

Branding and Visual Identity Guidelines

NOVEMBER 2017



WORLD BANK GROUP

The World Bank Group (WBG) comprises five global institutions working with a single strategy of achieving the twin goals of ending extreme poverty by 2030 and boosting shared prosperity:

IBRD | The International Bank for Reconstruction and Development is the original World Bank institution, providing loans and other assistance primarily to middle-income countries.

IDA | The International Development Association is the part of the World Bank that helps the world's poorest countries, providing concessional loans, grants, and guarantees for programs that boost economic growth, reduce inequality, and improve people's living conditions

Together, IBRD and IDA make up the World Bank.

IFC | International Finance Corporation is the largest global development institution focused exclusively on the private sector, helping developing countries achieve sustainable growth by financing investment, mobilizing capital in international financial markets, and providing advisory services to businesses and governments.

MIGA | The Multilateral Investment Guarantee Agency promotes foreign direct investment into developing countries, offering political risk insurance (guarantees) to investors and lenders.

ICSID | The International Centre for Settlement of Investment Disputes provides international facilities for conciliation and arbitration of investment disputes.

How to Use This Guide

The following pages provide an overview of the WBG visual identity system, applicable to both print and online uses. Use it as your tool to determine what to do and not to do as you present WBG material internally or externally.

No logos or brand identities that carry the name of the WBG or its member institutions may be created without adhering to the system outlined in this guide.

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UNDERSTANDING THE WORLD BANK GROUP

The World Bank Group brand demonstrates that we work together, leveraging our member institutions' distinctive strengths to provide customized solutions to the world's toughest development challenges.

The World Bank Group Brand

Represented first and foremost by our logo, the WBG branding system has been in full effect since July 1, 2014. It aligns the member institutions' once-disparate logos (as well as those of other sub-entities) into an overarching organization, allowing us to present ourselves consistently to all stakeholders.

ACCESS ALL WBG BRANDING ASSETS ONLINE



All key WBG visual identity assets can be found at [WBGVisuals](#).

The set includes all logos and templates necessary for consistent branding of our material.

LOGOS, TYPOGRAPHY & COLOR

The WBG branding system uses a distinct visual identity comprising official logos, colors, and typography.

Together, they represent the dynamism and energy of our brand.

LOGOS OVERVIEW

Use the WBG logo when the situation reflects collaborative involvement of the member institutions and the messaging and materials represent a Group voice.

Use the member institution logo when each one is speaking in its own voice, to its own audiences.

The WBG logo complements the World Bank and other member institution logos. It does not replace them.

DISTINCTION OF WBG & WORLD BANK LOGOS

Which Logo to Use and When

World Bank Group vs World Bank: Explaining the Distinction

The WBG is an umbrella-level organization comprising member institutions overseen by the same President and Senior Management Team and operating with one overall strategy.

When To Use the WBG logo

The WBG logo may be used to support any activities of the President, or that involve two or more WBG member institutions working together—including the integrated Vice Presidential Units (VPUs), the Global Practices, joint publications, or others. But it does not replace the World Bank logo.

When To Use the Member Institution Logo

Each WBG institution continues to maintain its own identity. So use the individual World Bank, IFC, and MIGA logos to support any activities in which they are operating alone. ICSID's logo is not currently part of the WBG visual identity system.

Do No Co-Brand within the WBG

It is important to show that the member institutions are part of the larger WBG, and not create the impression that they are separate independent entities. Do not place the World Bank, IFC, and/or MIGA logos alongside each other in communications material supporting any joint activity. Instead, use either the standalone WBG logo or, if there is a desire to maintain visibility for each institution, one of the partnered brand logo lockups (see page 31).

ABOUT THE WBG LOGO

The WBG logo is a ‘chapeau,’ representing the umbrella brand that brings together the World Bank, IFC, and MIGA logos.

The logo symbolizes **focus** (the focal point in the new globe), **innovation** and **dynamism** (the gradient’s halo light representing new thinking, insights, and approaches), and **openness** (the opening in the globe). These are essential attributes of the modern WBG that underline our commitment to ending extreme poverty and boosting shared prosperity.

Logo Elements



Go to page 23 for information on Member Institution Logos.



English versions are shown here, with translations available on [Logo Central](#).

ABOUT THE WBG GLOBE

The globe may not be taken out of the logo and treated as a prominent separate standalone design element, or appear in a color that is not part of the logo design. Other design elements also may not be added to the globe, nor may ‘special case’ exceptions such as those seen on pages 32-33 be created without the approval of Brand Management.

While it is at times used as a secondary identifier on book spines where there is insufficient room for a full logo, and also appears as a social media icon and as a “watermarked” enhancement alongside the official logo in our templates, the globe should otherwise not be broken out from the full logo with its identifying text.

The Globe



THE WBG LOGO

Main Version



Alternate Version (Vertical Stacked)



THE WBG LOGO: OVERVIEW & CLEAR ZONE

Main Version



Alternate Version (Vertical Stacked)



Position, size, and colors, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered.

The minimum reproduction size of the horizontal logo is 0.4" (10mm) in height and 1.18" (30mm) in width for the vertical logo.

Clear zone refers to a distance of "X" as a unit of measurement surrounding each side of the World Bank Group logo. "X" equals the square width of the letter "W" found in the WBG logotype.

THE WBG LOGO: VERSIONS

Logo Versions

Full color for print: Pantone (PMS) and CMYK

Full color for digital/web: RGB



File Names

Horizontal-PMS.ai
WBG_Horizontal-CMYK.eps / .tif
WBG_Vertical-PMS.ai
WBG_Vertical-CMYK.eps / .tif
WBG_Horizontal-RGB.jpg / .png

Low Resolution Files for Web:

WBG_Horizontal-RGB-web.jpg / .png
WBG_Vertical-RGB-web.jpg / .png

Grayscale Version



File Names

WBG_Horizontal-Grayscale.jpg / .png / .eps / .tif / .ai
WBG_Vertical-Grayscale.jpg / .png / .eps / .tif / .ai

Black Version



File Names

WBG_Horizontal-black.jpg / .png / .eps / .tif / .ai
WBG_Vertical-black.jpg / .png / .eps / .tif / .ai

White Version



File Names

WBG_Horizontal-white.png / .eps / .tif / .ai
WBG_Vertical-white.png / .eps / .tif / .ai

CORPORATE COLORS OVERVIEW

The WBG's corporate blue colors add new personality—helping present us to the world.

They make us instantly recognizable, and are supplemented by a secondary color palette that can be used for highlight purposes.

CORPORATE COLORS



Solid Blue

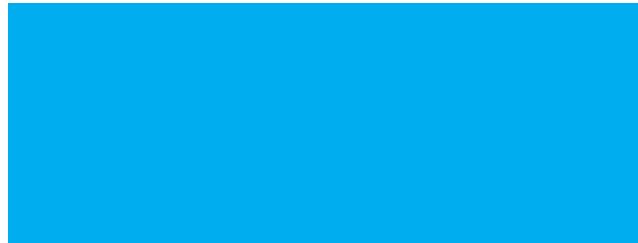
PANTONE 289

CMYK 96 39 0 73

RGB 0 35 69

HEX #002244

RAL 5003 Sapphire Blue



Bright Blue

PANTONE Process Cyan

CMYK 100 0 0 0

RGB 0 173 228

HEX #009FDA

RAL 5015 Sky Blue



Black

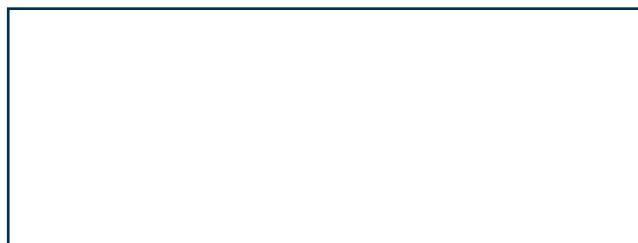
PANTONE Black

CMYK 0 0 0 100

RGB 0 0 0

HEX #000000

RAL 9005



White

PANTONE –

CMYK 0 0 0 0

RGB 225 225 225

HEX #FFFFFF

RAL 9010

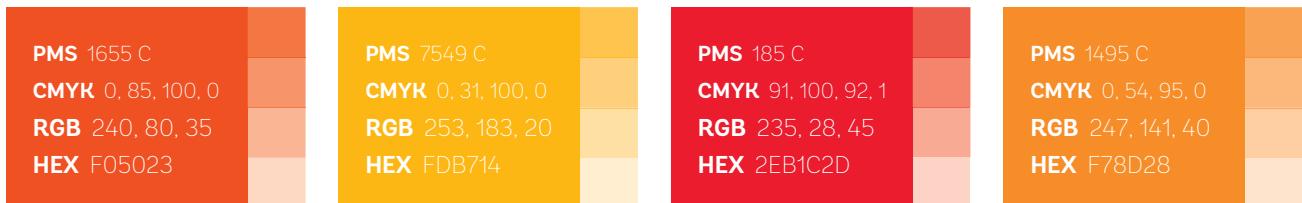
As needed, the corporate colors may also be highlighted with colors from the secondary palette on the following page, which consists of a brighter range of colors offset against a limited range of darker, more neutral ones.

Secondary colors may be used in various combinations based on value, density, and complementarity to one another, but they should not dominate the corporate blues in Group-level communications material paired with a wide range of photography.

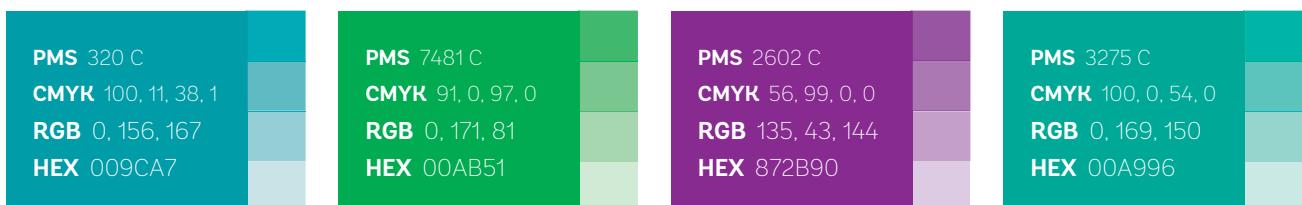
SECONDARY COLORS

Brighter / More Saturated (Tints shown below range from 80/20%)

Warm



Cool

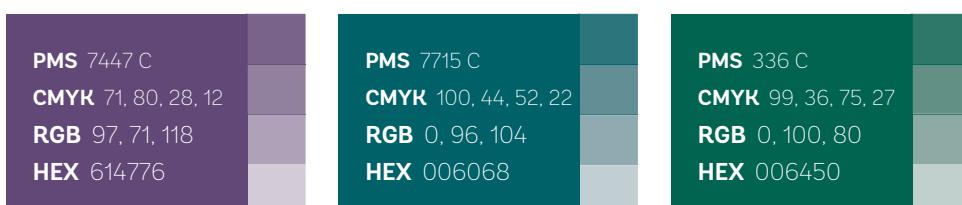


Neutral/More Muted

Warm



Cool



WBG FONTS OVERVIEW

Andes and Arial are the WBG logotype fonts, but do not have to be used in cover, body copy, or official correspondence.

