



WORLD FEDERATION  
OF NEUROLOGY

# WFN Brand Guidelines

version January 2019



# Contents

WFN Brand Guidelines	1
WFN Colour Palette	4
Typeface	5
Logo guidelines	7
Logo guidelines	8
Permission to use	9
Our logo	10
WFN logo variants	11
Logo clarity and legibility	12
Incorrect application	14
Available logo formats	15
Printing and image resolution	16
WFN logo terms of use	19
Agreement	20

# WFN Colour Palette

The WFN primary colours are an important element of the WFN brand and helps our audiences identify WFN communications.

<b>Dark primary</b>	CMYK: 100, 80, 18, 4 RGB: 18, 73, 136 Hex: #124988	Titles Section headings (Heading 1) Background colour
<b>WFN primary</b>	CMYK: 63, 33, 0, 0 RGB: 92, 148, 212 Hex: #5c94d4	Sub-section headings (Heading 2) Background colour
<b>Light primary</b>	CMYK: 34, 17, 4, 0 RGB: 165, 190, 219 Hex: #a5bedb	Background colour Table header background
<b>Accent colour</b>	CMYK: 15, 11, 100, 0 RGB: 225, 207, 4 Hex: #e1cf04	Text highlight background Table header background
<b>Primary text</b>	CMYK: 73, 67, 65, 80 RGB: 21, 21, 21 Hex: #151515	Heading 3 text Paragraph text Endnotes
<b>Secondary text</b>	CMYK: 61, 48, 45, 14 RGB: 104, 112, 116 Hex: #687074	Header and footer text Footnotes and side notes References
<b>White</b>	CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 Hex: #ffffff	All text on primary coloured background
<b>Divider Colour</b>	CMYK: 14, 11, 11, 0 RGB: 216, 216, 216 Hex: #d8d8d8	Table cell and text box outlines Horizontal or vertical divider lines Background colour

# Typeface

## Open Sans

Open Sans is a humanist sans serif typeface designed by Steve Matteson and commissioned by Google. According to Google, it was developed with an “upright stress, open forms and a neutral, yet friendly appearance” and is “optimized for legibility across print, web, and mobile interfaces”.

The Open Sans character set covers the Latin, Greek and Cyrillic alphabets with a wide range of diacritics.

Its usage here falls under the Apache 2.0 Licence which provides WFN a perpetual, worldwide, non-exclusive, no-charge, royalty-free, irrevocable copyright license to use.

### Styles

Light

**Semi-Bold**

**Extra-Bold**

*Light Italic*

*Semi-Bold Italic*

***Extra-Bold Italic***

Regular

**Bold**

*Regular Italic*

***Bold Italic***

For Hebrew text, the Open Sans Hebrew font may be applied (Apache 2.0 license).

The Open Sans Hebrew font, designed by Yanek Iontef, is an extension font covering the Hebrew alphabet with support for nikkud diacritical marks but not cantillation marks. It is missing rafé, varika, and yiddish ligatures.





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OF NEUROLOGY

# Logo guidelines

version January 2019

# Logo guidelines

We have 3 versions of the WFN logo: **WFN logo**, **WFN basic logo** (WFN logo 2) and **WFN logo with strapline**.

The logos have been reproduced in a number of formats to allow design flexibility. These logo guidelines help to ensure the WFN logo is instantly recognised and consistent across all communication channels. Correct application will help elicit positive association with the WFN and to evoke a sense of trust, high-standing and authority.

Always use approved WFN logo artwork. Do not forward or provide copies of any artwork to anyone without the express and prior approval of the WFN Brand Team or WFN Office.

In the event of an inconsistency between the guidance in this document or any other document regarding use of the WFN logo, this document prevails.



# Permission to use

Before using the WFN logo, prior notice and application must be given to the WFN Brand Team and WFN Office.

Permission is granted by a signed written Agreement from the WFN Brand Team and is non-exclusive and non-transferable. A copy of the licence Agreement is provided in “WFN logo terms of use” on page 19.

Where the WFN logo is embedded within a WFN template<sup>1</sup>, the requirement to provide prior notification is relaxed as long as the template is being used for official WFN business. Notwithstanding and without exceptions, the WFN logo:

- should not be used as a design element of any other unapproved logo or trademark;
- may not be used to indicate or imply that WFN endorses, sponsors, or associates with any activity, event, opinion, belief, web site, company, product, service, or merchandise without express, written permission signed by a member of the WFN Brand Team; and
- may not be used in any way, or in, on or in association with, any materials or information (e.g., any web site or printed materials) that violate any applicable laws or government regulations.

