



WISTA

BRAND STYLEGUIDE



Brand

A Brand
is the feeling you get
about an organization.



WISTA

Logo

What to do



LOGO USAGE

INTRODUCTION

The logo is the most important element of an organization's visual identity. As such it is important to use within certain parameters to ensure it always conveys the same message.





LOGO USAGE

MINIMUM ALLOWED SIZE

The minimum allowed size depends on which version of the logo is being used. On the logo without the acronym spelled out the minimum size should be one inch wide by half an inch tall.

The minimum size for the logo with the acronym spelled out should be 1.7 inches wide by 1.2 inches tall. Any smaller and the text becomes unreadable.



LOGO USAGE

COLORS AS IT APPLIES TO THE LOGO

There will be times when the logo has to be printed or shown in a black and white environment, in color, on dark backgrounds, etc. The following is the way to approach each scenario.





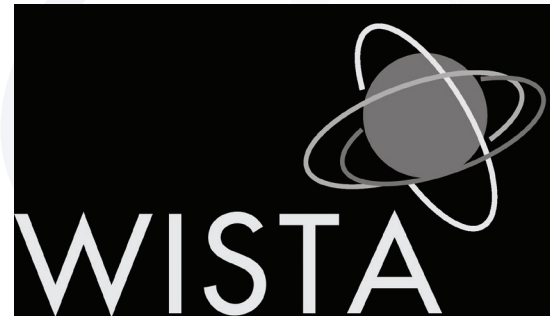
LOGO USAGE

COLORS AS IT APPLIES TO THE LOGO

Logo on
dark
background }



Color



Black and White



LOGO USAGE

LOGO CLEARANCE

The logo should have a margin on most sides in order to leave some breathing room. The margin should be a minimum of the width of the letter W in relation to the logo as shown in the next two pages.

The only exception is the bottom. The logo may be used without much space on the bottom.



