Branding and Visual Identity Guidelines

FEBRUARY 2016

WORLD BANK GROUP

The World Bank Group (WBG) comprises five global institutions working with a single strategy of achieving the twin goals of ending extreme poverty by 2030 and boosting shared prosperity:

IBRD | The International Bank for Reconstruction and Development is the original World Bank institution, providing loans and other assistance primarily to middle-income countries.

IDA | The International Development Association is the part of the World Bank that helps the world's poorest countries, providing concessional loans, grants, and guarantees for programs that boost economic growth, reduce inequality, and improve people's living conditions

Together, IBRD and IDA make up the World Bank.

IFC | International Finance Corporation is the largest global development institution focused exclusively on the private sector, helping developing countries achieve sustainable growth by financing investment, mobilizing capital in international financial markets, and providing advisory services to businesses and governments.

MIGA | The Multilateral Investment Guarantee Agency promotes foreign direct investment into developing countries. offering political risk insurance (guarantees) to investors and lenders.

ICSID | The International Centre for Settlement of Investment Disputes provides international facilities for conciliation and arbitration of investment disputes.

How to Use This Guide

The following pages provide an overview of the WBG visual identity system, applicable to both print and online uses. Use it as your tool to determine what to do and not to do as you present WBG material internally or externally.

No logos or brand identities that carry the name of the WBG or its member institutions may be created without adhering to the system outlined in this guide.

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UNDERSTANDING THE WORLD BANK GROUP

The World Bank Group brand demonstrates that we work together, leveraging our member institutions' distinctive strengths to provide customized solutions to the world's toughest development challenges.

The World Bank Group Brand

Represented first and foremost by our logo, the WBG branding system has been in full effect since July 1, 2014. It aligns the member institutions' once-disparate logos (as well as those of other sub-entities) into an overarching organization, allowing us to present ourselves consistently to all stakeholders.

LOGOS, TYPOGRAPHY & COLOR

The WBG branding system uses a distinct visual identity comprising official logos, colors, and typography.

Together, they represent the dynamism and energy of our brand.

LOGOS OVERVIEW

Use the WBG logo when the situation reflects collaborative involvement of the member institutions and the messaging and materials represent a Group voice.

Use the member institution logo when each one is speaking in its own voice, to its own audiences.

The WBG logo complements the World Bank and other member institution logos. It does not replace them.

Which Logo to Use and When

World Bank Group vs World Bank: Explaining the Distinction

The WBG is an umbrella-level organization comprising member institutions overseen by the same President and Senior Management Team and operating with one overall strategy.

When To Use the WBG logo

The WBG logo may be used to support any activities of the President, or that involve two or more WBG member institutions working together—including the integrated Vice Presidential Units (VPUs), the Global Practices, joint publications, or others. But it does not replace the World Bank logo.

When To Use the Member Institution Logo

Each WBG institution continues to maintain its own identity. So use the individual World Bank, IFC, and MIGA logos to support any activities in which they are operating alone. ICSID's logo is not currently part of the WBG visual identity system.

ABOUT THE WBG LOGO

The WBG logo is a 'chapeau,' representing the umbrella brand that brings together the World Bank, IFC, and MIGA logos.

The logo symbolizes **focus** (the focal point in the new globe), **innovation** and **dynamism** (the gradient's halo light representing new thinking, insights, and approaches), and **openness** (the opening in the globe). These are essential attributes of the modern WBG that underline our commitment to ending extreme poverty and boosting shared prosperity.

Logo Elements

Go to page 25 for information on Member Institution Logos.

ABOUT THE WBG GLOBE

The globe may not be taken out of the logo and treated as a prominent separate standalone design element, or appear in a color that is not part of the logo design. Other design elements also may not be added to the globe, nor may 'special case' exceptions such as those seen on pages 27-28 be created without the approval of Brand Management.

While it is at times used as a secondary identifier on book spines where there is insufficient room for a full logo, and also appears as a social media icon and as a "watermarked" enhancement alongside the official logo in our templates, the globe should otherwise not be broken out from the full logo with its identifying text.

The Globe

THE WBG LOGO

Main Version

Alternate Version
(Vertical Stacked)

THE WBG LOGO: OVERVIEW & CLEAR ZONE

Main Version

Alternate Version (Vertical Stacked)

Position, size, and colors, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered.

The minimum reproduction size of the horizontal logo is 0.4" (10mm) in height and 1.18" (30mm) in width for the vertical logo.

Clear zone refers to a distance of "X" as a unit of measurement surrounding each side of the World Bank Group logo. "X" equals the square width of the letter "W" found in the WBG logotype.

THE WBG LOGO: VERSIONS

Logo Versions

Full color for print: Pantone (PMS) and CMYK
Full color for digital/web: RGB

File Names

Horizontal-PMS.ai

WBG_Horizontal-CMYK.eps / .tif

WBG_Vertical-PMS.ai

WBG_Vertical-CMYK.eps / .tif

WBG_Horizontal-RGB.jpg / .png

Low Resolution Files for Web:

WBG_Horizontal-RGB-web.jpg / .png

WBG_Vertical-RGB-web.jpg / .png

Grayscale Version

File Names

WBG_Horizontal-Grayscale.jpg / .png /.eps / .tif / .ai

WBG_Vertical-Grayscale.jpg / .png / .eps / .tif / .ai

Black Version

File Names

WBG_Horizontal-black.jpg / .png /.eps / .tif / .ai

WBG_Vertical-black.jpg / .png /.eps / .tif / .ai

White Version

File Names

WBG_Horizontal-white.png /.eps / .tif / .ai

WBG_Vertical-white.png /.eps / .tif / .ai

CORPORATE COLORS OVERVIEW

The WBG's corporate blue colors add new personality—helping present us to the world.

They make us instantly recognizable, and are supplemented by a secondary color palette that can be used for highlight purposes.

CORPORATE COLORS

Solid Blue

289
96 39 0 73
0 35 69
#002244
5003 Sapphire Blue

Bright Blue

Process Cyan
100 0 0 0
0 173 228
#009FDA
5015 Sky Blue

Black

Black
0 0 0 100
0 0 0
#000000
9005

White

–
0 0 0 0
225 225 225
#FFFFFF
9010

As needed, the corporate colors may also be highlighted with colors from the secondary palette on the following page, which consists of a brighter range of colors offset against a limited range of darker, more neutral ones.

Secondary colors may be used in various combinations based on value, density, and complementarity to one another, but they should not dominate the corporate blues in Group-level communications material paired with a wide range of photography.

SECONDARY COLORS

Brighter / More Saturated (Tints shown below range from 80/20%)

Warm

PMS 1655 C
CMYK 0, 85, 100, 0
RGB 240, 80, 35
HEX F05023

PMS 7549 C
CMYK 0, 31, 100, 0
RGB 253, 183, 20
HEX FDB714

PMS 185 C
CMYK 91, 100, 92, 1
RGB 235, 28, 45
HEX 2EB1C2D

PMS 1495 C
CMYK 0, 54, 95, 0
RGB 247, 141, 40
HEX F78D28

Cool

PMS 320 C
CMYK 100, 11, 38, 1
RGB 0, 156, 167
HEX 009CA7

PMS 7481 C
CMYK 91, 0, 97, 0
RGB 0, 171, 81
HEX 00AB51

PMS 2602 C
CMYK 56, 99, 0, 0
RGB 135, 43, 144
HEX 872B90

PMS 3275 C
CMYK 100, 0, 54, 0
RGB 0, 169, 150
HEX 00A996

Neutral/More Muted

Warm

PMS 7622 C
CMYK 26, 96, 86, 24
RGB 152, 37, 43
HEX 98252B

PMS 7578 C
CMYK 8, 71, 97, 1
RGB 225, 106, 45
HEX E16A2D

PMS 7556 C
CMYK 27, 43, 100, 5
RGB 184, 140, 29
HEX B88C1D

Cool

PMS 7447 C
CMYK 71, 80, 28, 12
RGB 97, 71, 118
HEX 614776

PMS 7715 C
CMYK 100, 44, 52, 22
RGB 0, 96, 104
HEX 006068

PMS 336 C
CMYK 99, 36, 75, 27
RGB 0, 100, 80
HEX 006450

WBG FONTS OVERVIEW

Andes and Arial are the WBG logotype fonts, but do not have to be used in cover, body copy, or official correspondence.

They provide a strong, contemporary look to support the WBG brand in a variety of languages.

PRIMARY FONT

PRIMARY FONT

Our primary logo font family is Andes. This sans serif font is available in various weights. For our purposes, the most commonly used are ExtraLight, Regular and Bold.

Andes Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?,.:/+-€$@

Andes Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?,.:/+-€$@

Andes ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?,.:/+-€$@

SECONDARY FONT

SECONDARY FONT

Our secondary logo font family is Arial. This sans serif system font is used in many document formats such as Word, PowerPoint and other applications.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?,.:/+-€$@

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?,.:/+-€$@

APPROACH & RULES

The member institution logos use the same globe and colors that appear in the WBG logo. They went into full implementation on July 1, 2014, replacing the previous logos.

