BRAND
MANUAL

version 1.0 - november 2017

WPSP
WORLD PORTS SUSTAINABILITY PROGRAM

Inhoudstafel

WPSP logo

The WPSP logo always needs to be used correctly to arouse a suitable perception and brand message within the target groups. In order to make the logo stand out, it is important to provide the design with enough whitespace. The logo must always be used in its entirety; the name, the icon and the baseline "World Ports Sustainability Program". It is also viable to maintain the proportions given to the logo for all means of communication.

Different versions of the WPSP logo are provided, suited for every specific usage. There are three versions. One version in color, a negative version (for usage on a colored background) and a black and white version (for greyscale media such as black-and-white printers and fax machines).

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Color usage

The WPSP brand identity was carefully developed and provided with primary and secondary colors that will be used in graphic applications, online media and other means of communication. It is important to use the colors in a consistent way since color is one of the most important and recognizable aspects of a brand identity. The colors on this page were selected precisely in order to make them fit well together and transfer the right brand message independent of the medium.

Every shade is provided with several color codes. Use CMKY for print, RGB on screens, hexadecimal for online media and Pantone for unicolor or spotcolor and conversion to RAL and other universal color schemes.
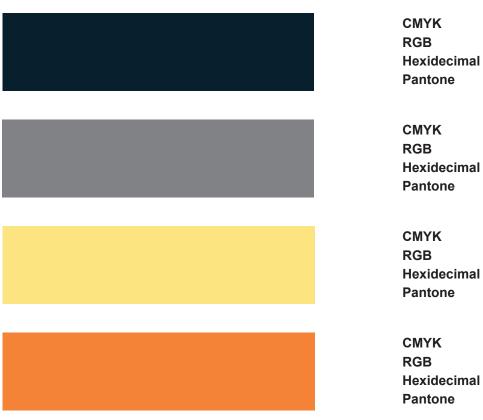
Primary colors

CMYK	86 - 46 - 6 - 1
RGB	13 - 117 - 180
Hexidecimal	#0D75B4
Pantone	7690C

CMYK	72 - 11 - 48 - 1
RGB	63 - 166 - 149
Hexidecimal	#3FA695
Pantone	7473C

Secondary colors

CMYK	100 - 77 - 53 - 67
RGB	8 - 31 - 45
Hexidecimal	#081F2D
Pantone	5395 C

CMYK	49 - 38 - 37 - 19
RGB	129 - 130 - 132
Hexidecimal	#818284
Pantone	6 C

CMYK	1 - 10 - 58 - 0
RGB	255 - 227 - 129
Hexidecimal	#FFE381
Pantone	1215 C

CMYK	0 - 59 - 82 - 0
RGB	250 - 131 - 52
Hexidecimal	#FA8334
Pantone	158C

Typography

Readability is only one aspect of a strong typography. The font must strengthen and reinforce the brand image in all online and offline communications. That is why we selected two favorable fonts for print and digital. Uniformity and clearness are key in branding, just like a font that fits the story that WPSP wants to share with the world. The fonts below provide the brand from the right tools to add value to the texts.

Keep calm is a font used for titles, advertising copy and commercial messages in print and online visuals.

KEEP CALM

REGULAR

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & ? : + " @ €

Arial is a common font that is used for text, e-mail, web and other communications. Arial is a standard fond, delivered with Microsoft software, such as Microsoft Windows and Microsoft Office. The font is great on smaller resolutions and is easily to combine with other fonts.

ARIAL

REGULAR

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & ? : + " @ €

BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & ? : + " @ €

Questions about the WPSP brand?

This brand manual offers the basic guidelines and tools to get started with the WPSP brand and create clear means of communication. In case you have additional questions concerning the applications of the brand or need additional materials, or if there is a need for specific assistance, please don't hesitate to contact us.

WPSP personnel:
Contact you account manager at Pavlov for the quickest solution.

Extern agencies:
Contact team Pavlov on hello@pvlv.be or visit us on www.pavlovbranding.be for further information. We try to answer within 48 hours.