one voice for the whole world

World Vision
Corporate Identity
Basic Standards

Contents

you are the voice

Dear Colleagues:

With unanimous Partnership support, World Vision began a journey three years ago to explore how we represent our ministry to the world. We are recognised as a leading humanitarian organisation by governments, our peers, and the people and communities we serve. Yet our name and logo recognition was not consistent with that leadership role.

This journey led us to the conclusion that if the Partnership were to do a better job of speaking with one voice, we would more clearly reflect our reputation to the world and benefit from its increased value. With consultation, thorough research was done to craft an identity system that would communicate with many people and cultures and identify our values and distinction as followers of Christ.

The result is an identity system with four key elements. The logo retains symbols of the cross and the world reflected in a star on the horizon. Its bright orange colour signifies the light of hope we bring to recipients through our work. The logotype shows our global perspective and uses English—the international language for communications. The typeface provides a distinctive look that is open and inviting. Finally, the limited use of photo "cutouts" isolates individual children and helps us focus on them as agents of change.

As a joyful conclusion to this journey, I am pleased to present this manual that introduces the elements of World Vision's new identity system, gives you guidance for its application, and presents practical examples of communication pieces that incorporate the new design. This system lifts our image to best represent our international Partnership.

Our mutual investment in using this identity system will have big rewards. We will gain the benefits of increased name and logo recognition along with a stronger visual impact on our audiences. Further, each time you use these elements, it builds equity in our corporate identity—amplifying our voice around the world. This will ultimately help us provide hope to many more hurting children, families, and communities.

Join with me in assuring a brighter future for children as we implement the World Vision Partnership's new identity system.

Sincerely,

Dean R. Hirsch
International President
and Chief Executive Officer

Why corporate branding?

to create impact

Our work brings us closer to the people we support and those who support us. Where we meet them in person, we can inspire them through our individual commitment. Where we don't have that opportunity, we can signal our collective commitment—our identity.

Sharing our identity communicates what we stand for through our symbol, the way we write our name, and how we tell the stories of poverty and hope. Therefore, our identity can be an invitation to the whole world, not just to those we happen to meet.

The more visible our identity, the greater our impact on the world. Achieving global impact starts with consistency. Our identity has to be the same everywhere. With that as our basis, we can make sure everything we say is uniform. Our message will be louder, more convincing, and better able to be heard in a world full of noise.

This manual is for everyone who takes part in making World Vision more visible. Technical details of World Vision's visual identity are included as well as three personality criteria which should inform all expressions of the organisation's identity. These can be used as a reference to check the work for which you are responsible.

Ask yourself whether your solution reflects the guidelines on the following pages.

an
engaging
partner

World Vision seeks to engage its publics as partners in a common purpose. As a world citizen it approaches people in their own cultural context, at the same time sharing in a broader view of the world. World Vision communicates simply and directly, avoiding jargon. It speaks with one global voice.

All our communications need to tell stories in a compelling fashion. By writing in first person, we encourage the audience to relate the story to their own lives. Colour in headlines and rhythm in text can pique the reader's desire to know more.

Stories should be imaginatively illustrated. Rather than constantly showing children in need, we must explore other ways to communicate our message.

By employing the technique of lifting the person's image out of his or her photographed context, we in effect are lifting the boy or girl out of their circumstances. This allows the reader to focus on them as individuals and not merely as a part of their surroundings.

Children should be portrayed as partners in building better futures for themselves and their communities. This approach engages readers and enables them to relate to the individual on a personal level and motivates them to respond through the directed actions articulated in the text.

driven by a vision

World Vision is driven by a vision based upon the values and transformation described in the Bible. This vision is informed by global perspective and local experiences. As followers of Christ, World Vision staff act on what we believe and commit ourselves personally to help build a sustainable future for the world's children.

Christian faith fuels World Vision's work, making the organisation the ministry it is. As Christians, we do not ask people to support us; we ask them to support others. Consequently, our identity exists as much for others as for ourselves. It is inclusive— an invitation for everyone to build a world that does not tolerate poverty. For some our Christianity is foundational; for others it merely guarantees our integrity. Still others may find it irrelevant or even offputting.

World Vision communications must be sensitive to this without compromising the foundational values. Our symbol needs to celebrate our belief without being confrontational. Once people get to know World Vision, perceptions of Christian faith may change, just as they may discover a new attitude towards poverty.

The most important and most difficult task is building relationships. Even if communications are a perfect statement of our vision and values, what we actually do has to reflect those qualities.

Of course, our communications are part of what we do, and we need to apply the same standards of integrity, honesty, and respect for persons depicted in them as in every other activity. Words, images, and stories must be handled responsibly; we hold them in trust and must use them in the spirit of that trust. Only then will our communications be a true witness of our identity.

a leading expert

World Vision pushes the boundaries of development work by fighting the causes as well as the symptoms of suffering. The organisation acknowledges its responsibilities towards donors and recipients by being factual and transparent. Terms of measurable goals are used, not sentimental welfare. In the eyes of the global NGO community, World Vision helps set the standards.

To earn our reputation as one of the most respected experts in relief and development work, we need to communicate our expertise in both what we say and how we say it—which includes what we look like.

However, we should not look more corporate . . . and certainly not more expensive! We must be deliberate and professional, organising our information so that it speaks for itself and using elements effectively as well as efficiently. Edit and re-edit. By using more white space, immediate focus can be directed to essential elements. Avoid saturating the format with excess words, images, and/or photos. We must remember that the reader's attention is a limited resource.

Why corporate branding?

to symbolise hope

The new World Vision image symbolises hope. The cross/star symbolises our belief that, above all, we are Christian. The logotype reflects our multicultural partnership, while the horizon symbolises hope and optimism.