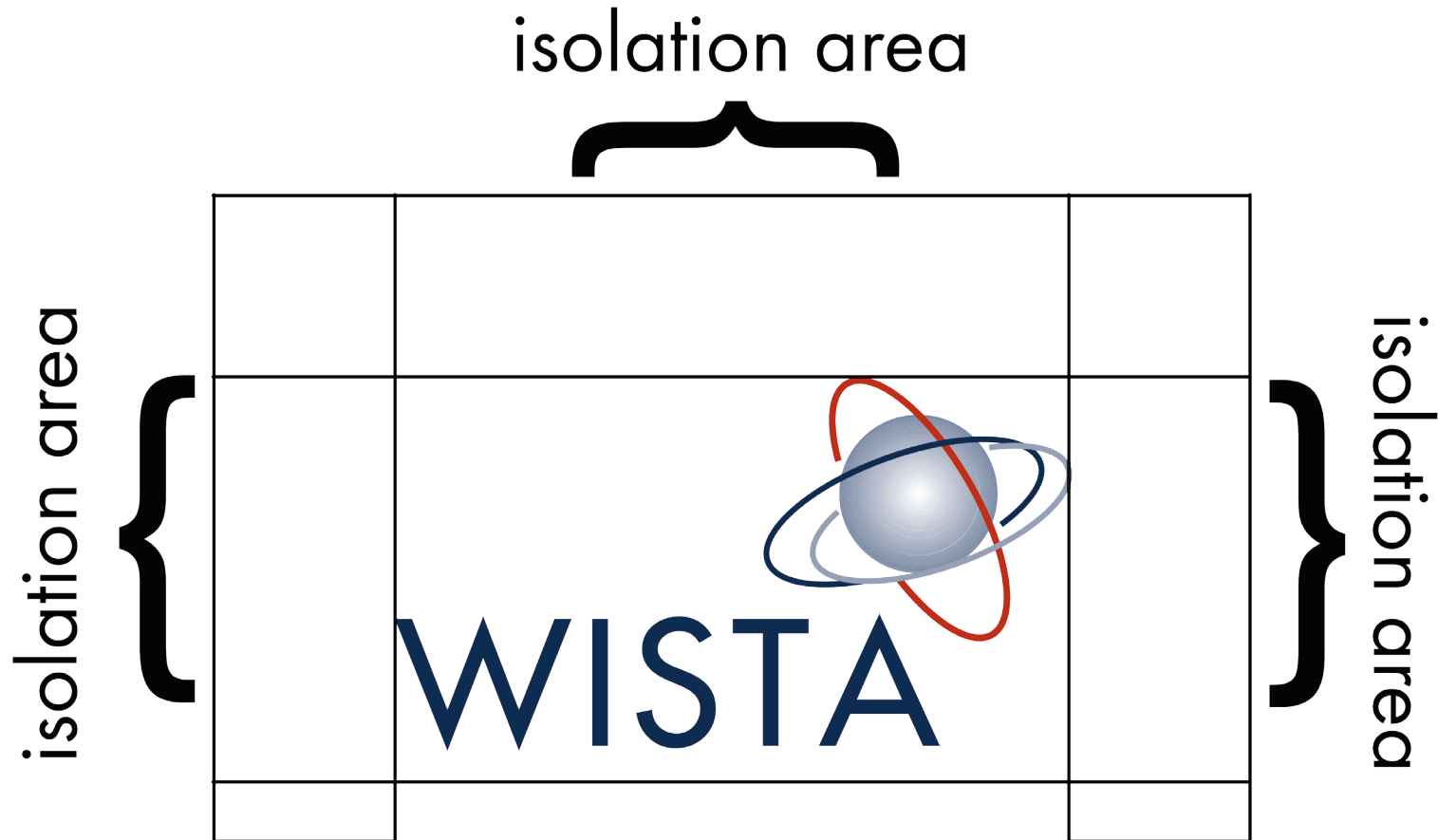
LOGO USAGE

LOGO CLEARANCE



LOGO USAGE

LOGO CLEARANCE



LOGO USAGE

LOGO

Since WISTA is a global organization, variations are necessary for each country. Below is the correct approach for such usage of the logo. The country name should be written for international purposes in English, but may be written in the local language for domestic purposes.



Please note that in the case of a country variation logo the isolation area UNDER the logo should be observed. The font used is also futura lower case and the color is the same as the word WISTA in the logo.



WISTA

Logo

What not to do

LOGO USAGE

WHAT TO AVOID

Whenever the logo appears with the name of the country, said country should never be in capital letters. It should always follow the same format as seen in the what to do example.



Also note that the name of the country is always written in English.



LOGO USAGE

WHAT TO AVOID



Changing the placement of the logotype.



Distorting the shape of the logo in any way.



Changing the size of the logotype in relation to the text.



