



WRLD Inc Brand Guide

Logos

Primary Logo



Black Primary Logo

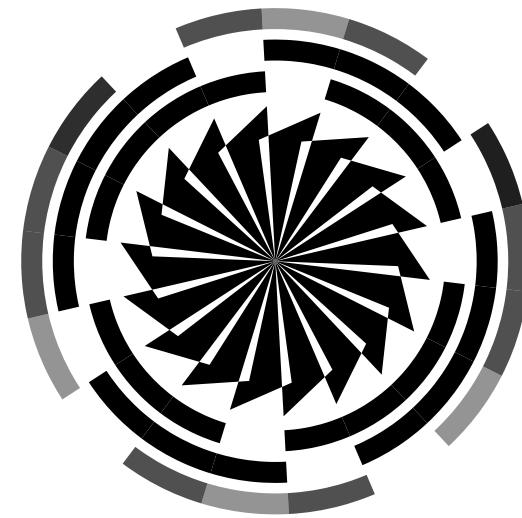
White Primary Logo



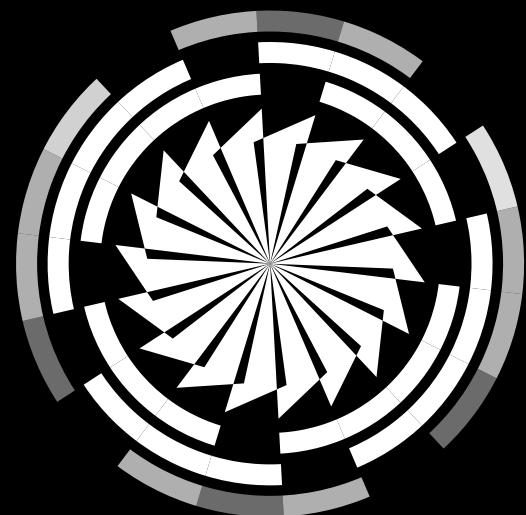
Logomark



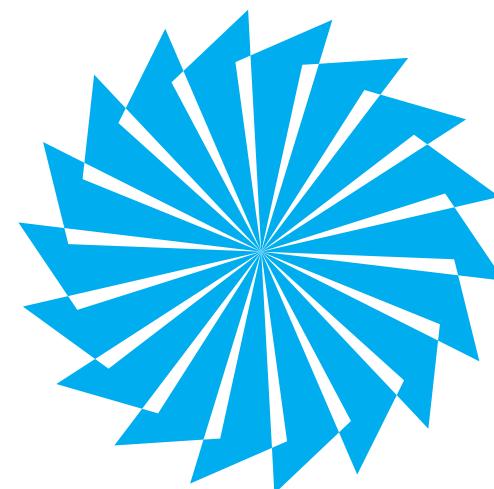
Black Logomark



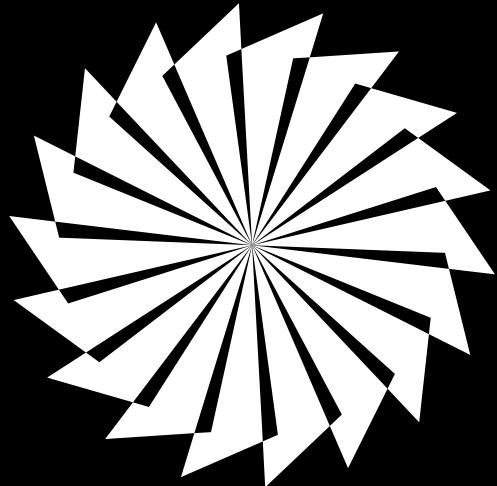
White Logomark



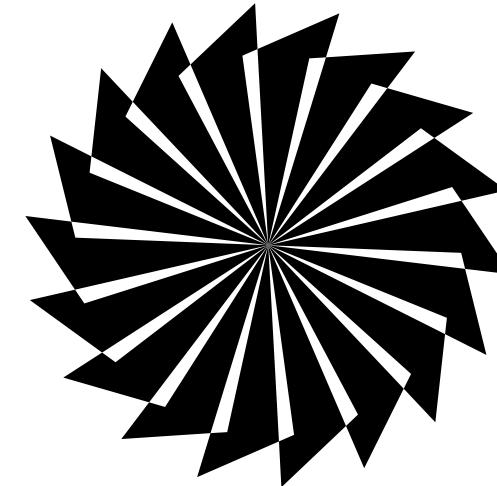
WRLD OG



WRLD OG White



WRLD OG Black



WRLD OG Wordmark



WRLD OG White Wordmark



WRLD .Tech .Host .AI Wordmark [Dark]



