



World
Economic
Quorum

BrandGuide

W e Q u o r u m . o r g

01.

Logo Introduction

The World Economic Quorum (WeQuo) logo combines global symbolism with visual balance to represent unity, knowledge, and forward vision. At the center, a globe features the map with the Americas prominently positioned, symbolizing international reach and perspective. Surrounding the globe are 13 golden leaves on each side, stylized in a way that resembles butterflies—representing growth, transformation, and collaboration.

Behind the globe, a geometric triangle provides stability and strength, while the V-shaped element at the base conveys victory, vision, and progress. The combination of these elements creates a harmonious mark that reflects WeQuo's mission: bringing together insights, opportunities, and leadership for a more informed world.



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World Economic Quorum

02

Logo Clear Space

To preserve the integrity and visibility of the World Economic Quorum logo, a minimum clearspace must always be maintained around it. Clearspace ensures that no text, graphics, or design elements interfere with the logo's impact.

The minimum clearspace is defined by the height of the Logo Icon. This measurement should be applied to all sides of the logo, creating a protective zone. No other visual elements should enter this area.

By respecting this clearspace, the logo remains clear, balanced, and instantly recognizable across all applications.

Brand Assets

Sizing

Corporate logo and clearspace

Clearspace rules apply in all formats digital, print, signage, or merchandise. Even when the logo is placed over imagery or colored backgrounds, the protective space must be maintained to guarantee readability and brand consistency.