World Vision's visual identity has to work well over a wide range of applications and in a variety of different circumstances. To accomplish this, two variations of the logo have been developed, with a third option for exceptional use.
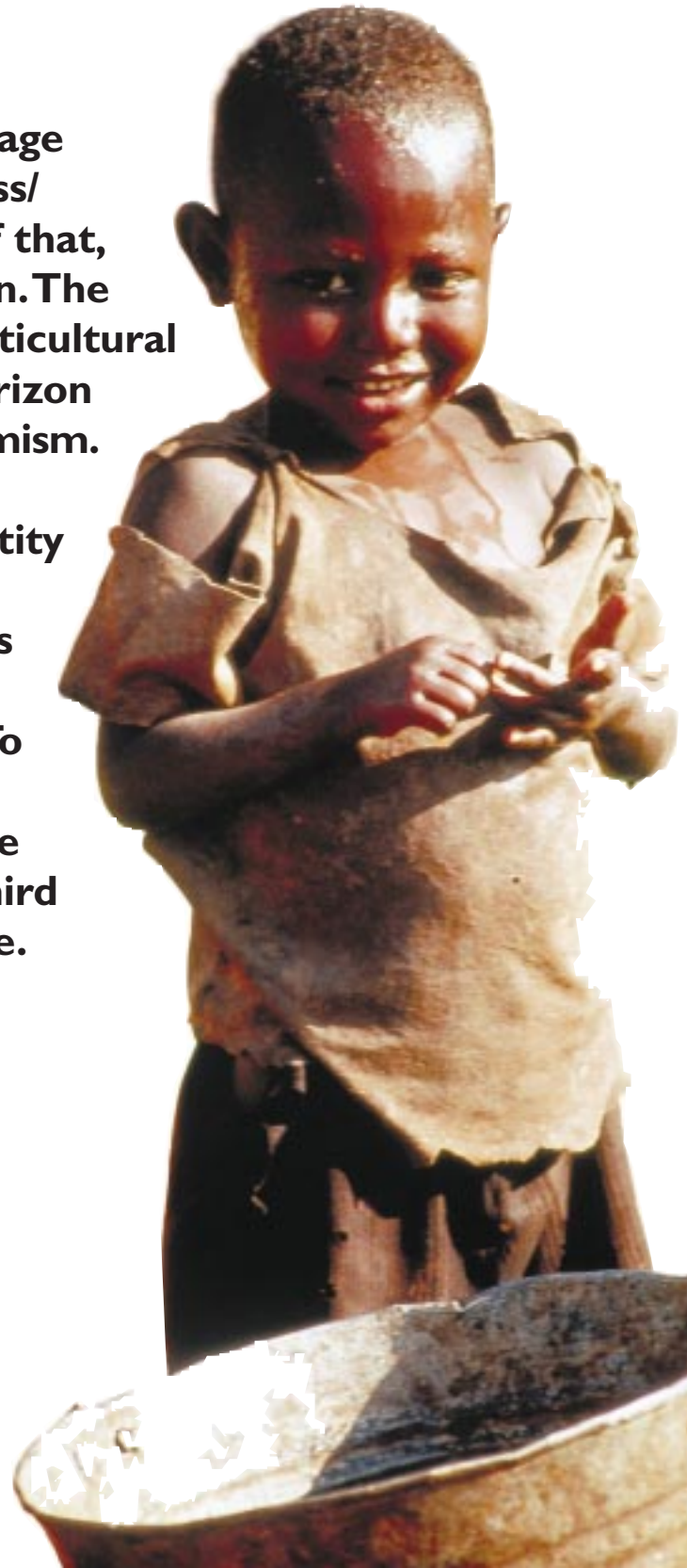
All the elements form the World Vision signature. It must always be reproduced from the master artwork.

The World Vision horizon
This is always to the right of the logotype and must contain the horizon cross/star.

The World Vision logotype
The logotype always appears to the left of the World Vision horizon, never on its own.

The World Vision cross/star
A symbol of light, the cross/star always appears in the World Vision horizon.

Like the beginning of a new day, the World Vision horizon symbolises hope and optimism— optimism of a better today and hope for a brighter future.

These elements always appear in a white field, never on a background.

The World Vision horizon

The World Vision cross/star

World Vision

The World Vision logotype

The cross/star symbolises our belief that states "We are Christian." Like the star of Bethlehem, it lights the darkness.

The new logotype reflects our multicultural partnership.

Choosing the correct logo

Version 1

Symbol dominant: Primarily for use in applications where the symbol can be applied across the entire format (e.g., signage, television, and certain corporate literature applications).
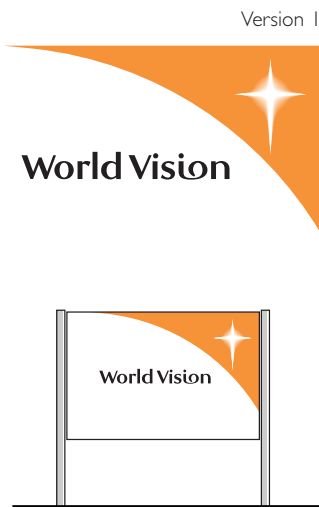
Version 2

Equal relationship: For general use (i.e., when a request is made for the World Vision logo from a third party, on all stationery, promotional literature, advertising, or mailing sign off).
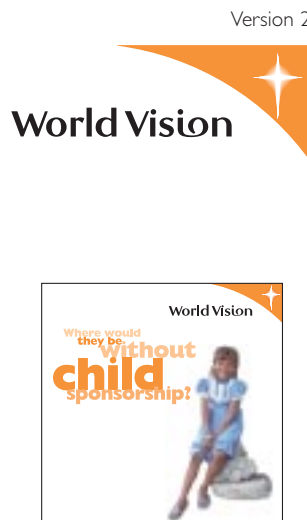
Version 3

Type dominant: Use this when very limited amount of vertical space is available, such as a press advertisement sign-off. As the symbol becomes synonymous with the name, this version may become obsolete.