WRLD .Tech .Host .AI Wordmark



WRLD Inc Brand Guide

Safe Zone

Ensure you are giving the logo the appropriate spacing to other objects. There should be space the size of 'x' between the logo and any other element



WRLD Inc Brand Guide

Prohibited use of the logo

Do not rotate the logo



Do not skew or warp the logo



Do not change or alter the colors



Do not apply filters



No similar background colors



WRLD Inc Brand Guide

Colors

Our primary color is Black. It is supported by Vivid Cerulean, Explorer of the Galaxies, Clear Skies, Opulent, Kettleman, Mercury, Emptiness, SharePoint Main 1, SharePoint Accent 1, SharePoint Main 2, SharePoint Accent 2.



BLACK

#000000

RGB 0, 0, 0

CMYK 0, 0, 0, 100

Contrast 21.00 (AAA)



VIVID CERULEAN

#00adee

RGB 0, 173, 238

CMYK 100, 27, 0, 7

Contrast 2.56 (FAIL)



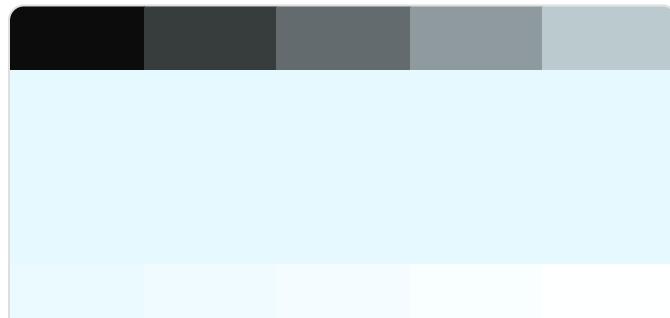
EXPLORER OF THE GALAXIES

#3d1f78

RGB 61, 31, 120

CMYK 49, 74, 0, 53

Contrast 12.61 (AAA)



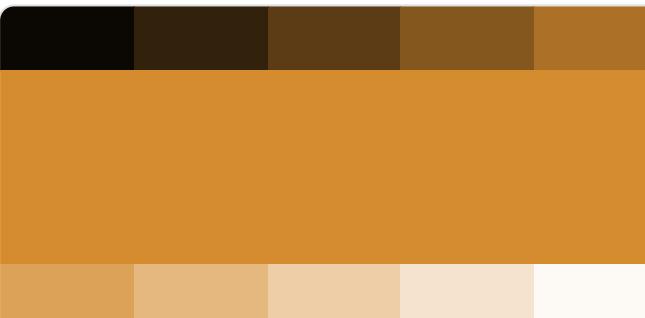
CLEAR SKIES

#e6f9ff

RGB 230, 249, 255

CMYK 10, 2, 0, 0

Contrast 1.08 (FAIL)



OPULENT

#d48c2f

RGB 212, 140, 47

CMYK 0, 34, 78, 17

Contrast 2.77 (FAIL)



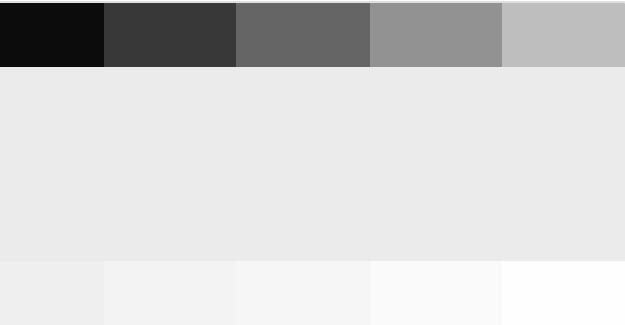
KETTLEMAN

#616161

RGB 97, 97, 97

CMYK 0, 0, 0, 62

Contrast 6.19 (AA)