Full Logo

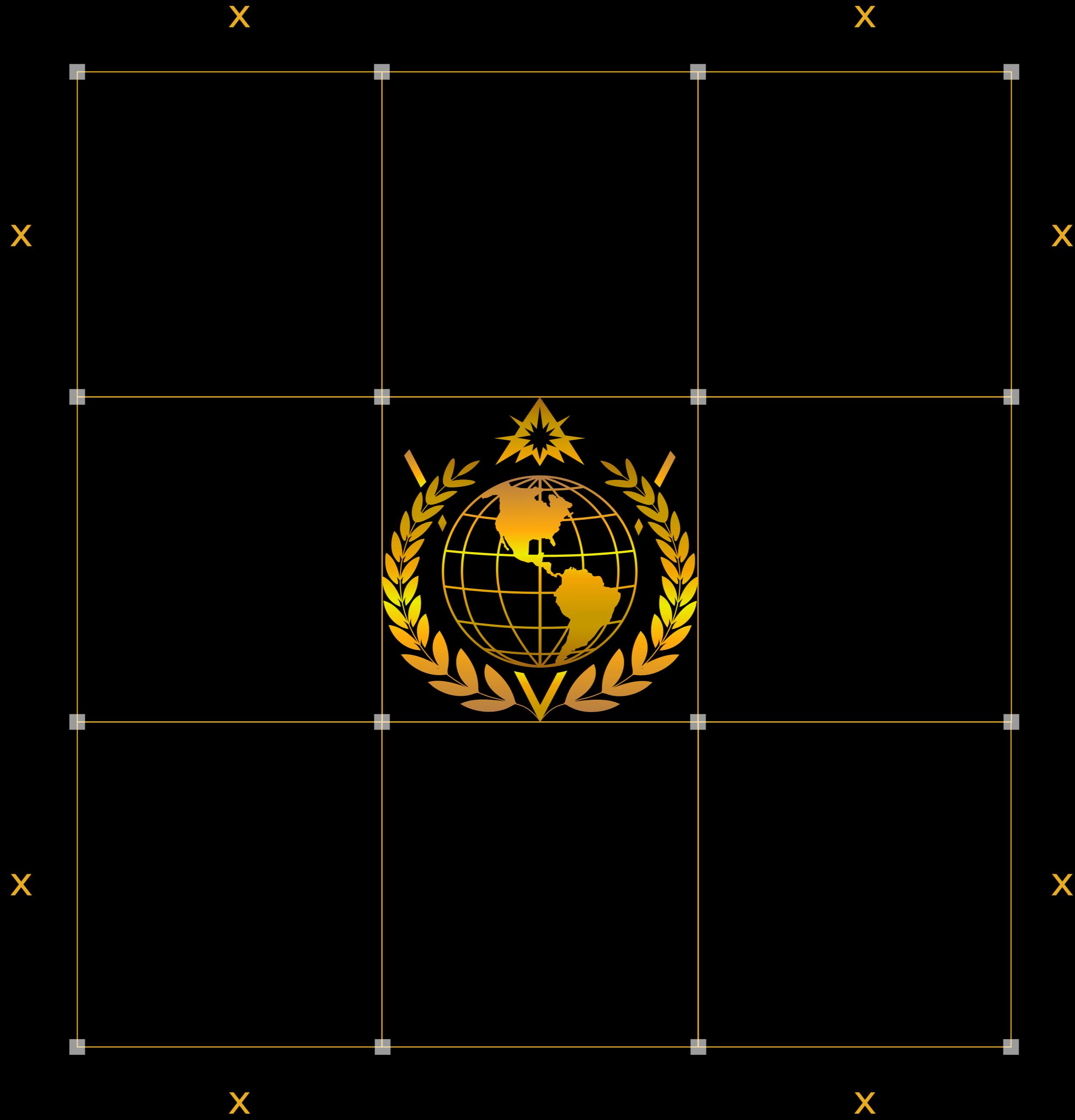


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Full Logo Clearspace



For the smallest size , the edges are reduced in size by 50%



03.

Logo Responsive

The World Economic Quorum logo has been designed with adaptability in mind, ensuring it remains clear, recognizable, and professional across a wide range of applications. Whether displayed on large-scale formats such as event backdrops and reports, or in smaller contexts like social media profiles, mobile screens, or favicons, the logo adjusts seamlessly without losing its identity. In full-scale uses, the complete logo with both symbol and wordmark should be applied to convey the brand's authority and presence. For smaller or space-constrained applications, simplified versions of the logo such as the emblem alone or in a monochrome format maintain legibility and recognition. This responsive approach guarantees that the World Economic Quorum brand always communicates strength, clarity, and consistency, no matter the medium or scale.





