



**BRAND GUIDELINES**

**2021**

## WONCA BRAND GUIDELINES

The purpose of these guidelines is to define corporate image requirement for use by WONCA standing committees, Working Parties, Special Interest Groups, and Regional bodies (hereafter called “WONCA groups”) and any other entity with official standing as part of WONCA.

Use of the WONCA corporate image or logo by any other external body is by permission only. Applications to [secretariat@wonca.net](mailto:secretariat@wonca.net).

These are guidelines for logo use, official colours, fonts etc and how they may be merged into acceptable documents or communications. Please do not use the images in this document to replicate artwork. Original digital artwork is available from [editor@wonca.net](mailto:editor@wonca.net).

## WONCA BRAND

The following guidelines have been prepared to ensure that the WONCA brand is presented consistently in all applications. The WONCA design is composed of various key visual elements:

### THE LOGO



### TYPEFACES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 TUVWXYZ  
 abcdefghijklmnopqrstuvw  
 xyz  
 1234567890

### THE COLOUR PALETTE



### THE LOGO

The logo is the strongest element of a visual identity. It is important to use it coherently.

The WONCA logo comprises the globe graphic symbol **A**, the wordmark **B** and baseline **C**. These elements should always appear together, as shown in these guidelines.

The baseline should always accompany the symbol when space allows it.

Before using the WONCA brand in any application, you must seek approval from the WONCA Secretariat.

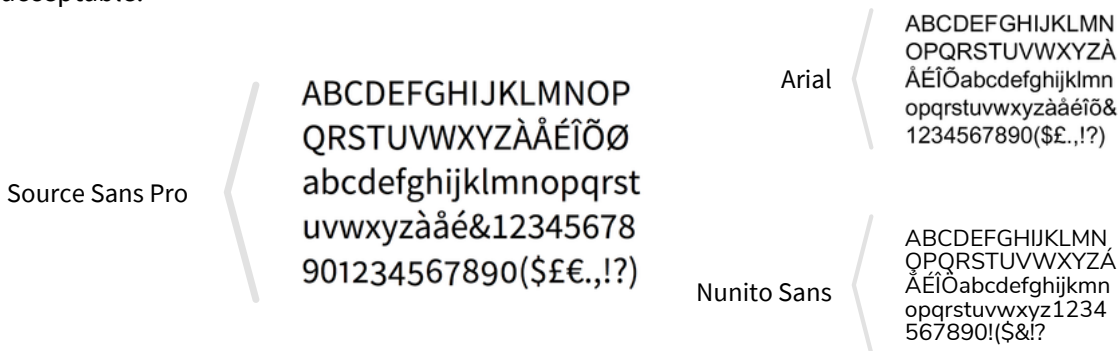


When you reproduce the WONCA brand, it’s essential that you use the appropriate supplied digital format. The WONCA logo must be displayed on all WONCA group sites and webpages and will be provided by the Secretariat for use upon request.

**TYPEFACES**

Typeface is also an essential element in the identity of WONCA and should be used appropriately.

The standard font is **Source Sans Pro**. **Arial** and **Nunito Sans** can be used as secondary or alternative fonts . The use of bolding, font size and other styling features for emphasis or acknowledgements is acceptable.



At all times ease of reading and clarity with a variety of electronic tools is of paramount importance.

WONCA should be written in capitals unless it is the stylised wording on the logo.

**THE COLOUR PALETTE**

When used correctly and in a consistent way, colours make a brand more visible and easily recognisable.

In all reproduction methods, colours must always be matched as closely as possible to the PMS colour swatches specified.

Choose the right colour reference for the appropriate support or media:

- The **CMYK** reference for printed applications.
- **RGB** values for screen and digital media.
- **WEB** values for web media.



CMYK PRINT	RGB DIGITAL	WEB
83, 100, 0, 44	60, 16, 83	#3C1053
49, 0, 100, 30	101, 141, 27	#658D1B

**HOW TO USE THE LOGO?**

**WONCA BRAND REVERSED**

The WONCA logo colour must not be changed however when the WONCA brand is placed on a background which is light in tone, use the positive version. When the background is dark in tone, use the negative version.

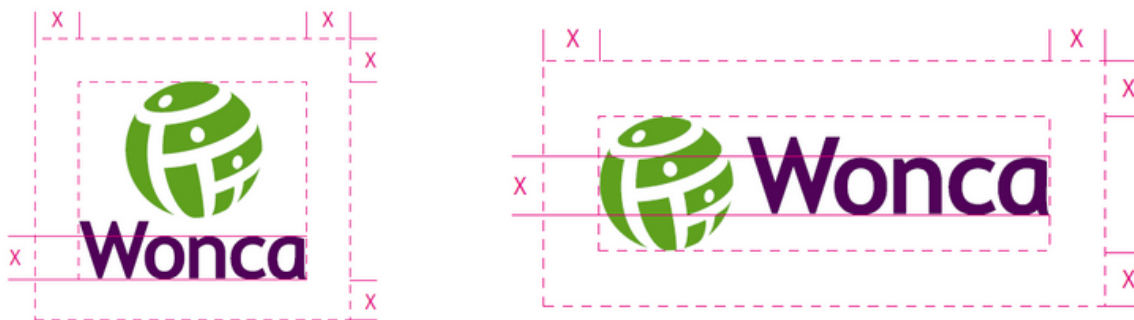
In both versions the globe graphic remains green. In the case of black and white applications, when the background is black, the brand reverses completely to white.



**WONCA BRAND CLEAR SPACE**

The WONCA brand is most effective when surrounded by as much uninterrupted space as possible. The example below shows the basic formula for calculating the minimum clearspace and can be used to determine the clearspace for the brand at any size. Where possible, use more clearspace than the minimum.

The minimum clearspace is determined by the height of the letter 'n' in the wordmark, measured from the base of the letter to the flat serif. This minimum clearspace applies to the brand in all its forms.



**WONCA BRAND MINIMUM SIZE**

To avoid any possible reproduction problems, the horizontal version of the WONCA brand may never be reproduced at a width less than 25mm. The vertical version of the brand may not be reproduced at a width less than 17mm.

These minimum size rules apply to both versions of the brand in all their forms.

Where there is any question of the quality of reproduction, the brand should be used at a size larger than the minimum size specified here.



## MISUSES

The components of the logo are placed in a fixed relationship and should never be altered or modified in any way.



- Do not stretch the logo or modify its proportions.
- Do not change the positioning of the elements of the logo or modify the relationship between the elements of the logo.
- Do not modify the colour or typography of the wordmark.

## RESOURCES

Artwork, permissions and exemptions may be obtained from the Secretariat at [secretariat@wonca.net](mailto:secretariat@wonca.net)



**Wonca**

World family doctors. Caring for people.