

WORLDMATE®

STYLE GUIDE

## LOGO COMPONENTS



The WORLDMATE® logo is comprised of the WORLDMATE® wing and the WORLDMATE® logotype. It should not be altered in any manner that is not described in this style guide.

The acceptable WORLDMATE® logo variations are distributed in the following formats: EPS, TIFF, JPG, and PNG. They should never be recreated. These formats can be imported into most computer applications for a variety of uses. The size of the WORLDMATE® wing in relation to the WORLDMATE® logotype is set as shown on this page and must be in the same proportion if reduced or enlarged. Never resize individually. They should be treated as one unit. Before resizing, the height and widths of each should be locked together before scaling.

## LOGO AND TAGLINE



# WORLD MATE®

Go in the Know™

The WORLD MATE® logo should be used with the tag line, “Go in the know™” wherever space permits. Go in the Know™ has a Trademark, to be used in superscript. Follow the examples on this page for the logo positioning and tag line proportions.



WORLD MATE®

Go in the Know™



WORLD MATE® Go in the Know™

## CLEAR SPACE AROUND LOGO



In order to present the logo in a clear manner, it is important that no other objects or text are too close to the logo. The space surrounding the logo is referred to as “clear space”. The minimum clear space around the logo should be equal to the width of the “M”. No type or any other element should be positioned inside this clear space. This measurement should be constant regardless of the logo size or format.



# LOGO COLOR SPECIFICATIONS



RGB = 97, 194, 211  
CMYK = 51%, 0%, 14%, 0%  
HEX = 61C2D3



RGB = 77, 87, 95  
CMYK = 65%, 51%, 44%, 16%  
HEX = 4D575F

# LOGO IN BLACK AND WHITE



When using the logo in black and white, the WORLDMATE® logotype should be 100% black and the WORLDMATE® wing should be screened to 50% black.

If the situation calls for the WORLDMATE® logo to be on a black background (still limited to black and white), the logotype should be 100% knocked out to white, as shown below.

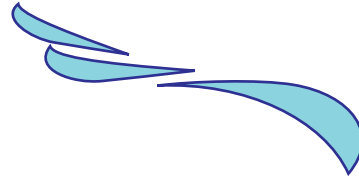


## LOGO MISUSE



*WORLD MATE*<sup>TM</sup>

Never create your own logotype.  
Also, the logotype should never be in italics.



WORLD MATE<sup>®</sup>

There should never be an outline  
around the logotype or wing.



WORLD MATE<sup>®</sup>

Never change the proportion between  
the logotype and the wing.



WORLD MATE<sup>®</sup>

The wing cannot be rotated or resized.



WORLD MATE<sup>®</sup>

Never use the logotype or wing in any color  
other than the approved PMS colors indicated  
in this style guide.



WMATE<sup>®</sup>

Never abbreviate the logotype.

## LOGO USAGE ON COLORED BACKGROUNDS



Logo use on a dark neutral background. Retain PMS colors if legible. Otherwise, knock out logotype to white.



Logo use on a colored background. Use black and white version, either normal or knocked out as shown here.



Logo use on a light neutral background. Retain PMS colors if legible. Otherwise, shift logotype to black.

## IMPROPER USE ON COLORED BACKGROUNDS



The background is not neutral enough to use the PMS colored logo.



Insufficient contrast between logo and background color.



The background is not neutral enough to use the PMS colored logo.

## COMPANION LOGO TREATMENT

When the WORLDMATE™ logo is placed with another company's logo, care should be taken to follow both company's logo specifications.

On a WORLDMATE brand piece, the WORLDMATE logo should have more prominent placement, previous specifications for free space should be followed and it should be 20% larger than the corresponding logo.



On a co-sponsored piece, the logos should be equally sized. The WORLDMATE logo should not appear smaller than a co-sponsor's logo. Specifications for minimum free space should be followed.



# WORLDMATE LIVE

The WORLDMATE LIVE™ logo should abide by the same guidelines as the WORLDMATE® branding, in terms of color, proportions, clear space, typography, and other design elements. All versions are also available electronically. Please note the examples below.



The WORLDMATE LIVE® application icon:



32x32



24x24

the 1990s, the number of people in the world who are undernourished has increased from 600 million to 800 million (FAO 2001).

There are a number of reasons for this increase. One of the main reasons is the increase in the world population. The world population is expected to increase from 6 billion in 1999 to 9 billion by 2050 (UN 2000).

Another reason is the increase in the number of people who are living in poverty. The number of people living on less than \$1 per day has increased from 1.2 billion in 1990 to 1.6 billion in 2001 (World Bank 2002).

A third reason is the increase in the number of people who are living in rural areas. The number of people living in rural areas has increased from 3.5 billion in 1990 to 4.5 billion in 2001 (World Bank 2002).

There are a number of factors that contribute to the increase in the number of people who are undernourished. These factors include:

• The increase in the number of people who are living in poverty.

• The increase in the number of people who are living in rural areas.

• The increase in the number of people who are living in areas that are prone to drought and other natural disasters.

• The increase in the number of people who are living in areas that are prone to conflict and political instability.

• The increase in the number of people who are living in areas that are prone to environmental degradation.

• The increase in the number of people who are living in areas that are prone to food insecurity.

• The increase in the number of people who are living in areas that are prone to malnutrition.

• The increase in the number of people who are living in areas that are prone to food waste.

• The increase in the number of people who are living in areas that are prone to food price volatility.

• The increase in the number of people who are living in areas that are prone to food quality issues.

• The increase in the number of people who are living in areas that are prone to food safety issues.

• The increase in the number of people who are living in areas that are prone to food access issues.

• The increase in the number of people who are living in areas that are prone to food distribution issues.

• The increase in the number of people who are living in areas that are prone to food production issues.

• The increase in the number of people who are living in areas that are prone to food processing issues.

• The increase in the number of people who are living in areas that are prone to food retail issues.

• The increase in the number of people who are living in areas that are prone to food consumption issues.

• The increase in the number of people who are living in areas that are prone to food waste issues.

• The increase in the number of people who are living in areas that are prone to food quality issues.

• The increase in the number of people who are living in areas that are prone to food safety issues.

• The increase in the number of people who are living in areas that are prone to food access issues.

• The increase in the number of people who are living in areas that are prone to food distribution issues.

• The increase in the number of people who are living in areas that are prone to food production issues.