

worldneeds

Corporate Identity Manual  
may 2020



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## Corporate Identity Manual

may | 2020

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# Introduction

This is the **World Needs** identity manual.

An identity manual's main goal is to embody a support tool for those who intend to work with the **World Needs** brand. This document intends to lead to a correct application of the brand when it comes to the different means and supports.

Fundamentally, from now on, it becomes possible to have a more solid communication and a stronger presence and image of the brand.

Throughout this document, everyone will get the chance to discover the essence and personality of the **World Needs** brand, by presenting the basic elements that compose it, as well as the guidelines that will determine its correct use and the design that was developed for this project.

Thank you all for accessing this manual.

01.

# The brand

# Identity

“our personality is transparent. with morals and ethics. with respect and cooperation.”

Our brand has a personality. A personality in which we truly believe since our foundation. Because we demonstrate simplicity, transparency and love in all our actions. And in how we act.

The spirit that inhabits **World Needs** reveals itself in the attitudes we demonstrate, in the projects we develop and through the activities that we want to promote within each day of our lives.

We are affectionate to social and humanitarian causes. There is no space for prejudice. There is no space for exclusion. There is purely accepting difference. That is exactly what our brand conveys.

**This is our personality.**

# Values

The **World Needs** brand reveals the values we carry from Portugal to the world in everything we do. This is the personality that distinguishes us and these are the three main values that are crucial to us.

**Transparency** - We are transparent. In the relations we maintain with people and in our personality.

**Respect** - For others. For the existing differences. For everything surrounding us. For the work we intend to do for society.

**Cooperation** - Among nations. Among people. Among ideas. Among goals that represent wills and the overcoming of difficulties.

02.

# From concept to idea

# Draft



**Beatriz Gonçalves de Almeida**, born in Coimbra, Portugal in 1996.

She has a master's degree in Clinical and Health Psychology from the Faculty of Psychology and Educational Sciences of the University of Coimbra.

Enthusiastic and inspiring regarding creativity, Beatriz developed a draft that reveals the passion that it is needed from Portugal to the world wrapped with love.

We acknowledge her for these reasons.

 beatrizgdalmeida  beatrizgda

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# Pre-Conception



**Cátia Alexandra Duarte Esteves**, born in Coimbra, Portugal in 1996.

She is a specialized technician in the area of Sound and Image Report, having then initiated her degree in Multimedia Communication at the Polytechnic of Guarda.

The pre-conception of our logo was possible with the technical knowledge investment that was necessary to evolve, what used to be a simple draft, into what would later become the digital base for the brand's execution.

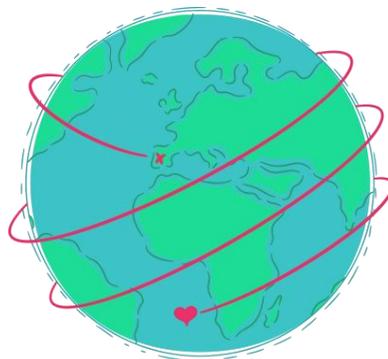
We acknowledge her for these reasons.

 [catiaadesteves](https://www.instagram.com/catiaadesteves)

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# Execution



**Judite Gonçalves Ribeiro**, born in Coimbra, Portugal in 1996.

She has a degree in Office Management and Business Communication from Águeda School of Technology and Management - University of Aveiro.

The remarkable dedication that made the creation of the **World Needs** brand possible, both the symbol and the brand typography, led to the development of what is today the representation of our values, projects and future ambitions.

For these reasons, our acknowledgment.



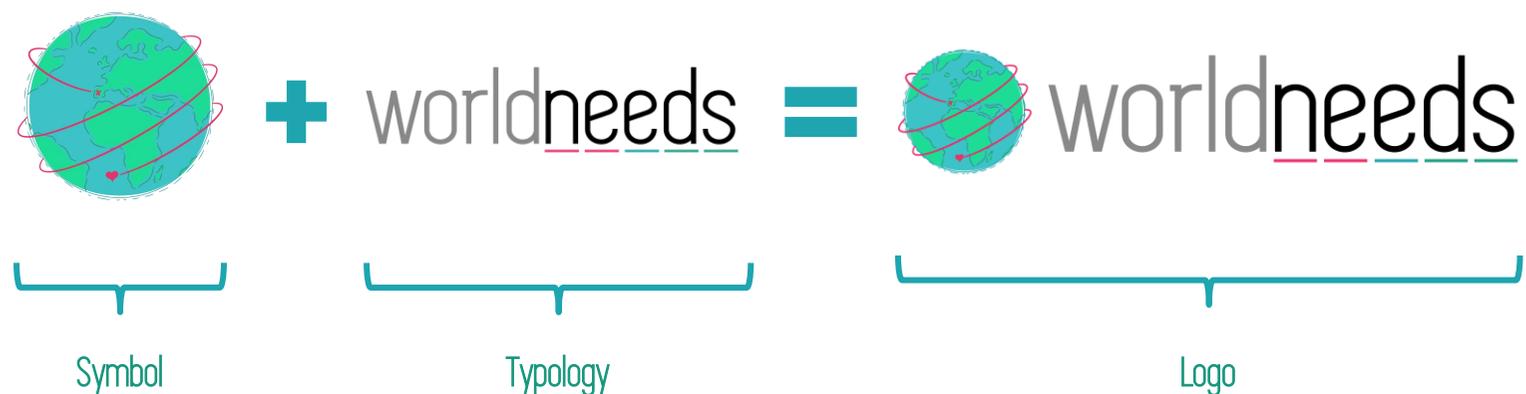
# 03.

