

Brand Manual

LOGO AND BRAND GUIDELINES

Web version

Contact us at xxxxxxxxx@wfp.org for further infos
and to request the full brand manual and logo package.



Main Logo & variations

NOTES

For the horizontal version, the logo loose its payoff under 35 mm of width, while for the vertical version, under 35 mm of height.

The logo must perform well at all sizes. For analogue products should not be smaller than 35 mm, and 100 pixels for digital products.

Under that size, the logo must be used without tagline.



35 mm / 100 px

POSITIVE



NEGATIVE



MONOCHROME



Safe space & placement

SAFE SPACE

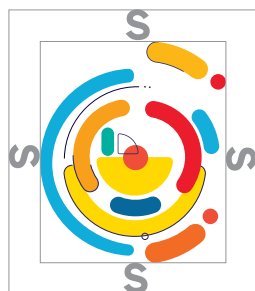


IMAGE PLACEMENT



Don't use colors that are too close to the logo as a background.

Do not use the logo on complex backgrounds

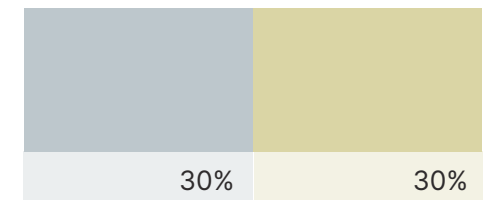


Color palette & color combinations

MAIN COLORS

HOPEFUL BLUE CMYK 100 95 40 65 RGB 23 21 49 HEX #171531							
MEDITERRANEAN BLUE CMYK 90 50 20 5 RGB 0 106 154 HEX #006A9A				QUIET GREEN CMYK 75 0 45 0 RGB 8 176 160 HEX #08B0A0			
ALIZARIN CRIMSON CMYK 0 95 80 0 RGB 229 35 48 HEX #E52330				TROPICAL SUN CMYK 0 30 90 0 RGB 251 187 33 HEX #FBBB21			
LIGHT STARDUST CMYK 25 15 15 0 RGB 202 207 212 HEX #CACFD4				TIDAL GREEN CMYK 15 10 40 0 RGB 226 219 171 HEX #E2DBAB			

BACKGROUND COLORS



BACKGROUND COLORS WITH SHAPES



Typography

NOTES FOR UN LANGUAGES

ARABIC: Noto Sans Arabic is the chosen font and is used both for headlines as well as body text and editorial/quotation.

CHINESE: Noto Sans Chinese is used both for headlines as well as body text. Noto Serif Chinese is used for editorial/quotation text.

RUSSIAN: Noto Sans is used for body text and headline. Noto Serif for editorial/quotation text.

Headline & Body Text

Noto Sans Light

Noto Sans Regular

Noto Sans Medium

Noto Sans Semibold

Noto Sans Bold

Noto Sans Extrabold

Noto Sans Black

[DOWNLOAD FONT](#)

Editorial & quotes

Noto Serif Light

Noto Serif Regular

Noto Serif Medium

Noto Serif Semibold

Noto Serif Bold

Noto Serif ExtraBold

Noto Serif Black

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UN Languages

تعالج المبادرات تحديات مثل اتخاذ
القرارات القائمة على الأدلة والتمويل
المستدام.

這些措施解決了基於證據的決策和永續
資金等挑戰。

фактических данных и
устойчивое финансирование.

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[NOTO SANS ARABIC](#)

[DOWNLOAD](#)
[NOTO SANS CHINESE](#)

[DOWNLOAD](#)
[NOTO SERIF CHINESE](#)

Applications

These are few examples of graphic layout that can be used on printed publications, online PDFs, reports.

All the main elements of the page are being regulated by the generic rules already expressed in this manual.

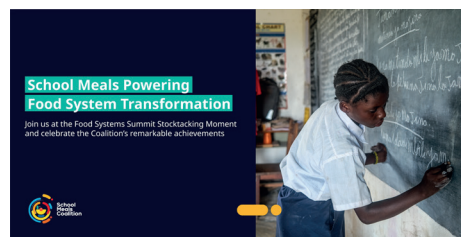
Power Point/Google Slides presentations must be set in **16:9 format** and will have to be regulated by the generic rules already expressed in this manual.

In **social media assets** the Hopeful Blue is used as primary color for the background, in order to have a better contrast with white text. In some case, main headline can be underlined with Quiet Green.

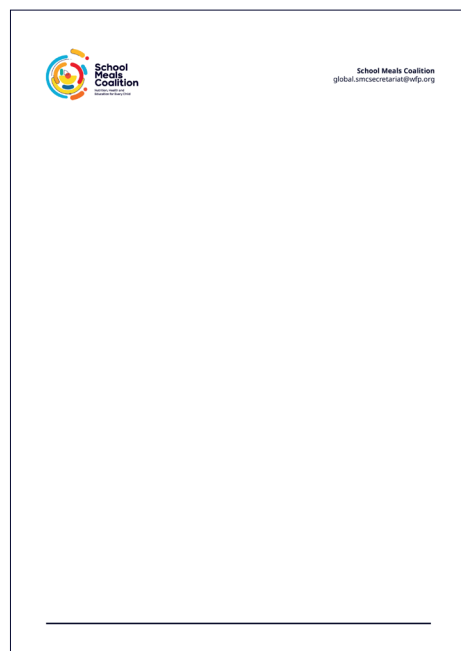
This color combination is suggested for formal and institutional communication assets.

Other combinations of colors might be used in less formal situations, in order to give a joyful look to social cards or banners.

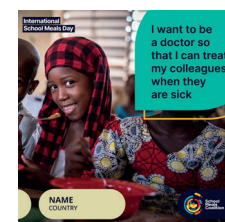
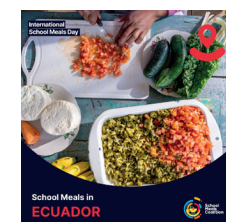
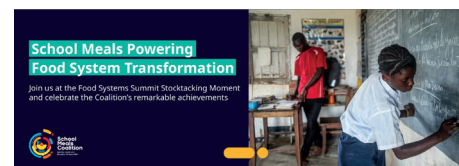
Presentation (16:9)



Letterhead



Online applications, social media and web banners





School Meals Coalition

NUTRITION, HEALTH AND
EDUCATION FOR EVERY CHILD