They provide a strong, contemporary look to support the WBG brand in a variety of languages.



Andes is available for free download from [Logo Central](#), and also available in all World Bank Group ED7 computer font libraries.

PRIMARY FONT

PRIMARY FONT

Our primary logo font family is Andes. This sans serif font is available in various weights. For our purposes, the most commonly used are ExtraLight, Regular and Bold.

Andes Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? , : / + - € \$ @

Andes Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? , : / + - € \$ @

Andes ExtraLight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? , : / + - € \$ @

SECONDARY FONT

SECONDARY FONT

Our secondary logo font family is Arial. This sans serif system font is used in many document formats such as Word, PowerPoint and other applications.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?,:/-€\$@

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?,:/-€\$@

APPROACH & RULES

The member institution logos use the same globe and colors that appear in the WBG logo. They went into full implementation on July 1, 2014, replacing the previous logos.

The logos are available in horizontal and vertical versions, and in color, black, grayscale, and white formats.

The IFC and MIGA logos otherwise retain much of their previous appearance. The World Bank logo has been revised to add permanent visibility for IBRD and IDA.

LOGO HIERARCHY

Umbrella Brand



Member Institution Brands (World Bank, IFC, MIGA)



Member Institution Brands with VPU Distinction



Integrated Entities Brands (Global Practices, CCSA, Integrated VPUs)



Partnered Brand Logo Lockup



WBG INSTITUTION SEALS

WBG Institution Seals

It is important not to confuse the WBG logo and its member institution logos with the member institution seals. Unlike the logos, the seals are NOT intended for use in publications, signage, advertisements, or other promotional materials. Part of a group of similar emblems for the WBG member institutions, the seals are used on items such as legal documents, certificates, and debt instruments. They are included here for your information, but avoid using them in graphic design. When in doubt, check with Brand Management.



MEMBER INSTITUTION BRANDS

Overview

These are the only official World Bank, IFC, and MIGA logos, available in color, grayscale, and black and white versions. Other versions may not be used. Do not truncate the globes or text in an attempt to create any new customized logos.



The updated World Bank, IFC, and MIGA logos are available in color, grayscale, and black and white versions, in all the same formats as the new WBG logo.

The logos are available in horizontal and vertical versions.

When used alone, always include "World Bank Group" in each institution's logo.



English versions are shown here, with translations available on [Logo Central](#).

NOTE: The World Bank logo must always include the line saying IBRD • IDA | WORLD BANK GROUP

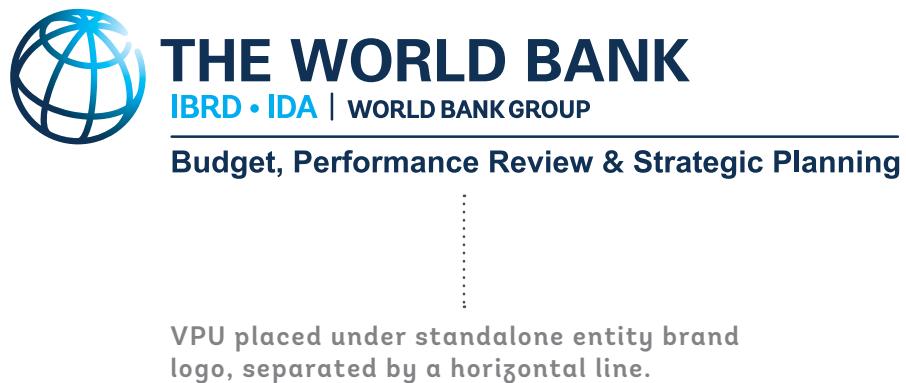
MEMBER INSTITUTION BRANDS WITH VPU DISTINCTION

VPU Distinction Logos

Individual World Bank VPU names are identified in dark blue Arial text running beneath a horizontal line appearing underneath the intact World Bank logo, including the references to IBRD and IDA.

These designations are for internal use only (Intranet sites, posters, invitations, wall signage, presentations and handouts, etc.). VPUs should not use their own taglines, specialized logos, or other visual identifiers.

Institution Logo with VPU Distinction



Institution Logo with VPU Distinction Plus Unit Name



INTEGRATED ENTITIES BRANDS

Global Practices/Global Themes Logos

The World Bank Group logo can also carry a secondary line of text listing the name of a Vice Presidential Unit, Global Practice or Global Theme, or other business line. This text will always run in bright blue, Andes font below World Bank Group.

These sublogos may be used externally on email signatures, presentations, marketing collateral, and report covers intended for a specialized audience, for example a gathering of industry experts. When addressing a general external audience – for example in press releases, websites, flagship publications, use the WBG corporate logo instead.

In those cases, the intent is to focus reader attention on the World Bank Group identity, not the practice area topic.



Global Practice is called out using Andes font face in bright blue corporate brand color.

The following Global Practice/Global Theme logos are available for download:

Agriculture	Infrastructure, Guarantees & PPPs
Climate Change	Knowledge Management
Education	Macroeconomics & Fiscal Management
Energy & Extractives	Poverty & Equity
Environment & Natural Resources	Social Protection & Jobs
Finance & Markets	Social, Urban, Rural & Resilience
Fragility, Conflict & Violence	Trade & Competitiveness
Gender	Transport & ICT
Governance	Water
Health, Nutrition & Population	



A list of all the Global Practice/Global Theme and VPU logos are available on [Logo Central](#).

INTEGRATED ENTITIES BRANDS (CONTINUED)

IFC Branding in the Joint Global Practices

All GPs are branded WBG by definition. This follows accepted best practice in brand management of ‘branding to the highest level’ whenever possible. Such an approach helps build public awareness of the umbrella organization while simultaneously leveraging the brand value of relevant business groups within the organization.

However, two joint GPs (Trade & Competitiveness, Finance & Markets) now deliver advisory products that were previously branded only to IFC. These products have strong IFC name recognition in local markets that should be preserved.

We must avoid promoting these products with ad hoc visuals that risk confusing clients. Instead a clear and consistent approach should be followed, an approach that shows these products are tied to both the IFC and WBG brands.

When IFC delivers advisory services funded by an IFC-managed trust fund in a GP, the following visual is to be used.

Branding Solution for Maintaining IFC Visibility



This is not an all-purpose replacement for the corporate IFC logo. It may be used only in specific cases where IFC’s visibility within GP operations needs to be emphasized, such as:

- Press releases
- Fact sheets
- Standing banners referring to IFC advisory products now managed by GPs
- PowerPoint presentations
- Invitations and letters, in particular to private sector partners
- Signage, backdrops, and other branding for public events
- Marketing material

Other Trade & Competitiveness and Finance & Markets products funded by non-IFC sources continue to follow the branding approach outlined on p. 28.

INTEGRATED ENTITIES BRANDS (CONTINUED)

WBG Integrated VPU Logos



Integrated VPU name is called out using in bright blue corporate brand color.



Departmental names can be added in Andes font face in navy blue under a horizontal line.

The following VPU logos are available for download:

- Chief Risk Officer
- Development Finance
- Equitable Growth
- External and Corporate Relations
- Finance & Accounting
- Human Development
- Human Resources
- Information and Technology Solutions
- Internal Audit
- Leadership, Learning & Innovation
- Office of Ethics & Business Conduct
- Sustainable Development



A list of all the above Global Practices and VPUs are available on [Logo Central](#).

MULTIPLE ENTITIES LOGO LOCKUPS

Partnered Brands Logo Lockups

The WBG has unified its brand architecture using a ‘partnered brands approach’ under which the World Bank, IFC, and MIGA logos maintain the best of their previous look while being refreshed with the new color and globes of the WBG logo. This underscores the fact that we are coordinated institutions, working to achieve the same goals in support of a larger WBG brand value proposition.



Other versions showing the member institutions in different combinations are also available as needed.

SPECIAL CASES

Independent Evaluation Group (IEG)



WORLD BANK GROUP
World Bank • IFC • MIGA



WORLD BANK GROUP
World Bank • IFC • MIGA

The Independent Evaluation Group (IEG), which reports directly to the Board but is not a separate member institution like the World Bank, IFC or MIGA, needs a slightly different look. To maintain its special appearance within the family of institutions, IEG has migrated its previous logo into the WBG colors and adopted the new globe, while keeping its previous font and spacing.

WBG Integrity VPU



WORLD BANK GROUP
World Bank • IFC • MIGA



WORLD BANK GROUP
World Bank • IFC • MIGA

It is also important that the WBG Integrity VPU has a somewhat distinctive appearance within the institution, given the independent nature of its investigative work. Its previous logo has also migrated into the new visual identity system, adopting the corporate globe, colors, and typefaces but retaining some other previous design elements.

Inspection Panel



THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP



THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

The Inspection Panel also has autonomous status within the World Bank as an independent oversight body, and thus merits a slightly different visual. This logo transitions some of its previous logo's elements into compliance with the WBG system.

SPECIAL CASES (CONTINUED)

The World Bank Treasury VPU



THE WORLD BANK
Treasury | IBRD • IDA



THE WORLD BANK

Treasury | IBRD • IDA

The World Bank Treasury VPU now includes the IBRD and IDA acronyms in its logo. It is a unique case, not to be replicated by others. It has a different variation of the logo in order to avoid implications of joint liability among World Bank Group entities vis-à-vis bond investors and market counterparts, and to maintain consistency with its long-established presence in the financial markets.

SPECIAL CASES (CONTINUED)

IDA Logo



The International Development Association (IDA) is the part of the World Bank that helps the world's poorest countries. IDA complements the World Bank's original lending arm—the International Bank for Reconstruction and Development (IBRD)—and now has its own logo that distinguishes it.

 A screenshot of the IDA website homepage. At the top, there is a navigation bar with links for 'English', 'Español', 'Français', '日本語', 'Pycckиk', '日本語', 'Search', and social media icons for Facebook, Twitter, LinkedIn, and YouTube. Below the navigation is a breadcrumb trail: 'Home / What Is IDA?'. The main content area features a large image of a cityscape at dusk or dawn. Overlaid on this image is the title 'What Is IDA?'. Below the title is a paragraph of text about IDA's mission and history. To the right of the main content is a sidebar with links for 'About', 'What We Do', 'How Does IDA Work?', 'Why IDA?', 'Borrowing Countries', 'Contributor Countries', and 'History'. At the bottom of the page is a section titled 'THE ABCS OF IDA' with a small image of a woman in a headscarf, and a link to 'IDA'S ACHIEVEMENTS BY COUNTRY'.