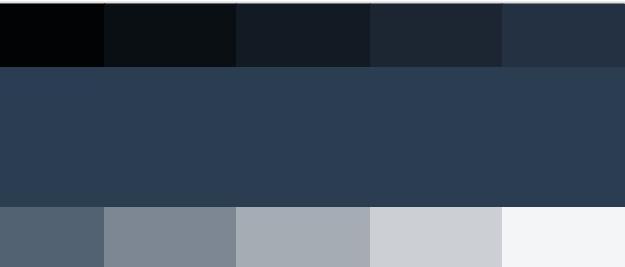
MERCURY

#ebebeb

RGB 235, 235, 235

CMYK 0, 0, 0, 8

Contrast 1.19 (FAIL)



SHAREPOINT ACCENT 1

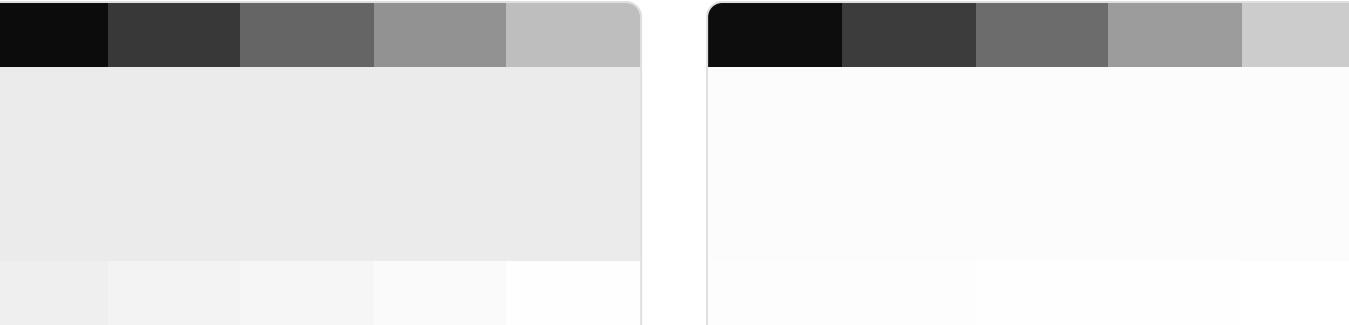
SharePoint Hub Accent

#2B3D51

RGB 43, 61, 81

CMYK 47, 25, 0, 68

Contrast 11.12 (AAA)



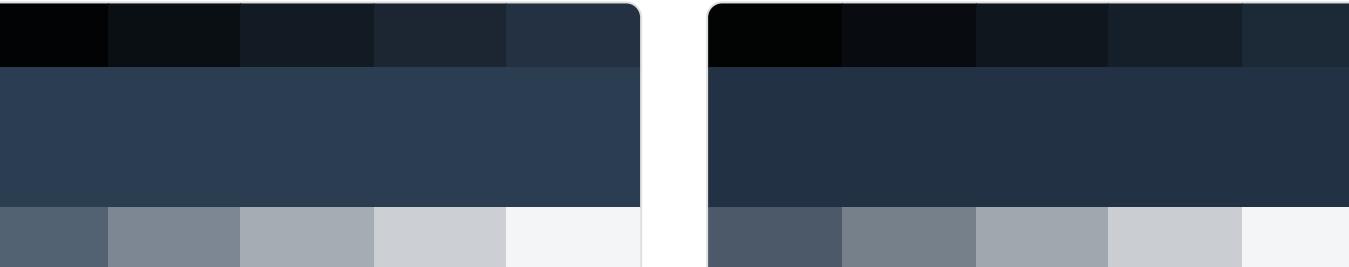
EMPTINESS

#fcfcfc

RGB 252, 252, 252

CMYK 0, 0, 0, 1

Contrast 1.03 (FAIL)



SHAREPOINT MAIN 2

SharePoint Hub Background 2

#223244

RGB 34, 50, 68

CMYK 50, 26, 0, 73

Contrast 13.06 (AAA)