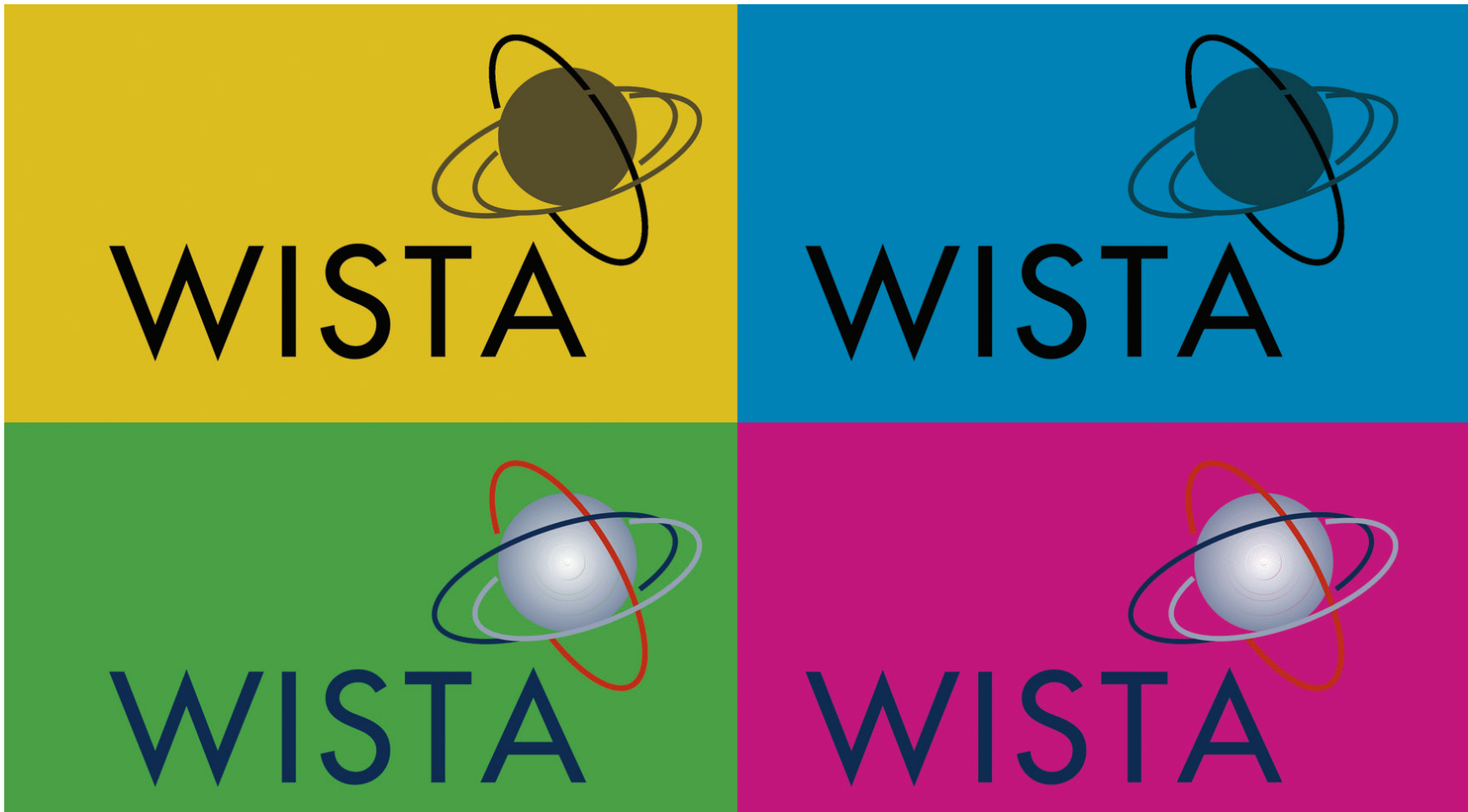
Changing the color in any way.



LOGO USAGE

WHAT TO AVOID

Background colors other than corporate colors or black and white.