The International Development Association (IDA) is the part of the World Bank that helps the world's poorest countries. Overseen by 173 shareholder nations, IDA aims to reduce poverty by providing loans (called "credits") and grants for programs that boost economic growth, reduce inequalities, and improve people's living conditions.

IDA complements the World Bank's original lending arm—the International Bank for Reconstruction and Development (IBRD). IBRD was established to function as a self-sustaining business and provides loans and advice to middle-income and credit-worthy poor countries. IBRD and IDA share the same staff and headquarters and evaluate projects with the same rigorous standards.

IDA is one of the largest sources of assistance for the world's 75 poorest countries, 39 of which are in Africa, and is the single largest source of donor funds for basic social services in these countries.

IDA lends money on concessional terms. This means that IDA credits have a zero or very low interest charge and repayments are stretched over 25 to 40 years, including a 5- to 10-year grace period. IDA also provides grants to countries at risk of debt distress.

In addition to concessional loans and grants, IDA provides significant levels of debt relief through the [Heavily Indebted Poor Countries \(HIPC\) Initiative](#) and the [Multilateral Debt Relief Initiative \(MDRI\)](#).

In the fiscal year ending June 30, 2017, IDA commitments totaled \$19.5 billion, of which 17 percent was provided on grant terms. New commitments in FY17 comprised 261 new operations. Since 1960, IDA has provided \$345 billion for investments in 113 countries. Annual commitments have increased steadily and averaged about \$18 billion over the last three years.

IDA is a multi-issue institution, supporting a range of development activities that pave the way toward equality, economic growth, job creation, higher incomes, and better living conditions. IDA's work covers primary education, basic health services, clean water and sanitation, agriculture, business climate improvements, infrastructure, and institutional... [Read More \(pdf\)](#)

HOW THE SYSTEM WORKS

In addition to its own core operations, the WBG has long managed many donor-supported partnership and product sub-brands, and continues to launch new ones each year.

Collaborative in nature, these partnerships and products have often been inconsistently branded, frequently using independent looks that do not accurately reflect the WBG's true role.

A new approach is now in place that subtly identifies each program and activity's connection to the WBG overarching brand in ways that also work well for donors and other stakeholders.

THE PARTNERSHIPS/PRODUCTS BRANDING SYSTEM

How the System Works

These collaborative operations now follow our larger system to more accurately reflect operational realities, categorized as follows:

PARTNERSHIPS/PRODUCTS BRANDING



WORLD BANK GROUP

(Could also be World Bank or IFC – see p. 37)

Category 1 Cobranded Programs & Activities	Category 2 WBG-Branded Programs & Activities	Category 3 WBG-Branded Products
<p>Definition: WBG-led multi-stakeholder collaboration with a distinct presence of its own, based on a WBG-administered secretariat and multi-donor trust fund, with partners actively involved in right governance, strategy and decisions</p> <p>Branding: <u>May use their own logos alongside WBG unifiers.</u> New programs should be developed in compliance with WBG branding and visual ID system, adding the World Bank or WBG unifier. Existing programs typically already have their own logos, but need to add unifiers to ensure our leadership role is clearly differentiated from that of other partners.</p> <p>EXAMPLES: GFF, InfoDev, PPIAF, Extractives Global Programmatic Support, others</p>	<p>Definition: WBG-managed donor or multidonor trust fund generally used to enhance operations, with reporting back to partners; no distinct presence apart from WBG.</p> <p>Branding: <u>Do not need their own logos.</u> WBG branding sufficient. Can depict name with a strong text treatment, with WBG unifier and donor credits if needed</p> <p>EXAMPLES: Central Asia Energy-Water Development Program, Global Food Safety Partnership, Somalia Multi-Partner Fund, others</p>	<p>Definition: Unique donor-supported, externally oriented entity with a growing public presence of its own, differentiated from other conventional WBG activities</p> <p>Branding: <u>May use their own logos alongside WBG unifiers.</u> Must clearly leverage the power of the WBG or member institution brand and not try to become a standalone brand; use “An Innovation of World Bank Group” or a similar unifier alongside logo.</p> <p>EXAMPLES: Scaling Solar, Lighting Global, SME Finance Forum, others</p>

THE PARTNERSHIPS/PRODUCTS BRANDING SYSTEM (CONTINUED)

Unifiers

A unifier element has been created to establish an appropriate relationship between WBG and member institution-led partnerships/products and the umbrella brand.

For Category 1 and 2 partnerships, the unifier carries “Supported By” wording, and the program manager and communications lead may determine whether to use World Bank or WBG, in consultation with their GP or Regional VPU leadership.

For Category 3 products, other wording such as “Brought to You By” or “An Innovation Of” is available. IFC cobranded products/partnerships typically are in Category 3.

Categories 1 & 2

World Bank Group



The World Bank



Category 3

World Bank Group



The World Bank



IFC



THE PARTNERSHIPS/PRODUCTS BRANDING SYSTEM (CONTINUED)

Collateral Guidelines: Category 1 Partnerships

Once a WBG-led partnership or product's brand hierarchy is established, it should be reflected consistency in all material as explained below:

CATEGORY 1 PARTNERSHIPS: Cobranded Programs & Activities

BUSINESS CARDS	WEBSITES	PPTs	E-NEWSLETTERS
Dedicated staff may use double-sided design indicating WBG email and street address (Front: partnership logo/ contacts; Back: WBG unifier and short description) Other staff to use standard WBG cards	If using independent URLs, websites may have their own design distinct from worldbank.org. Headers should show partnership logo and WBG unifier in parallel, appropriately sized and positioned to connect a collaborative, WBG-led initiative. Donors and other partners to be clearly identified in footer or separate tab WBG role accurately described in "About Us" page text	May use their own template design, showing partnership logo and WBG unifier in parallel, appropriately sized and positioned. May also use WBG cobranded slide template.	Follow website's header design.
E-SIGNATURES Dedicated staff may use stacked design indicating WBG email and street address (Top: partnership logo/contacts; Bottom: WBG unifier) Other staff would not	SOCIAL MEDIA May have their own channels and icon	REPORT COVERS/ BROCHURES Balance partnership logo and WBG unifier appropriately. Donors can be credited (with or without logos) on front cover, inside cover, or back cover, or in acknowledgments.	SIGNAGE/EVENT PROMO Balance partnership logo and WBG unifier appropriately.

Before creating a logo for a new Category 1 partnership, please check with Brand Management and be conscious of the need for using the unifier.

Please also check with Brand Management when migrating existing Category 1 partnership logos into compliance with the system, using the unifier.

EXECUTION EXAMPLES: CATEGORY 1

InfoDev E-newsletter



The screenshot shows the header of an InfoDev Newsflash November 2015 newsletter. It features the InfoDev logo and the title "Newsflash". Below the title, it says "Updates from the innovation and entrepreneurship lab of the World Bank". Two "SUPPORTED BY WORLD BANK GROUP" logos are present: one in the top right corner of the header and another at the bottom right of the main content area. A red bracket highlights the top logo, and a red arrow points from it to the bottom logo.

Global Entrepreneurship Week Celebrates Innovators and Job Creators

During **Global Entrepreneurship Week**, the world's largest celebration of innovators and job creators, infoDev and the World Bank Group are hosting a series of events to discuss the role of innovative entrepreneurship in development. The events are open to the public. [Register for an event.](#)



GLOBAL ENTREPRENEURSHIP
WEEK
NOV. 12 -19
PROMOTING BUSINESS, INSPIRING GROWTH
WORLD BANK GROUP

NOTE: New partnership logo displayed alongside World Bank Group unifier.

EXECUTION EXAMPLES: CATEGORY 1

PPIAF BBL Announcement

PPIAF
Enabling Infrastructure Investment

SUPPORTED BY
WORLD BANK GROUP

Improving Infrastructure Regulation in Fragile Countries: Preliminary Findings



Thursday, December 3, 2015
9:00 - 10:30 AM EST
J B1-075

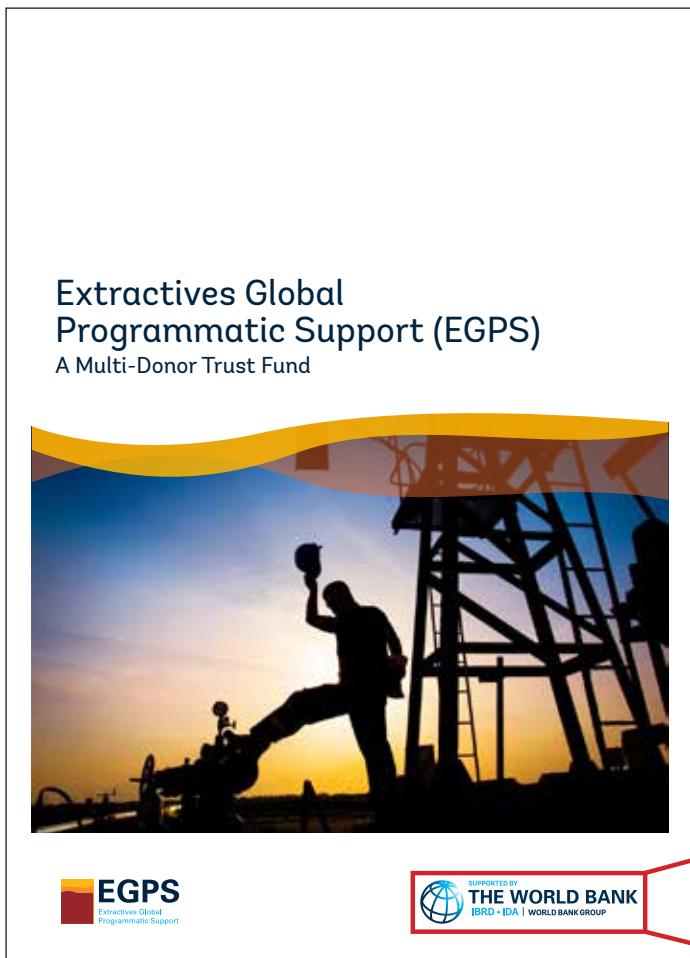
Improving Infrastructure Regulation in Fragile Countries: Preliminary Findings



NOTE: New partnership logo displayed alongside World Bank Group unifier.

EXECUTION EXAMPLES: CATEGORY 1

EGPS Brochure



NOTE: New partnership logo displayed alongside World Bank unifier.