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1. WFN templates incorporate the WFN’s style guides and support adherence to WFN branding guidelines. The current available templates include Microsoft Powerpoint, Microsoft Word, Adobe InDesign, and WFN email signature.

WFN templates may be subject to change without notice. Please check with the WFN Office for the latest version and guidance on how to use.

# Our logo

## WFN logo

The WFN logo is used whenever possible in all communication media.

The WFN Logo includes the full title of the WFN beneath the basic logo.



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## WFN basic logo

### Internal use

The WFN basic logo (or WFN logo 2) may be used in document headers and footers, or as part of a creative layout, for internal use only, i.e. by WFN staff, officers and agents for internally circulated documents, presentations, and communications.



### External use

WFN logo 2 may be used externally for projects in which WFN is a key or primary stakeholder, collaborative partner, or sponsor.

WFN logo 2 should only be used where there is accompanying text or narrative that includes a reference to World Federation of Neurology (WFN). This avoids confusion as to whom the logo is representing.

## WFN logo with strapline

The WFN logo with strapline may only be used in WFN promotional media as a header, footer or promotional banner. It should not be used to replace the WFN logo in official communications and documentation.



**World Federation of Neurology**

Fostering quality neurology and brain health worldwide

# WFN logo variants

## Colour logo

The colour logo should be used wherever possible.



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## Colour logo variant

If the logo will sit on a dark background, the appropriate WFN logo colour variant should be applied.



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## Monochrome logo

Where there are design or print reproduction limitations, the monochrome logo variants may be used.

Both black and white logo variants in PDF, EPS, SVG, and PNG formats, are designed to reveal the background colour within the letters WFN.



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Choose the variant that provides the most contrast against the background to offer the best legibility and clarity for the entire logo.

# Logo clarity and legibility

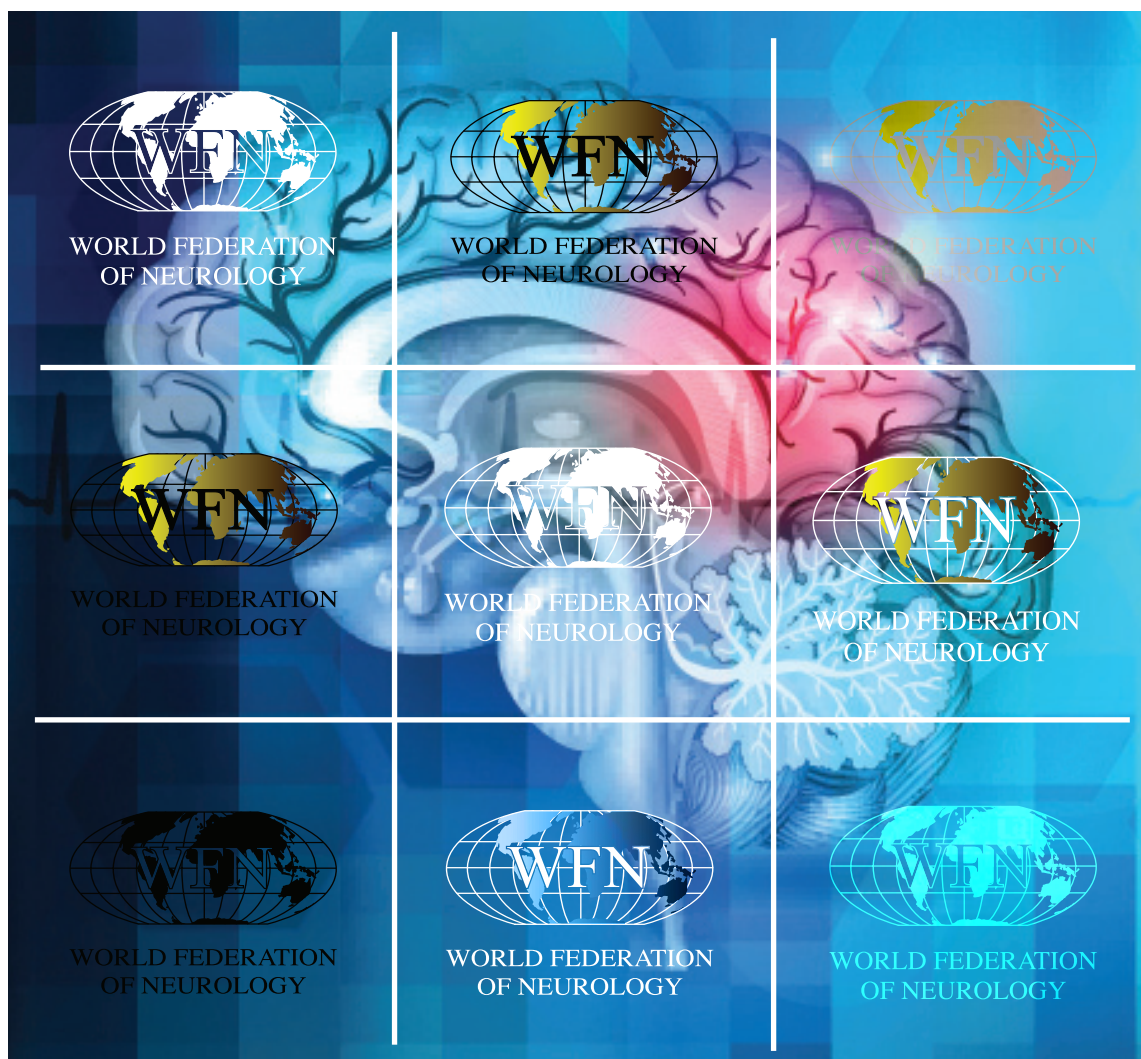
## Applying the WFN logo to different backgrounds