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Visual basics

logo placement

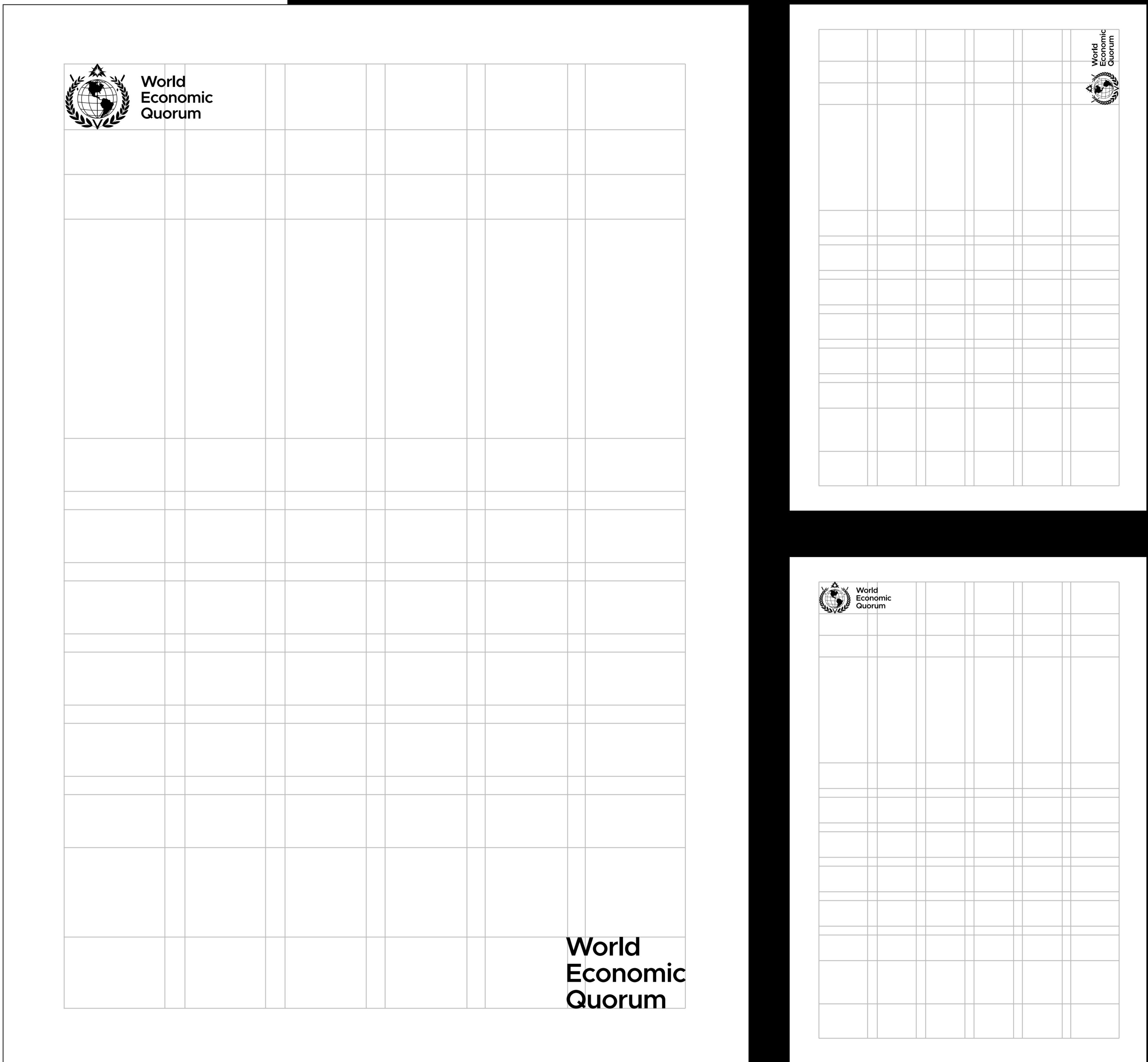
Correct Logo Placement

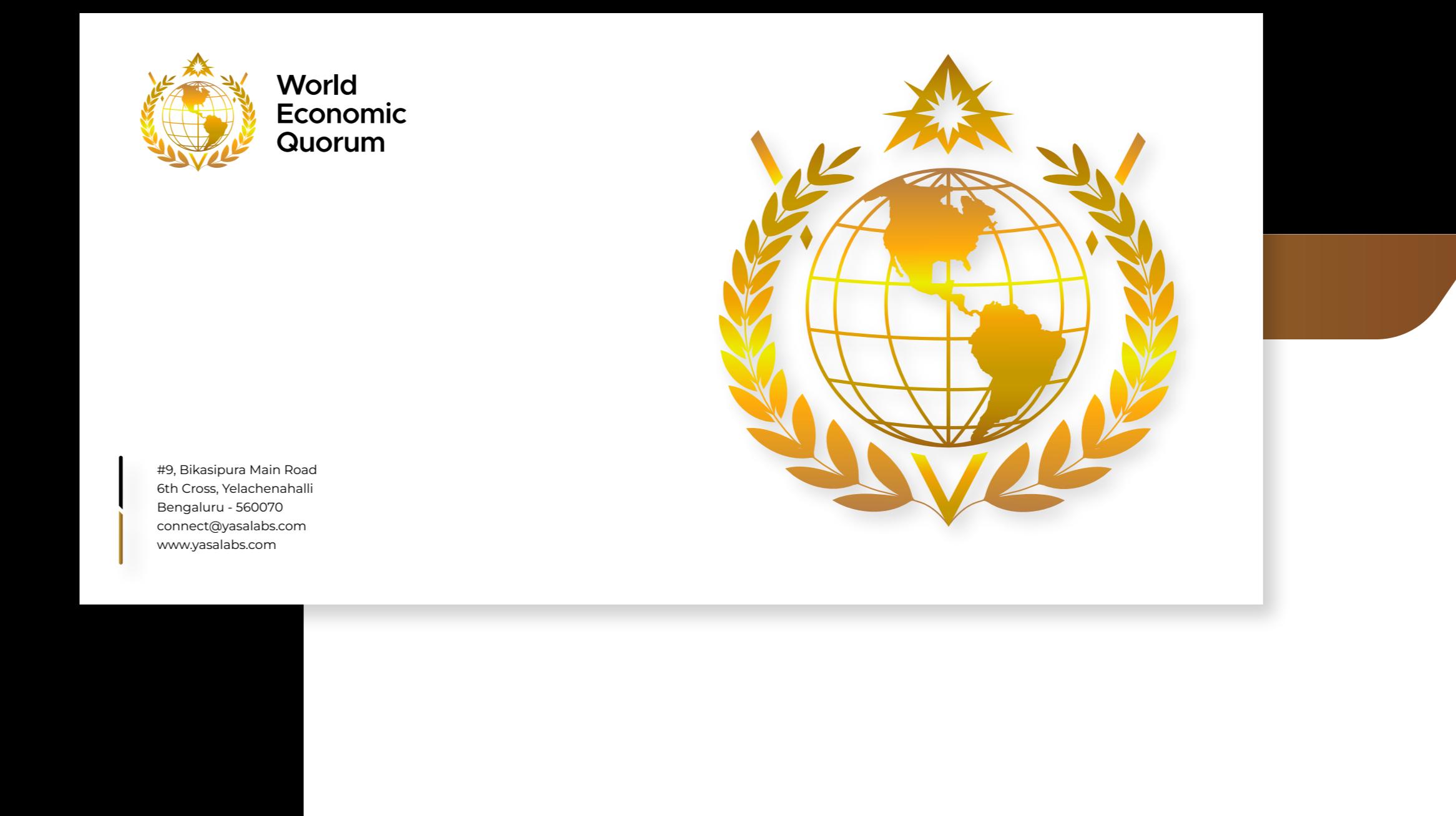
Brand color and usage

The placement of the World Economic Quorum logo should always reinforce clarity, balance, and professionalism.

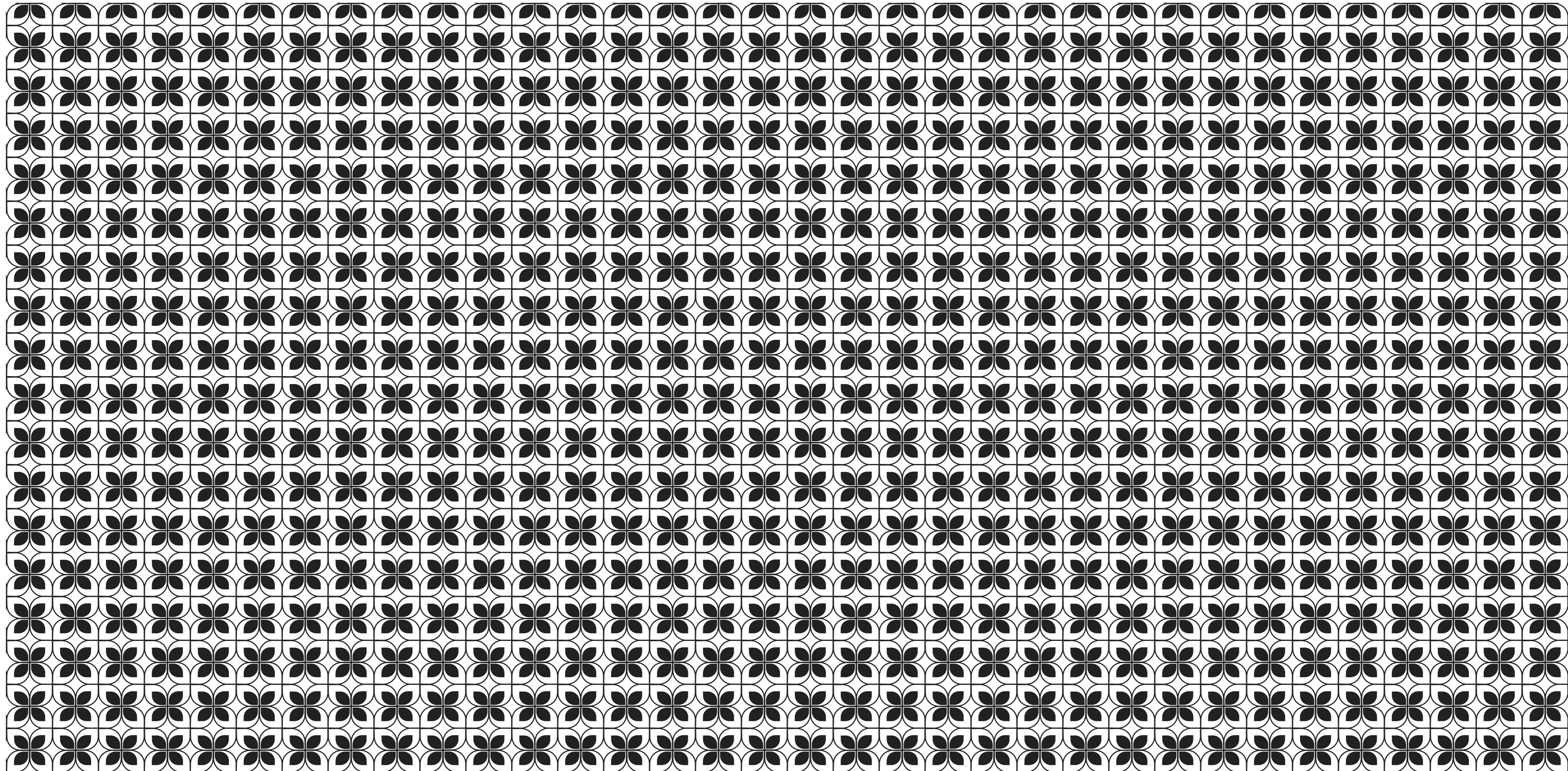
Whenever possible, the logo should be positioned in a consistent and prominent location, such as the top left or centered area of layouts, ensuring it is immediately visible without distraction. The logo must never be crowded by other elements, rotated, distorted, or placed too close to edges. When used over images or colored backgrounds, sufficient contrast must be maintained to preserve legibility.