# Elements

All forms, versions and applications of the brand that are not contemplated in this document, must be submitted to a previous approval to the World Needs Administration.

# Logo

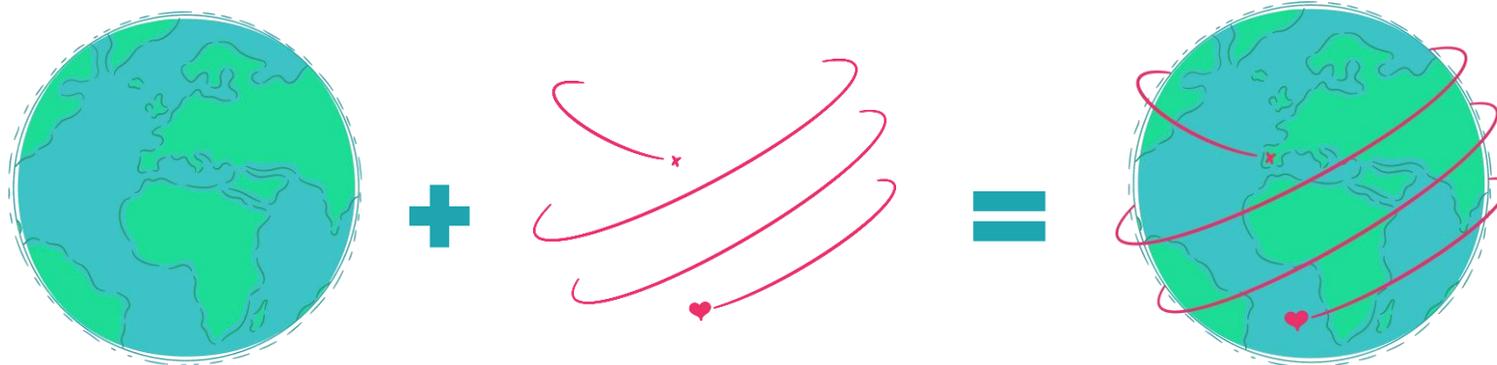
The elements present in the **World Needs** brand were divided, essentially, in two phases. Despite being different, they complement each other in a way that portrays its personality. The symbol definition, the globe, reveals our intentions of reaching the world; and the typology, with our own references, to present the strength in transparency, respect and cooperation.



# The Globe

The globe is a sign of the world and **World Needs** is a project that intends to add value to the world. We wanted to represent the globe, managing to include, as much as possible, all six continents.

The traces marked with the x are deliberately positioned with a starting point in Portugal and wrap the entire planet until they reach a heart at the end - representing the love we intend to share, from Portugal to the world. Love is also a concept that defines us as a brand.



# Lettering

First of all, the font name is a manifest of our existence. It is called SIMPLIFICA — *meaning simplify*.

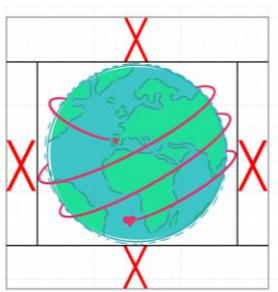
The word “world” - in gray scale - is a result of a world that, despite gray and a bit unclear in its goals, needs projects to simplify society. The word “needs”, ultimately is a representation of the permanent needs we face in the present days. Also, it is a result of our desire to transcend those needs, with valuable projects for the society.

The five multicolored lines associated to the main colors of the brand, are directly connected to the five co-founders of **World Needs** - but also, they intend to be a clear brief of the difference, never discrimination, and a union of values, ethics and morals between cultures and people.