The logos are available in horizontal and vertical versions, and in color, black, grayscale, and white formats.

The IFC and MIGA logos otherwise retain much of their previous appearance. The World Bank logo has been revised to add permanent visibility for IBRD and IDA.

LOGO HIERARCHY

Umbrella Brand

Member Institution Brands (World Bank, IFC, MIGA)

Multiple Entity Logos Lockup

WBG Institution Seals

It is important not to confuse the WBG logo and its member institution logos with the member institution seals. Unlike the logos, the seals are NOT intended for use in publications, signage, advertisements, or other promotional materials. Part of a group of similar emblems for the WBG member institutions, the seals are used on items such as legal documents, certificates, and debt instruments. They are included here for your information, but avoid using them in graphic design. When in doubt, check with Brand Management.

MEMBER INSTITUTION BRANDS

Overview

These are the only official World Bank, IFC, and MIGA logos, available in color, grayscale, and black and white versions. Other versions may not be used. Do not truncate the globes or text in an attempt to create any new customized logos.

The updated World Bank, IFC, and MIGA logos are available in color, grayscale, and black and white versions, in all the same formats as the new WBG logo.

The logos are available in horizontal and vertical versions.

NOTE: The World Bank logo must always include the line saying IBRD • IDA | WORLD BANK GROUP

MULTIPLE ENTITIES LOGO LOCKUPS

Partnered Brands Logo Lockups

The WBG has unified its brand architecture using a 'partnered brands approach' under which the World Bank, IFC, and MIGA logos maintain the best of their previous look while being refreshed with the new color and globes of the WBG logo. This underscores the fact that we are coordinated institutions, working to achieve the same goals in support of a larger WBG brand value proposition.

Other versions showing the member institutions in different combinations are also available as needed.

SPECIAL CASES

Independent Evaluation Group (IEG)

The Independent Evaluation Group (IEG), which reports directly to the Board but is not a separate member institution like the World Bank, IFC or MIGA, needs a slightly different look. To maintain its special appearance within the family of institutions, IEG has migrated its previous logo into the WBG colors and adopted the new globe, while keeping its previous font and spacing.

WBG Integrity VPU

It is also important that the WBG Integrity VPU has a somewhat distinctive appearance within the institution, given the independent nature of its investigative work. Its previous logo has also migrated into the new visual identity system, adopting the corporate globe, colors, and typefaces but retaining some other previous design elements.

Inspection Panel

The Inspection Panel also has autonomous status within the World Bank as an independent oversight body, and thus merits a slightly different visual. This logo transitions some of its previous logo's elements into compliance with the WBG system.

SPECIAL CASES (CONTINUED)

The World Bank Treasury VPU

THE WORLD BANK
Treasury

THE WORLD BANK
Treasury

The World Bank Treasury VPU does not require use of IBRD and IDA in its logo. It is a unique case, not to be replicated by others. It has a different variation of the logo in order to avoid implications of joint liability among World Bank Group entities vis-à-vis bond investors and market counterparts, and to maintain consistency with its long-established presence in the financial markets.

HOW THE SYSTEM WORKS

In addition to its own core operations, the WBG has long managed many donor-supported partnership and product sub-brands, and continues to launch new ones each year.

Collaborative in nature, these partnerships and products have often been inconsistently branded, frequently using independent looks that do not accurately reflect the WBG's true role.

A new approach is now in place that subtly identifies each program and activity's connection to the WBG overarching brand in ways that also work well for donors and other stakeholders.

THE PARTNERSHIPS/PRODUCTS BRANDING SYSTEM

How the System Works

These collaborative operations now follow our larger system to more accurately reflect operational realities, categorized as follows:

PARTNERSHIPS/PRODUCTS BRANDING

(Could also be World Bank or IFC – see p. 37)

Category 1 Cobranded Programs & Activities	Category 2 WBG-Branded Programs & Activities	Category 3 WBG-Branded Products
Definition: WBG-led multi-stakeholder collaboration with a distinct presence of its own, based on a WBG-administered secretariat and multi-donor trust fund, with partners actively involved in right governance, strategy and decisions **Branding:** May use their own logos alongside WBG unifiers. New programs should be developed in compliance with WBG branding and visual ID system, adding the World Bank or WBG unifier. Existing programs typically already have their own logos, but need to add unifiers to ensure our leadership role is clearly differentiated from that of other partners. **EXAMPLES:** GFF, InfoDev, PPIAF, Extractives Global Programmatic Support, others	**Definition:** WBG-managed donor or multidonor trust fund generally used to enhance operations, with reporting back to partners; no distinct presence apart from WBG. **Branding:** Do not need their own logos. WBG branding sufficient. Can depict name with a strong text treatment, with WBG unifier and donor credits if needed **EXAMPLES:** Central Asia Energy–Water Development Program, Global Food Safety Partnership, Somalia Multi-Partner Fund, others	**Definition:** Unique donor-supported, externally oriented entity with a growing public presence of its own, differentiated from other conventional WBG activities **Branding:** May use their own logos alongside WBG unifiers. Must clearly leverage the power of the WBG or member institution brand and not try to become a standalone brand; use "An Innovation of World Bank Group" or a similar unifier alongside logo. **EXAMPLES:** Scaling Solar, Lighting Global, SME Finance Forum, others

THE PARTNERSHIPS/PRODUCTS BRANDING SYSTEM (CONTINUED)

Unifiers

A unifier element has been created to establish an appropriate relationship between WBG and member institution-led partnerships/products and the umbrella brand.

For Category 1 and 2 partnerships, the unifier carries "Supported By" wording, and the program manager and communications lead may determine whether to use World Bank or WBG, in consultation with their GP or Regional VPU leadership.

For Category 3 products, other wording such as "Brought to You By" or "An Innovation Of" is available. IFC cobranded products/partnerships typically are in Category 3.

Categories 1 & 2

World Bank Group

SUPPORTED BY
WORLD BANK GROUP

The World Bank

SUPPORTED BY
THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

Category 3

World Bank Group

BROUGHT TO YOU BY
WORLD BANK GROUP

A PARTNERSHIP OF
WORLD BANK GROUP

The World Bank

MANAGED BY
THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

AN INNOVATION OF
THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

IFC

AN INNOVATION OF
IFC | International Finance Corporation
WORLD BANK GROUP

THE PARTNERSHIPS/PRODUCTS BRANDING SYSTEM (CONTINUED)

Collateral Guidelines: Category 1 Partnerships

Once a WBG-led partnership or product's brand hierarchy is established, it should be reflected consistency in all material as explained below:

CATEGORY 1 PARTNERSHIPS: Cobranded Programs & Activities

BUSINESS CARDS Dedicated staff may use double-sided design indicating WBG email and street address (Front: partnership logo/ contacts; Back: WBG unifier and short description) Other staff to use standard WBG cards **E-SIGNATURES** Dedicated staff may use stacked design indicating WBG email and street address (Top: partnership logo/contacts; Bottom: WBG unifier) Other staff would not	**WEBSITES** If using independent URLs, websites may have their own design distinct from worldbank.org. Headers should show partnership logo and WBG unifier in parallel, appropriately sized and positioned to connect a collaborative, WBG-led initiative. Donors and other partners to be clearly identified in footer or separate tab WBG role accurately described in "About Us" page text **SOCIAL MEDIA** May have their own channels and icon	**PPTs** May use their own template design, showing partnership logo and WBG unifier in parallel, appropriately sized and positioned. May also use WBG cobranded slide template. **REPORT COVERS/ BROCHURES** Balance partnership logo and WBG unifier appropriately. Donors can be credited (with or without logos) on front cover, inside cover, or back cover, or in acknowledgments.	**E-NEWSLETTERS** Follow website's header design. **SIGNAGE/EVENT PROMO** Balance partnership logo and WBG unifier appropriately.

Before creating a logo for a new Category 1 partnership, please check with Brand Management and be conscious of the need for using the unifier.

Please also check with Brand Management when migrating existing Category 1 partnership logos into compliance with the system, using the unifier.

EXECUTION EXAMPLES: CATEGORY 1

InfoDev E-newsletter

infoDev Newsflash November 2015

infoDev Newsflash

Updates from the innovation and entrepreneurship lab of the World Bank

SUPPORTED BY WORLD BANK GROUP

SUPPORTED BY WORLD BANK GROUP

Global Entrepreneurship Week Celebrates Innovators and Job Creators

During **Global Entrepreneurship Week**, the world's largest celebration of innovators and job creators, infoDev and the World Bank Group are hosting a series of events to discuss the role of innovative entrepreneurship in development. The events are open to the public. Register for an event.

GLOBAL ENTREPRENEURSHIP WEEK NOV. 12 -19

PROMOTING BUSINESS, INSPIRING GROWTH

WORLD BANK GROUP

NOTE: New partnership logo displayed alongside World Bank Group unifier.