Version 1

World Vision

Version 2

World Vision

Version 3

World Vision

Version 1a

World Vision

Version 2a

World Vision

Version 3a

World Vision

Limited reproduction: If it is not possible to reproduce the shine of the cross/star faithfully, use the appropriate version "a" of the logo.

Version 1 Black

World Vision

Version 2 Black

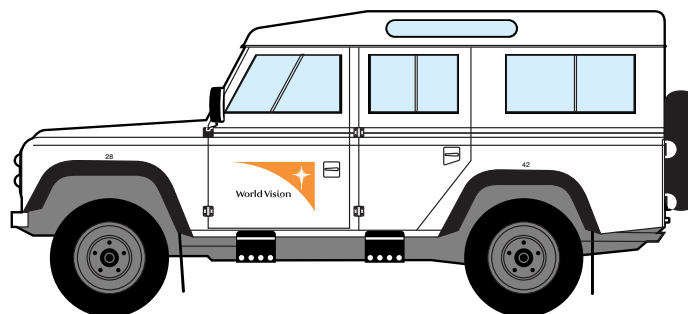**World Vision**

Version 3 Black

World Vision

One colour usage: When reproducing the logo in black and white, black replaces the orange in the symbol for both the shine and flat versions of the logo. All three logo versions are available in black and white as seen above.

Placement
of the new logo

Open use

In certain applications, it will not be possible to position the logo in the top right-hand corner because of physical or process constraints. Make sure the entire logo is surrounded by a large amount of clear space.

Example 1

Preferred use

The logo should be positioned in the top right-hand corner of applications whenever possible. This distinctive position builds recognition for World Vision and optimises the qualities of the logo. At least 70 percent of our materials must be produced using the logo in this way. The space to the bottom left of the logo should be kept free to give it more prominence and to reinforce the suggestion of the globe through the arch.
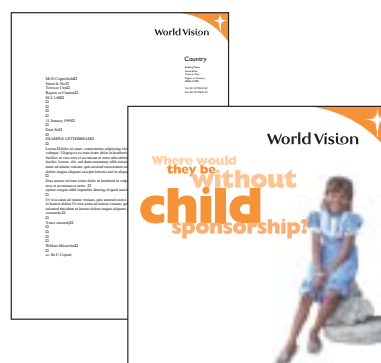
Example 2

Special circumstances

On occasion it may be appropriate to alter the relationship between the symbol and type to suit a particular application or message. All applications of this sort must be discussed with your national identity guardian.
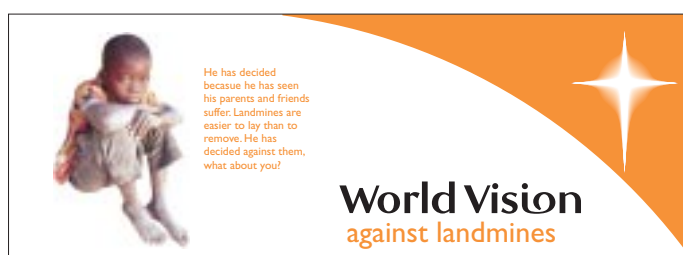
Example 3

Logo use

The logo needs to be used in a clear space away from other information or distractions. Shown here are the recommended absolute minimum areas which should surround the logo. Ministry descriptions are an exception to this principle. Follow the guidelines given on this page (television and advertising sign-offs also may be an exception).

A system for precise measurement is provided by using the "W" in the World Vision logotype as the measurement unit. These are only a guide and should never be reproduced.

The preferred use of the World Vision signature is to bleed the logo off the upper right corner of the layout. Special BLEED VERSIONS of the logo have been provided for this purpose.

In unique circumstances it may not be possible to bleed the logo. It then should be protected with the "W" measurement unit to allow for clear space.

w = width
ht = height

1w

1ht

4ht

Version 1

1w

1ht

2ht

Version 2

1w

1ht

1ht

Version 3

1w

1ht

1w

1ht

1ht

1ht

1ht

Non-bleed protected clear space

World Vision
Ministry name

Version 2

Wo
Min

I X ht
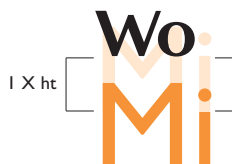
Ministry descriptions

World Vision ministries need a closer association with the World Vision name. These logos need additional clear space around them in order to give them sufficient prominence.

When naming a ministry under the World Vision signature, always use logo version 2.

World Vision
Ministry name long

Version 2

Wo
Min

I X ht

World Vision
Ministry

Version 2

Wo
Mi

I X ht

X ht is determined by the height of the lowercase letters without ascenders or descenders.

to Signal with colour

The colour orange is important. It is both powerful for recognition and for signifying optimism. Balance is achieved through the bold use of orange coupled with a generous use of white space and direct use of black. The colours gold and terra cotta may be used sparingly in headline typography to provide contrast where appropriate.

The World Vision corporate colours are orange, black, and white and should be reproduced using (or matched to) one of the appropriate formulas or references given below.

The companion colours of gold and terra cotta are to be used as an enhancing colour only for typography and duotones. The colour sample swatches provided here are for use as a general guide in the colour accuracy of printing and reproduction processes.

In place of the colour used throughout these guidelines, you may use the PANTONE® colours specified here, the standards for which are shown in the current editions of PANTONE colour publications. When specifying colours, always refer to PANTONE colour swatches.

The colours used throughout these guidelines are not intended to match the PANTONE colour standards.