THE PARTNERSHIPS/PRODUCTS BRANDING SYSTEM

Collateral Guidelines: Category 2 Partnerships

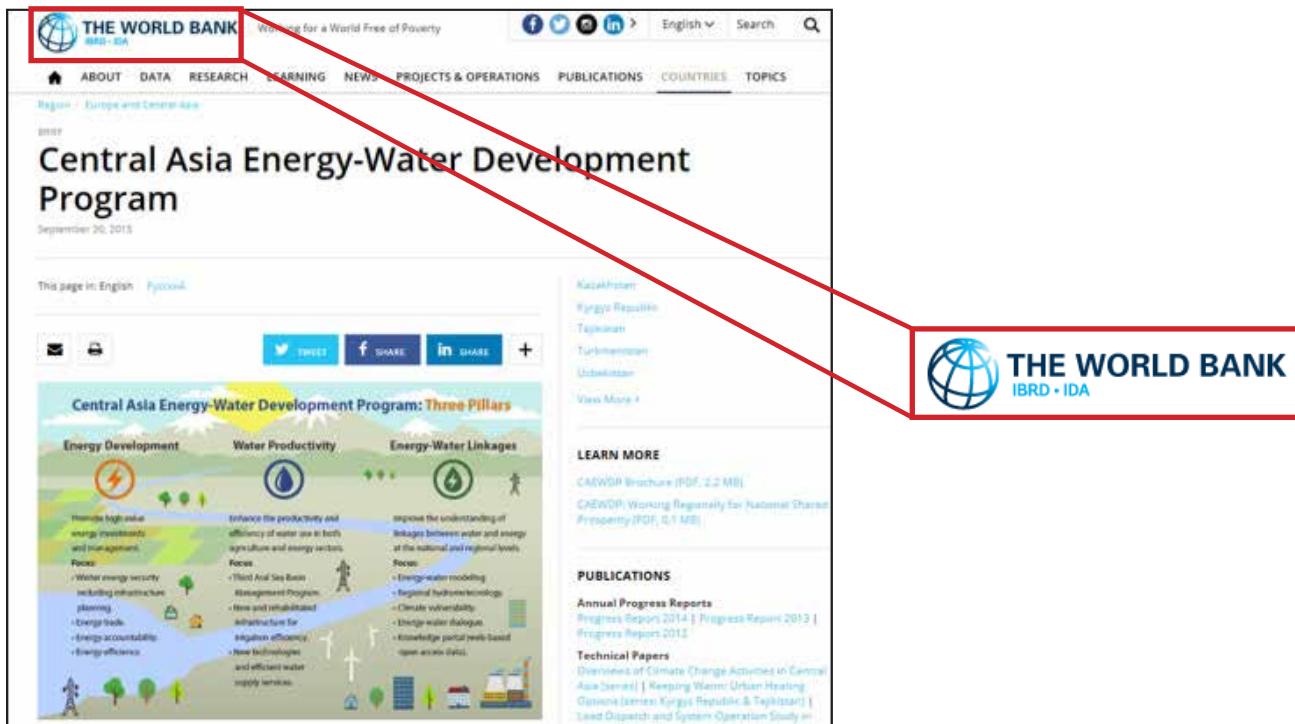
CATEGORY 2 PARTNERSHIPS: WBG-branded Programs & Activities

BUSINESS CARDS/ E-SIGNATURES Use standard WBG cards (may list partnership in staff title if desired)	WEBSITES Reside only on worldbank.org with partnership name listed text-only. Headers/footers follow its standard design. Donor role accurately described. SOCIAL MEDIA Do not have their own channels and icons.	PPTs Use WBG cobranded slide template, crediting donors as necessary. REPORT COVERS/ BROCHURES Follow conventional WBG format, crediting donors appropriately. Donors can be credited (with or without logos) on front cover, inside cover, or back cover, or in acknowledgments.	E-NEWSLETTERS Follow website's header design. SIGNAGE/EVENT PROMO Balance partnership name WBG or member institution logo or unifier appropriately.
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Please check with Brand Management when phasing out existing Category 2 partnership that are no longer in compliance with the system.

EXECUTION EXAMPLES: CATEGORY 2

Central Asia Energy-Water Dev. Program Page on Worldbank.org



EXECUTION EXAMPLES: CATEGORY 2

Somalia Multi-Partner Fund Report Cover



THE PARTNERSHIPS/PRODUCTS BRANDING SYSTEM

Collateral Guidelines: Category 3 Products

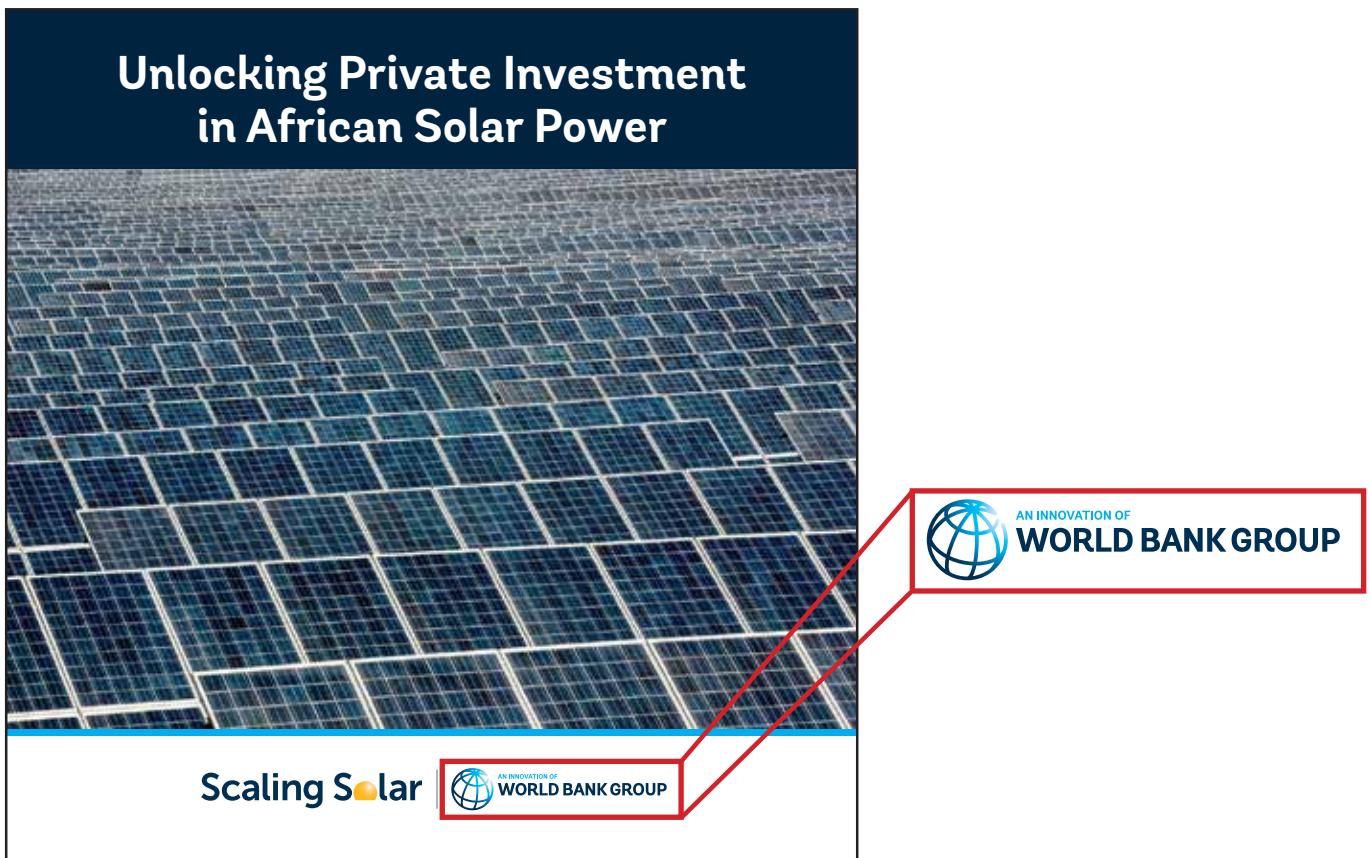
CATEGORY 3 PRODUCTS: WBG Branded Products

BUSINESS CARDS/ E-SIGNATURES Use standard WBG cards and e-signatures.	WEBSITES If using independent URLs, websites may have their own design distinct from worldbank.org. Headers should show partnership logo and WBG unifier in parallel, appropriately sized and positioned to connect a collaborative, WBG-led initiative. Donors and other partners to be clearly identified in footer or separate tab WBG role accurately described in "About Us" page text SOCIAL MEDIA May have their own channels and icons	PPTs May use their own template design, showing partnership logo and WBG unifier in parallel, appropriately sized and positioned. May also use WBG cobranded slide template. REPORT COVERS/ BROCHURES Balance partnership logo and WBG unifier appropriately.	E-NEWSLETTERS Follow standard WBG header design. SIGNAGE/EVENT PROMO Balance partnership name WBG or member institution logo or unifier appropriately.
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Please check with Brand Management when if you need to create a logo for a new Category 3 product that are no longer in compliance with the system be conscious of the need for using the unifier.