WFN logos may be used over coloured background and imagery as long as clear legibility is maintained throughout the entire logo.

No part of the logo text or globe should appear indistinct or obscured.

The logo must be used as provided by the original artwork. Do not apply transparency or other effects to the logo to alter its original appearance such as its hue, saturation, colour and luminosity.

See also “Incorrect application” on page 14.



## Positioning & spacing around the logo

To ensure the WFN logo is correctly spaced and uncluttered in proximity to other logos, images, text, but also away from the edge of the materials, an exclusion area has been defined.

Official logo artwork produced by WFN have been set to include the exclusion zone for ease of use.

Where it is possible and practical, more space is preferred.



## Minimum size guidelines



The WFN logos should not be reduced in size as to appear indecipherable.

The minimum width of the WFN logo and WFN logo 2 is 16mm (23mm including the exclusion zone) at final print size.

The minimum height of the WFN logo with strapline is 8mm (15mm including the exclusion zone) at final print size.

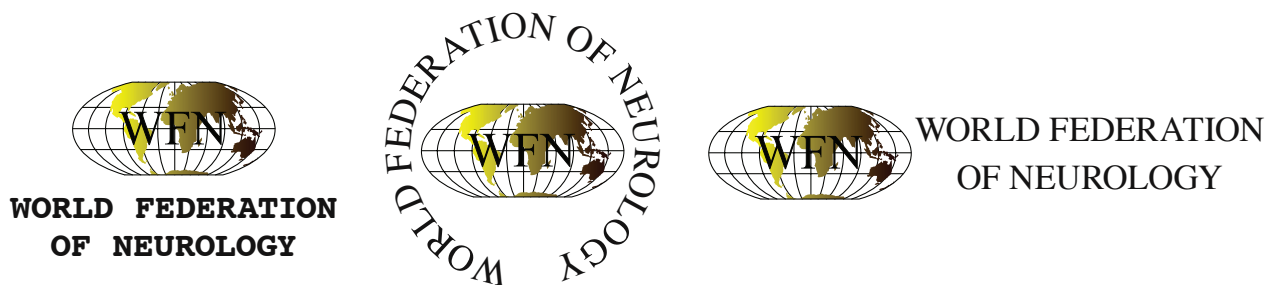


For slide shows and presentations, ensure that the lettering and text is clear and legible when projected.

# Incorrect application

The WFN logo is available in a number of formats to allow design flexibility. Please contact the WFN office for approved artwork. Do not modify or recreate the logos.