PANTONE® is a registered trademark of Pantone Inc.

World Vision
Colour Wheel
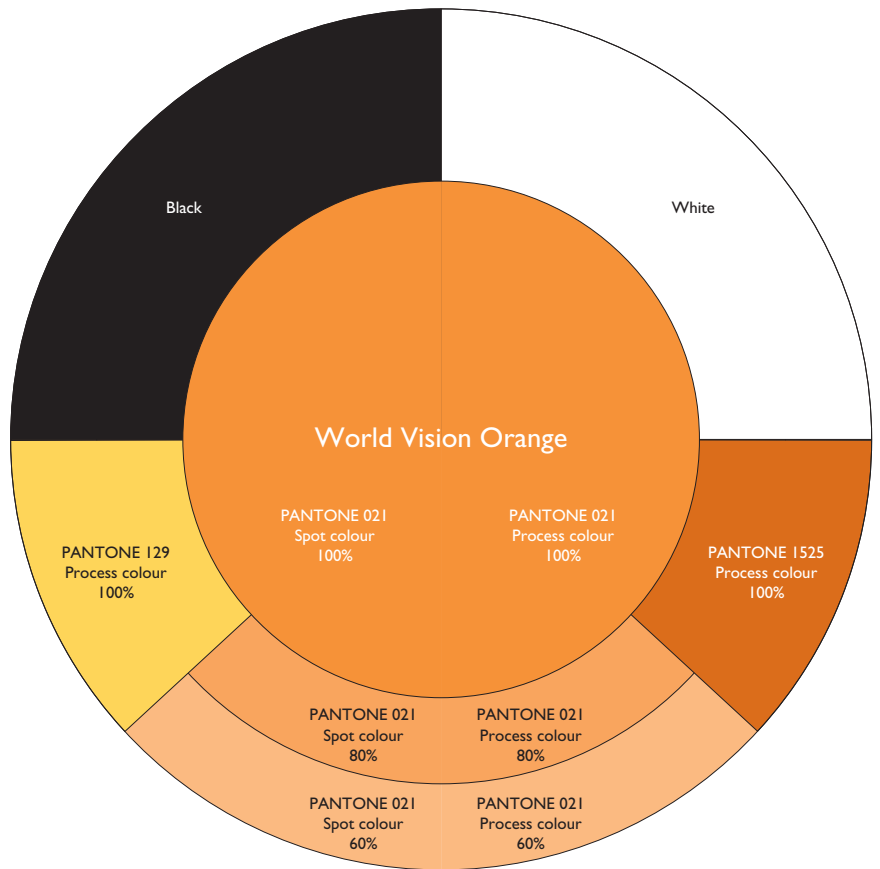
To achieve the proper balance of colour throughout design elements, the colour orange, PANTONE 021, should be used coupled with white space and direct use of black. The colour orange, PANTONE 021, should also be screened back in 20% increments to maintain contrast in typography and readability. The colours gold, PANTONE 129, and terra cotta, PANTONE 1525, should be used sparingly as accent colours only. Gold and terra cotta may also be used in duotone effects.

World Vision orange matches PANTONE 021
This is the measure used to select and determine whether the World Vision orange is the correct colour.

Screen use
As a guide, use RGB values of R 255 G 102 B 0. Individual monitors or application situations may demand a different combination.

hope

If in doubt when matching the colour to PANTONE equivalent 021, favour the redder end of the spectrum.

Coated stocks
Printing 4 colour:
Yellow 87%
Magenta 51%
This is a guide only; check on press.

Uncoated stocks
Printing 4 colour:
Yellow 87%
Magenta 64%
This is a guide only; check on press.

Why corporate branding?

to speak in type

To maintain consistency of presentation throughout World Vision's printed and other visual communications, typefaces from the Gill Sans family should be used.

Headlines

Gill Sans Extra Bold should always be used in headlines. These must appear in the colour PANTONE® 021 Orange, with accents of PANTONE 129 gold or PANTONE 1525 terra cotta for contrast. Create distinction of key words by varying the size and tint of the colours by 80 percent and 60 percent. Headlines in one-colour applications can appear in greyscale. Capitalize proper names only.

The Gill Sans Extra Bold headline is set using a negative manual kerning. The amount of negative kerning can be optically determined depending on the size of the type. Paying careful attention to kerning can enhance the text's readability.

Bridge copy

Gill Sans Bold or Extra Bold should be used as a bridge between the headline style and the body copy. It also can be used effectively to finish a piece of print or to link one story with another. Bridge copy can be used in PANTONE 021 or black.

Sub-headings should be written in Gill Sans Bold using PANTONE 021 Orange.

Captions

Captions or quotations can be set in Gill Sans Bold or Light depending on the page balance; use characters no smaller than 7 point type with 10 point leading.

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

The body copy appears in Gill Sans Regular and is black in colour. It should be set on a clear and simple page grid. Where possible there needs to be a minimum number of interruptions to the flow of the copy. Headings, bullet points, and emboldening text do attract the reader's attention. However, they also give the reader an opportunity to stop reading and disengage. Exceptions would be materials that require enumeration or distinction, such as lists of dollar handles, goals, directed actions, prayer requests, etc. The preferred style of typesetting is flushed left/ragged right.

The body copy should neither appear smaller than 10 points nor larger than 14 points. The preferred body copy size is 10 points with 14 points of leading.

Column width should not exceed more than 111 mm or less than 51 mm.

How the body copy is layed out and treated will create an impression on the reader. It should be one of an organisation that is confident, professional, and clearly spoken. It is the job of the heading, photographs, and captions in combination to engage the audience—not the use of gimmicky or brash type.