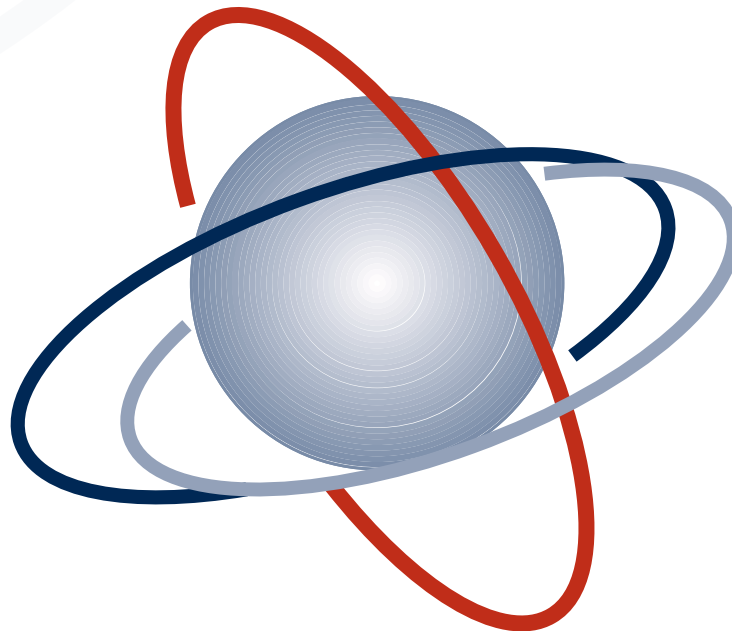
WISTA

Logomark
What to do

LOGO USAGE

LOGOMARK

On occasion the logomark may be used by itself as a design element. Also some elements of the logomark may be used to create shapes, this will be discussed further during the image section.



TYPOGRAPHY

TYPOGRAPHY

CORPORATE TYPEFACES

Typography can be a powerful tool in the development of a corporate identity. Using a typeface consistently makes it recognizable, brings a cohesiveness to the communication and sets the tone of our brand. The chosen typefaces are similar to the one used in the logo, the characteristics of which are sans-serif, clean, modern and bold.

What follows is a list of the approved fonts and their uses as well as replacement fonts in the case they are not available.



TYPOGRAPHY

COMMUNICATION FONTS

The Futura family should always be the preferred font. Bold for emphasis, italic for quotes and generally normal for everything else.

Headlines and call out phrases should use one of the corporate colors in order to stand out.

Main headlines should be in CAPITALS.

TYPOGRAPHY

FUTURA

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

0123456789

FUTURA BOLD

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

0123456789

FUTURA ITALIC

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

0123456789

TYPOGRAPHY

REPLACEMENT FONTS

In the case that Futura is unavailable Arial could be used as a replacement. Always try using Futura if at all possible.

ARIAL

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

0123456789

ARIAL ITALIC

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

0123456789

ARIAL BOLD

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

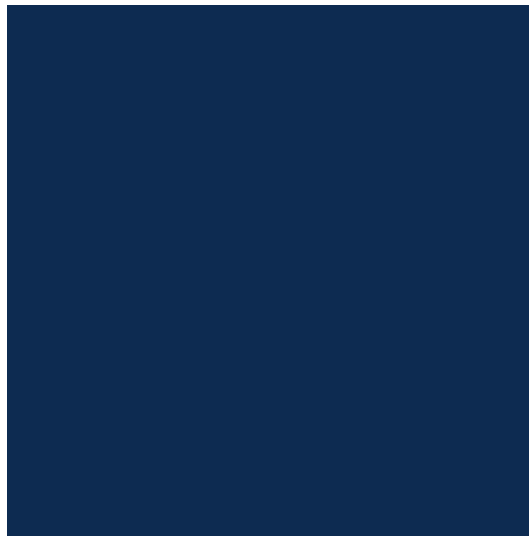
0123456789

CORPORATE COLORS

Colors



C:0 M:91 Y:100 K:23
R:192 G:49 B:26
HEX: #c0311a



C:100 M:84 Y:36 K:39
R:15 G:45 B:82
HEX: #0f2d52



**100% black in 20%
opacity intervals
(80%, 60%, 40%, 20%)**



COLORS

COLORS AND TEXT

The body of text of any document should generally be black leaving the use of the corporate red or corporate blue for highlights, titles/Calls to action, etc.

IMAGES



IMAGES

PHOTOGRAPHS, WHAT TO DO

Images should be relevant to whatever the piece is trying to convey. Whenever possible photographs depicting the corporate colors should be used.

Key points: Depth, contrast, interesting angles, style, movement. These key points should be used as a general idea of what images should be like, an image may not possess all these qualities but at least some should be present.

Whenever text or the logo is used in conjunction with an image the background and foreground should have enough contrast to ensure legibility.

PHOTOGRAPHS, WHAT TO AVOID

Specific shipping brands or logos present in photographs should be avoided or edited out.

