



Logo usage guidelines

## Introduction

This document sets out guidelines clarifying the main rules to be observed when using the World Investor Week (WIW) logo (“WIW logo”).

WIW logo may only be used in connection with the organisation and the promotion of any events related to the IOSCO World Investor Week as well as with the production/distribution of any documents/materials associated with it. Please be vigilant about the use of the WIW logo in your jurisdiction to ensure its proper use, which is to promote investor education and protection. The WIW logo is for non-commercial use only and should not be used to recommend or promote specific investment products or services.

Please contact [worldinvestorweek@iosco.org](mailto:worldinvestorweek@iosco.org) for any further queries about the logo usage.

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# 01: Graphic identity standards

Two main parts: three coloured pencils with the WIW word embedded and the wordmark “World Investor Week”

Official version\*:



Vertical version:



WIW 2023 logo must not be used without the IOSCO logo (see below):



\*Note: It is recommended always use the logo in its Official version (left above).  
And only use the Vertical version when there is no way to use the official.

## 02: Institutional colors

To be used in all communications.

### Color palette



C - 075  
M - 000  
Y - 015  
K - 005

R - 000  
G - 178  
B - 204

#00B2CC



C - 000  
M - 025  
Y - 090  
K - 005

R - 241  
G - 184  
B - 048

#F0B830



C - 070  
M - 000  
Y - 100  
K - 000

R - 080  
G - 184  
B - 072

#50B748

## 03: Institutional typography

The institutional type font to be used in the WIW communications is the Futura, in the styles below:

### **Futura Bk BT**

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

Á À Ã Ä Ä

á à ã â ä

0 1 2 3 4 5 6 7 8 9 @

### **Futura Md BT**

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

Á À Ã Ä Ä

á à ã â ä

0 1 2 3 4 5 6 7 8 9 @

Futura Bk BT: recommended to be used in large texts.

Futura Md BT: recommended to be used in titles and highlighted texts.

Example:



Futura Md BT

Futura Bk BT

Futura Md BT (Bold)

Futura Md BT

**Note:** Font files are saved in the Pack WIW Visual Guidelines.

## 04: Protection area

The protection area is used to allow a minimum space between the WIW logo and other graphic elements.

It is recommended to leave a minimum space of **two letters "W" of the logo title** (see below):

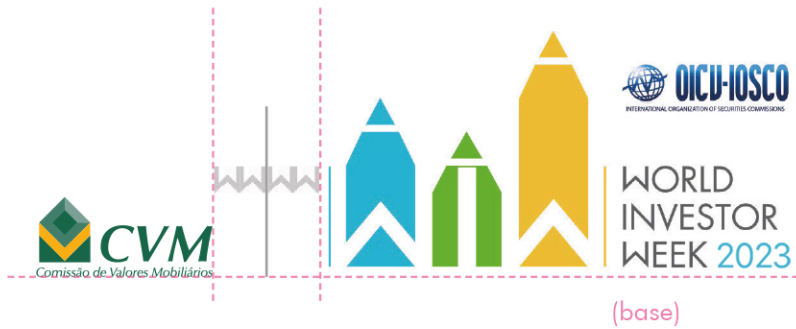




## 05: Usage with other symbols

Horizontal version: align the objects to the bottom:

Example:

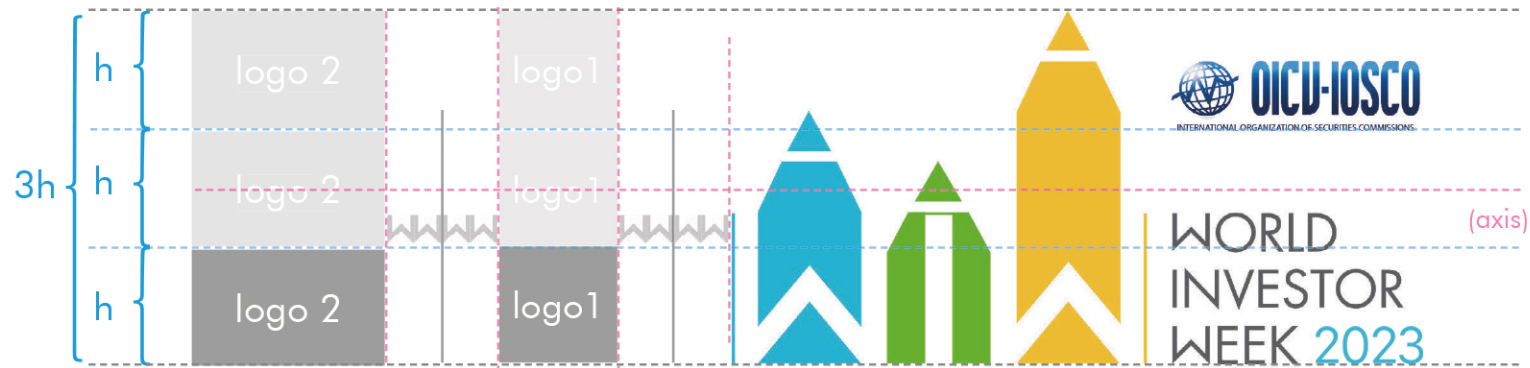


Vertical version: align the objects to the centre:

Example:



The WIW logo must always be displayed on the right side and measure about three times that of other objects (e.g. own logos) placed on the left side.



Example:



## 06: Reduction limit

Reduction limit for printed media:



20 mm



11.7 mm

Reduction limit for digital media:



100 px



58 px

These limits must be respected to not damage the logo visibility.

## 07: Monochrome applications

• Monochrome application with positive version (black logo):



• Monochrome application with negative version (white logo):



**NOTE:** Backgrounds on one of the three institutional colors (see above) must be used only in the negative versions or with a white box behind (see page 14).

## 08: Background applications

Options for dark backgrounds:



WIW logo must not be used on backgrounds that damage the contrast (see below):



When pictures are used as background, WIW logo must appear on a white box which respects the protection margin:



See below examples of applications of the logo on different scenarios. These examples help to better understand which logo applications are suitable and which are not.



Abstract backgrounds



Abstract backgrounds



Institutional colors



Institutional colors



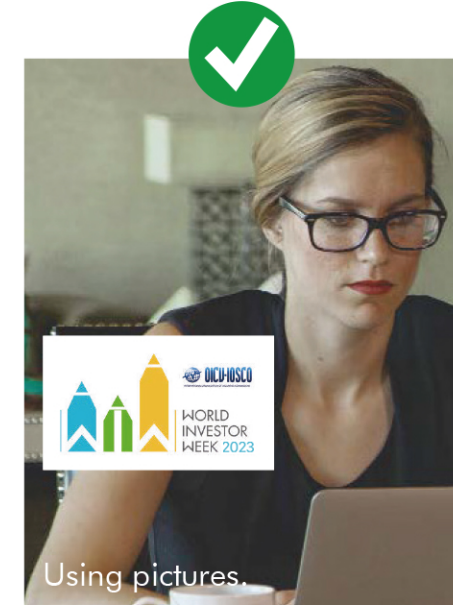
Dark backgrounds



Institutional colors



Using pictures.



Using pictures.

## 09: World Investor Week Institutional Logo

The WIW Institutional Logo does not have any year or edition because it is for only institutional communications, it is like the permanent and official mark of the event. It can be used (for example) in the social medias when the event of the year are not happening.

Official institutional version:



Vertical institutional version:



Note:

All guidelines of this document are for both versions (logo with the year and the institutional logo).