The World Vision style should use the absolute minimum of additional devices such as bars, rules, and borders. Avoid using drop shadows, vignettes, rounded corner boxes, and other decoration. Use of italic typeface should be limited to foreign words, foreign phrases, and publication names.

Adobe Gill Sans is available on Apple Macintosh® and PC systems.

Adobe is a trademark of Adobe Systems Inc.

Apple and Macintosh® are trademarks of Apple Computer, Inc., registered in the U.S. and other countries.

Headline samples

headline tip:
When creating headlines, over-emphasise key words by making them distinctively larger in size. Add further distinction by changing the shade of the colour orange by 80% and 60% as shown in the samples.

where would Shruti be without child sponsorship?

el hacer feliz a alguien nos hace sentir bien... ¿cómo se sentiría si salvara la vida de una persona en este día?

To Speak in Type
World Vision | Corporate Identity Standards

I was hungry and you gave me something to eat.

I was hungry and you gave me something to eat.

Giving daily bread

Lingering hunger can strangle hope. But sometimes it motivates unheard-of solutions. For Gabriel Mawein of southern Sudan, the gnaw of hunger prompted the unthinkable.

Food reserves from the annual harvest in Tonj County typically last for six months. Plowing his fields with a long-handled hoe, Gabriel, like many of his neighbours, could plant about two-and-a-half acres of crops each year—an impressive feat of bone-wearying labour, but never enough to close the three- to six-month "hunger gap" until next season's harvest.

Gabriel was frustrated and exhausted but resolved to increase his harvests. He learned of an intriguing plowing technique advocated by the World Vision office in Tonj County.

In every community World Vision works, staff strive to promote self-sufficiency through positive change cautiously woven into the respected fabric of tradition. However, when circumstances endanger lives, World Vision often encourages adding new colour to the cultural tapestry.

As part of their effort to help farmers increase food supplies, World Vision agricultural staff in Tonj County offered to help farmers train their oxen—a locally treasured possession and controlling social and economic commodity—to pull plows through their fields.

Everyone dismissed the idea as ludicrous. Except Gabriel.

He recalls the initial opposition. "Some people laughed at me. Others were angry, saying, 'Why are you torturing the animals like this?' I told them I wanted to grow more food so I could take care of my family better."

After completing World Vision's training, Gabriel traded his traditional hand-digging tool for an ox plow and tripled his harvest in one season. Hundreds of area farmers are catching on and trading hunger for abundance.
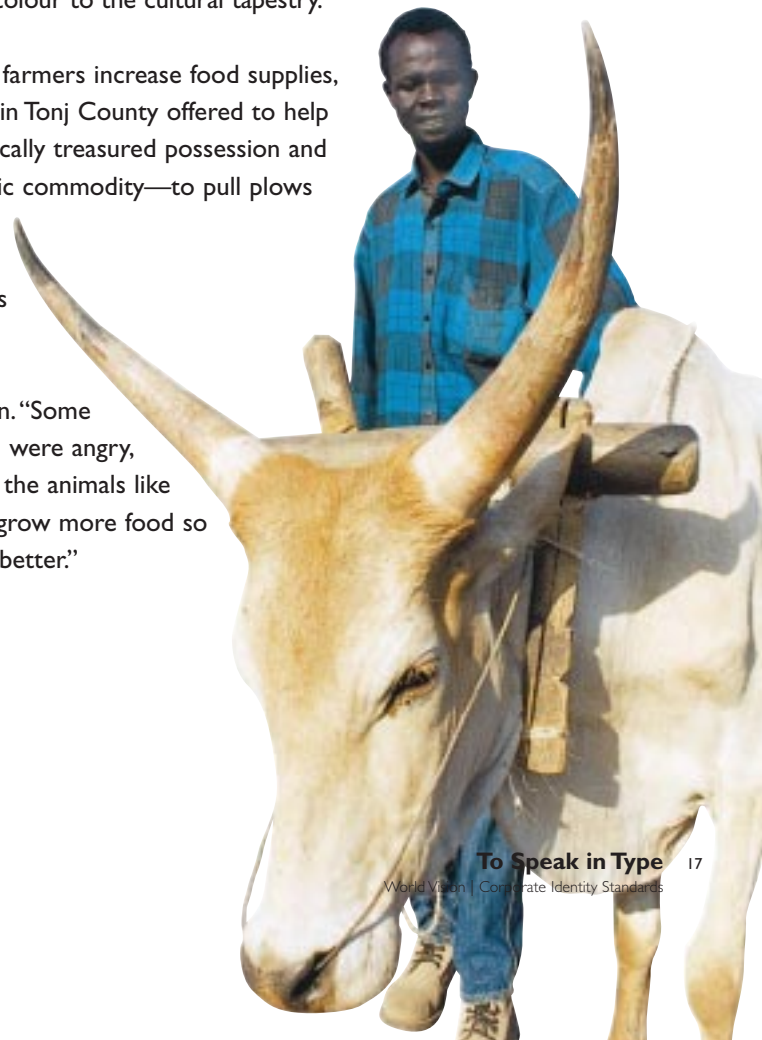
to tell through images

