

# Design of Logo

## Protocol and Standard Operating Procedures

MMISOP002 V3.0

Created on 1 December 2019

Published on 6 January 2020

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Next Review 27 January 2024

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## INTRODUCTION

Malaysian Medics International (MMI) was founded in 2013 and has since then organised and managed multiple projects, facilitating the growth and expansion of the organisation. The Malaysian Medical Summit is MMI's annual premier event. The logo in previous iterations of this event incorporated a mountain, which has since become a symbol of MMI. One such brand has been recognised by many and has since then become symbolic to MMI. Another such project is MMI Making An Informed Decision (MAID). This was originally organised by MMI Malaysia Branch Council. It is currently spearheaded by the MMI Young Medics Chapter, ever since 2018. The chapter is a subsidiary of MMI Malaysia Branch Council.

As a rapidly expanding organisation, it is pivotal to include strategic branding elements in events and projects. This will provide both continuity and identity for MMI as a whole.

Previous committees have had difficulties with logo design. The main problems were the inability to scale these logos and difficulties in replicating due to inclusion of multiple elements. These problems render the logos inappropriate as official logos. A good example of a logo would perhaps be our official MMI logo and our respective Branch Council logos. This may well be attributed to the predetermined set of criteria on these logos.

## RATIONALE

The rationale of this protocol is to ensure council members within each branch council keep track of their respective projects and provide a framework for logo design.

The protocol will guide creative teams to:

1. Design logos based on specific set of criteria, that is to be fulfilled;
2. Lay out the types and variations of logos required;
3. Ensure the standards of design are met; and
4. Launch the brand of the project officially, with the discretion of the Executive Council.

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## DEFINITIONS

<b>Creative team</b>	Creative directors, publicity executives, or design executives within MMI Executive Council or Branch Council.
<b>Secretariat Office</b>	Office formed by Co-chairs, chief executive secretary and chief finance director (or equivalent).
<b>Logo</b>	Any image that complies to a fixed set of criteria.
<b>Centrepiece</b>	The most important component in the logo. For example, the globe element in MMI's logo.
<b>Cover image</b>	A signature image that remains staple in the publication and the publication contains elements that resemble it.
<b>PNG</b>	A file format, stands for Portable Network Graphic.
<b>Vector Graphics</b>	Computer graphic images that are defined in terms of 2D points, which are connected by lines and curves to form polygons and other shapes
<b>Subsidiaries</b>	Any branch council, chapter council, event, teams, components or any part that falls under MMI.

## WHO MUST COMPLY WITH THIS SOP?

All members of MMI who intend to draft, create, curate or design a logo under MMI.

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## STANDARD OPERATING PROCEDURE

1. Members appointed to design a logo are required to read and understand this protocol.
2. Members are required to understand the requirements and the criteria for logo design prior to working on the design.
3. Members are required to fulfil the criteria for the logo design.
4. Chapters will not be having their own logo and instead will be using the Malaysian Medics International logo.
5. Branch Council and Executive Council's Role
  - a. Requests by Branch Council members to create a new logo will require an informal discussion with the Secretariat Office of the respective Branch Council.
  - b. Should approval be granted by the Secretariat Office of the Branch Council, the Branch Council members may commence work on designing the logo.
  - c. Completion of any logos set under the Branch Council must be submitted to the Secretariat Office of the respective Branch Council for review.
  - d. On review by the Secretariat Office of the Branch Council, there should be a grace period of no more than 3 weeks before finalising and officiating the logos.
  - e. The Secretariat Office of Branch councils takes precedence in ensuring logo design meets the standards of design and ensures branding and brand continuity.
  - f. Branch Councils are obliged to report to the Executive Council where it concerns MMI's branding and publicity moving forward.
  - g. The Executive Council may make recommendations and suggestions to logo design.
  - h. Within the Executive Council, approval of a logo requires the agreement of the entirety of the Creative Department and Secretariat Office.
  - i. Branch council Secretaries should document all event logos within the tenure in their respective Branch Council Google Drives. Any amendments to the logo design from the previous tenure should be documented in an amendment sheet (Appendix 4).

## REQUIREMENTS TO DESIGN A LOGO

1. Canva, Adobe Photoshop or Adobe Illustrator is required. The logo design is to be saved in the PNG format with transparent background and uploaded in the Canva logo folder for future reference or amendments.
2. Logo design may involve the usage of lines, shapes or vector graphics. Vectors can be acquired via various online resources. They must be open source and free to use. Any potential to copyright may invoke serious consequences.

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## CRITERIA FOR LOGOS

### 1. Representation

- a. Prior to logo design, a preliminary idea should be present to help facilitate the fruition of a representable logo.
- b. Representation implies a logo that resonates with the project, event, society or organisation. The logo must be justified, and its elements and colours must be explained.
- c. The representation must also take the parent organisation into consideration. Please refer to the next section on *Branding*.

### 2. Replicable

- a. A replicable logo must be kept simple with minimal elements.
- b. Elements may refer to lines, shapes and vectors.