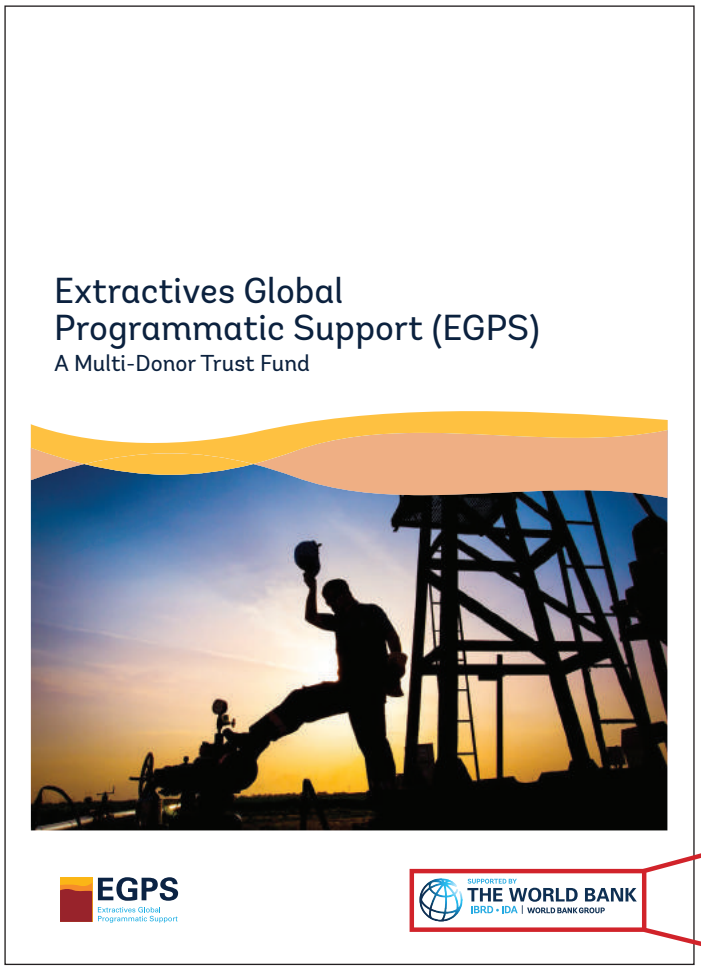
EXECUTION EXAMPLES: CATEGORY 1

PPIAF BBL Announcement

NOTE: New partnership logo displayed alongside World Bank Group unifier.

EXECUTION EXAMPLES: CATEGORY 1

EGPS Brochure



NOTE: New partnership logo displayed alongside World Bank unifier.

SUPPORTED BY
THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

THE PARTNERSHIPS/PRODUCTS BRANDING SYSTEM

Collateral Guidelines: Category 2 Partnerships

CATEGORY 2 PARTNERSHIPS: WBG-branded Programs & Activities

<table>
<tr>
<td><u>BUSINESS CARDS/ E-SIGNATURES</u>
Use standard WBG cards (may list partnership in staff title if desired)</td>
<td><u>WEBSITES</u>
Reside only on worldbank.org with partnership name listed text-only. Headers/footers follow its standard design.

Donor role accurately described.

<u>SOCIAL MEDIA</u>
Do not have their own channels and icons.</td>
<td><u>PPTs</u>
Use WBG cobranded slide template, crediting donors as necessary.

<u>REPORT COVERS/ BROCHURES</u>
Follow conventional WBG format, crediting donors appropriately.

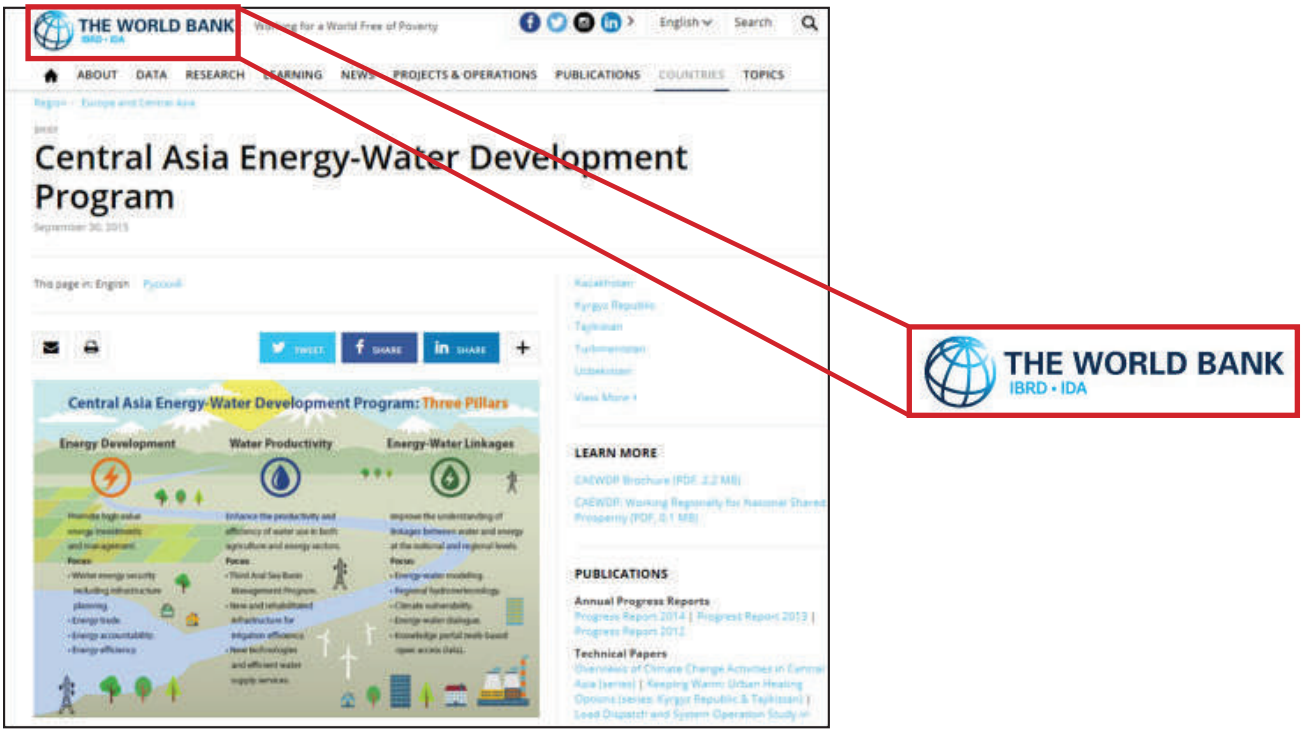
Donors can be credited (with or without logos) on front cover, inside cover, or back cover, or in acknowledgments.</td>
<td><u>E-NEWSLETTERS</u>
Follow website's header design.

<u>SIGNAGE/EVENT PROMO</u>
Balance partnership name WBG or member institution logo or unifier appropriately.</td>
</tr>
</table>

Please check with Brand Management when phasing out existing Category 2 partnership that are no longer in compliance with the system.

EXECUTION EXAMPLES: CATEGORY 2

Central Asia Energy-Water Dev. Program Page on Worldbank.org



EXECUTION EXAMPLES: CATEGORY 2

Somalia Multi-Partner Fund Report Cover

THE PARTNERSHIPS/PRODUCTS BRANDING SYSTEM

Collateral Guidelines: Category 3 Products

CATEGORY 3 PRODUCTS: WBG Branded Products

<table>
<tr>
<td><u>BUSINESS CARDS/ E-SIGNATURES</u>
Use standard WBG cards and e-signatures.</td>
<td><u>WEBSITES</u>
If using independent URLs, websites may have their own design distinct from worldbank.org. Headers should show partnership logo and WBG unifier in parallel, appropriately sized and positioned to connect a collaborative, WBG-led initiative.

Donors and other partners to be clearly identified in footer or separate tab

WBG role accurately described in “About Us” page text

<u>SOCIAL MEDIA</u>
May have their own channels and icons</td>
<td><u>PPTs</u>
May use their own template design, showing partnership logo and WBG unifier in parallel, appropriately sized and positioned.
May also use WBG cobranded slide template.