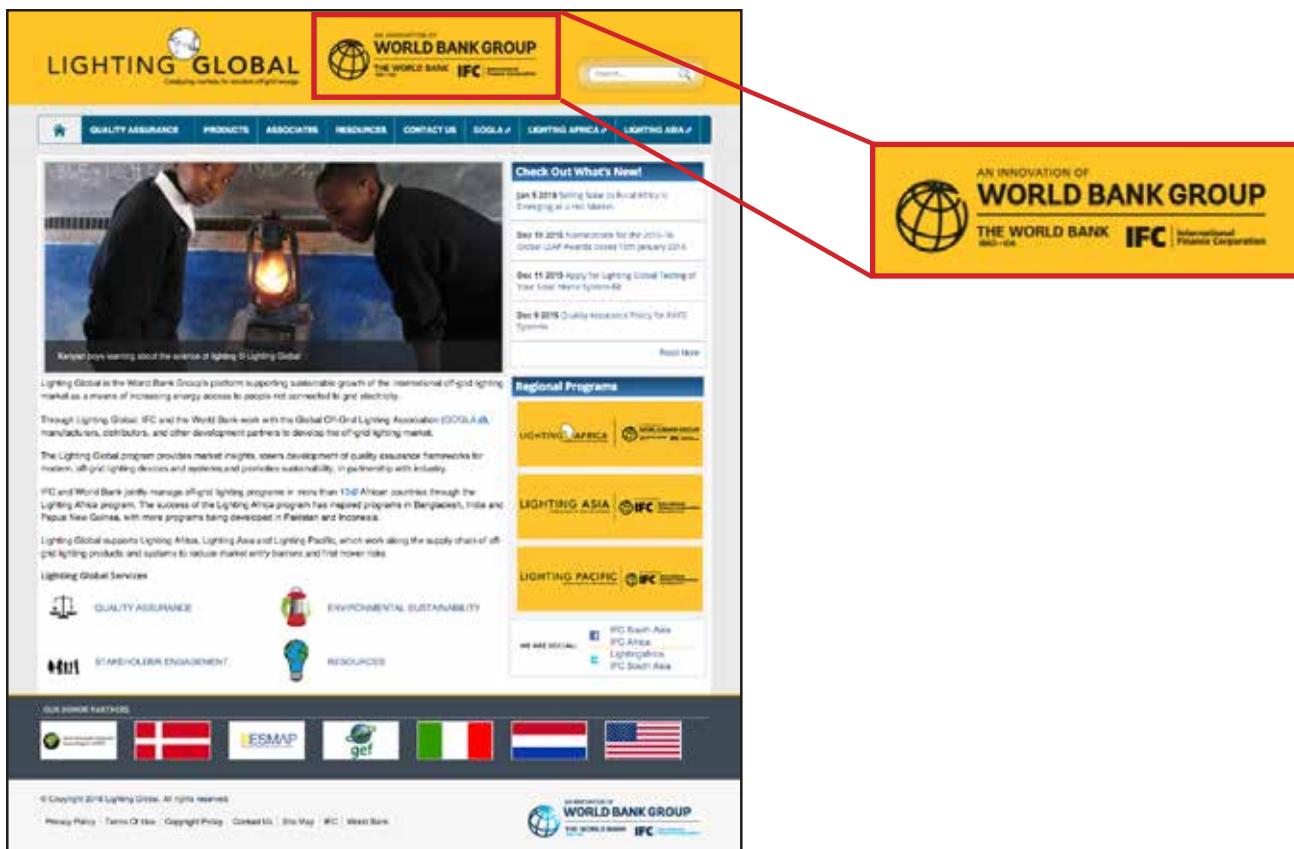
EXECUTION EXAMPLES: CATEGORY 3

Scaling Solar Brochure Cover



EXECUTION EXAMPLES: CATEGORY 3

Lighting Global Website



PRESENTATION

The following pages show templates and examples of how the WBG brand is being properly applied. Consider them a reference guide as you develop your material.

BACKDROPS



For video backdrops, use PMS 2945 as the main blue color. It is an effective midpoint between the IFC and World Bank Group corporate colors, and works well on-camera and under lighting.



NOTE: Video backdrops may include member institution URLs or other design elements with approval of Brand Management and WBG video/broadcasting specialists.

Spring Meetings / April 2014



STANDING BANNERS

Standing Banner Templates



New templates for WBG standing banners have been created and posted on the [WBGVisuals](#) landing page.

The banner templates allow logos, text, photos, and background images to be used interchangeably. Cobranded donor logos can also be used.

BUSINESS CARDS

WBG/Integrated



Staff members may create their own business card title with the concurrence of their manager. The business card title can be used on their official business cards and added to e-signatures (see pages 53-54).

The World Bank



Variable designation for VPU or other sub-entities (can also appear as WBG only, with no VPU or sub-entity name).

IFC



BUSINESS CARDS (CONTINUED)

MIGA



All WBG and member institution cards have the option of using another image on the reverse side.

They may also leave that side blank, or devote it to translations of the front side.

E-SIGNATURE

Web/Integrated



e-signature generator may be accessed [WBGVisuals](#).

FirstName LastName
Title

Unit/Section

- T +1 (202) 123 4567
- M +1 (202) 123 9876
- F +1 (202) 123 6789
- E flastname@worldbankgroup.org
- W www.worldbank.org
- @twitterhandle
- skypename
- linkedinid

1818 H Street NW · MSN MC 12-103 · Washington DC 20433 · USA

 **WORLD BANK GROUP**
Vice Presidential Unit Name

Body of message

The World Bank

FirstName LastName
Title

Unit/Section

- T +1 (202) 123 4567
- M +1 (202) 123 9876
- F +1 (202) 123 6789
- E flastname@worldbank.org
- W www.worldbank.org
- @twitterhandle
- skypename
- linkedinid

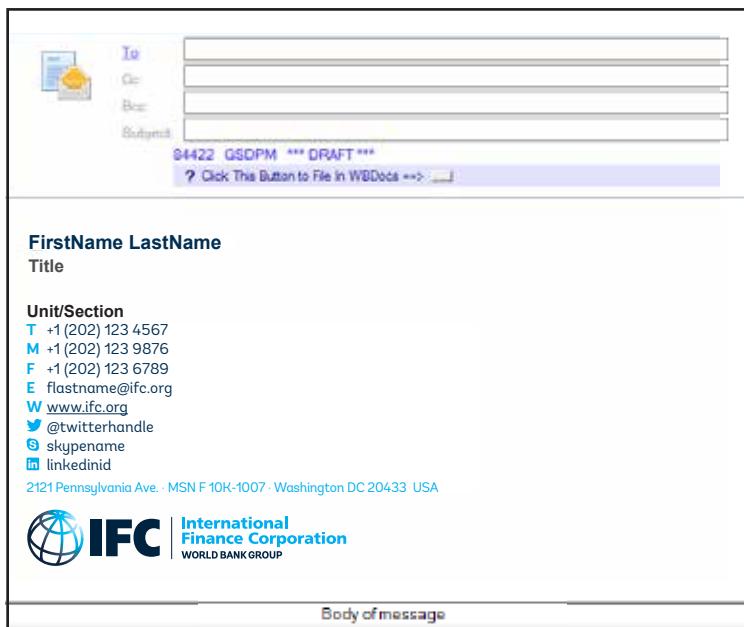
1818 H Street NW · MSN MC 12-103 · Washington DC 20433 · USA

 **THE WORLD BANK**
IBRD • IDA | WORLD BANK GROUP

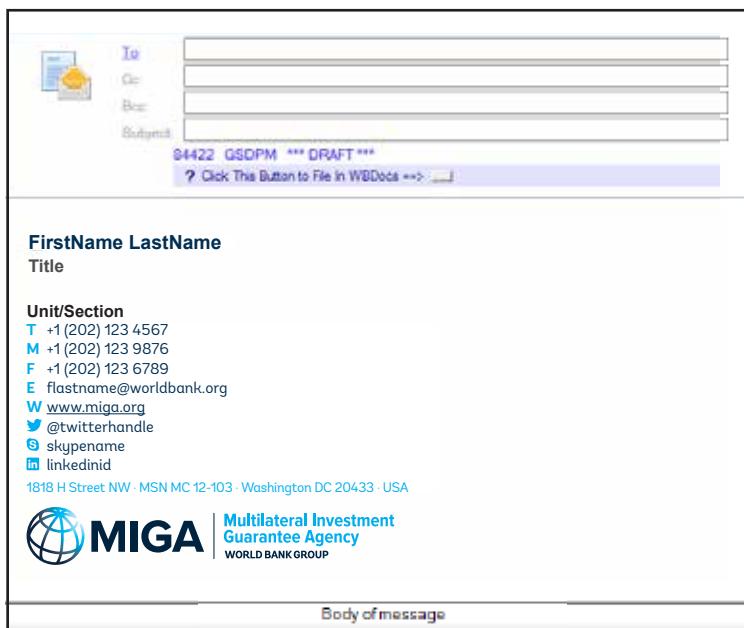
Body of message

E-SIGNATURE (CONTINUED)

IFC



MIGA



FACT SHEETS

Fact Sheet Templates

OVERVIEW

Orrum etum, non cus re, omnis rate il maxim repel maxim et am es que ventota tioribus, tem sed modit aspe velibus quodic temolup tatempor minto modis nos qui solectum earitatemque ipicita velitibus eost fugitis ad eveligenim venditis in rem harum doleculaut et ped ea alita veles is doleces simao et laboribus dem reptur? Obis seque preiund uciatqui cum, iusapic idercia voles imus quis ut laccae assinul liquas valorup- tius experibus verumqui non nobis core sit facium utas ma voluptatia in earchilla.

SUBHEAD 1

Subhead 2

Subhead 3

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Subhead 3

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post, offic tota nam fuga. Itati ut dolorectus sint eatquam, si culpa que pra volorejunt ea porum vid modi nos aut lam sit exere, omnieni enditatur? Quis eaquiatem iur rest, sus. Tem rendis mi, qui to et dolestota voloreh enihilia quo offictiunt eium earchil ium, si nestibus, consequae verum volupta sseqquia dolut rerum re di sit que liqui tem consequi beatestrunt hililt eniendi doluptatur?

SUBHEAD 1

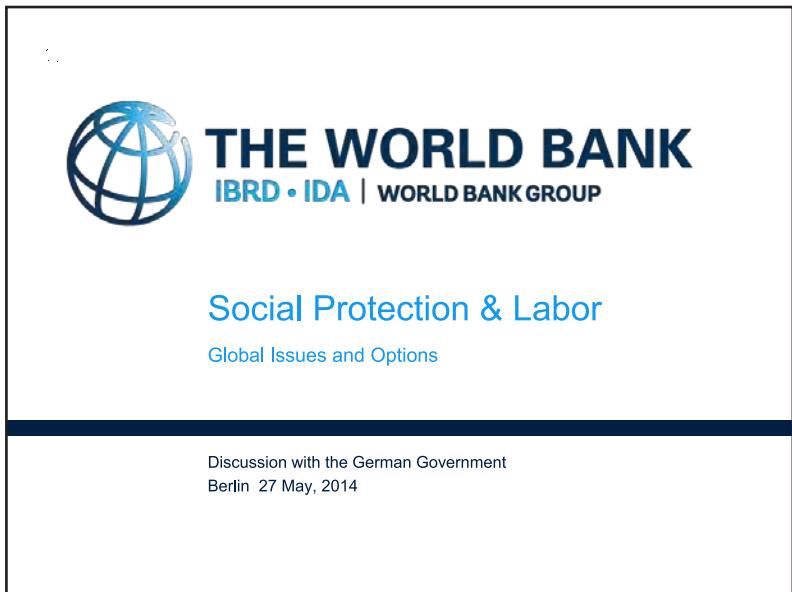
Dolestiume quo quos eaquisquat quiatistem necus aliciam re plam auda coreperrum nonecte mpernam, nulpa eatius earunt eatistibus que serum facessume plabore, ant, sunde idel experiostrum qui ute m que esedis exerum non corum ad ut vendunt et lit ipiciur ibusapi enimquis ad ma quos et

TRADE & COMPETITIVENESS – UPDATED JULY 2014

Word and InDesign fact sheet templates are also now available.