### 3. Scalable

- a. A logo must be visibly pleasing when scaled down to the bare minimum, e.g. 2x2cm dimension.
  - i. A logo that is not visible at this dimension cannot be considered a representable or replicable logo.
  - ii. The logo should then undergo a series of simplification and amendments.
- b. A scalable logo must also be visibly placed next and compared to other logos, e.g. universities and societies, in order to ensure the logo is satisfactory and justified by all means.

### 4. Variations

- a. Every logo design must have 2 sets of variation; all of which has a transparent background; Refer Appendix 1.
  - i. Original coloured version
  - ii. White version
- b. Variation by dimension is optional.
  - i. Some logos, in particular organisational based, will require several sets of variations, e.g. square dimension logo, rectangular dimension logo etc.
  - ii. This variation in logo allows convenience in placement of logo, e.g Partners' logos are all square in dimension, it will only look aesthetically pleasant if the same square dimension logo is placed. Refer Appendix 2.
- c. Logo designs must be created via Adobe software or Canva with the ultimate outcome in its original format, e.g. AI (Adobe Illustrator), and PNG format (where it is easy to utilise and applicable in most software and online design platforms).

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## BRANDING

For the purpose of branding, all subsidiaries are to include MMI, the three letters that represent the organisation as a whole. Exceptions can be made under the discretion of the Executive Council. Any other wordings that fall within the boundary of the logo design should not be visibly larger than the original MMI letters.



When inserting the logo in a series of posters, all logos should be in the same dimensions and designs throughout the series. Exceptions to this are only allowed when emphasizing the logo i.e. when used as the main element of the poster or as the title.

## CHECKLIST

In Appendix 3, there is a checklist that outlines the process a logo design must go through.

## REFERENCE

1. [https://justcreative.com/2010/04/06/branding-identity-logo-design-explained/?fbclid=IwAR0QQI0wix-c\\_gAPHsfgJtY4KOdgZCywBZEq7iHt0k87oFy9Aba1uoiTTSQ](https://justcreative.com/2010/04/06/branding-identity-logo-design-explained/?fbclid=IwAR0QQI0wix-c_gAPHsfgJtY4KOdgZCywBZEq7iHt0k87oFy9Aba1uoiTTSQ)
2. [https://www.thebrandingjournal.com/2019/05/difference-logo-design-branding/?fbclid=IwAR1U0UmoPK-k\\_MgxL0xcZqUV83re7BksYqKi5ad6oGV-Jwg\\_1Ysnhs8Z87I](https://www.thebrandingjournal.com/2019/05/difference-logo-design-branding/?fbclid=IwAR1U0UmoPK-k_MgxL0xcZqUV83re7BksYqKi5ad6oGV-Jwg_1Ysnhs8Z87I)

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## APPENDIX

### Appendix 1

In terms of colour, the MMI Malaysia Branch Council logo has 2 variations, original coloured version and the white logo version. It is also noteworthy that the logo has a transparent background, enabling the elements to place on the underlying background.



### Appendix 2

MMI has 2 variations of logo. All of these serve different purposes, mostly for convenience of logo placement. The rightmost logo is the preferred and official logo of MMI.



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## Appendix 3

### Checklist for Approval of Logo Design

No	Item	Remarks
1.	Is the logo necessary? Has the continuity of branding been thought of?	
2.	Is the logo representable? Does it fit its intended purpose?	
3.	Is the logo replicable, simple and recognisable?	
4.	Is the logo scalable and visibly clear when scaled to a 2x2cm dimension?	
5.	Does the logo look aesthetically pleasant when placed next to and compared to other logos?	
6.	Does the logo come in black, white and its original coloured version?	
7.	Does the logo have a transparent background?	
8.	Is the final logo design saved as PNG, and its original Adobe format, e.g. AI format?	
9.	Has the logo been reviewed by the Secretariat Office of the Branch Council?	
10.	Has the logo been approved by the Secretariat Office of the Branch Council?	
11.	Has the logo's continuity been discussed and documented by the present Secretary of the Branch Council?	

If all the above items are checked, the logo design is approved.

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## Appendix 4

# MMI Malaysia Logo Amendment Term YY/YY

Last Updated : 26 January 2023  
 Current Update : DD Month YYYY  
 Amendments by : Full Name

### Amendment 1: (Sample)

Event	MMI Into The Future 4.0
Previous logo	
Revised logo	

### Amendment 2:

Event	
Previous logo	
Revised logo	

### Amendment 3:

Event	
Previous logo	
Revised logo	

**\*Replace/remove the parts in red**

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## Protocol Governance

<b>Protocol Developer</b>	Malaysian Medics International	
<b>Protocol Creator</b>	<sup>1</sup> Dr. Darien Liew Daojuin	
<b>Creator's Position</b>	<sup>1</sup> Co-Chair	MMI Executive Council 2019/2020
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## Version History

Version	Approved By <sup>1</sup>	Revision Date	Revising Author
1.0	-	-	-
2.0		25 March 2021	Wong Shuet Nee Publication Director MMI Executive Council 20/21
3.0		26 January 2023	Chloe Teoh Yong Qi Creative Director MMI Executive Council 22/23

## Protocol Review

<b>Last Reviewed</b>	26 January 2023
<b>Reviewed by</b>	-
<b>Next Review</b>	27 January 2024

<sup>1</sup> This should fall under the Executive Co-Chair's jurisdiction.

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