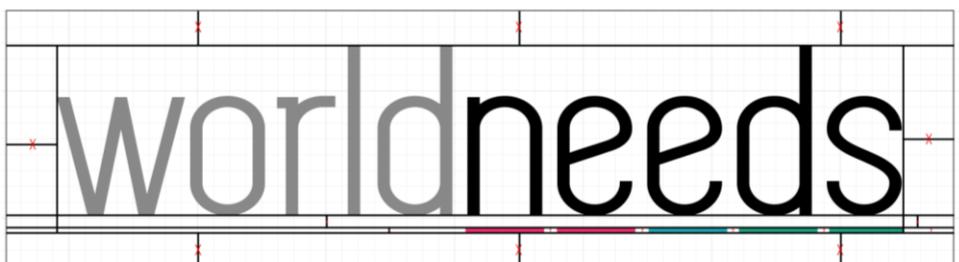


# Clear Space

Logo



Monogram



# 04.

# Color

# Main Colors

**Main color palette:** The matrices were selected with the intent to keep integrity in each version. The following pantone files and CMYK files must be used, respectively, in the application of solid colors and the application of selected colors.



HEX: #1CA081 | C: 92% M: 3% Y: 49% K: 0%



HEX: #1EA5B0 | C: 87% M: 4% Y: 18% K: 0%



HEX: #EA306A | C: 6% M: 83% Y: 28% K: 1%

# Secondary Colors

**Secondary color palette:** The secondary color palette presents a complementary perspective, in order to expand the main colors. It is composed by a group of shades that associate themselves with the main colors.



HEX: #888888 | C: 40% M: 29% Y: 26% K: 11%



HEX: #000000 | C: 0% M: 0% Y: 0% K: 100%



HEX: #FFFFFF | C: 0% M: 0% Y: 0% K: 0%

# Shapes - Polychromatic version

World Needs dynamism has three crucial representations that allow it to become a rich and floating brand. This means that, as often as possible, the logo must be used in its **polychromatic version**.



# Shapes - Monochromatic version

The **monochromatic version** of **World Needs** must be used, as much as possible, over colorful backgrounds. But there is an exception: the black and white backgrounds, where the single color elements must be applied - white or black, respectively.

(1)



(2)



(3)



# Behavior

Brand over black and white background &  
Brand over colored backgrounds

In the behavior section, we display how the brand **World Needs** must be presented differently in the several types of backgrounds, according to a black and white scale palette, as well as a colorful palette.



# Behavior

Brand over photographic backgrounds



# Dimensions

## Minimum

As often as possible, the minimum dimensions of the brand **World Needs** can not be lower than the ones presented next. For this reason, we have defined the following minimum measures as the standard dimensions for the correct use of the brand.



# 06.

# Typography

**World Needs'** typography is associated with the font style SIMPLIFICA. The word, written in Portuguese and meaning "simplify", states "to become less complicated" and "simpler". The **World Needs** identity and personality intend to become, precisely, less complicated, due to its elegant, simple and concrete typography style, that acknowledges dynamism and strength to the brand.

**Note:** The font name SIMPLIFICA is the only typographic style that should be used in World Needs' communication.

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# Official Typography

Simplifica Regular

aA ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Simplifica Italic*

*aA ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

Simplifica Bold

**aA ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

*Simplifica Bold Italic*

***aA ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

# Typography

## Application

### TITLES AND SUBTITLES

SIMPLIFICA's correct use must be done in lowercase, always initiated by a capital letter in both **titles** and **subtitles**.

### DENSITY

SIMPLIFICA's version presents us with two sorts of density - Bold and Regular. There is also a representation of both of those typologies in Italic.

### SUBTITLES

The font name SIMPLIFICA must not be lower than a font size of 6pts. Under 8 pts it is recommended that the font size is turned to Regular density. **Preferably, all subtitles must be written in lower case.**

# Typography

## Secondary Support

In order to share files, for example emails, Office documents or others, Arial, Calibri or Comfontaa are the fonts that should be used instead of SIMPLIFICA, due to the fact that these fonts exist in practically every Windows and MAC text editors.

<p>Arial</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>	<p><i>Arial Bold Italic</i></p> <p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b></p>
<p>Calibri</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>	<p><i>Calibri Bold Italic</i></p> <p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b></p>
<p>Comfontaa</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>	<p><i>Comfontaa Bold Italic</i></p> <p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b></p>

« Act in such a way that you consider humanity, both in yourself and in anyone else. Always have humanity as an objective and never as a simple mean. »

*Immanuel Kant*



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This identity manual was made possible with the collaboration of:

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World Needs **You.**