



**World Council of Churches  
10th Assembly**

Logo use-guide LT

Welcome to the light-version of the World Council of Churches (WCC) 10th Assembly identity use-guide!

This guide will help you to understand the basic rules for using the assembly logo identity.

It is important to go through these few pages in order to identify the appropriate assembly logo for your assembly-related communication effort

This user-guide will show you how to treat the logo, and what rules are to be taken into account in order to effectively communicate the theme and look of the assembly.

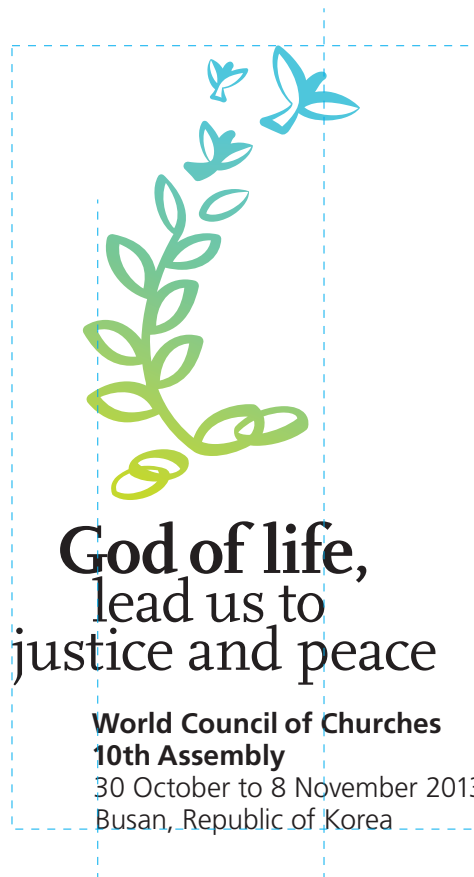
Taking the rules in this guide seriously will assure that together we build a unified and coherent brand and visual identity for the assembly. The right application of these rules will help you to be seen as a partner of assembly helping to strengthen both the ecumenical movement and WCC fellowship of churches.

In the back of this guide you will find a listing of all digital logo files available, as well as their names.

Mark Beach  
WCC Director of Communication

Emblem

Logo type



## 1.1 Base logo

The base logo is build using a graphic element, and a text element. The graphic element is called *emblem*; the text element is called *logo type*.

The base logo is full colour, meaning the emblem is in a graded yellow-green-blue; the logo type is in 100% black. The base logo will always appear in the shown composition; other states and versions are available (see further in this guide). Under no circumstance may these logos be deconstructed or modified - though the emblem may be used framed as a 10th Assembly-related background/decoration.

The full-colour base logo is the first logo version to be considered for any use.



**God of life,  
lead us to  
justice and peace**

**World Council of Churches  
10th Assembly**  
30 October to 8 November 2013  
Busan, Republic of Korea

Greyscale state



**God of life,  
lead us to  
justice and peace**

**World Council of Churches  
10th Assembly**  
30 October to 8 November 2013  
Busan, Republic of Korea

Black-only state

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## 1.2 **Base logo** Single-colour states

In order to allow for cheaper (limited) reproduction methods, the base logo also is available in a grey (left) and a black-only (right) version.

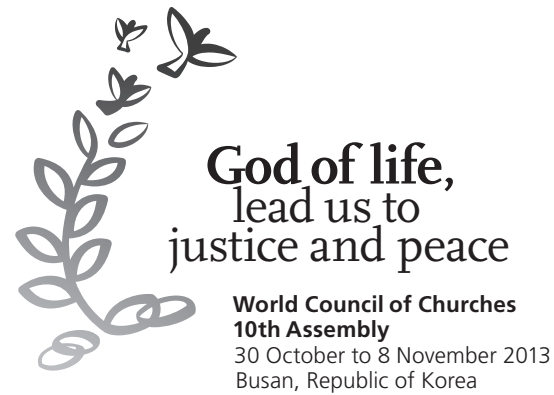


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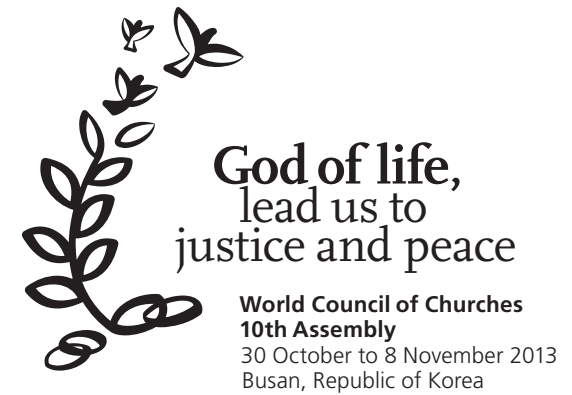
## 1.3 Base logo

