



# Brand & Style Guide

*Updated June 2020*

***Hope for tomorrow.  
Hope for a better life. A  
life that is as rewarding  
as it is challenging. A  
life transformed. At  
World Concern, the  
solutions we offer, the  
work we do—with your  
help—creates lasting,  
sustainable change.  
Lasting change that  
provides lasting hope.***

**This book** is a guide to the World Concern brand. We hope this book helps you better understand our new look and our strategic identity, as an organization that provides lasting change, and lasting hope, in the lives of some of the world's most desperate people.

Our brand helps us share our unique story in a compelling way. It makes us memorable. World Concern's brand highlights our strengths and positions us well amongst other organizations. Ideally, our brand shortens the gap between our donors and the families we seek to serve in difficult places across the world.

The purpose of this book is to help you know how to use our logo, and adapt other brand elements into materials that you may produce. When World Concern has unity in appearance and message across the world, it strengthens the organization as a whole. World Concern has the same heart in Sri Lanka as it does in South Sudan. We need to have the same story, and the same look. We are an organization called to excellence in our programs, and we hope to extend that ideal into all of our marketing materials.

|    |                        |    |                         |
|----|------------------------|----|-------------------------|
| 3  | <b>Our brand</b>       | 12 | <b>Our fonts</b>        |
| 4  | <b>The tagline</b>     | 14 | <b>Installing fonts</b> |
| 6  | <b>Our logo</b>        | 15 | <b>Our colors</b>       |
| 8  | <b>Do's and Don'ts</b> | 16 | <b>Brush strokes</b>    |
| 10 | <b>Secondary logos</b> | 17 | <b>Contact us</b>       |

**Witness the transformation.** Our logo and tagline is the essence of our brand, a brand that speaks to both physical and spiritual transformation. It comes in the form of clean water, education, or a home after a disaster. But it also hints at a deeper transformation, one that is an integral part of World Concern's identity.

### **Primary meaning**

World Concern's logo helps you tell our story. The icon within the logo represents several ideas. At a glance, it is a butterfly, which is a God-given example of transformation. A caterpillar through metamorphosis is reborn into something new and beautiful. We see this as a great metaphor for a new life that emerges from hopelessness.

There is an emphasis placed on "Concern," and it is larger in size than "World." The goal is to reduce brand confusion amongst other organizations and help World Concern to be recognized for the awesome organization we are today — and aspire to become.

### **Secondary meanings**

The other big concept with our logo is the idea that when several parts come together, they are stronger as one. World Concern cannot operate in isolation. We depend on many elements joining together to make this happen.

As there are four components to our logo, we see four elements as essential to transformation in the lives of those we serve: the beneficiaries, World Concern, donors, and God. All of these players must take part for us to do our work and for a deep lasting transformation to be present in the lives of those we seek to serve.

You might also notice a circle in the center of our icon. It represents the world, with the surrounding elements representing our concern. Motion is infused throughout our icon, to show that transformation is action. It is a process in which our work is moving forward, progressing toward a deeper and deeper transformation in the lives of all involved.



**Our logo** comes in two different versions. A horizontal and vertical one. Each version has two variations, one with the tagline and one without.

**1. Primary horizontal logo with tagline**

This is the primary version of the logo that should be used as the default.

**2. Horizontal logo without tagline**

This version should be used when the tagline will not be legible because the logo is small. It is recommended when the tagline is used in the material more prominently, like the cover of this brand guide.

**3. Vertical logo with tagline**

The vertical logo should be used for narrow documents or to achieve a certain design objective.

**4. Vertical logo without tagline**

This version should be used when the tagline will not be legible. It is recommended that the tagline be included as an additional element if possible. See the back of the brochure as an example.

**Our brand theme**

Beyond our logo, our design team has produced a set of elements that should be used across our brand. With consistent usage, this look will help us become recognizable at a glance, and unified in our appearance across the world. These include specific colors, photo treatments, logo usage and more.

**The World Concern brochure**

The “Witness the transformation” brochure produced by the Seattle office should be the primary reference point for design direction, along with this brand book. Our designers produced the brochure after the logo, but before any other elements. Because of that, the careful design of the brochure has been used as a reference point for nearly all other design direction. Likewise, if you are producing materials in your country office, look to the brochure for guidance about our brand theme.

**Note.** All versions of the logo come in a black and white variation as well and should be used when color is not an option.



## Do's and don'ts. How to effectively use our logo.

### Do's

#### 1. Minimum Size

To ensure readability, the World Concern logo should not be printed less than 1-3/4" wide and 200 pixels wide for the web. There should always be 1/2 the height of white space around the logo.



#### 2. Dark backgrounds

Use the white version of the logo on a dark background to provide contrast with the background.



## Don'ts

### 3. Bad colors!

Don't put the logo on backgrounds with colors that clash.

### 4. Pictures

Don't use the negative logo on backgrounds that are too cluttered.

### 5. Transform

Don't squish, rotate, or add any embellishments to the logo.

### 6. Out with the old

Don't use our old logo.

### 7. Squashed

Don't compress the logo vertically when you resize it, make sure to maintain the aspect ratio.

### 8. Condensed

Don't compress the logo horizontally, keep the proper proportions.

3.



6.



4.



7.



5.



8.



## Our marketing campaigns and World Concern Development Organization have designated logos.

**1. One Village Transformed**

Our new strategy for fundraising for specific communities.

**2. Global Gift Guide**

Our alternative gift catalog of gifts that change lives.