Ideally, photographs should reflect the concepts of children as individuals, as our equals, and as agents of change. The "cutout" look of photography is meant to convey that message and become a unique and familiar treatment people will associate with World Vision materials. It can be used to introduce a communication piece or as a design element placed within the document. It should be used in a ratio of one cutout per every three regularly framed photos. Full-bleed photos should also be used for impact when appropriate.
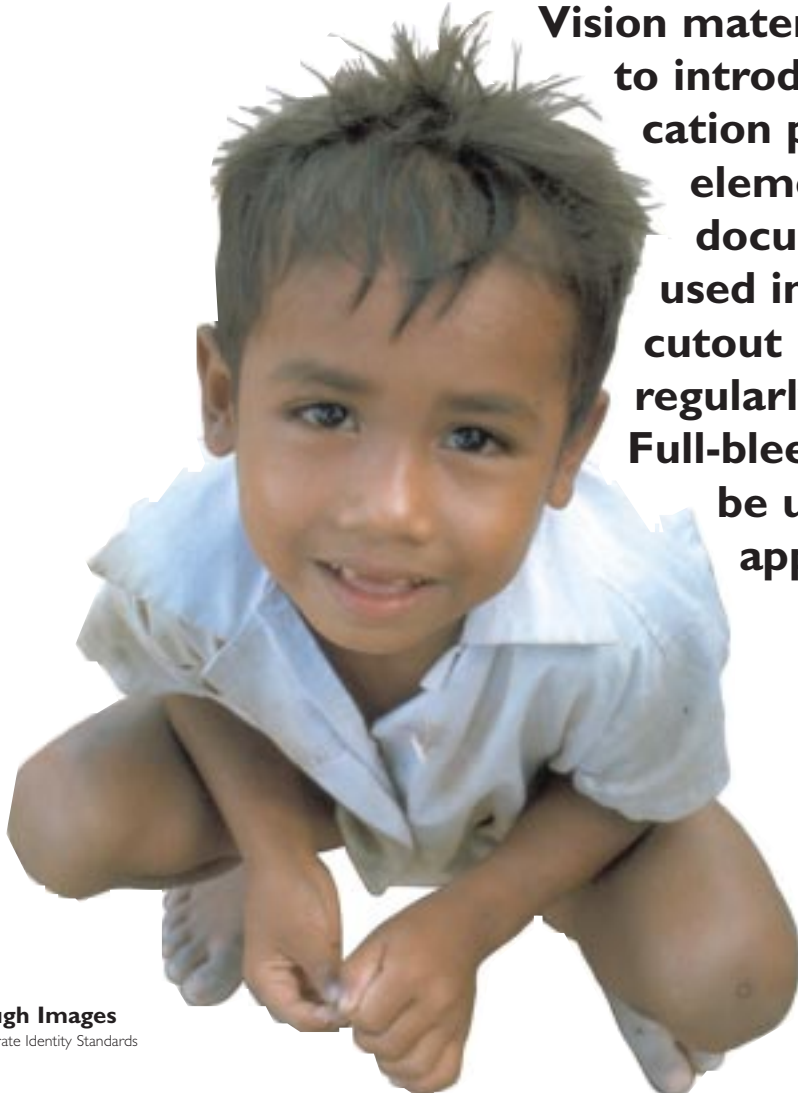
Bold impact photographs also may be used in full frame to show the contextual setting and provide balance for the page.

World Vision imagery is key to communicating the needs and hopes of the children, families, and communities with whom we work.

Visuals excite, motivate, and touch hearts. One of the ways to effectively communicate the succesful results of World Vision's work is by showing children not as victims, but as an integral part of practical solutions and as transforming agents of their future. However, when appropriate, an image demonstrating need can also be used to illustrate the context of World Vision's intervention.

Colour photography is a means we use to introduce colour into each piece we craft. Therefore, it is very important to select photographs that will draw our readers into the story and into relationship with individuals portrayed and their community.

The child as equal

When selecting photos for the "cutout" look, be aware of how a photo was taken to make sure the subject's whole body is included. Look for photos that have contrast between the background and the subject.

The child as individual

The child as agent of change

engineer

teacher

architect

This is the
typical use of a
powerful photo.

More impact is
achieved by
dropping out
the background.

Individual stories
are communicated
by pulling a subject from
the rest of the photo.

Why corporate branding?

to say yes

World Vision wants to be known for positive answers. This idea is captured with the expression "yes, you can" placed at the end of a proposition. It is not intended as a traditional slogan and should not be used in isolation without a preceding question. Variations on this line such as "yes, we can" or "yes, He can" are permitted. As statements of empowerment, propositions need to be phrased in a way that invites people to make a positive contribution. Though not appropriate in all situations, its use can be very effective in motivating the reader to action.

Can you help us create more impact with this identity?

yes, you can

materials
for doing
business

All World Vision's business materials must collectively reflect the organisation's identity. Letterhead, business card, envelope, label, fax, and memo designs are shown on the following pages. These materials should be produced on the whitest paper available.

A4 letterhead

69 mm (logo width)

45 mm

27 mm (logo height)

40 mm

10 mm

A4 Letterhead
Actual size

World Vision

Country

Gill Sans Regular
14 pt type

- Building name
  Street name and number
  Town or city
  AREA/ZIP CODE
  Region or country

  tel. 001 22 798 41 83
  fax 001 22 798 65 47

Gill Sans Regular
7 pt type, 9 pt leading

- World wide web address

---

69 mm (logo width)

45 mm

38 mm

60 mm

27 mm (logo height)

40 mm

World Vision

Mauritania

Islamic Republic of Mauritania
1 lot 0-95, B.P/335
Nouakchott, Mauritania
West Africa

tel. 222 256988
fax 222 251183

Worldwide web address

**This Letterhead is
reduced at 50%**

Mr. D Copperfield
Street & No.
Town or City
Region or Country
EC4 1AB

31 January 1995

Dear Sir

Lorem dolor sit amet, consectetuer adipiscing elit, sed ut laoreet dolore magna aliquam
erat volutpat. Uliquip ex ea eum iriure dolor in hendrerit in vulputate velit esse molestie
nulla facilisis at vero eros et accumsan et iusto odio delenit augue duis dolore te feugait
nulla facilisi. Lorem elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore
Ut wisi enim ad minim veniam, quis nostrud exercitation nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam suscipit lobortis nisl ut aliquip ex ea
commodo.