Landscape version

The base logo is the upright - or *portrait* - version. In order to allow for different space options, using the logo at its biggest possible, we have also created a horizontal- or *landscape* - version (see above).



Greyscale state



Black-only state

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## 1.4 **Base logo** Landscape version Single-colour states

As for the base logo version, the landscape version also is available in both greyscale and black-only states.

Remember: when using the landscape version logo, the full-colour state is to be considered first.

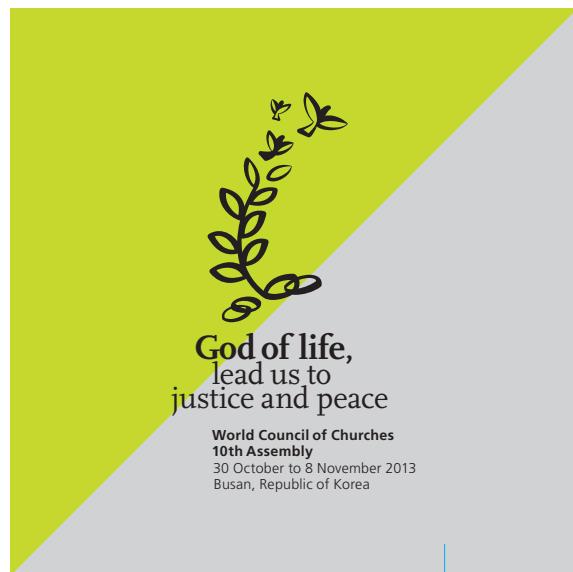


## 1.5 **Base logo** “Negative” states

It may happen that our logo is to be placed on a pre-defined colour background, and that the preferred options - the full-colour and single-colour states - do not deliver a desired result. In this event, the “negative” states may be used.

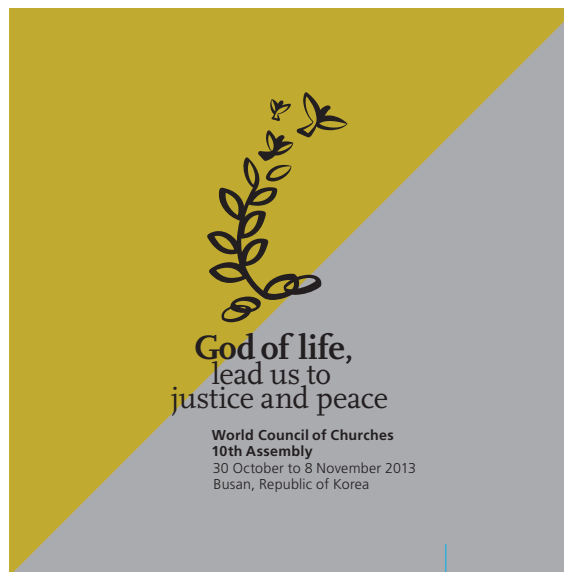
The negative state of our logos is in 100% white-only; any other state is not available and may not be created either. Selection of use of any of the states available is depending on the background colour on which the logo version will be placed.

100% black-only logo state:



20% black

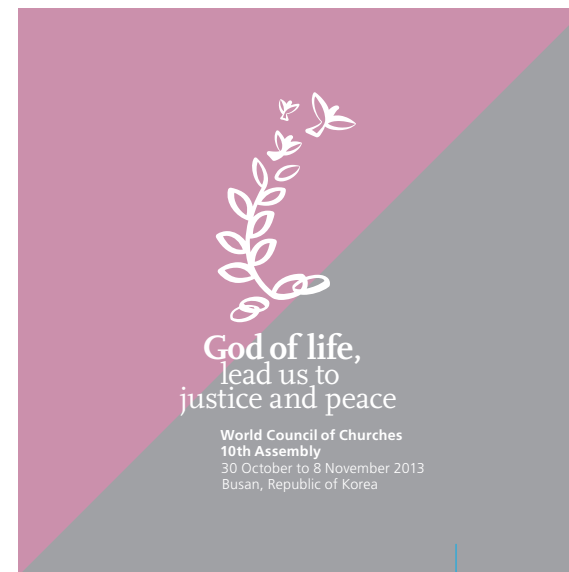
Background colour equals less than 39% black.