In order to avoid copyright infringement, users should refrain from using any image they do not own the rights to. An appropriate source is a stock company such as [shutterstock.com](https://www.shutterstock.com) but only if you have an account with them.



WISTA

IMAGES

CONTRAST

The following is an example of appropriate contrast.



WISTA





IMAGES

CONTRAST ,WHAT TO AVOID

The following are examples of BAD contrast that should be avoided at all costs.





IMAGES

CONTRAST

The following is an example of appropriate contrast.



IMAGES

CONTRAST, EXAMPLES

The following examples show good versus bad contrast.

GOOD CONTRAST



BAD CONTRAST





IMAGES

PLACEMENT

The logo should almost always be placed at the top left corner. Most cultures read from left to right and top to bottom not all, but enough to warrant this placement as it ensures the vast majority of the people will come across it first, setting the tone for the rest of the piece).

When the main focus of a visual is the logo it can also be placed at the center of the page or near it (see cover and closing page as example). Lastly, the logo may be used centered on top in collateral like a rollup or a trifold.





WISTA

IMAGES

PLACEMENT



WISTA





IMAGES

PLACEMENT

The elipse of the logo can be used to make a shape within an image. This may be needed for posters and large scale prints but can also work with smaller collateral.





IMAGES

PLACEMENT

The elipse of the logo can be used to make a shape within an image. This may be needed for posters and large scale prints but can also work with smaller collateral.





IMAGES

PLACEMENT

The logomark can be used by itself at different opacities as a design element.



PRESENTATIONS

Powerpoints

What to do

PRESENTATIONS

OPENING AND CLOSING SLIDES

The opening and closing slide should always be one of the following three.





PRESENTATIONS

OPENING AND CLOSING SLIDES



PRESENTATIONS

TEXT SLIDE

Slides with heavy text should look as the slide below.



HEADLINE

Lorem ipsum dolor sit amet, in eu condimentum ac imperdiet vivamus, libero vivamus venenatis bibendum suspendisse massa at. Eu mi senectus sit nonummy dui wisi. Purus ac ligula amet elementum amet diam, gravida odio morbi platea vestibulum nullam nulla, donec mattis ut nam luctus, quis elementum ultrices ipsum turpis. Nunc urna pede, quo impedit egestas, orci massa bibendum condimentum

ipsum fames, lobortis vitae. Vel sed morbi aenean ullamcorper platea praesent, montes pellentesque vestibulum libero, sit a diam, suspendisse quis nulla pede, sociosqu libero sapien. Ac mauris, elit ut faucibus dignissim, integer sodales. Posuere orci, sapien amet. Tempus pellentesque aliquam sed mollit, aliquet amet in quibusdam, a metus dolor, ad vivamus massa eu quam luctus posuere. Ultricies integer. Dapibus non, congue a vel, quis pretium vel lorem, risus eget nibh urna odio adipiscing sed. At ullamcorper natoque in nunc

PRESENTATIONS

TEXT AND IMAGES

Always try to position images on the right side, taking up about one third of the total width.



HEADLINE

Lorem ipsum dolor sit amet, in eu condimentum ac imperdiet vivamus, libero vivamus venenatis bibendum suspendisse massa at. Eu mi senectus sit nonummy dui wisi. Purus ac ligula amet elementum amet diam, gravida odio morbi platea vestibulum nullam nulla, donec mattis ut nam luctus, quis elementum ultrices ipsum turpis. Nunc urna pede, quo impedit egestas, orci massa bibendum condimentum

ipsum fames, lobortis vitae. Vel sed morbi aenean ullamcorper platea praesent, montes pellentesque vestibulum libero, sit a diam, suspendisse quis nulla



PRESENTATIONS

TEXT AND IMAGES

When the content in a slide is part text and part images, use the right hand side for the images and the left hand side for text as shown on the slides below.




