



Visual identity guidelines

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A Elements

A1 Identity attributes

**PLAYFUL &
STREETWISE &
MODERN**



PICTURE KARENWALKER.COM

**ORIGINAL &
CROSS-CULTURAL**



PICTURE GETTYIMAGES.COM

**INVENTIVE &
AWARE**



PICTURE COOLHUNTER.COM

Visual identity qualifications: 1) strong, full of life, charismatic,
2) professional, high quality and 3) consistent

A2 Trademark vertical



Trademark of World Village Festival consists of symbol and logo parts. The symbol part is based on five letters MAAIL that go around and form the Finnish word MAAILMA which means world. The letters are inside a white star that is placed on a green three-dimensional ball. This can symbolically be seen as the world uniting and coming together at the festival. The original idea of the symbol is created by advertising agency Toukokuu. The green colours are linked to spring time and the green grass indicates the festivals time in spring and the place Kaisaniemi park. Green shades also symbolize generally in the western culture learning, fertility and regeneration.

The black logo is based on DIN bold. Black has strong visibility and can be flexibly used throughout all applications especially in newspaper advertisements.

A3 Use of trademark



x and y represent the protection areas of the trademark. Avoid putting anything inside those areas. Trademark should not be fenced in too a small space. The trademark and logo should not be remade or rewritten. Dimensions of the trademark should not be changed. Use the trademark as it is on white background in specific PANTONE or CMYK colors when possible.



When the applications background is colourful or when the whole application is produced as black & white, use the black & white version of the trademark as negative or positive depending on the background color. Choose negative or positive depending on which one has more contrast and is more visible.

A4 Trademark horizontal



Trademark of World Village Festival consists of symbol and logo parts. The symbol part is based on five letters MAAIL that go around and form the Finnish word MAAILMA which means world. The letters are inside a white star that is placed on a green three-dimensional ball. This can symbolically be seen as the world uniting and coming together at the festival. The original idea of the symbol is created by advertising agency Toukokuu. The green colours are linked to spring time and the green grass indicates the festivals time in spring and the place Kaisaniemi park. Green shades also symbolize generally in the western culture learning, fertility and regeneration.

The black logo is based on DIN bold. Black has strong visibility and can be flexibly used throughout all applications especially in newspaper advertisements.

A5 Use of trademark












x and y represent the protection areas of the trademark. Avoid putting anything inside those areas. Trademark should not be fenced in too small space. Trademark and logo should not be remade or rewritten. Dimensions of the trademark should not be changed. Use trademark as it is on white background in specific PANTONE or CMYK colors when possible.












When applications background is colorful or when the whole application is produced as black & white, use black & white version of the trademark as negative or positive depending on background color. Choose negative or positive depending on which one has more contrast and is more visible.

A6 Colors

RGB	 166R 221G 33B	 105R 190G 40B	 0R 0G 0B
EXTRA SHADES	 250R 190G 215B	 255R 203G 0B	 153R 153G 204B
	 244R 154G 193B	 255R 153G 0B	 102R 102G 153B

❗ Display devices generally use color model called RGB, which stands for Red-Green-Blue. One of the most difficult aspects of desktop publishing in color is color matching - properly converting the RGB colors into CMYK colors so that what gets printed looks the same as what appears on the monitor.

CMYK	 0C 30M 100Y 0K	 0C 50M 100Y 0K	 0C 0M 0Y 100K
EXTRA SHADES	 0C 30M 0Y 0K	 0C 40M 100Y 0K	 40C 40M 0Y 0K
	 0C 50M 0Y 0K	 0C 60M 100Y 0K	 70C 70M 0Y 0K

❗ Short for Cyan-Magenta-Yellow-Black, and pronounced as separate letters. CMYK is a color model in which all colors are described as a mixture of these four process colors. CMYK is the standard color model used in offset printing for full-color documents. Because such printing uses inks of these four basic colors, it is often called four-color printing.

PANTONE	 PANTONE 382	 PANTONE 368	 0C 0M 0Y 100K
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❗ Pantone is registered color matching system used by the printing industry to print spot colors. Each color has its own number. Most applications that support color printing allow you to specify colors by indicating the Pantone name or number. This assures that you get the right color when the file is printed, even though the color may not look right when displayed on your monitor.

A7 Typography

Maail

ABCDEFGHIJKLMN**OP**QRSTUVWXYZÅÄÖ
 abcdefghijklmnopqrstuvxyzaäö
 1234567890@#€\$%™® DIN bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZÅÄÖ
 abcdefghijklmnopqrstuvxyzaäö
 1234567890@#€\$%™® DIN medium

ABCDEFGHIJKLMN**OP**QRSTUVWXYZÅÄÖ
 abcdefghijklmnopqrstuvxyzaäö
 1234567890@#€\$%™® DIN regular

DIN was originally designed 1936 for for German road and railway signage. It is very legible and easy to reproduce. DIN bold is suitable for headlines. DIN regular and medium are recommended for body texts. Samples of typography use can be seen in the application section. DIN font family licenses are sold for example by FontShop Ltd., www.fontshop.com

❗ Sometimes DIN can not be used because of technical reasons (e.g. ms word, PowerPoint, www) then use of common system font Verdana is recommended.

A8 Use of images



Photo without retouching.



Photo with retouching. The layer effects used can be found from original files.