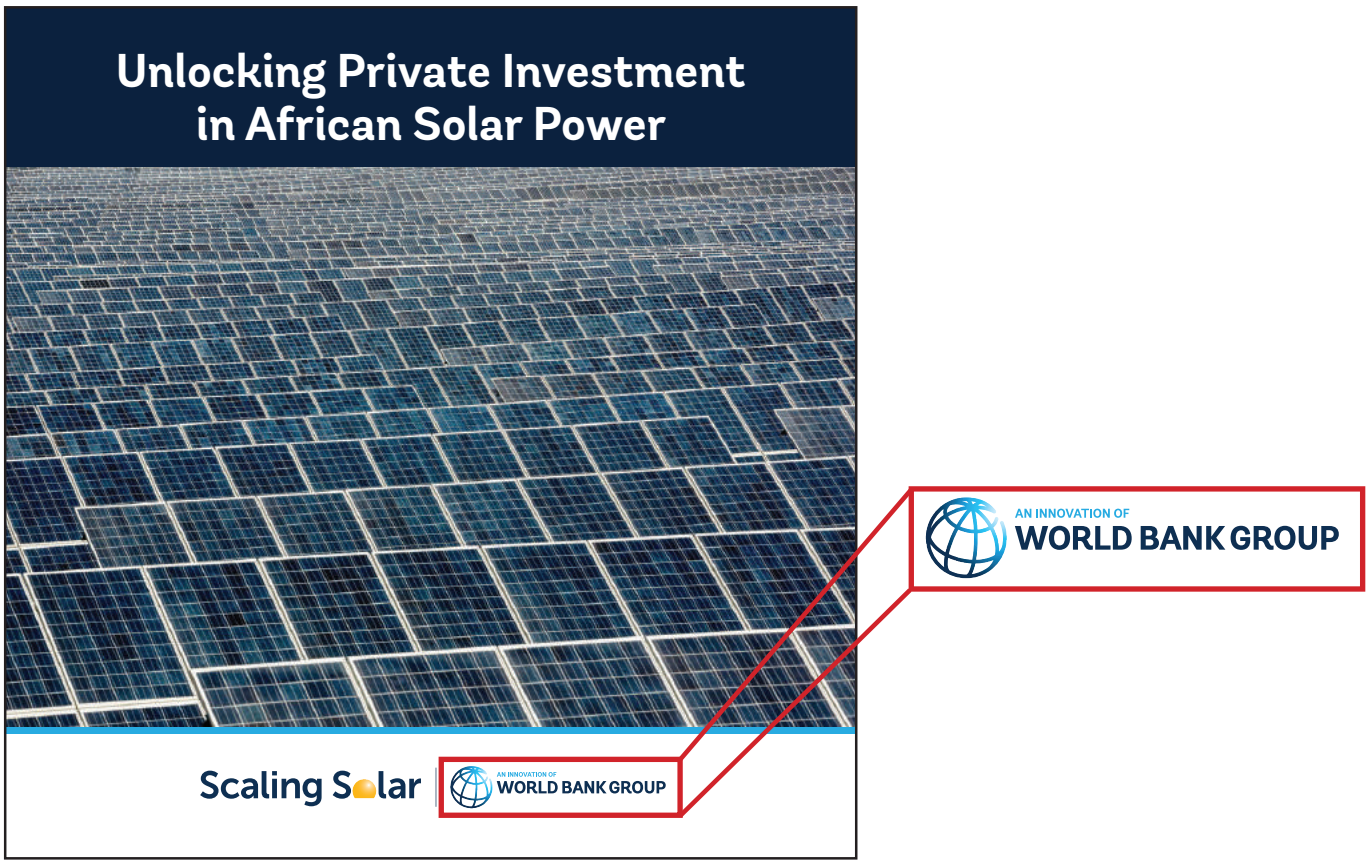
<u>REPORT COVERS/ BROCHURES</u>
Balance partnership logo and WBG unifier appropriately.</td>
<td><u>E-NEWSLETTERS</u>
Follow standard WBG header design.

<u>SIGNAGE/EVENT PROMO</u>
Balance partnership name WBG or member institution logo or unifier appropriately.</td>
</tr>
</table>

Please check with Brand Management when if you need to create a logo for a new Category 3 product that are no longer in compliance with the system be conscious of the need for using the unifier.

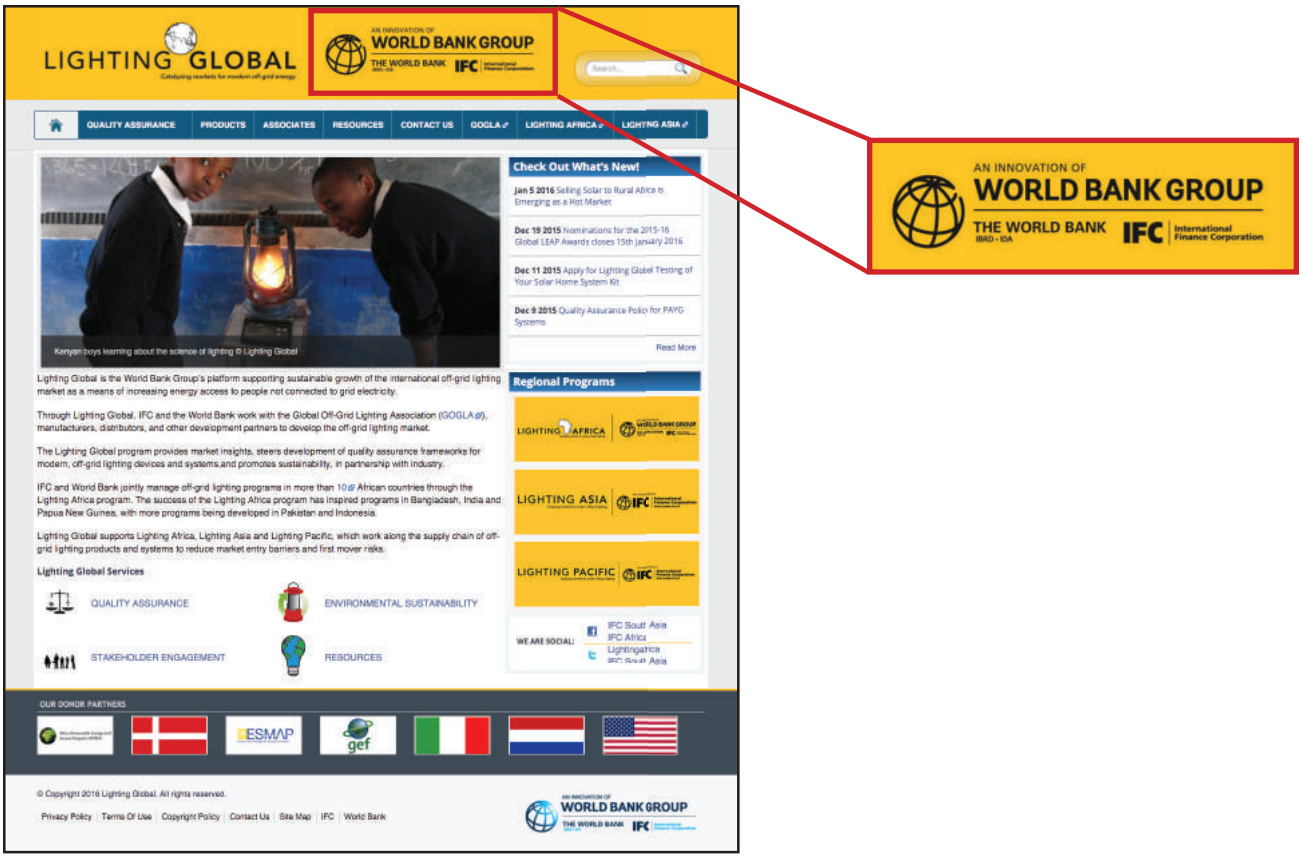
EXECUTION EXAMPLES: CATEGORY 3

Scaling Solar Brochure Cover



EXECUTION EXAMPLES: CATEGORY 3

Lighting Global Website



PRESENTATION

The following pages show templates and examples of how the WBG brand is being properly applied. Consider them a reference guide as you develop your material.

BACKDROPS

Spring Meetings / April 2014

For video backdrops, use PMS 2945 as the main blue color. It is an effective midpoint between the IFC and World Bank Group corporate colors, and works well on-camera and under lighting.

NOTE: Video backdrops may include member institution URLs or other design elements with approval of Brand Management and WBG video/broadcasting specialists.

STANDING BANNERS

Standing Banner Templates

The banner templates allow logos, text, photos, and background images to be used interchangeably. Cobranded donor logos can also be used.

BUSINESS CARDS

WBG/Integrated

The World Bank

IFC

Staff members may create their own business card title with the concurrence of their manager. The business card title can be used on their official business cards and added to e-signatures (see pages 43-44).

Variable designation for VPU or other sub-entities (can also appear as WBG only, with no VPU or sub-entity name).

BUSINESS CARDS (CONTINUED)

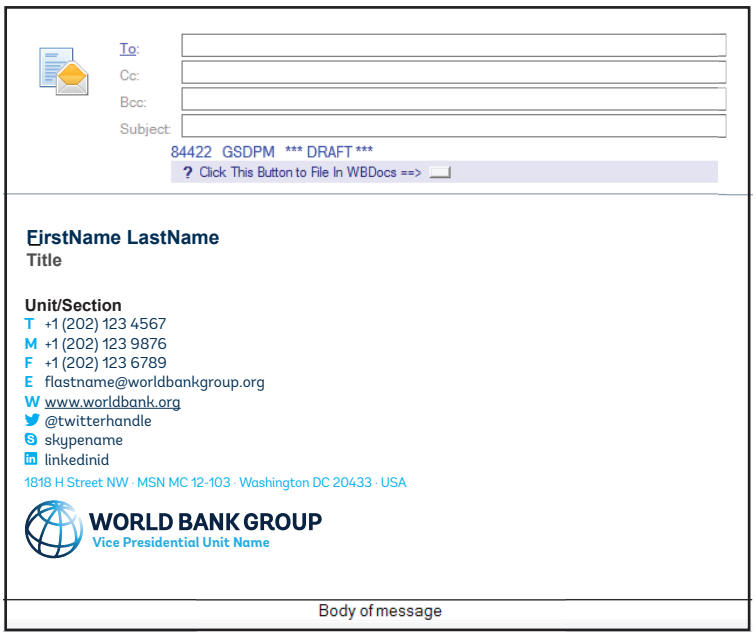
MIGA

All WBG and member institution cards have the option of using another image on the reverse side.