Consistent and careful placement guarantees that the logo always appears strong, authoritative, and aligned with the brand's identity.





Logo Pattern





4.

Logo and Colours

The placement of the World Economic Quorum logo should always reinforce clarity, balance, and professionalism. Whenever possible, the logo should be positioned in a consistent and prominent location, such as the top left or centered area of layouts, ensuring it is immediately visible without distraction. The logo must never be crowded by other elements, rotated, distorted, or placed too close to edges. When used over images or colored backgrounds, sufficient contrast must be maintained to preserve legibility. Consistent and careful placement guarantees that the logo always appears strong, authoritative, and aligned with the brand's identity.

Logo Variations

Assets



**World Economic
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Logo in Color

The full-color logo represents the brand at its most vibrant and complete form. It is the preferred version for all major applications, including digital and print media, and should be used wherever possible to maintain consistency. The carefully selected colors reflect the brand's personality, vision, and energy, creating an immediate sense of recognition. Using the logo in full color ensures that the brand makes a strong and memorable impression in every context.



Each color in the logo is intentionally chosen to convey specific meanings and reinforce the brand's identity. Together, they form a balanced and visually appealing composition that communicates professionalism and trust. Maintaining these colors consistently helps strengthen brand recognition, while altering or substituting colors can dilute the brand's message and reduce its impact across various platforms.

When applying the logo, it is essential to ensure proper contrast with the background. The logo should always appear on surfaces that allow the colors to remain vibrant and legible. Light or neutral backgrounds are preferred, while busy or overly dark patterns should be avoided. Clear visibility of the logo is critical to preserving its effectiveness and ensuring it stands out in all visual communications.

Consistency in using the color logo across all touchpoints is vital for maintaining a cohesive brand image. Always utilize the approved color files provided in the brand assets and avoid modifications that could compromise the integrity of the logo. Correct usage not only reinforces brand credibility but also enhances audience recognition and trust. By following these guidelines, the logo remains a strong visual representation of the brand's identity.

Logo Mono

The mono version of the logo is a single-color representation designed for situations where the full-color logo cannot be used. This includes black-and-white prints, embossing, engraving, or other limited-color applications. The mono logo ensures that the brand identity remains clear and recognizable, even without the full-color palette.