## ✗ Do not disassemble, reconfigure, or recreate



## ✗ Do not distort, stretch or squash



## ✗ Do not frame or box



## ✗ Do not rotate



## ✗ Do not place beneath texts and images, on top of text or embedded within text



# Available logo formats

Format  Logo	PDF	EPS	SVG	PNG	JPG (JPEG)
	Scalable vector – resolution independent			Non-scalable – fixed resolution*	
	Transparent background				White background
<b>WFN logo</b>	✓	✓	✓	✓	✓
WFN logo colour variant	✓	✓	✓	✓	✗
WFN logo black	✓	✓	✓	✓	✓
WFN logo white	✓	✓	✓	✓	✗
<b>WFN basic logo (WFN logo 2)</b>	✓	✓	✓	✓	✓
WFN logo 2 colour variant	✓	✓	✓	✓	✗
WFN logo 2 black	✓	✓	✓	✓	✓
WFN logo 2 white	✓	✓	✓	✓	✗
<b>WFN logo with strapline</b>	✓	✓	✓	✓	✓
WFN logo with strapline colour variant	✓	✓	✓	✓	✗
WFN logo with strapline black	✓	✓	✓	✓	✓
WFN logo with strapline white	✓	✓	✓	✓	✗

\* PNG and JPG images available at 72  
& 300ppi (pixels per inch)

For higher resolution PNG or JPG  
files contact the WFN Office with  
specific size requirements.

## HINT

Use **PDF** and **EPS** logo format if  
sending to printers.

Use **SVG** or **PNG** if publishing to web  
or digital.

Use **PNG** or **JPG** for general use – for  
example Word and Excel documents,  
presentations, and email.



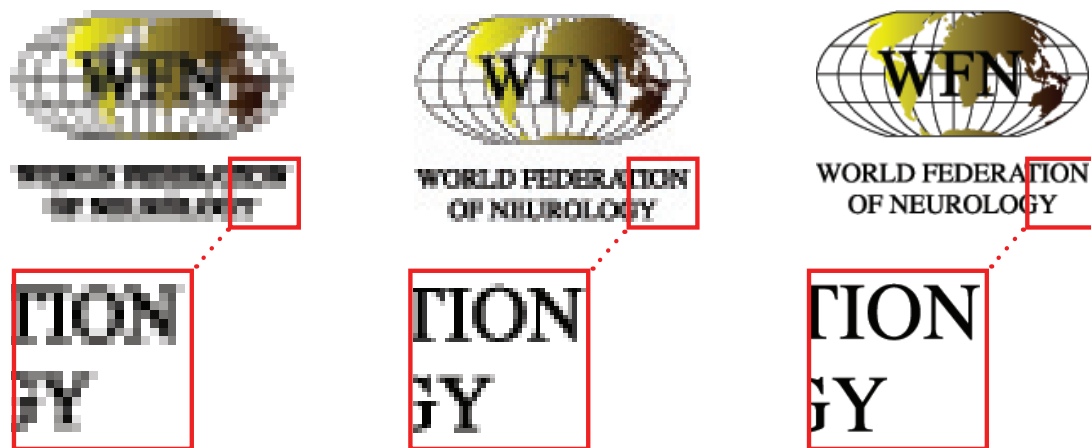
# Printing and image resolution

## Terminology

The resolution of an image describes the quality of digital photographs and other bitmap images. It refers to the density of the pixels or printed dots that make up the image when displayed on a screen or when printed.

Image resolutions are measured in DPI (Dots Per Inch) and PPI (Pixels Per Inch)<sup>1</sup>. DPI refers to a printed document, and the amount and spacing of the Cyan, Magenta, Yellow and Black dots.

PPI refers to the pixels on a screen. Designers and print professionals tend to use the terms DPI and PPI interchangeably. Sometimes they will say DPI but mean PPI.



A low resolution image is made up of fewer number of dots or pixels compared to a higher resolution image. This means that detail within the image will be less well defined, and the image may appear pixellated and exhibit jaggedness particularly in edges and areas of contrast.

Halftone is the reprographic technique that uses dots varying either in size or in spacing to simulate continuous tone and gradients. Line screen or lines per inch (LPI) refers to the lines, or rows, of halftone dots used in commercial printing.

1. Whilst there are moves towards metrication – i.e. pixels per centimetre, ppcm – the current standard is dpi, ppi and lpi.



## What resolution should I use?

The recommended resolution for setting both the working document and imported images will depend on the intended viewing distance, the viewing conditions, and the type of image. The physical size of the final print has no impact on what resolution you use.

### **Small format printing**

Brochures, books and leaflets may use halftone screens up to 300 lpi whereas magazines are more likely to use 150 lpi.