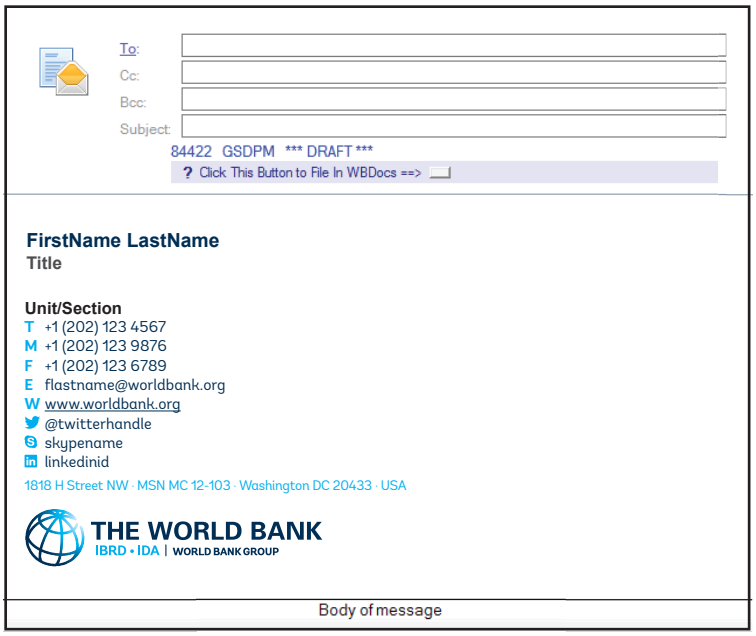
They may also leave that side blank, or devote it to translations of the front side.

E-SIGNATURE

Web/Integrated

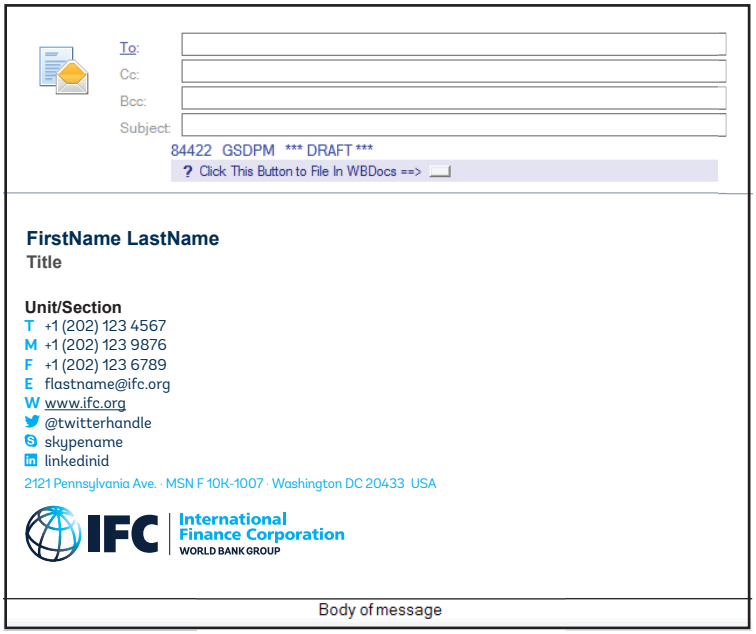


The World Bank

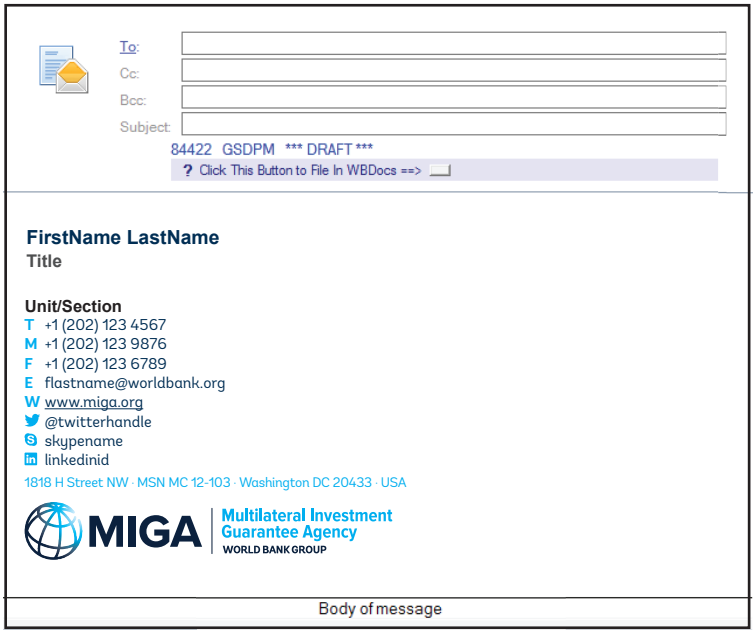


E-SIGNATURE (CONTINUED)

IFC



MIGA



FACT SHEETS

Fact Sheet Templates

Word and InDesign fact sheet templates are also now available.

WORLD BANK GROUP

GLOBAL PRACTICES PROFILE

ProjectUpdate

OVERVIEW

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SUBHEAD 1

Subhead 2

Subhead 3

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Subhead 3

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SUBHEAD 1

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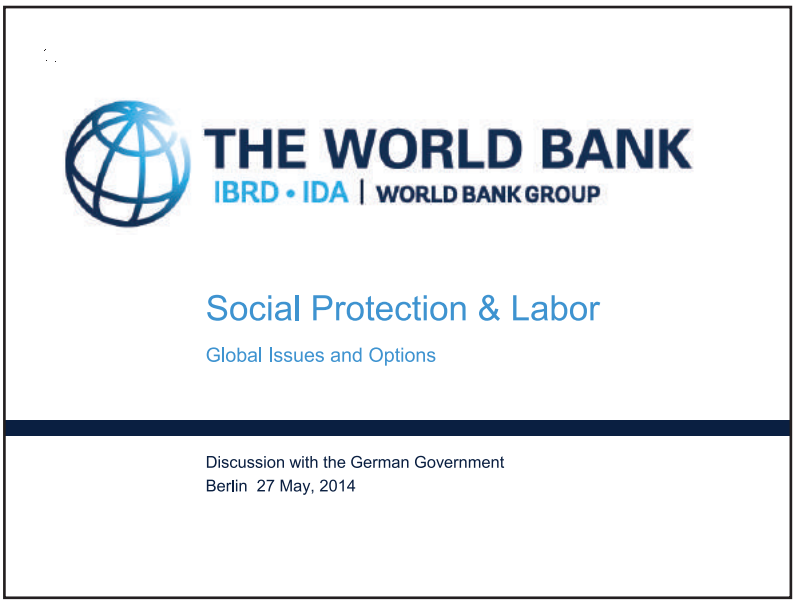
TRADE & COMPETITIVENESS – UPDATED JULY 2014

CORPORATE POWERPOINT

Powerpoint Template

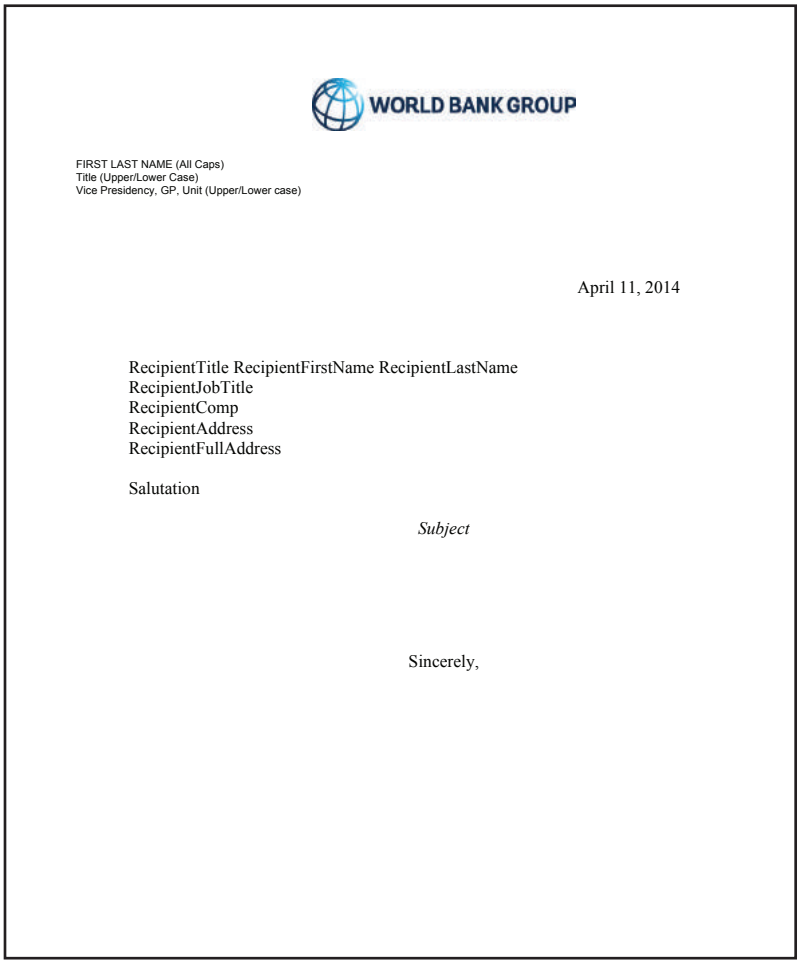


The PowerPoint template is available in alternate color schemes, and can carry the WBG, World Bank, IFC or MIGA logos, as well as related sublogos or cobranding. They have the WBG color palette embedded to allow for consistency in presentations.

