

# World Muscle Society Corporate Identity Guide

April 13, 2015 | Version 1.0



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[www.worldmusclesociety.org](http://www.worldmusclesociety.org)

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World Muscle Society logo is the most important element of our corporate identity.

In the beginning our original logo was inspired by the sunrise in Porticello, Italy. We used this logo for a long time. The usage of the original logo was not defined clearly; therefore the logo was used differently on every occasion. We started by trying to answer the question: "Why is the logo being used differently?". Properties like multiple colors (blue, darkblue, orange, yellow, white), gradient (blue to white) and the line that crosses out the text made the old logo less usable in a graphics point of view. Due to these reasons we found it necessary to renew the logo and define a corporate identity guide. In this process we have simplified our original logo. Our revised logo has a more modern look.

In the revised logo we have reduced the number of colors used and simplified the design. We have only used orange and dark blue. Using multiple colors in a logo is not always feasible. The logo can be used in greyscale (photocopied) or single color (white).

The line in the original design that crosses through the WMS text separates the text into two, making it unreadable and making the logo less recognizable when used in

single color or in greyscale. The same problems are also true for the gradient blue color in the background.

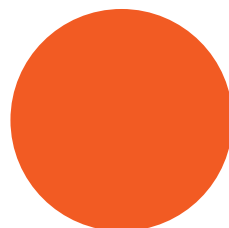
For newly created logo we have also chosen to use the darkblue and orange. The most important reason of our choice is that the The World Muscle Society is known by these colors. During the renewal of the corporate identity the history should not be forgotten. Although a renewal can be seen as the recreation of the corporate identity from grounds up, it is actually done to improve it to be more suitable for the present.

Our logo represents the sunrise in Porticello, Italy. The orange circle represents the sun and the line is skyline, which is visible during sunrise.



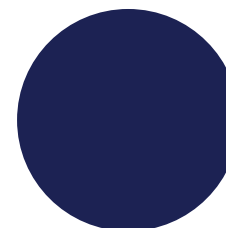
The primary colors for The World Muscle Society are orange and darkblue. These colors create the dominant color scheme for all print and web communication.

World Muscle Society logo has two usage styles. These are in color and black-white.



**WMS Orange**

C:0 M:79 Y:99 K:0  
R:241 G:93 B:36  
HEX #F15D24



**WMS Darkblue**

C:100 M:94 Y:34 K:34  
R:29 G:36 B:84  
HEX #1D2454

In color usage;

- The background color must be white.
- Colors are WMS orange and WMS dark blue.

White usage;

- Should be used on non-white backgrounds.
- The color should be 100% white.
- If necessary the line in the middle of the logo can be extended. But the tickness of the line should be consistent at every point.

Black usage;

- Should be used on soft color backgrounds.
- The color should be 100% black.



It is recommended that the following typefaces are used. Consistent use of these typefaces enhances the integrated family look across all materials. These fonts are an effective complement to each other while taking into consideration a wide range of communications needs.

## **Impact**

**AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890**

## Helvetica

AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890



## Minimum Size

The logotype should never be used too small for it to be recognized. We've set a minimum size of it to be at least 3 cm wide.



## Clear Space

When the logo is placed, it should be kept clear of competing text, images and other graphic elements. To accomplish this, at least, a space equal to the height of the smaller piece of the cricle (x) should be left clear around the graphic.

Correct



Wrong



How not to use the logo

- Do not distort any portion
- Do not crop any portion
- Do not use with another color
- Do not tilt
- Do not rotate
- Do not add any symbols or other unapproved graphics to the logo.
- Do not rearrange components
- Do not display the logo's width smaller than 3cm.