With small format printing (up to SRA3 - 450 mm x 320 mm), the normal viewing distance is 8 - 14 inches. At this distance, the rule of thumb for optimum image resolution is 2 x the output line screen or 300-400 dpi. Using resolutions above this would increase the file size exponentially without increasing the perceivable quality; lower than that and you may see poorer detail and definition.

### **Large format printing**

Newspapers and billboard posters are likely to use lower dpi settings. Newspapers because they are printed on rough, uncoated paper require a coarser line screen. Designing at high resolutions is unnecessary since the human eye cannot discern between high and low resolutions at those greater distances.

Posters and screen printed T-shirts also can afford a lower line screen as they are designed to be viewed from a relative distance and so the size of the dots will be less noticeable.

A simple formula for working out a ballpark resolution (working in inches) is:

$$2 / (\text{viewing distance} \times 0.000291) = \text{dpi}$$

Example: If your audience will be viewing from 4 feet away (48 inches)

You need:  $2 / (48 \times 0.000291) = 143 \text{ dpi}$

This formula has been derived by considering the visual acuity of the human eye at a given distance (assuming 20/20 vision). Since individual perception is not exact, there is some leeway to small deviations in resolution. You should always confirm with your printer what resolution they recommend.

## Websites

For on-screen use, the PPI of an image is largely irrelevant. It is the PPI of the display screen which defines the display size of an image on the screen.

An image will appear smaller on high definition display compared to a standard definition screen. This is because the high definition screen squeezes more pixels across its screen real estate and the pixels take up less space.

For websites, the standard resolution is 72 ppi.

Embedding a higher resolution image will take up more screen space.

Embedding images at a higher resolution than 72 ppi but scaling them to below its original size simply increases file size and loading time with no visual improvement.

Stretching a low resolution image or a 72 ppi image beyond it's natural size will accentuate any imperfections causing blurring and pixelation as the pixels are stretched to a point beyond their original size.



WORLD FEDERATION  
OF NEUROLOGY

# WFN logo terms of use

version January 2019

# Agreement

## Logo use

Use of the WFN logo is subject to the terms, conditions, guidelines, and restrictions set forth in the request submission instructions, the request form, this Agreement and any modifications that WFN may, from time to time, make to them.

Applicants must ensure that the permission request form is clear and explicit, stating the occasion and method(s) in which the WFN logo will be used (“the Purpose”). Approval and permission to use is granted by written and signed permission by a member of the WFN Brand Team prior to use.

The Applicant’s use must be strictly in accordance with the approval and the terms of this Agreement. Any changes to the Purpose of the approved use must be resubmitted as a new request by the Applicant. Any change in the images, text or audio that accompanied the original request for approval will, unless authorised by written and signed permission by a member of the WFN Brand Team, constitute an unauthorised use.

WFN cannot accept time limits or deadlines placed in any request, and if you do not receive a signed, written approval, the request has not been approved.

## **Warranty disclaimer**

PLEASE NOTE THAT AN APPROVAL BY WFN IS NOT A REPRESENTATION, WARRANTY OR GUARANTEE THAT YOUR PROPOSED OR ACTUAL USE WILL NOT VIOLATE THE RIGHTS OF ANY THIRD PARTIES. For example, WFN will not assess whether your proposed text, audio, footage, images or use of other logos would violate any third party rights, such as copyright, trademark rights or rights of publicity. WFN's approval is strictly limited to WFN's rights in its logo. You must secure any other necessary rights and permissions from the owners, if any, of other pertinent rights.

WFN MAKES NO REPRESENTATION OR WARRANTY, AND HEREBY EXPRESSLY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT, WITH REGARD TO: (A) THE APPROVALS AND PERMISSIONS GRANTED BY WFN IN THIS AGREEMENT; (B) THE ITEMS, COMMUNICATIONS AND INFORMATION SUPPLIED BY WFN; AND (C) WFN'S EMAIL SYSTEM AND OTHER WFN SYSTEMS, ITEMS AND EQUIPMENT USED IN CONNECTION WITH THIS AGREEMENT OR THE REQUEST FOR PERMISSION.

## **User grant of rights**

The WFN logo shall only be used for the purpose for which the original, approved request was made. Any other usage of the WFN logo beyond the original request is strictly prohibited. WFN may, at any time, in its sole discretion and without liability, withdraw its approval of any proposed or actual use of the WFN logo.

