

# MeDirect Logo Guidelines

Our logo is our flag, and is an integral part of the MeDirect brand. Using the MeDirect logo should be done in a professional and consistent manner. You respect your company's flag, kindly respect ours.

If the logo is used, these are a few rules to abide by:

- To protect the clarity and visual integrity of the logos, they have an **exclusion zone**. It must always appear legible on a clear background.
- Most often, the logo will be presented in full colour, but can also be adapted for use in solid white over a dark or blue background.
- Digital applications should be considered carefully, as the logo may appear on smaller screens and laptops. Always size it to ensure prominence, clarity and readability – minimum length of 35mm.
- The preferred orientation of the logo is horizontal. If not possible, kindly use the square based logo as an alternative for professional purposes.
- Do not place the full colour logo on coloured, or multi-coloured backgrounds unless it is plain white or black.
- The MeDirect logo must always have the tagline, *Think ahead. Bank ahead.* accompanying it.

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Preferred: horizontal



Keep in mind: protection area



Alternate: square



Keep in mind: protection area



If you have any questions regarding design usage, email [marketing@medirect.com.mt](mailto:marketing@medirect.com.mt)