

# World Federation for Animals Logo usage





## logotype

WFA's logo is made up from the federation's full name written in a harmonious circle. The name is set in *Raleway Medium* using capital letters. The latter part of the name is highlighted with a thick stroke and negative letters, manifesting animal welfare as the core subject of WFA. The primary color of the logo is WFA Blue. See the following pages for a more detailed color definition.

The logo is the most basic element in the brand identity of WFA and is always used as the official sender mark. The logo may be supplemented, but not replaced, by the secondary logo version, defined in the following chapter.



Logotype



## Versions & usage

The logo comes in two versions where **for animals** or **world federation** is highlighted by the strong blue line.

The primary version (for animals) is to be used 80% - 90% of the time and will be the official logo. It cements our field of work and leaves out no animals.

The secondary version has another quality to it. It can be used to underline seriousness and formality, and adds an extra eye-catching visual element to the brand identity.



Primary logo



Secondary logo



### Clear space

In any production of the logo, a respectful distance to the edge of the format and / or other layout elements must be observed. The respect distance is defined by double uppercase height and marks a square layout free space all the way around the logo.



## Logotype colors

The logo is used in either WFA Blue or pure white and as a general rule must always be implemented in the color combinations specified below.

In cases where it is technically impossible to use or define certain background colors, e.g. on workwear, the logo should in principle only be reproduced in black or white to ensure optimal contrast effect.



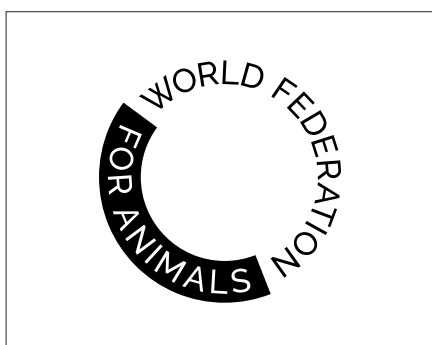
✓ WFA Blue on white background



✓ WFA Blue on WFA Turquoise background



✓ White on WFA Dusty Blue background



✓ Black on white background



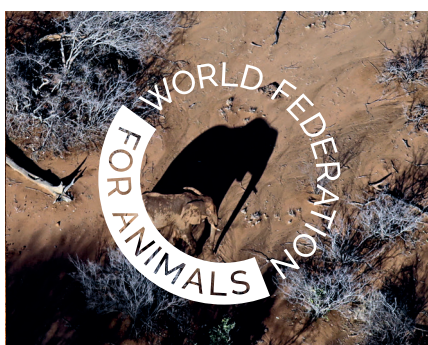
✓ White on WFA Dark Teal



✓ White on WFA Blue



✓ White on black background



✓ White on dark image background



✓ WFA Blue on bright background



# Manual end