The WFN logo may not be used on any products, services, business cards, letterhead, or merchandise of an individual, company or organisation without express, written permission signed by a member of the WFN Brand Team. The WFN logo may not be used to indicate or imply that WFN endorses, sponsors, or associates with any activity, event, opinion, belief, web site, company, product, service, or merchandise without express, written permission signed by a member of the WFN Brand Team.

The WFN logo may not be used in any way, or in, on or in association with, any materials or information (e.g., any web site or printed materials) that violate any applicable laws or government regulations.

The WFN logo, if used as a linking device on the Internet, must always link to the WFN website domain: <https://www.wfneurology.org>

## **WFN attribution**

Excepting where WFN is the organiser or co-organiser, the WFN logo should not be used in any manner that might suggest WFN is the owner of the event. For instance, the logo may not be incorporated into the event identity, name or imagery.

The WFN logo should always be clearly identified as, or associated with text that communicates WFN's role or contribution. For instance, when used it should be near a paragraph or statement about WFN and its contribution OR when used with multiple logos WFN should be identified collectively as such (e.g., "event sponsors", "event endorsed by").

## **Use of approved logo artwork**

- Do not create your own version of the WFN logo.
- Do not modify, disassemble, or reconfigure the WFN logo from the original artwork provided.
- Do not use the WFN logo within the structure of a sentence, within a title, or in conjunction with another company's logo.
- Do not place the WFN logo on active backgrounds that may reduce legibility.
- Do not combine the WFN logo with any other unapproved, graphic, textual or other elements.
- Do not use the WFN logo as a design element of any other unapproved logo or trademark.

Any use of the WFN logo should conform to our organisation's high standards of quality, style, and image, and should not be used or distributed in any manner that might be deceptive or misleading or which might bring WFN into ridicule or disrepute. (For example, if use of the WFN logo is approved for your web site, you will not provide links from your web site to any other sites that contain pornographic or otherwise offensive or illegal content.)

## **WFN logo prominence**

WFN's logo should not be subordinate to or dominant over, those of the other equivalent sponsors. For instance, the logos should all be equally important with no individual logo dominating the others. WFN asks for "equal visual weight" not equal size, since the size, colour and shape of different trademarks will impact their prominence.

## **Provision of copies**

You must submit the following materials and information to the WFN Brand Team at least three (3) days prior to release to the public or your target audience:

- Colour copies of print materials and advertisements displaying the WFN logo.
- Copies of TV advertisements and video recordings featuring the WFN logo.
- The URL of the website on which the WFN logo appears, indicating placement of the WFN logo.

In addition you agree to provide to WFN, from time to time, upon its request and without charge, additional representative samples of the items in or on which the WFN logo is used under this Agreement.

Please retain a copy of any materials provided to WFN. WFN cannot guarantee that your submission will be received or retained. In addition, you hereby provide to WFN permission to retain and use the submitted materials and information for WFN's purposes (e.g., training and internal meetings) and to advertise or document the fact that the activities were conducted, sponsored, or endorsed by WFN. In addition, you hereby provide to WFN permission to copy, display, modify (e.g., excerpting, editing, etc.) and use the submitted materials and information and agree that the permission is paid-up, royalty-free, effective everywhere and applicable to all media and means of exploitation now known or hereafter conceived.

## **Non-compliance**

Without waiving any of its other rights and remedies, WFN may notify you of any non-compliance with the terms of this Agreement and you agree, upon WFN's request, to immediately cease such unauthorised use and to seek the return or destruction of any items that contain the unauthorised use. However, failure by WFN to provide notice is not a waiver of any of WFN's rights and remedies for an unauthorised use.

Due to changes in law, the nature of particular organisations or other factors, WFN may, at any time, in its sole discretion and without liability to you, change the terms of the permission granted under this Agreement or withdraw the permission. Notice of such changes will be provided to you. Non-compliance with any such changes or withdrawal of permissions would be a violation of this Agreement.

Each term and condition of this Agreement forms a condition upon which WFN's grant of permission has been premised. Therefore, any violation of a term or condition of this Agreement shall revoke the permission provided by WFN in this Agreement.

## **Indemnification**

The individual, company or organisation to whom permission is granted under this Agreement shall protect, defend, indemnify, and hold WFN and its affiliates and each of their respective owners, officers, directors, employees, representatives and agents harmless from and against any liability, costs (including, but not limited to attorney fees) and damages that arise from or relate, in any way, to any claim raised or asserted by a third party with regard to, or related to, the use of the logo or its use in connection with any item, information, activity or event.