CORPORATE POWERPOINT

Powerpoint Template

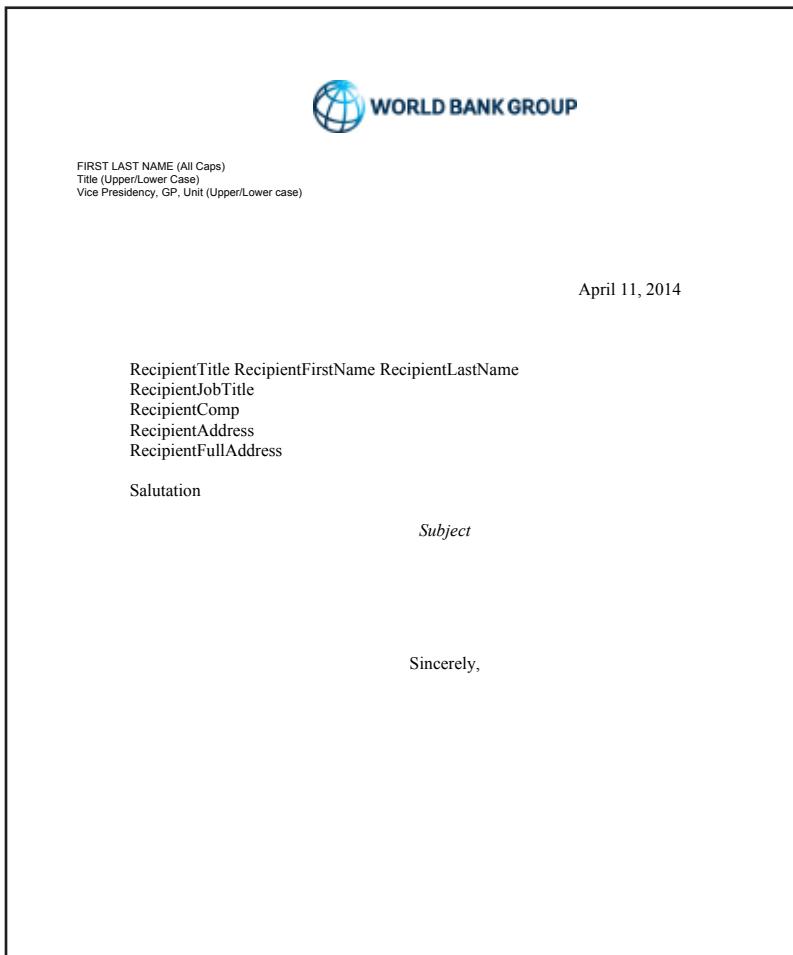


The PowerPoint template is available in alternate color schemes, and can carry the WBG, World Bank, IFC or MIGA logos, as well as related sublogos or cobranding. They have the WBG color palette embedded to allow for consistency in presentations.

NOTE: Powerpoint and Stationery templates will allow VPU or other sub-entities' names to appear in the WBG logo.

CORPORATE STATIONERY

Letterhead



NOTE: Powerpoint and Stationery templates will allow VPU or other sub-entities' names to appear in the WBG logo.

E-NEWSLETTERS AND E-VITES

E-Newsletters

WBG-WTO Report: Trade Can Transform the Lives of the Poor

The poor face specific constraints to benefiting from trade – rural poverty, fragility and violence, informality and gender – but if interventions take those factors into account, the poor are more likely to see gains from trade. [Read the report](#) | [Watch the video](#) | [Read Jim Yong Kim's Speech](#) | [Visit the event page](#)

NOTE: Templates are also available on WBGVisuals for e-newsletters and e-vites

E-vites

How T&C intervention in Myanmar can strengthen Economic Reform and Poverty Reduction

Tuesday, December 16, 2014 | 12:30 pm – 2:00 pm | F 7K-182

Speakers:
 Xavier Forneris, Senior Investment Policy Officer, Trade and Competitiveness Global Practice
 Steve Utterwulige, Senior Private Sector Development Specialist, Trade and Competitiveness Global Practice
 Thitsar, Operations Officer, Trade and Competitiveness Global Practice, Myanmar

Please contact Brand Management for support on Partnership and Product Branding.

WEBSITES

World Bank Website

THE WORLD BANK Working for a World Free of Poverty

The homepage features a large photo of a woman smiling, followed by several news stories and sections like Highlights, Data, Events & Consultations, and In Depth.

WHAT'S NEW:

- What Will It Take to Realize Pakistan's Potential?
- WBT Aims to Support Climate-friendly Investments in India
- Social Safety Nets in India: Protecting the Poor
- World Bank Group Marks New Partnership Agreements
- World Bank Launches Green Bond Impact Report
- World Bank Subsidy Improvement of Indonesia's Acid Rain

BLOG:

- Are we prepared for the next global economic shock? The public sector must be, says Gregorio
- What will it take to realize Pakistan's potential? An interview with
- What are we learning when it's about safety nets in urban areas?
- What world needs a new deal on energy in the developing countries?

NEWSLETTER:

IN DEPTH:

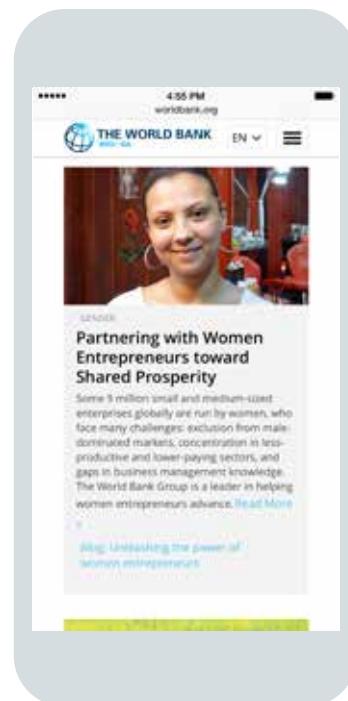
ABOUT THE WORLD BANK GROUP:

- World Bank Group
- International Finance Corporation
- Multilateral Investment Guarantee Agency
- International Development Association
- International Bank for Reconstruction and Development
- International Centre for Settlement of Investment Disputes
- International Finance Corporation
- International Development Association
- International Bank for Reconstruction and Development
- International Centre for Settlement of Investment Disputes

IBRD | IDA | IFC | MIGA | ICSID

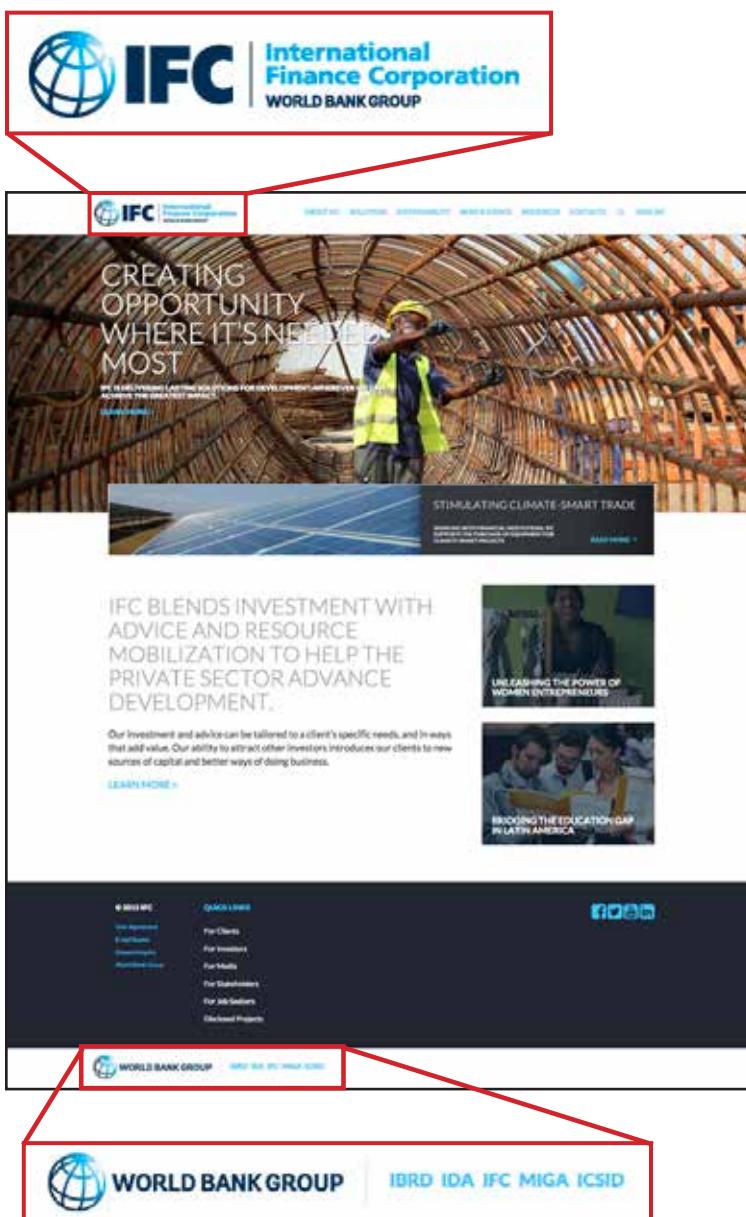
NOTE: All member institution websites now use their own logos in the header and the WBG logo in the footer.

World Bank Mobile Website



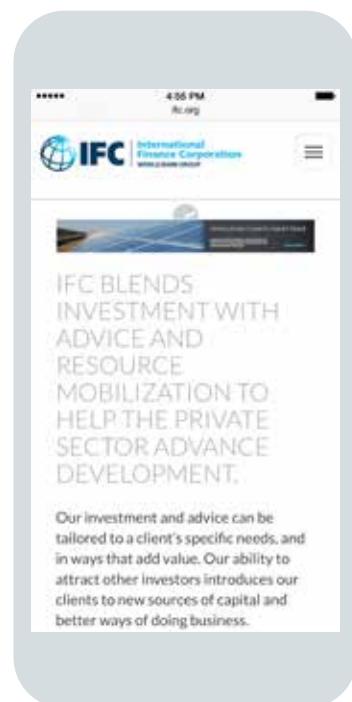
WEBSITES (CONTINUED)

IFC Website



NOTE: All member institution websites now use their own logos in the header and the WBG logo in the footer.

IFC Mobile Website



WEBSITES (CONTINUED)

MIGA

NOTE: All member institution websites now use their own logos in the header and the WBG logo in the footer.

SOCIAL MEDIA

Social Media Entity

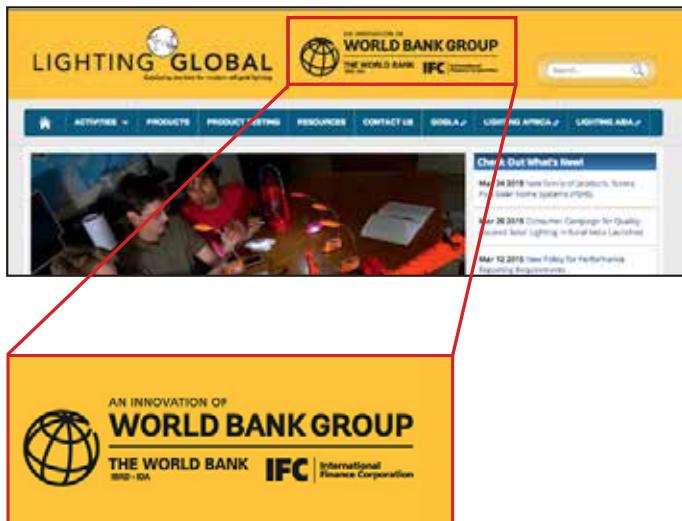


Global Practices, Cross-Cutting Solution Areas, or other WBG entities present on social media channels should use the WBG logo, or its globe element laid out separately as a graphic element (see page 13).