SHAREPOINT MAIN 1

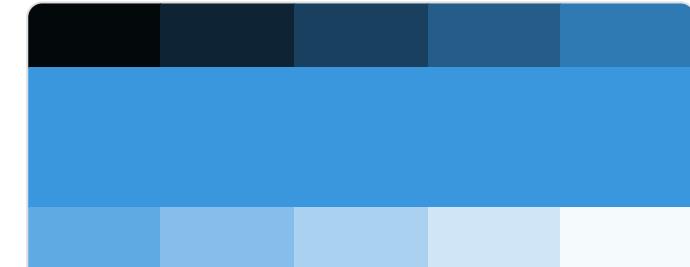
SharePoint Hub Background

#182534

RGB 24, 37, 52

CMYK 54, 29, 0, 80

Contrast 15.52 (AAA)



SHAREPOINT ACCENT 2

SharePoint Hub Accent 2

#3A96DD

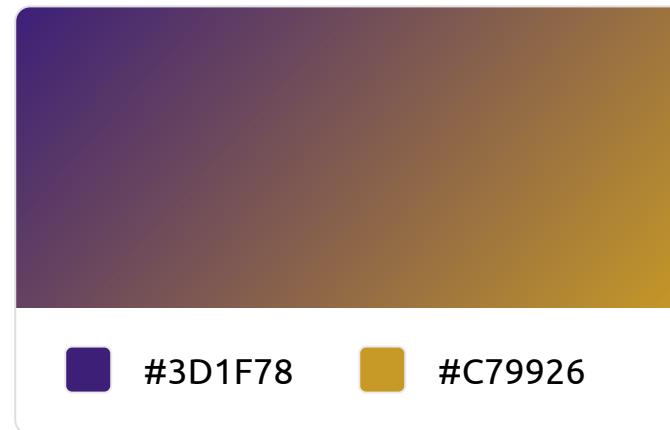
RGB 58, 150, 221

CMYK 74, 32, 0, 13

Contrast 3.19 (AA+)

WRLD Inc Brand Guide

Gradients





#2B3D51



#121A23



#223244



#0F161D



#3A96DD



#AAD2F0



#FCC288



#FFE6CC

WRLD Inc Brand Guide

Fonts

Aa

Montserrat Bold

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

Yy Zz

Aa

Source Sans 3 SemiBold

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

Yy Zz

Aa

Ubuntu Regular

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

Yy Zz

WRLD Inc Brand Guide

Typographic Scale

Our typographic scale is built on the Major third ratio, which has a scale factor of 1.250. It ensures our text will look harmonious and avoids scenarios where it's hard to tell our headings apart.

h1 3.05em (48.828px)

Lorem ipsum

h2 2.44em (39.063px)

Lorem ipsum dolor

h3 1.95em (31.25px)

Lorem ipsum dolor sit amet

h4 1.56em (25px)

Lorem ipsum dolor sit amet, consectetur adipiscing

h5 1.25em (20px)

Lorem ipsum dolor sit amet, consectetur adipiscing

Body text 1em (16px)

 Lorem ipsum dolor sit amet, consectetur adipiscing

Caption text 0.8em (12.8px)

 Lorem ipsum dolor sit amet, consectetur adipiscing

Small print 0.64em (10.24px)

 Lorem ipsum dolor sit amet, consectetur adipiscing

WRLD Inc Brand Guide

Tone of Voice

Our tone of voice provides a set of core elements to define quality writing across all touchpoints, as well as supporting elements to convey the best of our brand personality to the world.

Witty

Joke to spice things up

Caring

Every word shows honor

Trustworthy

Everyday formality

Urgent

Friendly and willing

WRLD Inc Brand Guide

Core Values

Our core values are the pillars upon which our brand stands, defining who we are and guiding every decision we make

Transparency

Openness in our operations fosters clarity and trust, ensuring stakeholders are well informed.

Lasting Relationships

Cultivating enduring connections, we build trust and loyalty with our customers.

Quality

Superior standards in our offerings are our commitment, ensuring excellence in every aspect.

Accountability

Upholding our responsibility for actions and outcomes, we foster trust with stakeholders.

Open Communication

Promoting free and honest dialogue, we encourage sharing of ideas and feedback.

Superior Service

Our commitment to exceptional service sets us apart, exceeding expectations at every opportunity.