Duis autem vel eum iriure dolor in hendrerit in vulputate eliteu feugiat nulla facilisis at
vero eros et accumsan et iusto.
option congue nihil imperdiet doming id quod mazim placerat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation. nonummy nibh euismod
tincidunt ut laoreet dolore Ut wisi enim ad minim veniam, quis nostrud exercitation
nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam suscipit lobortis nisl
ut aliquip ex ea commodo.

Yours sincerely

Wilkins Micawber

cc: U R Copied

The entity's legal name, address, phone number, etc. as required by the country in which the organisation is functioning in is to list here.

**Body text in correspondence
should not be Gill Sans, but in the
generic word processing font of
Times Roman or Courier.**

**Where the legal name of the
organisation is not "World Vision
Country Name" (e.g., World Vision
Brazil), use this area to indicate
the entity's legal name, address,
telephone number, etc., as required
by the laws of each country.**

127 mm

35 mm

10 mm

Dual language letterhead

69 mm (logo width)

45 mm

27 mm (logo height)

40 mm

World Vision

한 국 선 명 회

World Vision in Korean type

사회복지법인 한 국 선 명 회
서울시 여의도 우체국 사서함 230호
대표전화 : (02) 783-6161
F A X : (02) 782-4253, 786-8549

Address block in Korean type

World Vision Korea
Yoido P.O. Box 230
Seoul Korea
Tel: (02) 783-6161
Fax: (02) 782-4253, 786-8549

Address block in English type

10 mm

Dual language envelope

67 mm (logo width)

8 mm

World Vision

27 mm (logo height)

서울시 여의도 우체국 사서함 230호

Address block in Korean type

사회복지법인 한 국 선 명 회

World Vision Korea in Korean type

67 mm

32 mm

Dual language business card

World Vision

Your Name
Title

Korea

서울시 여의도 우체국 사서함 230호

사회복지법인 한 국 선 명 회

tel. 00000.000000
fax 00000.000000
E-mail@anyplace.org

Business cards

2 x 3¹/₂ inches
Business standard

Country version

8 mm

54 mm (logo width)

Protected logo space

21 mm (logo height)

World Vision

Your Name
Title

Australia

tel. 00000.000000
fax 00000.000000
E-mail@anyplace.org

Street name and number
Town or city, AREA/ZIP CODE

World wide web address

25 mm

4 mm

8 mm   33 mm   7 mm   33 mm   8 mm

Gill Sans bold
9 pt type
11 pt. leading

Gill Sans Regular
7 pt type
8.5 pt leading

World Vision

Your Name
Title

Australia

Gill Sans Regular
11 pt type
13 pt leading

tel. 00000.000000
fax 00000.000000
E-mail@anyplace.org

Street name and number
Town or city, AREA/ZIP CODE

World wide web address

Gill Sans Regular
7 pt type
8.5 pt leading

World Vision

Your Name
Title

Australia

tel. 00000.000000
fax 00000.000000
E-mail@anyplace.org

Street name and number
Town or city, AREA/ZIP CODE

World wide web address

2 x 3^{1}/$_{2}$ inches
U.S. standard

8 mm

54 mm (logo width)

Protected logo space

21 mm (logo height)

World Vision

Your Name
Title

Street name and number
Town or city, AREA/ZIP CODE
Thailand

25 mm

tel. 00000.000000
fax 00000.000000
E-mail@anyplace.org

World wide web address

4 mm

8 mm   **33 mm**   **7 mm**   **33 mm**   **8 mm**

Gill Sans bold
9 pt type
11 pt. leading

Gill Sans regular
7 pt type
8.5 pt leading

World Vision

Your Name
Title

Street name and number
Town or city, AREA/ZIP CODE
Thailand

Gill Sans regular
7 pt type
8.5 pt leading

tel. 00000.000000
fax 00000.000000
E-mail@anyplace.org

World wide web address

World Vision

Your Name
Title

Street name and number
Town or city, AREA/ZIP CODE
Thailand

tel. 00000.000000
fax 00000.000000
E-mail@anyplace.org

World wide web address

Dual address
business cards

55 x 85 millimeters
Oversize business
standard

6 mm

54 mm (logo width)

Protected logo space

21 mm (logo height)

World Vision

Dean R. Hirsch
President and
Chief Executive Officer

tel. 626.301.7796
fax 626.301.7767
dean_hirsch@wvi.org

International Partnership
800 East Chestnut Avenue
Monrovia, CA 91016-3198 USA

6 Chemin de la Tourelle
1209 Geneva, Switzerland
tel. 4122.7924183
fax 4122.7936547

30 mm

6 mm

33 mm

33 mm

Gill Sans bold
9 pt type
11 pt leading

Gill Sans Regular
7 pt type
8.5 pt leading

World Vision

Dean R. Hirsch
President and
Chief Executive Officer

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fax 4122.7936547

Envelopes

67 mm (logo width)

8 mm

27 mm (logo height)

World Vision

#10 business envelope

Preferred version

800 West Chestnut Avenue
Monrovia, CA 91016-3198

International Partnership

Gill Sans Regular
8 pt type
9.5 pt leading

Gill Sans Regular
9 pt type
11 pt leading

73 mm

32 mm

67 mm (logo width)

8 mm

5.5 mm

27 mm (logo height)

World Vision

**In the event of cost
constraints, use this
non-bleed version.**

Avenida Paulo Samuel
Kankhomba 1170
Maputo, Mozambique

Mozambique National Office

Gill Sans Regular
8 pt type
9.5 pt leading

Gill Sans Regular
9 pt type
11 pt leading

67 mm

32 mm

Envelope flap option

40 mm (logo width)

4 mm

World Vision

Street name and number
Town or city, Area/Zip Code

United Kingdom

Gill Sans Regular
8 pt type
9.5 pt leading

Gill Sans Regular
9 pt type
11 pt leading

Unacceptable usage on envelope

World Vision

Street name and number
Town or city, AREA/ZIP CODE

United States

Mailing labels

World Vision

Address block safe zone

World Vision
800 West Chestnut Avenue
Monrovia, CA 91016-3198
United States

Ejercito 16, Tercer Piso . Casilla 132, Correo 3 . Santiago, Chile . 6730123.6987513
Afiliado a World Vision International

Badges

World Vision

Name of employee

Title or position
Office and department

World Vision

Visitors Pass

Name	Pass No.
Signature	Date

Press kit

Both inside and outside examples of the press kit shown here are reductions of actual size.