Since Andes and Arial fonts are typically not available for use in social media content, headers may be created in available fonts in those cases.

SPECIAL INITIATIVES

Joint Initiatives with Multiple WBG Institutions



For special initiatives that involve more than one WBG institution and are distinct from conventional operations, customized logos such as “An Innovation of World Bank Group” can be used (see pages 45-47). Please inquire with Brand Management when considering this option.

Joint Initiatives with Other Institutions



In the rare cases where the World Bank Group joins other institutions in a coordinated initiative without housing its secretariat or administering a related multidonor trust fund, the logo should be evenly balanced with those of the other participants in relationship to the initiative’s name. This arrangement indicates that the WBG is merely one of several equal players in the initiative. Such usages must be cleared in advance by Brand Management.

FLAGS AND GIFT ITEMS



Flags

The approved WBG flag design shows the vertical white logo on a blue background. Use the gradient globe wherever possible, while realizing that sewn flag designs often cannot accommodate it and may require use of the solid white globe.



WBG President Jim Yong Kim with ILO Director General Guy Ryder, June 2015

FLAGS AND GIFT ITEMS (CONTINUED)



Gift Items

Customized gift items that VPUs and Departments order from approved vendors will also use the new official logos, available from GSD's Logo Central and the IFC and MIGA logo archives.



LOGO USAGE VIOLATIONS

Steps to Avoid

Do Not:

- Alter existing logos in any way
- Create unauthorized logos using new colors, fonts, images, or taglines
- Break up logo components and attempt to use them individually
- Create unauthorized new images that attempt to maintain the WBG look and feel
- Continue to use outdated logos, unless an approved transition plan is in place

GUIDELINES

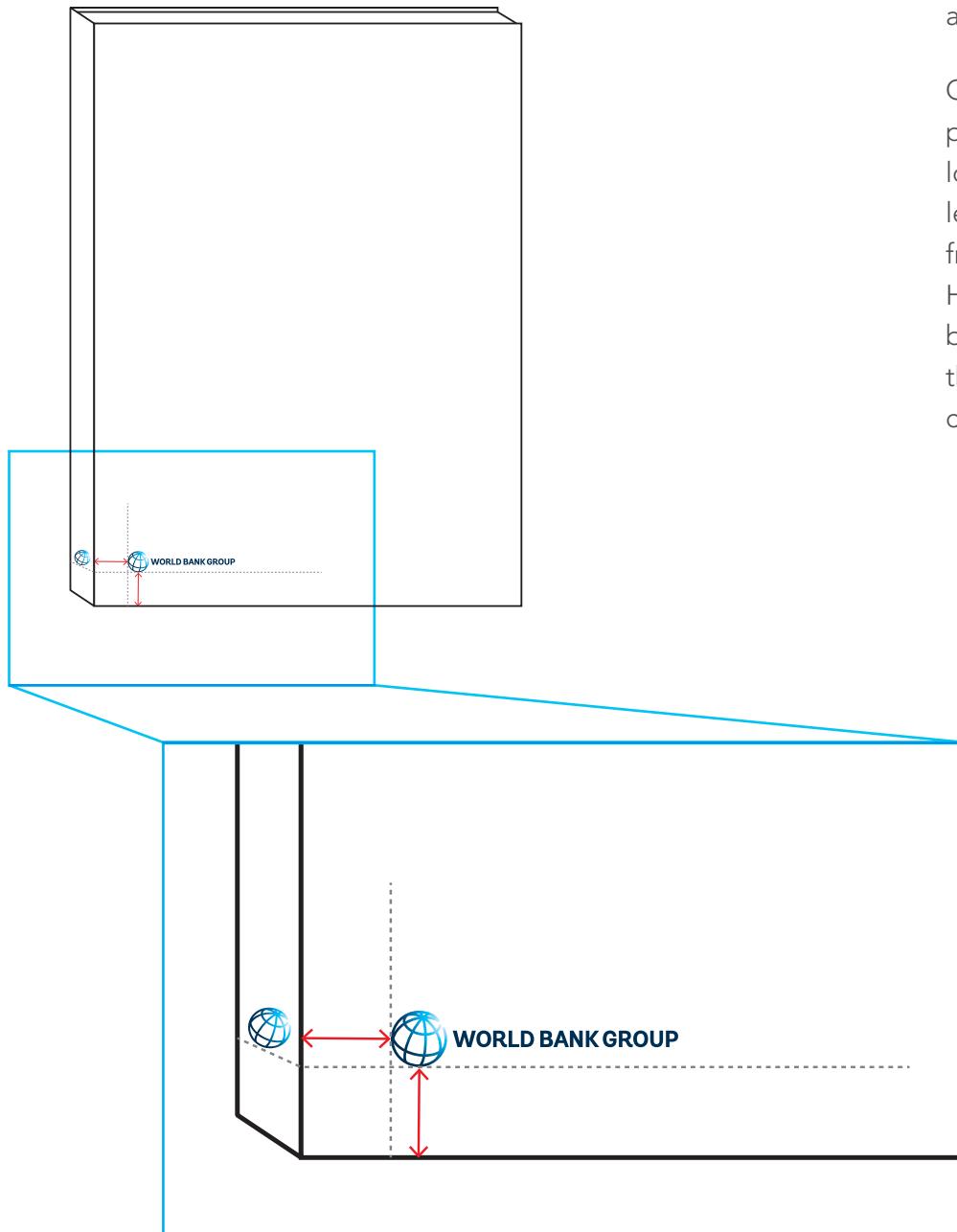
The following guidelines address the placement and size for use of the new logos on the front cover, back cover, spine, and title page of books and other publications. They are intended to ensure that the logos are used consistently and effectively in all WBG publications.

Books published by ECR Publishing and Knowledge will carry the WBG logo alone, reflecting the integration of the member institutions into one group. See page 11 for background and instructions on when to use the WBG logo alone, when to use the WBG logo in conjunction with member institution logos, and when to use a member institution logo alone.

When the publication represents only one of the WBG member institutions—including the World Bank, IFC, or MIGA—then the book cover carries the logo of the member institution only.

LOGO PLACEMENT

Back and Front Covers



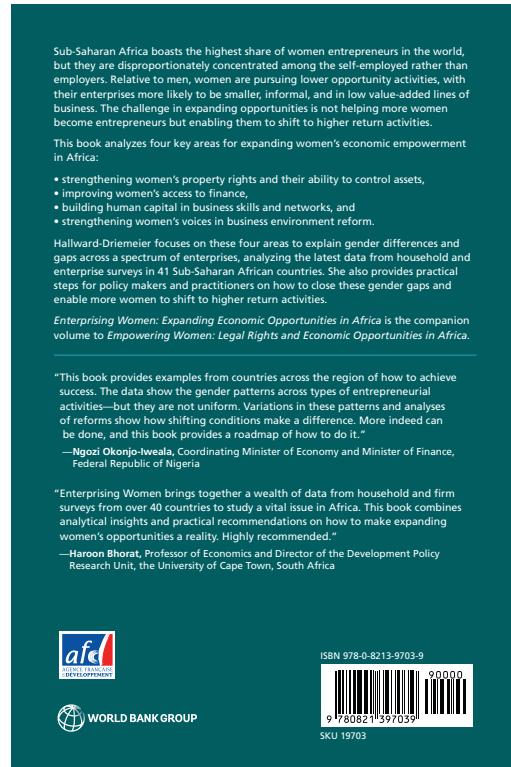
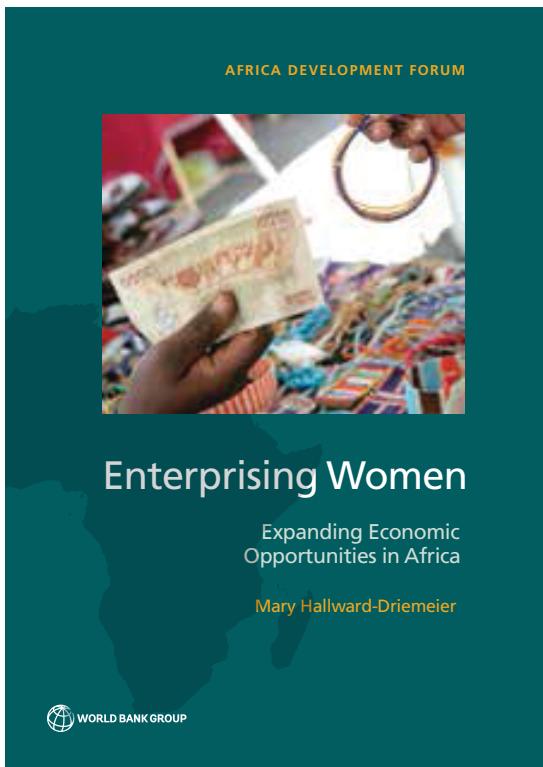
The horizontal version of the logo is intended for the front and back covers of books.

On the front cover, the preferred placement of the logo is in the lower or upper left corner with equal space from the trim and spine. However, the logo can also be centered at the bottom of the page to coordinate with centered designs.

LOGO PLACEMENT (CONTINUED)

Treatment of Other Non-WBG Logos

Example 1: WBG logo reversed to white on front cover and with cosponsor logo on back cover



In cases of formal copublications, the treatment of non-WBG logos is governed by the arrangements explicitly defined in the contract between the parties.