NOTE: Powerpoint and Stationery templates will allow VPU or other sub-entities' names to appear in the WBG logo.

CORPORATE STATIONERY

Letterhead



NOTE: Powerpoint and Stationery templates will allow VPU or other sub-entities' names to appear in the WBG logo.

E-NEWSLETTERS AND E-VITES

E-Newsletters

E-vites

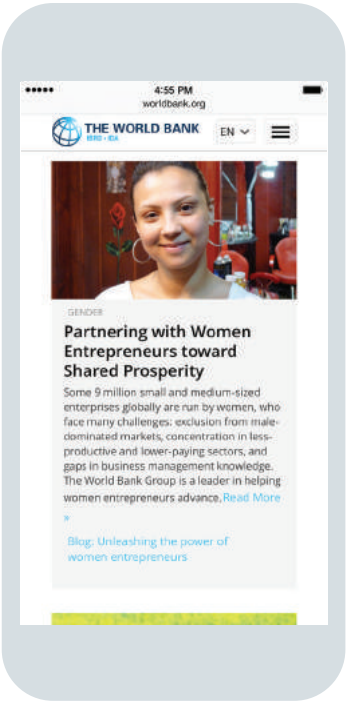
Please contact Brand Management for support on Partnership and Product Branding.

WEBSITES

World Bank Website

NOTE: All member institution websites now use their own logos in the header and the WBG logo in the footer.

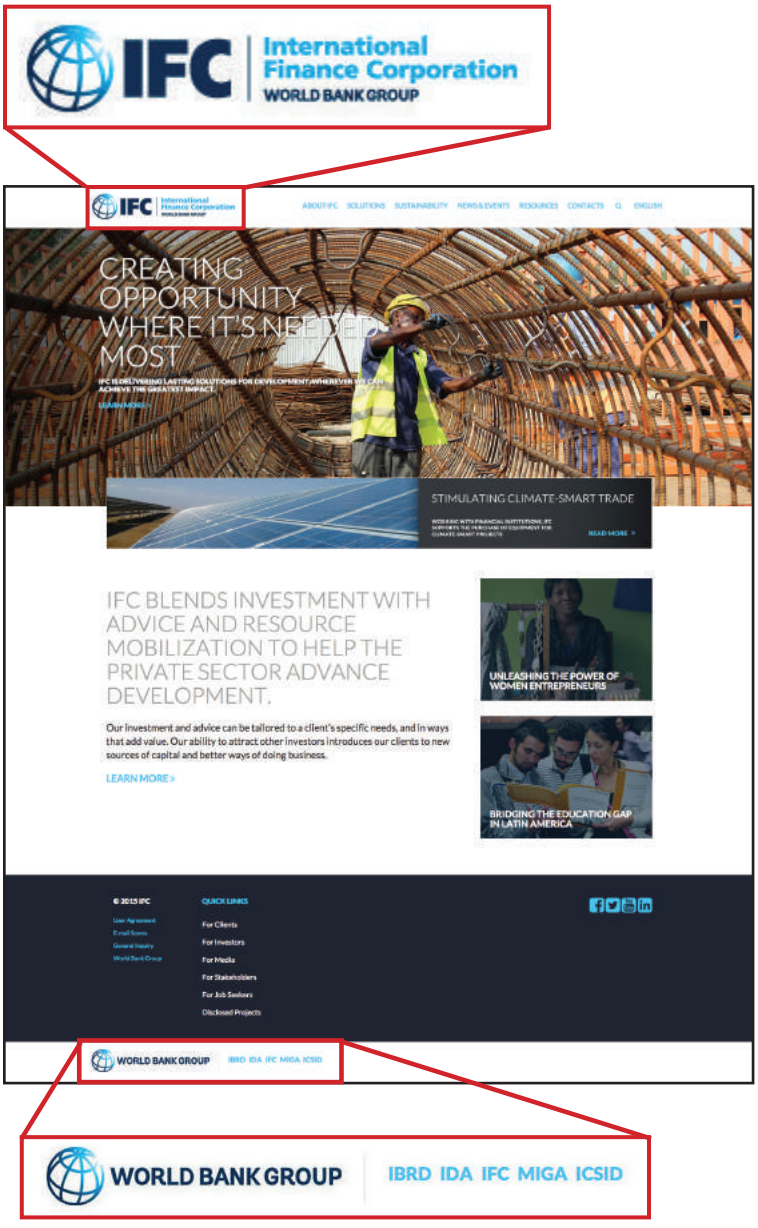
World Bank Mobile Website



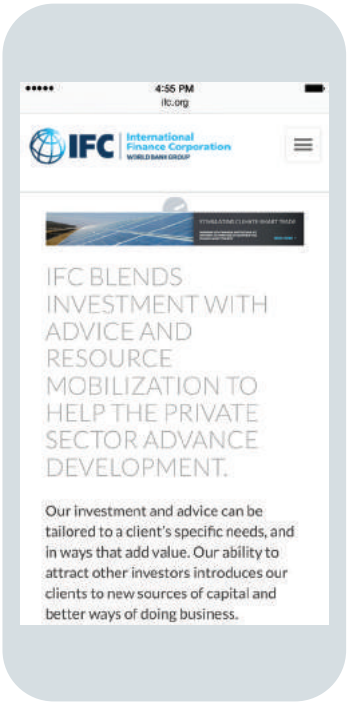
WEBSITES (CONTINUED)

IFC Website

NOTE: All member institution websites now use their own logos in the header and the WBG logo in the footer.



IFC Mobile Website



WEBSITES (CONTINUED)

MIGA

NOTE: All member institution websites now use their own logos in the header and the WBG logo in the footer.

SOCIAL MEDIA

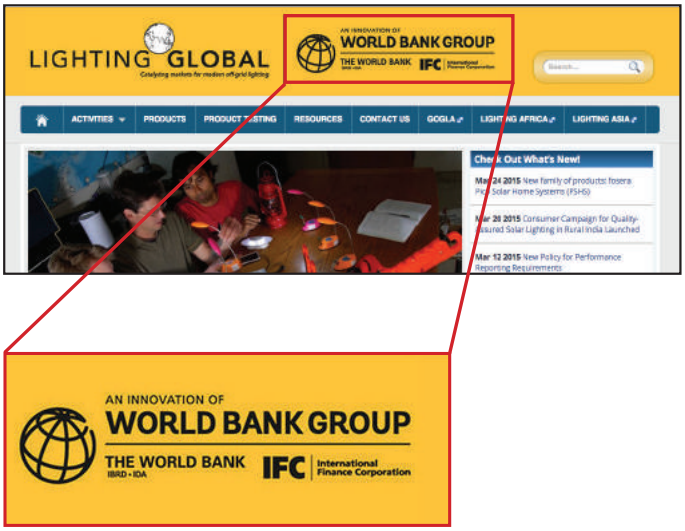
Social Media Entity

Global Practices, Cross-Cutting Solution Areas, or other WBG entities present on social media channels should use the WBG logo, or its globe element laid out separately as a graphic element (see page 13).

Since Andes and Arial fonts are typically not available for use in social media content, headers may be created in available fonts in those cases.

SPECIAL INITIATIVES

Joint Initiatives with Multiple WBG Institutions



For special initiatives that involve more than one WBG institution and are distinct from conventional operations, customized logos such as "An Innovation of World Bank Group" can be used. Please inquire with Brand Management when considering this option.

Joint Initiatives with Other Institutions

In the rare cases where the World Bank Group joins other institutions in a coordinated initiative without housing its secretariat or administering a related multidonor trust fund, the logo should be evenly balanced with those of the other participants in relationship to the initiative's name. This arrangement indicates that the WBG is merely one of several equal players in the initiative. Such usages must be cleared in advance by Brand Management.

FLAGS AND GIFT ITEMS

Flags

The approved WBG flag design shows the vertical white logo on a blue background. Use the gradient globe wherever possible, while realizing that sewn flag designs often cannot accommodate it and may require use of the solid white globe.