HEADLINE

Lorem ipsum dolor sit amet, in eu condimentum ac imperdiet vivamus, libero vivamus venenatis bibendum suspendisse massa at. Eu mi senectus sit nonummy dui wisi. Purus ac ligula amet elementum amet diam, gravida odio morbi platea vestibulum nullam nulla, donec mattis ut nam luctus, quis elementum ultrices ipsum turpis. Nunc urna pede, quo impedit egestas, orci massa bibendum condimentum

ipsum fames, lobortis vitae. Vel sed morbi aenean ullamcorper platea praesent, montes pellentesque vestibulum libero, sit a diam, suspendisse quis nulla



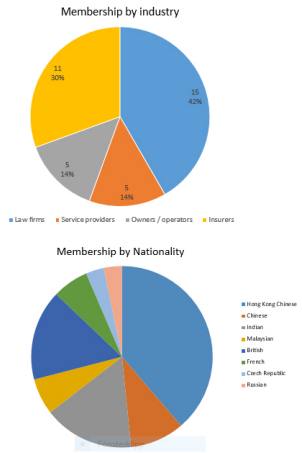
WOMEN'S INTERNATIONAL SHIPPING & TRADING ASSOCIATION | REGISTER NUMBER: 5396872, 4-8 BOUVERIE STREET, LONDON EC4Y 8DD, UNITED KINGDOM
WWW.WISTA.NET



HEADLINE

Lorem ipsum dolor sit amet, in eu condimentum ac imperdiet vivamus, libero vivamus venenatis bibendum suspendisse massa at. Eu mi senectus sit nonummy dui wisi. Purus ac ligula amet elementum amet diam, gravida odio morbi platea vestibulum nullam nulla, donec mattis ut nam luctus, quis elementum ultrices ipsum turpis. Nunc urna pede, quo impedit egestas, orci massa bibendum condimentum

ipsum fames, lobortis vitae. Vel sed morbi aenean ullamcorper platea praesent, montes pellentesque vestibulum libero, sit a diam, suspendisse quis nulla



Membership by industry

Industry	Count	Percentage
Law firms	15	42%
Service providers	21	56%
Owners / operators	5	14%
Insurers	5	14%

Membership by Nationality

Nationality	Count
Hong Kong Chinese	1
Chinese	1
Indian	1
Malaysian	1
British	1
French	1
Czech Republic	1
Russia	1

WOMEN'S INTERNATIONAL SHIPPING & TRADING ASSOCIATION | REGISTER NUMBER: 5396872, 4-8 BOUVERIE STREET, LONDON EC4Y 8DD, UNITED KINGDOM
WWW.WISTA.NET

PRESENTATIONS

TEXT AND IMAGES


What to do when showing one image.



PRESENTATIONS

TEXT AND IMAGES

How to show two and three images.



HEADLINE



PICTURE TITLE

PICTURE TITLE

WOMEN'S INTERNATIONAL SHIPPING & TRADING ASSOCIATION | REGISTER NUMBER: 5396872, 6-8 BOUVERIE STREET, LONDON EC4Y 8DD, UNITED KINGDOM
WWW.WISTA.NET