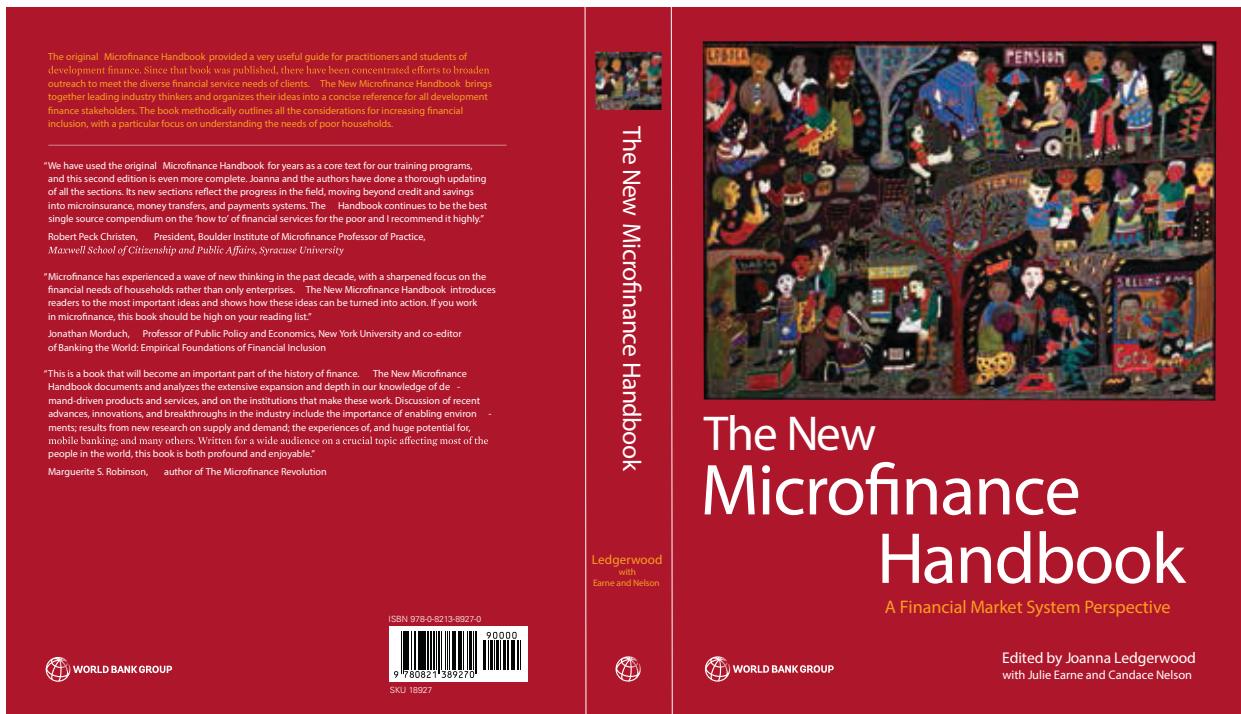
In the cases of cosponsors, additional logos appear above the World Bank Group or member institution logo in the bottom left corner of the back cover (see Example 1).

The best practice for acknowledging the work of contributors and collaborators is to include the names in the text of the preface or the acknowledgment. For books published formally, the logos of the Bank Group department entities do not appear on the book cover (front, back, or spine), or on the book's title page. Exceptions may be made for independent or quasi-independent units within the Bank, such as the Independent Evaluation Group (IEG).

LOGO PLACEMENT (CONTINUED)

Spine

Example 1: World Bank Group logo in white; book with a 1" spine (note that globe on the spine is same size as it appears in the full logo on front/back covers).

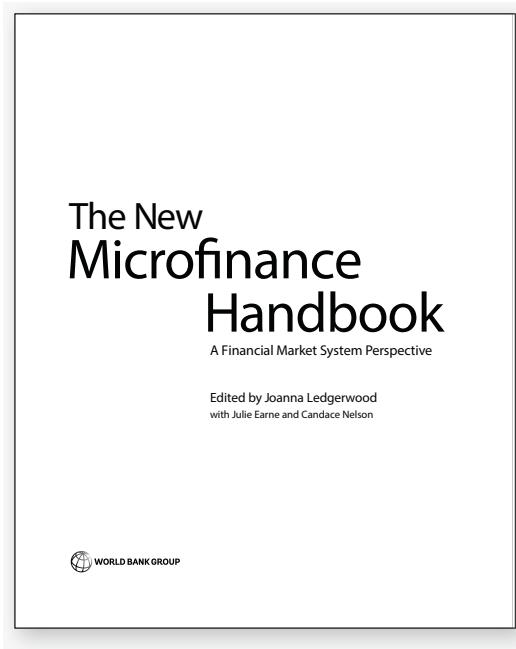


Example 2: Narrow spine (less than 3/8") with "World Bank Group" typeset on the spine, replacing the globe.

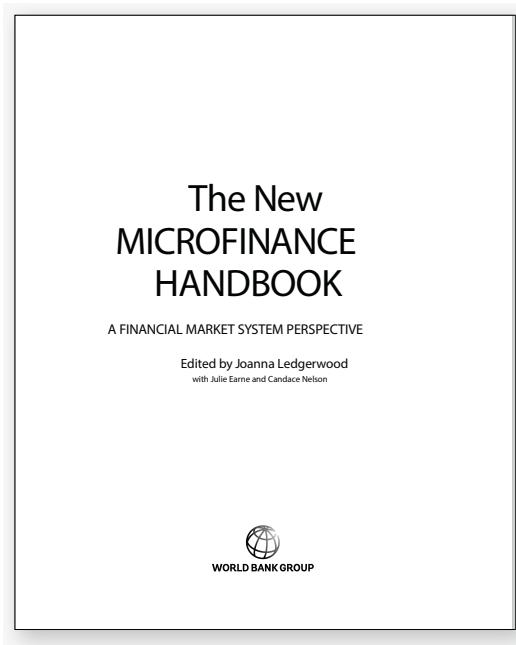


LOGO PLACEMENT (CONTINUED)

Example 3: Title page showing placement in lower left corner



Example 4: Title page showing centered placement



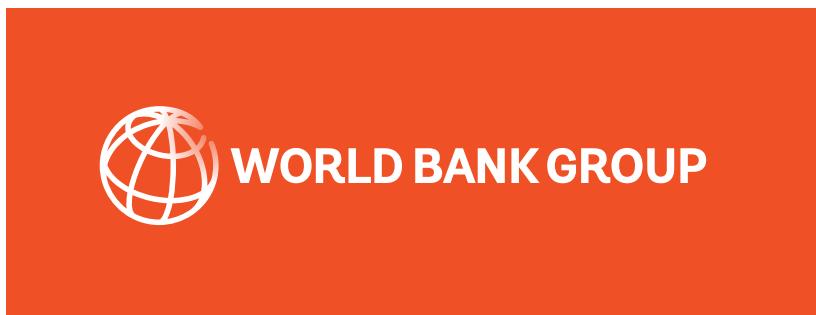
Books and publications generally have title pages (and often are preceded by half-title pages), and the WBG logo or an individual member institution logo appears at the bottom of the title page. The preferred placement is in the lower left corner of the page with equal distance from the trim and spine (see Example 3).

However, the logo can be centered at the bottom of the page to coordinate with centered designs (see Example 4). It is recommended that the centered logo be used in those instances. Title pages of World Bank Group publications will no longer carry the words "Washington, D.C."

LOGO COLOR OPTIONS



When compatible with the design, use the blue version of the logo. In other instances, such as bright- and dark-colored backgrounds, use the black or reversed out ("white") version (examples at left).



MINIMUM LOGO SIZE

Minimum Size for Cover Use



.3"
(7.5mm
or 1.75 picas)

For books and publications the minimum size for the logo is .3" (7.5 mm or 1.75 picas) in height for the full logo.

Minimum Size for Spine Usage



.25"
(6.5mm or
1.5 picas)

For the globe only version of the logo that will appear on spines, the minimum size is .25" (6.5mm or 1.5 picas) in height.

Maximum Size for Cover Usage

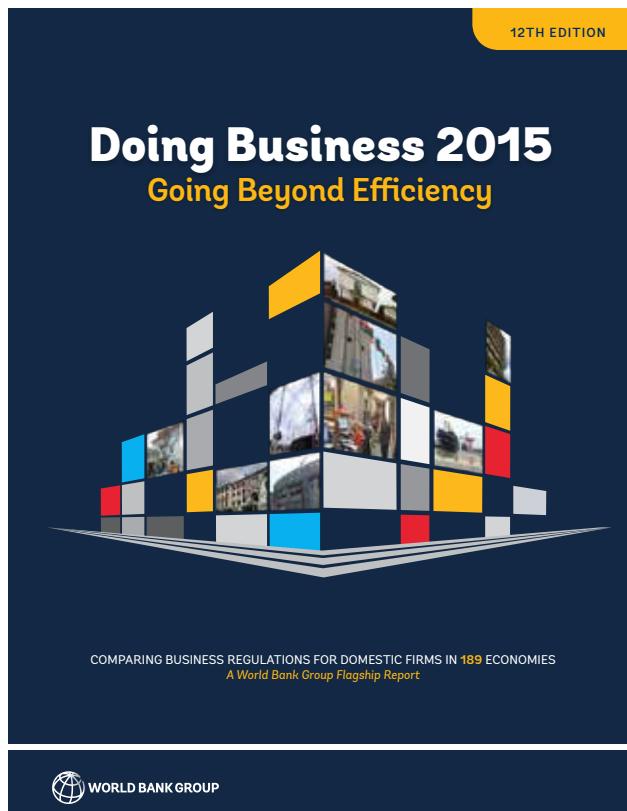


.4"
(10mm
or 2.5 picas)

The maximum size for the logo is .4" in height (both for the covers and the spine globe).

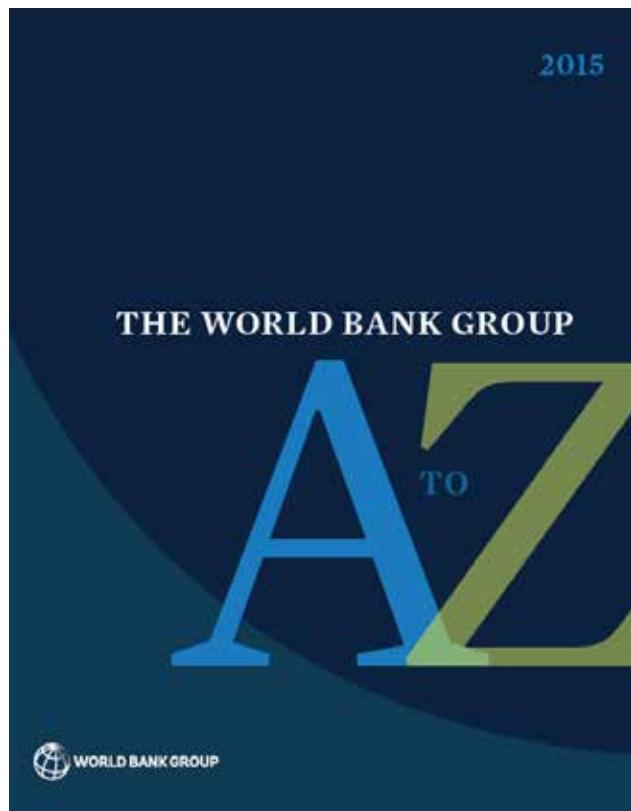
USAGE SAMPLES

Doing Business 2015



One of our highest-profile publications, Doing Business, was formerly cobranded to the World Bank and IFC. It is now branded only to the World Bank Group.

The World Bank Group A to Z



The World Bank Group A to Z provides need-to-know information about the World Bank Group in a concise, approachable manner. Building on previous editions of A Guide to the World Bank, it has been completely revised and updated to include features not found in its predecessors, including examples and photos of Bank Group projects and programs, and introductory content that highlights the new World Bank Group's goals, financials, regions, and results.

For further guidance
please contact:

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IFC Corporate Communications
World Bank Group

Email: rwright@ifc.org
Telephone: +1 (202) 473 7997