World Village Festival marketing material images are to be used without natural background so that the background is the same in all applications. This helps the campaign to speak visually in same tone of voice no matter what the different photographic styles are for example artist pictures and be more consistent throughout all advertising messages. This will help to build brand conspicuousness visually.

A9 The ribbon element

Kaukomaiden karnevaali

Kaukomaiden karnevaali

Kaukomaiden karnevaali

The ribbon element brings more colour and vividly to the identity. Three colour schemes are designed pink, orange and blueish violet. Main slogans and marketing sentences are used on top of the ribbon. Ribbon can be used as subheader as well as seen in this manual.

A10 The flare element



The flare element is to be used in as background in all advertisements. It represents sunrise, spring and hope. It brings colour to the campaign and makes it consistent and faster to recognize. On top of the flare element are butterflies, white splashes and stripes that bring movement to the identity.

A11 The pattern element



The pattern element can be used instead of solid green colour in background of the main application. Example of use of it can be seen at World Village Festival website online at www.worldvillage.fi or in this manual. The element has green and white stripes that cross. It can be seen as circus-alike element or symbolize the green grass of Kaisaniemi park. It brings textile kind of softness to the identity.

A12 Icon elements



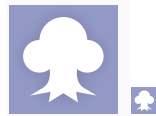
SAVANNAH STAGE



TAIGA



MONSOON STAGE



AMAZON



MEKONG STAGE



OTHER



KIDS' CORNER



CLUBS



PRESS RELEASE



NEWS

A13 KEPA element



Since year 2007 the KEPA element has been a part of the World Village Festival marketing communication to give the main organizer more visibility. Block background colour is 70% black. In the left side of the block is the trademark of KEPA and on the right side of the whole name, the slogan and the website address. The logo and text-area are separated with vertical green line. Two language versions presented above are available.

B Applications

B1 Business card

Size: 50mm x 90mm, 300dpi, bleed 3mm

Colours: 4/4, CMYK

Media: offset printing, Munken Polar 300g/m²



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FI-00260 Helsinki, Finland

www.maailmakylassa.fi

www.worldvillage.fi

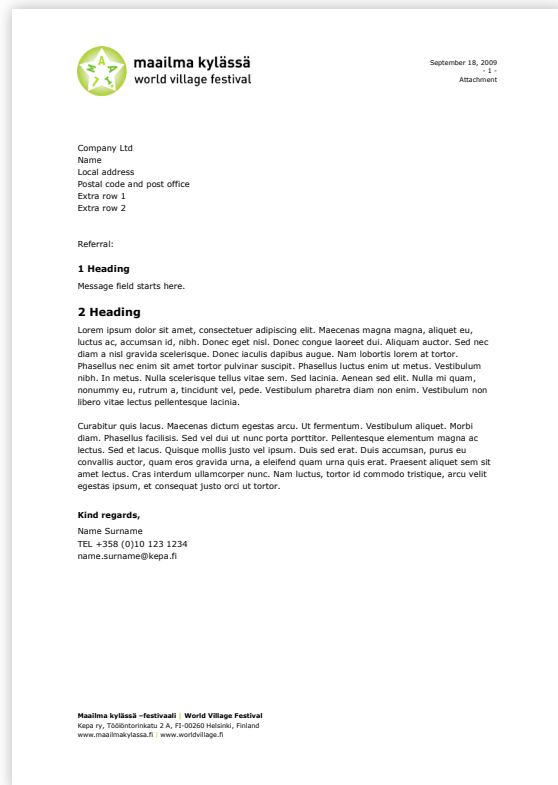


B2 Word template

Size: A4, 150dpi, no bleed

Colours: RGB

Media: electronic and printed

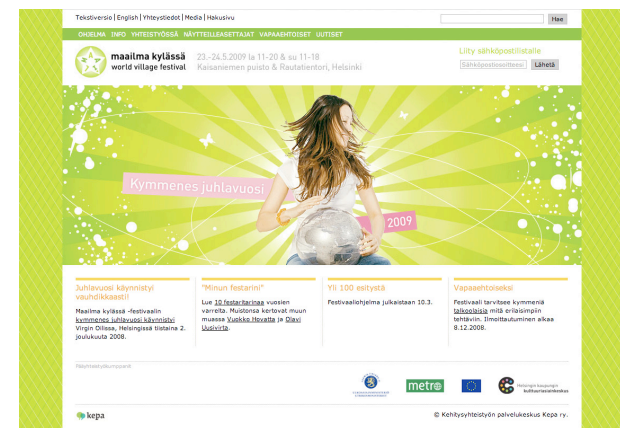


B3 Wwww

Size: 900px x 100%, 72dpi

Colours: RGB

Media: www, electronic



B4 PowerPoint template

Size: on-screen show, 254 x 195mm, 150dpi

Colours: RGB

Media: PowerPoint, electronic





Shape yourself for success

Differentiate from your competitors, be memorable, express yourself, be immediately recognizable, distinctive, professional, manage perception, build customer loyalty, build awareness and understanding of you and your strengths, be unique, coherent and build brand equity. Visual brand identity is a competitive asset that can help to do all this so it is worthwhile to keep maintaining and nurturing it. This little manual will help you on the odyssey that is transforming World Village Festival trademark to a trustmark of turning the world to a more fair and fun place to live for all of us.

If you want to know more about designing brand identity, here is one book worth reading:

Alina Wheeler
Designing Brand Identity, 2006
John Wiley & sons, Inc.,
Hoboken, New Jersey

For any further questions related to the visual identity and this manual please do not hesitate to contact:

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