39% black

Background colour equals 39% black maximum.

White-only logo state:



44% black

Background colour equals 40% black minimum.

## 1.51 Base logo

Use on background

If the background colour on which our logo is placed (any of the two versions) is different than white, the logo state to be used is either black or white (negative); when to use which logo-state depends on the black tint equivalent of the background colour. Calculation of the black percentage equivalent can be done in the graphics programme used for the design or may happen by visual judgement. The 100% black-only state needs to be applied in overprint mode.

A background of less than 10% black - or any other colour that equals that percentage - may be considered white, and thus the logo state to be used is the full-colour state.





## 2.1 Base logo

White space

Our logo should effectively communicate the 10th Assembly theme and therefore be used un-cluttered. In order to assure a good level of visibility, we have identified a **minimum** white space around the logo to be kept void of any graphic elements. This white space can be “calculated” by placing the larger bird shape around the area of the logo.

It is evident that the identified white space continues below the logo.

God of life, ----- FF Scala bold  
lead us to ----- FF Scala regular  
justice and peace

World Council of Churches ----- Frutiger 65 Bold  
10th Assembly  
30 October to 8 November 2013 ----- Futiger 45 Light  
Busan, Republic of Korea

**Frutiger 65 Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345  
Futiger 45 Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

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## 3.1 Base identity

### Typefaces

As stated in the WCC identity guidelines, the typeface to be used in all WCC-related communications is the Frutiger family. The 10th Assembly logo is composed using a supplementary typeface for the Assembly theme only in order to make a clearer visual statement and a better-flowing visual connection between the emblem, the WCC Assembly block and the colours used.

For our 10th Assembly theme, we have used the FF Scala; this typeface is **not** to be used anywhere else. In written communications mentioning the assembly theme, the theme is written in the Frutiger family - or in the type used in the relevant non-WCC related publication.



Colour name	Warm yellow	Early green	Aqua blue	Black
Expression	Suffering	Transition	Hope	
CMYK values	28 / 0 / 100 / 0	53 / 0 / 55 / 0	60 / 0 / 12 / 0	0 / 0 / 0 / 100
RGB values	196 / 217 / 46	123 / 199 / 148	80 / 198 / 221	0 / 0 / 0
Hexadecimal values	#C4D92E	#7BC794	#51C7DD	#000000
PMS code	PMS 382U	PMS 346U	PMS 637U	Pantone Black

## 4.1 Base identity

Base colours

We also have identified a base set of colours to be used in the build of the WCC 10th Assembly brand. These colours - and any percentage tints - may be used for colour backgrounds or for other Assembly-related graphic applications.

Our logos however may never be filled with any one of the three base colours. Black is used in the single colour states of the official logo versions.

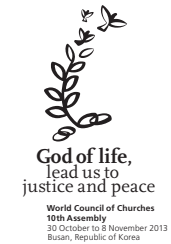
### Portrait or vertical versions



wcc\_xassembl\_logoENG\_cmykv



wcc\_xassembl\_logoENG\_greyv

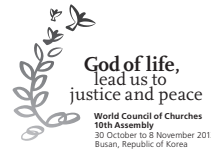


wcc\_xassembl\_logoENG\_blackv

### Horizontal or landscape version



wcc\_xassembl\_logoENGLand\_cmykv



wcc\_xassembl\_logoENGLand\_greyv



wcc\_xassembl\_logoENGLand\_blackv

## DF **Base identity** Digital logo file names

Above logos are available in editable print-formats, as well as in 3 different screen-based (rgb) dimensions. Logos for (interactive) on-screen use are to be generated in rgb colours; in case of web-use, its original image dimensions should never be altered via the code.

Please click here for [english \(ENG\)](#), [german \(GER\)](#), [french \(FRA\)](#) and [spanish \(ESP\)](#) versions.

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