Logo Colour Usage

The WeQuo logo embodies global unity, knowledge, and forward vision. At its center, a globe features the Americas prominently, highlighting international perspective and outreach. Surrounding the globe are 13 golden leaves on each side, stylized as butterflies, symbolizing growth, transformation, and collaboration. Behind the globe, a triangle represents stability and strength, while the V-shaped element at the base conveys victory, vision, and progress. Together, these elements create a balanced, harmonious mark reflecting WeQuo's mission: connecting insights, opportunities, and leadership for a more informed world.

Black

| | |
|------|----------------|
| Hex | #000000 |
| RGB | 0, 0, 0 |
| HSB | 0, 0%, 0% |
| CMYK | 75, 68, 67, 90 |

Russet

| | |
|------|----------------|
| Hex | #844D24 |
| RGB | 132, 77, 36 |
| HSB | 26, 73%, 52% |
| CMYK | 34, 69, 97, 30 |

Satin Sheen Gold

| | |
|------|----------------|
| Hex | #CB8D16 |
| RGB | 203, 141, 22 |
| HSB | 39, 89%, 80% |
| CMYK | 20, 46, 100, 2 |

Yellow

| | |
|------|--------------|
| Hex | #EDED4D |
| RGB | 237, 237, 77 |
| HSB | 60, 68%, 93% |
| CMYK | 11, 0, 82, 0 |

Light Gray

| | |
|------|---------------|
| Hex | #EAEAEA |
| RGB | 234, 234, 234 |
| HSB | 0, 0%, 92% |
| CMYK | 7, 5, 5, 0 |



Logo Typography

The logo uses Metropolis for the title, chosen for its clean, modern, and geometric letterforms that convey professionalism, clarity, and a forward-thinking identity. Supporting text and paragraphs use Inter, a highly readable and versatile font that complements Metropolis by providing balance and clarity across digital and print applications. Together, these fonts create a consistent typographic hierarchy, ensuring the logo remains prominent while all accompanying information is clear, legible, and visually harmonious. Consistent use of these typefaces reinforces the brand's identity and strengthens overall recognition.

Typography

Metropolis

Metropolis is a modern, geometric sans-serif typeface designed for clarity, balance, and versatility. Inspired by the clean lines of urban architecture, it delivers a contemporary look that works seamlessly across both digital and print applications. Its wide range of weights and styles ensures flexibility, whether used for bold headlines, subtle body text, or refined branding elements.

Inter

Inter is a highly legible, modern sans-serif typeface designed specifically for digital interfaces and screen readability. With its clean, minimal, and versatile design, Inter adapts well to a wide range of applications—from body text in apps and websites to clear, impactful headings. Its optimized letterforms, balanced spacing, and extensive weight options make it a reliable choice for maintaining consistency and accessibility across all brand communications.

Metropolis

| | |
|-----|----------|
| 300 | Light |
| 400 | Regular |
| 600 | Semibold |
| 700 | Bold |
| 900 | Black |

Option : Header

This is the header

Option : Paragraph

For all paragraph and body text, Inter is the chosen typeface due to its excellent readability, clean lines, and modern appearance. Inter is highly versatile, performing well across both digital and print media, ensuring that all supporting text is easy to read and visually balanced. Its simple and neutral design complements the logo typography without drawing attention away from the brand mark, maintaining a cohesive and professional visual identity. Consistent use of Inter across all paragraphs and content helps strengthen brand recognition, readability, and overall aesthetic harmony.

Inter

| | |
|-----|----------|
| 300 | Light |
| 400 | Regular |
| 600 | Semibold |
| 700 | Bold |
| 900 | Black |

Option : Sub Header

This is the subheader

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Brand Imagery

Brand imagery is a vital part of visual identity, representing the brand's personality, values, and vision. All images, illustrations, and graphics should be high-quality, cohesive, and aligned with the brand's color palette and overall aesthetic. They should feel authentic and relevant, supporting the brand story while maintaining clarity and professionalism. Consistent use of imagery across all platforms strengthens recognition, enhances engagement, and creates an emotional connection with the audience, making the brand memorable and instantly recognizable.







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The End

WeQuorum.org