## **Assignment**

The rights and obligations of the individual(s), company or organisation to whom permission is granted under this Agreement may not be assigned, transferred or sublicensed and any such assignment, transfer or sublicense shall be void and without effect. A change in control, whether by stock purchase or otherwise, shall be considered an assignment or transfer.

WFN's rights and obligations under this Agreement may be assigned, transferred and sublicensed by WFN.

Where the Applicant wishes to engage a third party subcontractor to manufacture and design the products for which use of the WFN logo has been granted, the Applicant must first obtain written consent from WFN for the use of the WFN logo by that third party.

The Applicant shall remain be liable for all acts and omissions of the subcontractor and shall indemnify WFN against all costs, expenses, claims, loss or damage incurred or suffered by WFN, or for which WFN may become liable (whether direct, indirect or consequential and including any economic loss or other loss of reputation or goodwill) arising out of any act or omission of any subcontractor, including any product liability claim relating to Licenced Products manufactured by the subcontractor.

## **Dispute resolution**

This Agreement and any claim arising out of or relating to this Agreement or the business relationship of the parties shall be subject to and construed under English Law and the parties hereby submit to the exclusive jurisdiction of the English courts for that purpose.

If a court of competent jurisdiction, with respect to particular circumstances, declares any provision void or unenforceable, such provision shall remain in full force and effect in all other circumstances. If a court of competent jurisdiction declares any provision entirely void or unenforceable all other provisions of this Agreement shall remain in full force and effect. Any actual or threatened unauthorised use of WFN's logo is acknowledged by the parties to cause irreparable harm and, without limiting any other rights and remedies, merit equitable relief in the form of temporary, preliminary and permanent injunctive relief.

In no instance shall WFN be liable to the individual(s), company or organisation to whom permission is granted under this Agreement for indirect, consequential or special damages, including, but not limited to, lost profits, lost income, lost revenues, business interruption or lost business arising out of or related to this Agreement or its subject matters, even if WFN was advised or otherwise aware of the possibility of the damages and regardless of any prior course of dealing between the parties.

WFN shall be provided, upon request and without charge, copies of records (e.g., documents, electronic files) that comprise or relate to the use of the WFN logo by the individual(s), company or organisation who has entered into this Agreement. Such individual(s), companies and organisations shall retain records of the use for a period of at least three (3) years after the use is discontinued.

## **Severability**

If a court, jury or any other forum with mandatory authority to decide the issue determines that any term of this Agreement is invalid, void or unenforceable to any extent, the remaining terms shall remain in full force and effect and the invalid, void or unenforceable provision shall be, if possible, modified to cause it to be valid, effective and enforceable in a manner that most closely conforms with the original intention expressed in this Agreement.

## **Waiver**

The waiver by WFN of a breach of any provision of this Agreement shall not operate or be construed as a waiver of any other or subsequent breach or as a course of business.

## **Survival**

The provisions of this Agreement that by their nature are intended to survive termination or expiration of the Agreement, including but not limited to, the indemnification provided by the user of the logo shall survive and have full effect.

## **Construction and interpretation**

The headings in this Agreement shall not limit or otherwise affect the meaning of any part of the Agreement. Neither this Agreement nor any uncertainty or ambiguity shall be construed or resolved against the drafter under any rule of construction or otherwise.

## **Entire agreement**

This Agreement constitutes the entire agreement among the parties and supersedes all prior agreements and understandings, written or oral, between the parties concerning it or its subject matter.

## **Amendment**

No amendment, approval, waiver or consent under this Agreement shall be binding upon WFN unless in writing and signed by a WFN Brand Manager.

## **Notices**

All notices or other communications required or permitted under this Agreement shall be deemed duly given either: (a) when delivered in person to the contact person for the recipient party, (b) upon transmittal of a facsimile or email transmission to the contact person for the recipient party at the facsimile number or email address designated in the recipient party's contact information in this Agreement, with reasonable evidence of successful transmission, or (c) three (3) business days after being mailed by either registered or certified U.K. mail, return receipt requested, postage prepaid to the contact person for the recipient party at the mailing address designated for the recipient party in the recipient party's contact information in this Agreement.



For more information contact [info@wfneurology.org](mailto:info@wfneurology.org)