Sincerity

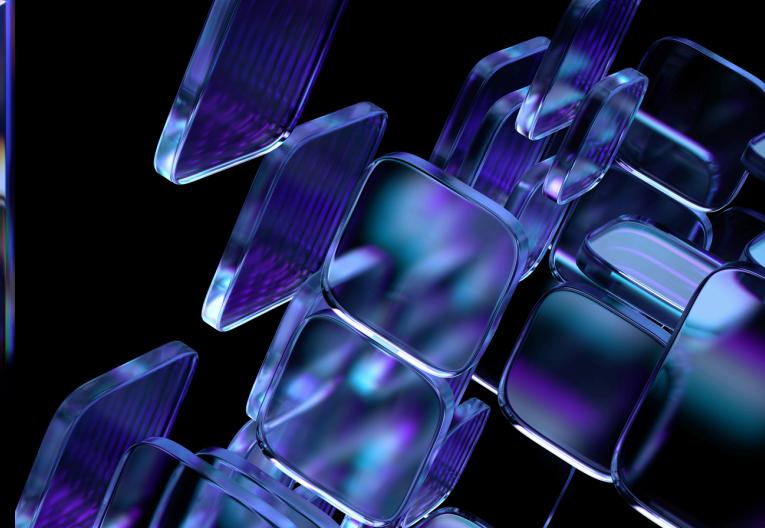
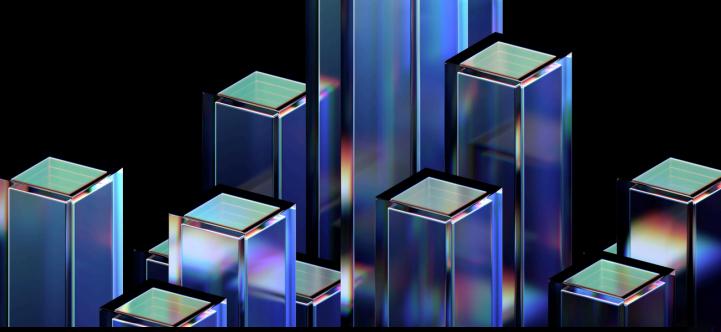
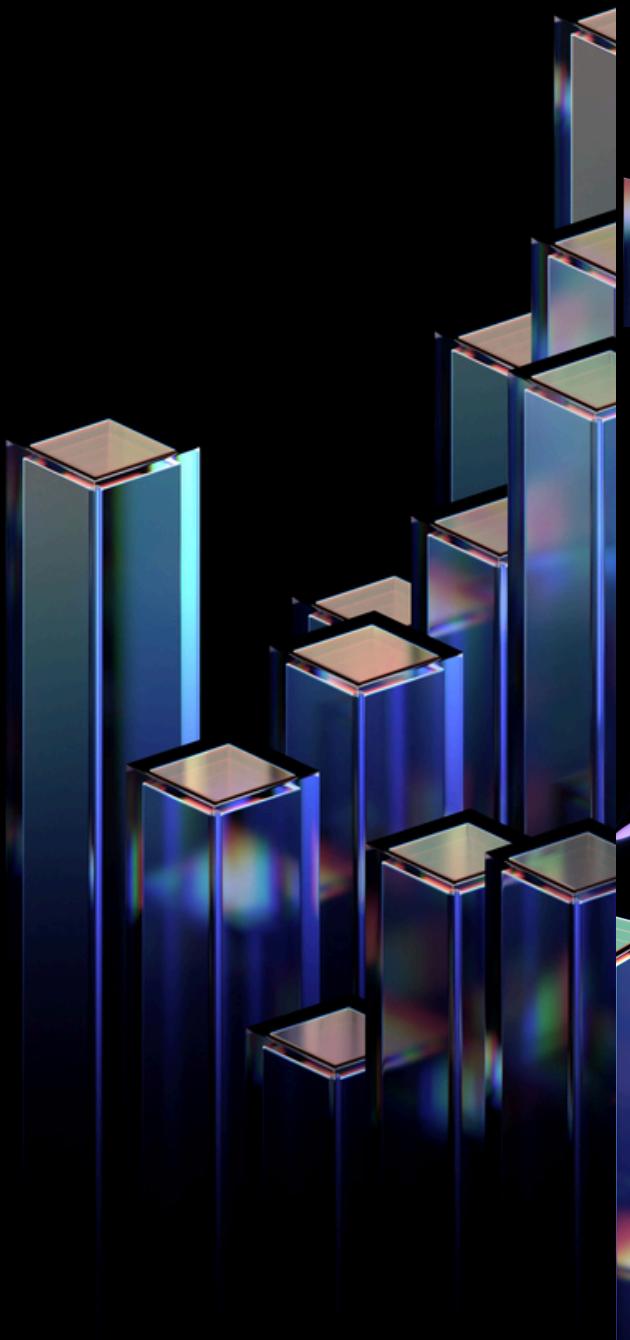
Genuineness in our expressions and actions builds trust and authentic connections.