WBG President Jim Yong Kim with ILO Director General Guy Ryder, June 2015

FLAGS AND GIFT ITEMS (CONTINUED)

Gift Items

Customized gift items that VPUs and Departments order from approved vendors will also use the new official logos, available from GSD's Logo Central and the IFC and MIGA logo archives.

LOGO USAGE VIOLATIONS

Steps to Avoid

Do Not:

- Alter existing logos in any way
- Create unauthorized logos using new colors, fonts, images, or taglines
- Break up logo components and attempt to use them individually
- Create unauthorized new images that attempt to maintain the WBG look and feel
- Continue to use outdated logos, unless an approved transition plan is in place

GUIDELINES

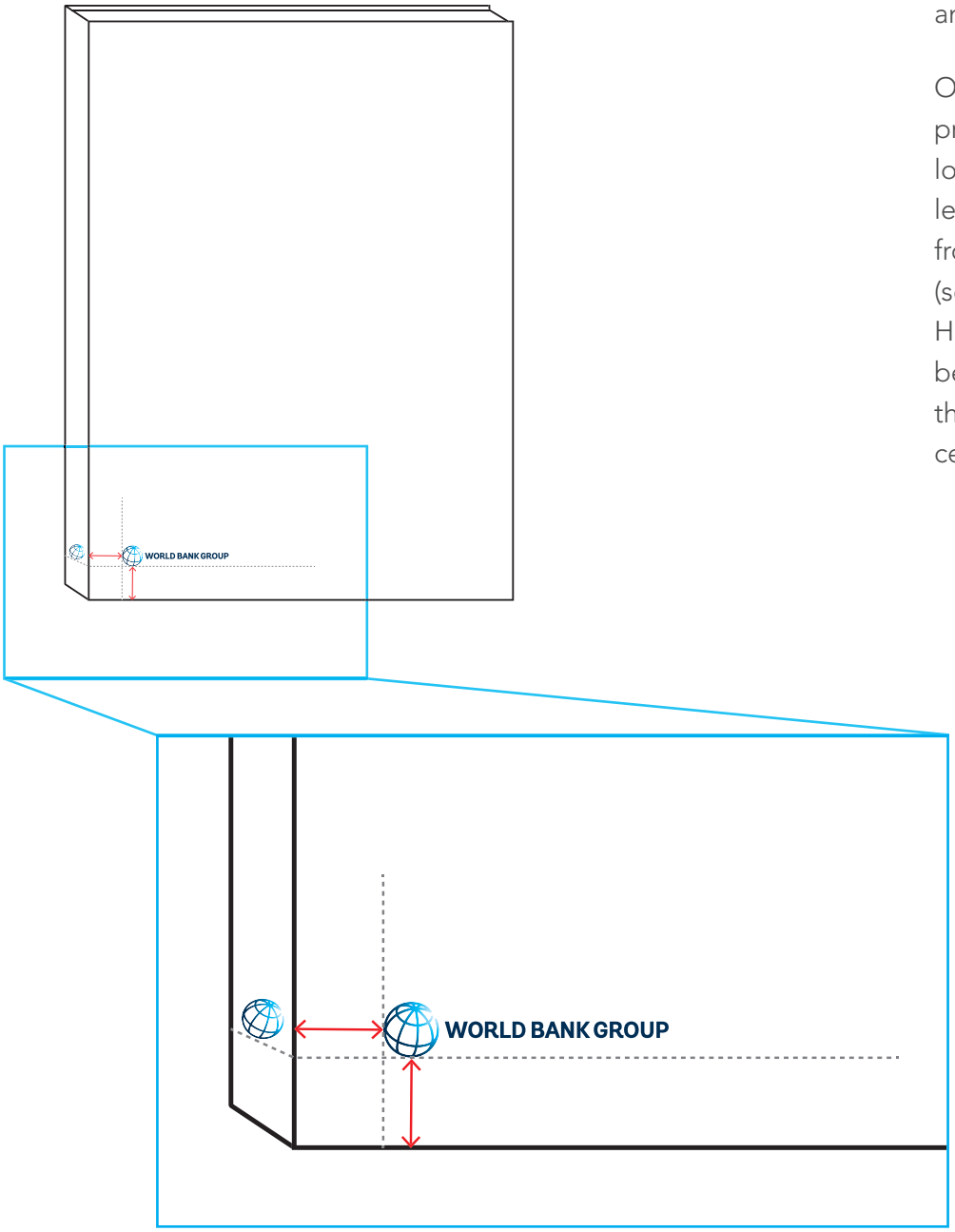
The following guidelines address the placement and size for use of the new logos on the front cover, back cover, spine, and title page of books and other publications. They are intended to ensure that the logos are used consistently and effectively in all WBG publications.

Books published by ECR Publishing and Knowledge will carry the WBG logo alone, reflecting the integration of the member institutions into one group. See page 10 for background and instructions on when to use the WBG logo alone, when to use the WBG logo in conjunction with member institution logos, and when to use a member institution logo alone.

When the publication represents only one of the WBG member institutions—including the World Bank, IFC, or MIGA—then the book cover carries the logo of the member institution only.

LOGO PLACEMENT

Back and Front Covers



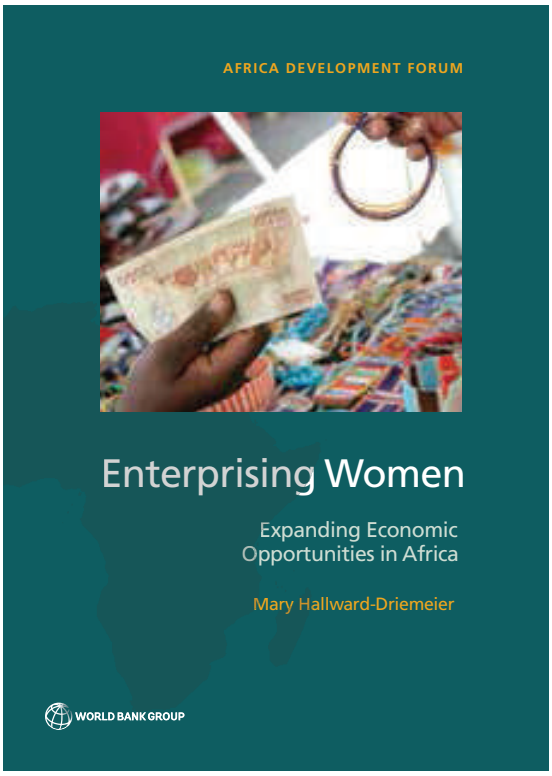
The horizontal version of the logo is intended for the front and back covers of books.

On the front cover, the preferred placement of the logo is in the lower or upper left corner with equal space from the trim and spine (see Example 1, page 60). However, the logo can also be centered at the bottom of the page to coordinate with centered designs.

LOGO PLACEMENT (CONTINUED)

Treatment of Other Non-WBG Logos

Example 1: WBG logo reversed to white on front cover and with cosponsor logo on back cover



In cases of formal copublications, the treatment of non-WBG logos is governed by the arrangements explicitly defined in the contract between the parties.

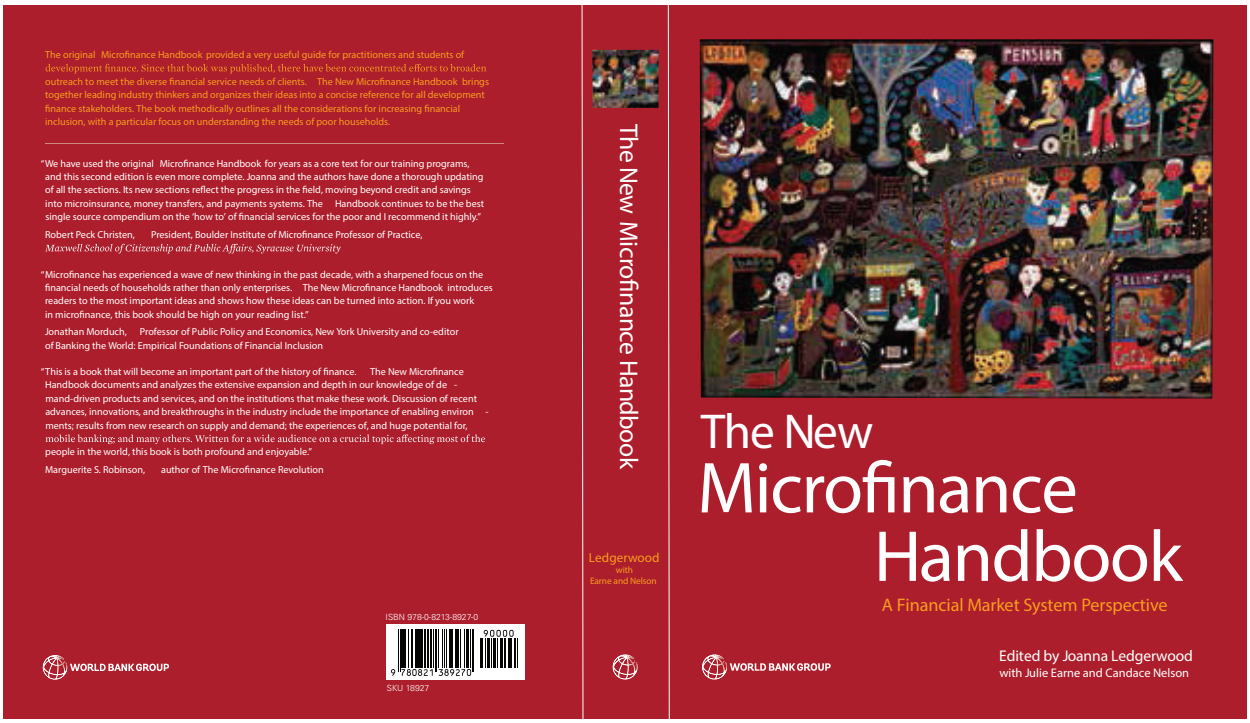
In the cases of cosponsors, additional logos appear above the World Bank Group or member institution logo in the bottom left corner of the back cover (see Example 1).