**3. S.O.S 5k**

Our annual 5k run to fight human trafficking.



# ONE VILLAGE TRANSFORMED®



# GLOBAL GIFT GUIDE™

# S.O.S 5K

**1. WCDO**

The logo for World Concern Development Organization.

**2. Women of Purpose**

Links North American women with poor, marginalized women.

**3. 44-Cent Cure**

Our campaign to heal children from intestinal parasites.



# Our typeface is part of how we tell our story.

## Whitney

The Whitney type family is our primary font. It's a typeface that's approachable yet professional. Whitney is used in brochures, flyers, and in headlines.

Aa

### Whitney Book

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890

### Whitney Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890

### Whitney Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890**

### Alternative standard typefaces

#### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890

#### Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890

#### Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890**

## Calluna

Calluna is our secondary font, it should be used for receipts, letters, and all other printed correspondence. It's a typeface that is warm and easy to read. For electronic material use Palatino.

Aa

### Calluna Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890

### Calluna Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890*

### Calluna Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890**

### Alternative standard typefaces

#### Palatino Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890

#### Palatino Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890*

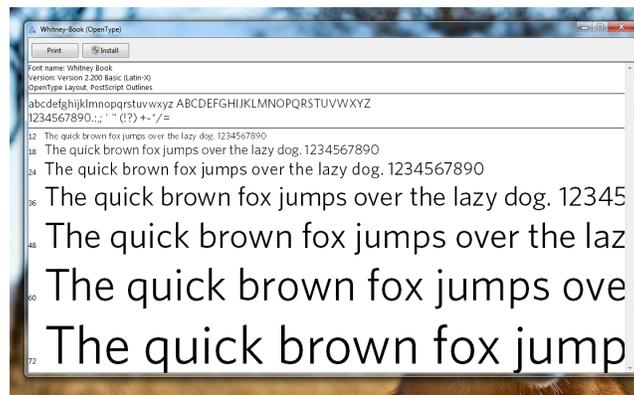
#### Palatino Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1934567890**

**Installing fonts** on your computer can be confusing. Here are some easy instructions to help you out.

### Windows 7

The easiest way to install a font is to double-click on a font file to open the font preview and select 'Install'. Keep in mind that you must be an Administrator on the target machine to install fonts.



### Windows Vista

To install a TrueType or OpenType font on Windows Vista, right-click on the font file and then select 'Install'. You can also drag or paste a font into the Fonts Control Panel.

*Note: In Windows Vista if you double-click on a font the 'Install' button is not available in the font preview. This is a new feature in Windows 7.*

### Windows XP

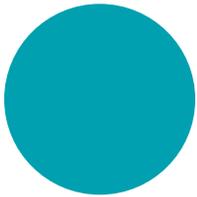
To add a new font to your computer:

1. From the 'Start' menu select 'Control Panel', then select the 'Appearance and Themes' category.
2. Select 'Fonts' from the 'See Also' panel at the left of this screen.
3. On the 'File' menu, select 'Install New Font...'
4. Click the drive and folder that contain the fonts you want to add.
5. To select more than one font to add, press and hold down the CTRL key, click the fonts you want, then click on 'OK'.

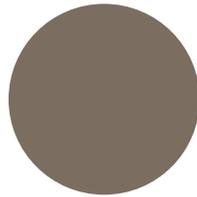
**Our colors** help us stand out. They have been carried over from the old brand to maintain consistency for our donors and beneficiaries.

#### **Uniqueness & Approachability**

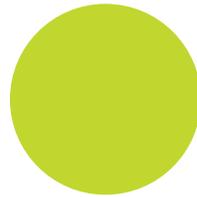
After looking at the colors used by other humanitarian organizations, we saw these two colors as being largely unique to us. We used a shade of brown color for the wordmark “World Concern.” The brown is a warm earthy color which is indicative of our approachability as an organization. The symbol and tagline use Pantone 320, and the wordmark is set in Pantone 7532. The World Concern green, Pantone 382, is used as accent color in promotional materials.



**World Concern Teal**  
**PMS 320 U**  
CMYK: 93, 0, 36, 0  
RGB: 0, 157, 165  
HEX: #00AFB4



**World Concern Brown**  
**PMS 7532 U**  
CMYK: 14, 23, 33, 52  
RGB: 120, 110, 102  
HTML: #786441



**World Concern Green**  
**PMS 382U**  
CMYK: 33, 0, 85, 0  
RGB: 153, 194, 33  
HEX: #99C221

## The brush strokes help give World Concern a unique look and create a sense of motion.

Motion is infused in the brush strokes, to represent that transformation is action. The teal, green and white brush strokes were created as a brand element to primarily accent photos, especially when used in a brochure. In daily reports and letters, using brush strokes is not recommended. Use the brush strokes sparingly to avoid overuse.





## Call or email us. We want to help you through any of your design dilemmas.

Whether it comes to usage for our logo, designing or printing brochures, or any other design questions, please contact us. We also want to be a resource for you in telling the World Concern story. We're here for you and are honored to be on your team, as we as well seek to be transformed into something better. And only by the grace of God can that happen. Thank you, and enjoy our new brand!

### **Kristen Tarsiuk**

Senior Director of Creative House  
206.546.7259 | ktarsiuk@crista.net

### **Creative House Designers**

Mark Dunford, Graphic Designer III  
206.289.7834. | mdunford@crista.net

### **Onie Ward, Graphic Designer III**

206.546.7346 | oward@crista.net

### **Rachel Pearson, Graphic Designer II**

206.289.7831 | rpearson@crista.net