Progress

Advancing and improving are core to our mission, driving development and innovation.

Renderglassastized

Renderglassastized -



Core Brand Identity and Punctuation

The WRLD brand utilizes a distinctive dot notation system that reflects our domain-driven service architecture and technological expertise.

Punctuation and Nomenclature

Core Brand Identity in written text, conversations, and documents

The WRLD brand utilizes a distinctive dot notation system that reflects our domain-driven service architecture and technological expertise.

Proper Usage Guidelines

Primary Brand Name

- **Correct:** WRLD (all caps, no punctuation)
- **Correct:** WRLD Tech (when referencing the parent company)
- **Incorrect:** Wrld, wrld, World, WORLD

Conversational Writing

- "Our WRLD Design team will create mockups for your project"
- "WRLD Support can help troubleshoot that issue"

Legal/Formal Documents

- Always use full legal entity name: "WRLD Tech" or "WRLD.tech"
- Service divisions: Use dot notation for formal references

Service Division Nomenclature

Formal Service Names (Marketing/External)

- **Correct:** WRLD.design
- **Correct:** WRLD.services
- **Correct:** WRLD.support
- **Correct:** WRLD.host
- **Correct:** WRLD.ai
- **Correct:** WRLD.tech (company domain)

Conversational References (Internal/Informal)

- **Correct:** WRLD Design
- **Correct:** WRLD Services
- **Correct:** WRLD Support
- **Correct:** WRLD Host
- **Correct:** WRLD AI

Punctuation Rules

The Dot (.) - TLD Convention

The dot represents our domain-driven service architecture and should be used:

- **When:** Referencing services formally in marketing materials, websites, documentation
- **Format:** Always lowercase after the dot (e.g., WRLD.tech, not WRLD.Tech)
- **Spacing:** No spaces around the dot

Space Convention

Use spaces when:

- Writing conversationally in emails, internal communications
- Creating readable sentences where the dot format would be awkward
- Referencing the service conceptually rather than as a web property

Punctuation and Nomenclature

Common Mistakes to Avoid

Incorrect Capitalization

- ✗ wrld.tech
- ✗ Wrld.design
- ✗ WRLD.DESIGN
- ✗ WRLD.Tech

Incorrect Punctuation

- ✗ WRLD . tech (spaces around dot)
- ✗ WRLD-tech (hyphen instead of dot)
- ✗ WRLD_design (underscore)
- ✗ WRLDtech (no separation)

Inconsistent Usage

- ✗ Mixing formats in same document: "Contact WRLD.support for help with WRLD Design"
- ✗ Using dots in conversational text: "Our WRLD.design team will help you"

Context-Specific Applications

Context-Specific Applications

Email Signatures

John Smith Senior Developer WRLD Tech WRLD.tech | WRLD.design | WRLD.services

Marketing Copy

"WRLD.design focuses on user experience excellence""Through WRLD.host, we provide comprehensive hosting solutions"

Conversational Writing

"Our WRLD Design team will create mockups for your project""WRLD Support can help troubleshoot that issue"

Legal/Formal Documents

Always use full legal entity name: "WRLD Tech" or "WRLD.tech" Service divisions: Use dot notation for formal references

Brand Consistency Checklist

- ✓ WRLD is always capitalized
- ✓ Service dots are always lowercase
- ✓ No spaces around dots in formal service names
- ✓ Consistent format throughout single documents
- ✓ Context-appropriate usage (formal vs. conversational)

Remember: Consistency in brand presentation reinforces our professional image and technological expertise. When in doubt, consider the context and audience to determine the most appropriate format.

Remember: Consistency in brand presentation reinforces our professional image and technological expertise. When in doubt, consider the context and audience to determine the most appropriate format.