor morph another object into the logo and vice versa.
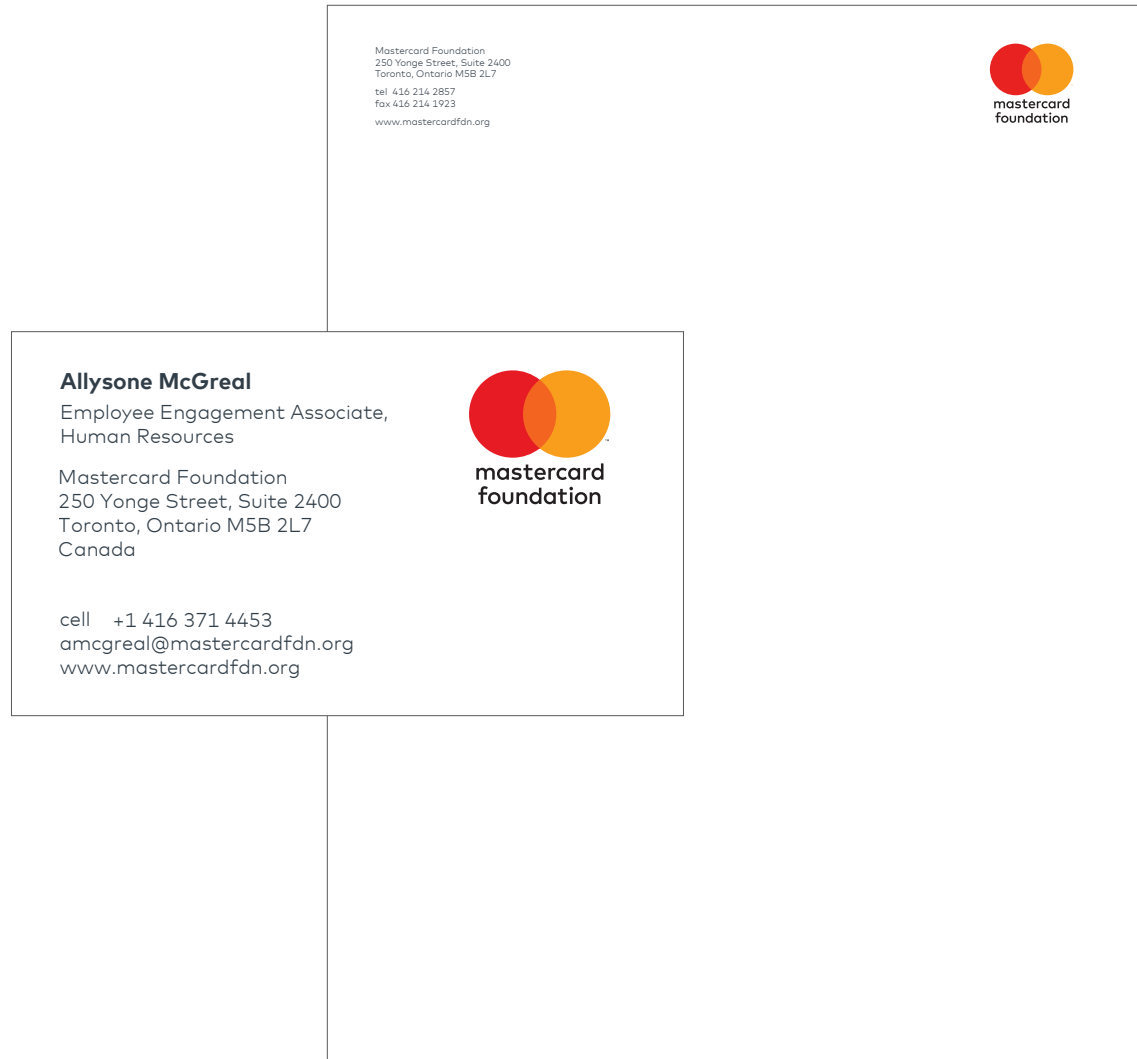
Example to come.

PowerPoint

Divide and use a clear open plan when designing PowerPoint slides.

Presentation slide

Applications

Here are examples of a business card and letterhead (shown at 50% scale) that adhere to Mastercard Foundation brand guidelines.

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Appendix

If you require further information on any of
the sections in this document, please refer to
mastercardfdn.com/logo.