World Vision

P.O. Box 9716
Federal Way, WA 98063-9716
USA
1.800.815.1000
www.worldvision.org

International Headquarters
800 West Chestnut Avenue
Monrovia, CA 91016-3198 U.S.A.
123-456-7891

US Headquarters
34834 Weyerhaeuser Way South
Federal Way, WA 98063-9716
123-456-7891
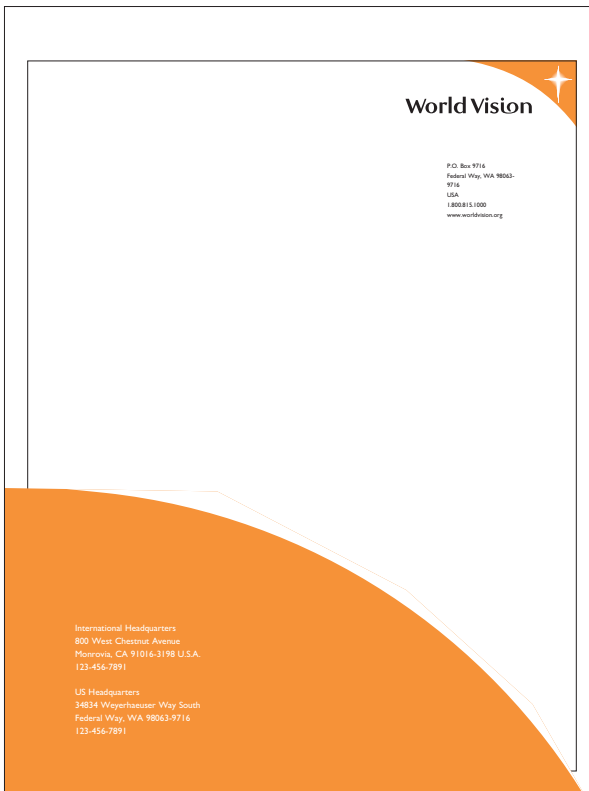
Facsimiles
and memos

Facsimile

To: Mr. J. Axtell

From: Mrs. S. Giles

# of pgs: 3

World Vision

P.O. Box 9716
Federal Way, WA 98063-9716
USA
1.800.815.1000
www.worldvision.org

Memo

Date: May 6, 1998

To: Mr. J. Axtell

From: Mrs. S. Giles

Subject: New corporate Identity

World Vision

P.O. Box 9716
Federal Way, WA 98063-9716
USA
1.800.815.1000
www.worldvision.org

Lorem dolor sit amet, consectetuer adipiscing elit, sed ut laoreet dolore magna aliquam erat volutpat. Uliquip ex ea eum iriure dolor in hendrerit in vulputate velit esse molestie nulla facilisis at vero eros et accumsan et iusto odio delenit augue duis dolore te feugait nulla facilisi. Lorem elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Ut wisi enim ad minim veniam, quis nostrud exercitation nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam suscipit lobortis nisl ut aliquip ex ea commodo.

Duis autem vel eum iriure dolor in hendrerit in vulputate eliteu feugiat nulla facilisis at vero eros et accumsan et iusto.
option congue nihil imperdiet doming id quod mazim placerat.

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Lorem dolor sit amet, consectetuer adipiscing elit, sed ut laoreet dolore magna aliquam erat volutpat. Uliquip ex ea eum iriure dolor in hendrerit in vulputate velit esse molestie nulla facilisis at vero eros et accumsan et iusto odio delenit augue duis dolore te feugait nulla facilisi. Lorem elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Ut wisi enim ad minim veniam, quis nostrud exercitation nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam suscipit lobortis nisl ut aliquip ex ea commodo.

Duis autem vel eum iriure dolor in hendrerit in vulputate eliteu feugiat nulla facilisis at vero eros et accumsan et iusto.
option congue nihil imperdiet doming id quod mazim placerat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation. nonummy nibh euismod tincidunt ut laoreet dolore Ut wisi enim ad minim veniam, quis nostrud exercitation nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam suscipit lobortis nisl ut aliquip ex ea commodo.

B. Giles

cc: Rr U Copied

Examples shown here are reductions of actual size.

improper usage

Following are some improper ways to use the logo. Please review the guidelines described in the previous pages for logo usage in a manner that supports the integrity of World Vision's image.

The horizon has been flipped to the left of the logotype.

The cross/star has been removed from the orange horizon.

The World Vision signature is reversed out of black.

The World Vision signature has been contained in a box.

The World Vision signature is overprinting on a background. Do not print logo on any background colour.

The logotype has been moved closer to the horizon.

The logotype has been changed to a different typeface.

The logotype has been moved to the right of the horizon.

The logotype words have been stacked on top of each other.

The logotype has been moved to the bottom right of the horizon.

The logotype has been made white with a black keyline.

The logotype has been placed on top of the horizon.

The logo has been made a screen of black.

The colour **PANTONE**® 021 Orange has been changed to green.