The best practice for acknowledging the work of contributors and collaborators is to include the names in the text of the preface or the acknowledgment. For books published formally, the logos of the Bank Group department entities do not appear on the book cover (front, back, or spine), or on the book's title page. Exceptions may be made for independent or quasi-independent units within the Bank, such as the Independent Evaluation Group (IEG).

LOGO PLACEMENT (CONTINUED)

Spine

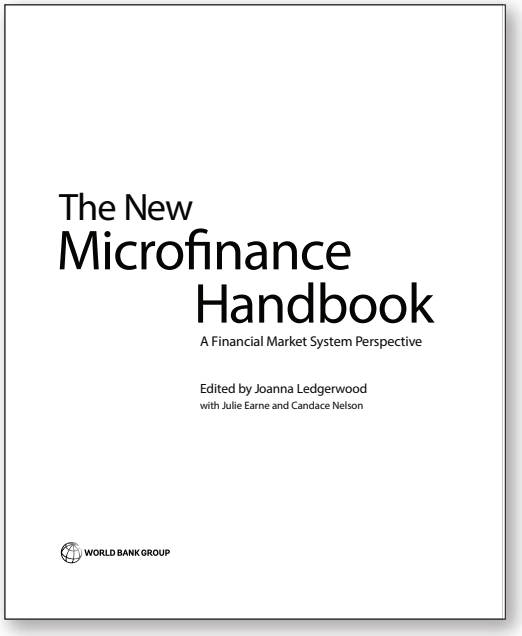
Example 1: World Bank Group logo in white; book with a 1" spine (note that globe on the spine is same size as it appears in the full logo on front/back covers).



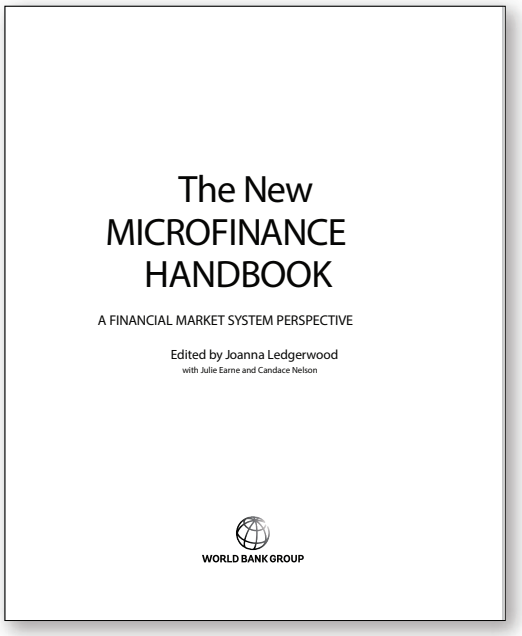
Example 2: Narrow spine (less than 3/8") with "World Bank Group" typeset on the spine, replacing the globe.

LOGO PLACEMENT (CONTINUED)

Example 3: Title page showing placement in lower left corner



Example 4: Title page showing centered placement



Books and publications generally have title pages (and often are preceded by half-title pages), and the WBG logo or an individual member institution logo appears at the bottom of the title page. The preferred placement is in the lower left corner of the page with equal distance from the trim and spine (see Example 3).

However, the logo can be centered at the bottom of the page to coordinate with centered designs (see Example 4). It is recommended that the centered logo be used in those instances. Title pages of World Bank Group publications will no longer carry the words "Washington, D.C."

LOGO COLOR OPTIONS

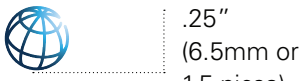
When compatible with the design, use the blue version of the logo. In other instances, such as bright- and dark-colored backgrounds, use the black or reversed out ("white") version (examples at left).

MINIMUM LOGO SIZE

Minimum Size for Cover Use

For books and publications the minimum size for the logo is .3" (7.5 mm or 1.75 picas) in height for the full logo.

Minimum Size for Spine Usage



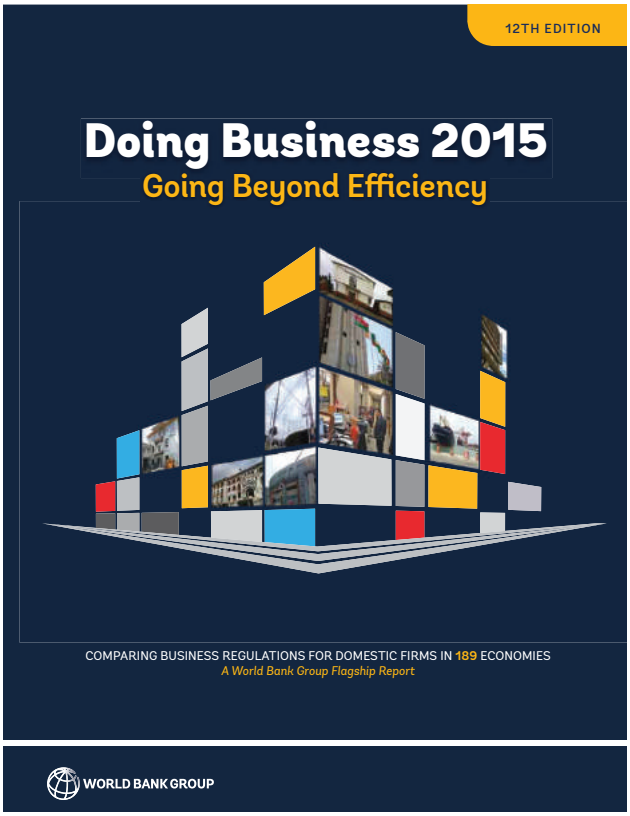
For the globe only version of the logo that will appear on spines, the minimum size is .25" (6.5mm or 1.5 picas) in height.

Maximum Size for Cover Usage

The maximum size for the logo is .4" in height (both for the covers and the spine globe).

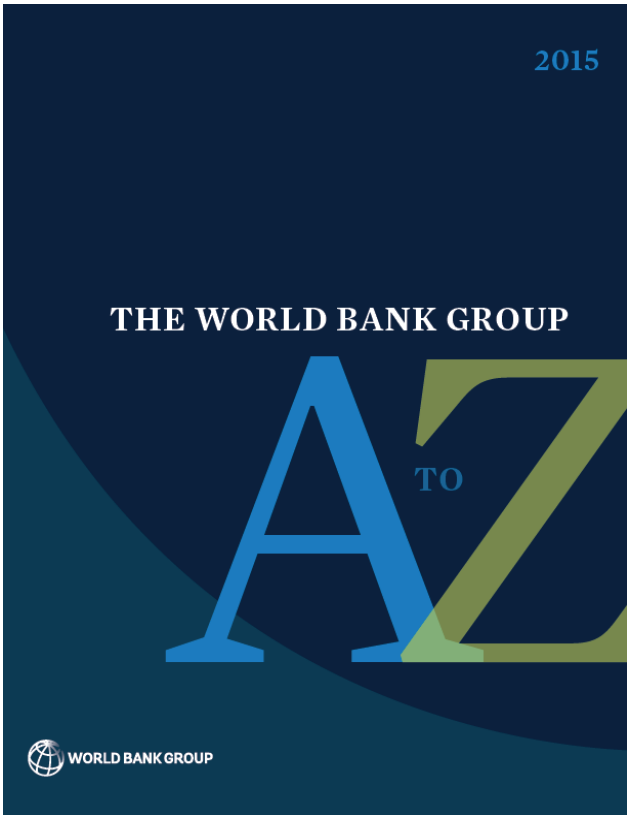
USAGE SAMPLES

Doing Business 2015



One of our highest-profile publications, Doing Business, was formerly cobranded to the World Bank and IFC. It is now branded only to the World Bank Group.

The World Bank Group A to Z



The World Bank Group A to Z provides need-to-know information about the World Bank Group in a concise, approachable manner. Building on previous editions of A Guide to the World Bank, it has been completely revised and updated to include features not found in its predecessors, including examples and photos of Bank Group projects and programs, and introductory content that highlights the new World Bank Group's goals, financials, regions, and results.

For further guidance
please contact:

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Mobile: +1 (323) 314 0697