



WORLD
BRANDING
AWARDS

LOGO GUIDELINES

FOR LICENSEES OF THE

WORLD BRANDING AWARDS



WORLD BRANDING AWARDS

BRAND OF THE YEAR

TRADEMARK LOGO GUIDELINES

Participating brands of the World Branding Awards license the “Brand of the Year” logo for use in various applications including branding, advertising, marketing, packaging, corporate, PR, IR, apps, online and social media. This guide allows brands to manage how the logo is represented across all visual media in various different situations.

The brand identity system in this document has been created to fulfil this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of the World Branding Awards. “World Branding Forum”, is a trademark, and “World Branding Awards” and “Brand of the Year” are registered trademarks of the World Branding Forum. Only licensed winners are allowed to use these trademarks.

LEGAL NOTICE: The “Brand of the Year” logo is a registered trademark in multiple jurisdictions including Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, and the United Kingdom, and is pending registration in other jurisdictions. It may not be legal to use the registered trademark symbol in some jurisdictions where the logo has not been formally registered, or is pending registration.

PLEASE NOTE: Press and social media embargo on World Branding Awards winners apply until 8pm (GMT) 3 November 2022

WORLD BRANDING AWARDS

Winners have used the “Brand of the Year” logo in many different ways:

ADVERTISEMENTS BILLBOARDS **PACKAGING** MARKETING MATERIALS
TELEVISION ADS **RADIO ADS** VIDEOS **BROCHURES** BUSINESS CARDS
WEBSITES CORPORATE MATERIALS **PUBLICATIONS** SOCIAL MEDIA
BRANDING CAMPAIGNS **VEHICLE SIGNAGE** PUBLIC TRANSPORT ADS
AND MANY MORE

LOCALISATION

Speak to your Market

The Brand of the Year logo is available in multiple languages. If the language you require is not available, you can request for it. Ask your Project Director for assistance.

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LOGO POSITIVE

Full Main Logo with Category

The graphic element is made up of three parts. The first is the World Branding Awards logo. The second, golden stars and laurels, represent strong, successful and trustworthy achievement of the brand. Third is the typographic element of Brand of the Year. The type treatment is simple, strong and modern, designed to compliment the main graphic, and to indicate the category and type of award.



CATEGORY – COUNTRY
AWARD-CITY/PLACE YEAR



AIRLINE – GLOBAL
KENSINGTON PALACE 2021



BANKING – SPAIN
LONDON 2021 – 2022

Global and Regional Winners do not state a specific city or venue for the category copy. National Winners will state the Category as well as the Country. The country can be found on the Registration Form. The city can be the city of the Ceremony such as London or a venue such as Kensington Palace. The year can be a single year, or a period such as 2022-2023, useful when awarded towards the end of a year.

LOGO POSITIVE

Full Main Logo without Shadow

The logo can be used with or without the drop shadow.



LOGO REVERSED

Full Main Reversed Logo

A solid version of the logo can also be used when using the logo on a coloured or solid background.



LOGO BLACK & WHITE

Black & White Logo

The Black & White logo can be used with or without the drop shadow.



LOGO B&W REVERSED

Black & White Reversed Logo

A solid version of the logo can also be used when using the logo on a coloured or solid background.



EXCLUSION ZONE

Clear Space

The minimum clear-space margin for the logo is based on the X-height of the WBA Circular ribbon device in the logotype. A clear-space of the X-height must be maintained on all sides. No element, other than the Category line, may encroach on this space.



MINIMUM SIZE

Legibility

To ensure legibility, the logo must not be reproduced at a size smaller than 12mm in height. Any size smaller than this would make the World Branding Awards logo ineligible.



TYPOGRAPHY

Print Typefaces

The logo typeface for the Category copy is Helvetica. This can be set in regular or bold weight if highlight and emphasis is desired. If Helvetica is unavailable, Arial may be substituted.

Web Typefaces

When technology allows for it, Helvetica should be used for the Category copy. The default fall-back corporate font is Arial which should be utilised to ensure acceptable degradation when Helvetica is unavailable.

Typography

STYLE

The Category copy should preferably be set in upper case, and centered.

Legal

The following legal copy should appear close to the logo or on the same page. The first is the preferred wording:

The World Branding Awards Brand of the Year device is a registered trademark of World Branding Forum CIC

OR

“Brand of the Year” is used under license from World Branding Forum CIC

OR

“World Branding Awards”, “Brand of the Year”, the circular ribbon device and the star laurel device are registered trademarks of World Branding Forum CIC

Helvetica

REGULAR

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

123456789

BOLD

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

123456789

COLOURS

Colour Treatment

There are two preferred full-colour options. The full gold or gold and black Brand of the Year logo should be used whenever possible. The reversed versions of these are also desirable.

For monotone reproduction, use the black or white versions, or the alternative background versions if desirable.

The logo should not be placed on another colour without the gold box or reversed out of either colour or imagery.

Colours

PANTONE & CMYK



BLACK
C 0
M 0
Y 0
K 100



PANTONE 872C METALLIC OR
C35
M40
Y98
K9



PANTONE SILVER OR
PANTONE 877C METALLIC OR
C0
M0
Y0
K70

GUIDELINES

Colours

The logo should never use colours other than those specified in this manual and should always be created from original, digital artwork and never redrawn.

Size

It should never be reproduced at a size smaller than the specified minimum size described.

No Variations or Alterations

All elements within the logo variations must remain at their fixed proportions and should not be scaled, re-positioned, or altered in any way.

CHECKLIST

THE LOGO

The logo should always be complete and in an appropriate version, created from digital artwork. Check that you have respected the minimum size and clear-space requirements.

BACKGROUNDS & GRAPHICS

The logo should not appear on 'busy' images without the gold field. Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower the logo.

TYPEFACE

Check that the Category typefaces have been used by the service provider.

DESIGN WORK

Be sure to provide the relevant corporate identity guidelines to external providers.

SHARE WITH US

Get More Visibility

Send us images of items that you use the logo on, and we will share them with a wide global audience by putting them on our website. The WBF/WBA websites get more than 5 million visitors every year!

CHECK WITH US

Quick Approvals

If you are unsure if your artwork meets the licensing requirements, please contact us and we will be more than happy to assist.

For a quick response (within 24 hours on weekdays), email your artwork to licensing@brandingforum.org.



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BRANDINGFORUM.ORG

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