HEADLINE

PHOTO TITLE



PHOTO TITLE



PHOTO TITLE

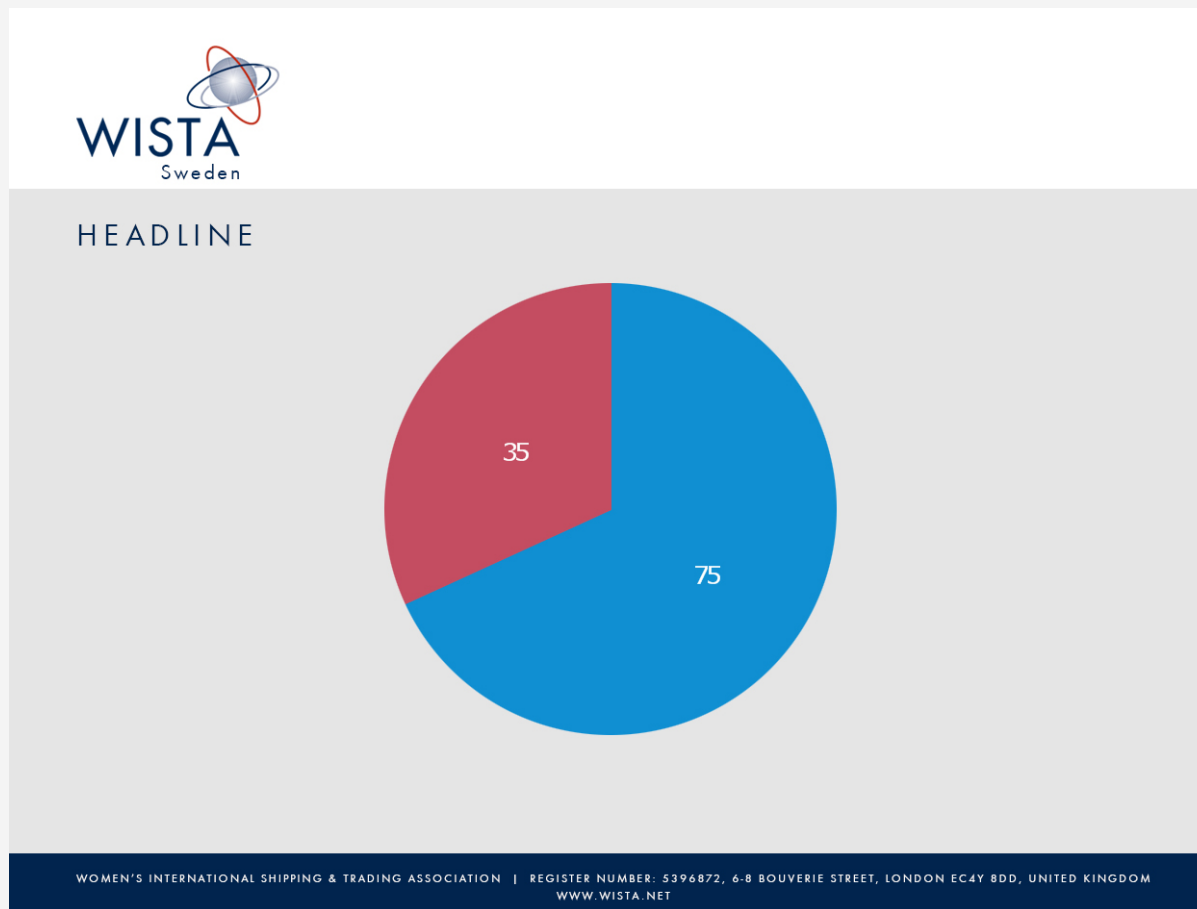


WOMEN'S INTERNATIONAL SHIPPING & TRADING ASSOCIATION | REGISTER NUMBER: 5396872, 6-8 BOUVERIE STREET, LONDON EC4Y 8DD, UNITED KINGDOM
WWW.WISTA.NET

PRESENTATIONS

TEXT AND IMAGES

Whenever possible, pie charts and other metrics should use the corporate colors. Always display graphics either on the right side (when accompanied by text) or centered as in the slide below.



PRESENTATIONS

Powerpoints

What not to do

PRESENTATIONS

TEXT AND IMAGES | WHAT TO AVOID

Do not mix and match styles. Always try to use simple, clean graphics.



HEADLINE

Lorem ipsum dolor sit amet, in eu condimentum ac imperdiet vivamus, libero vivamus venenatis bibendum suspendisse massa at. Eu mi senectus sit nonummy dui wisi. Purus ac ligula amet elementum amet diam, gravida odio morbi platea vestibulum nullam nulla, donec mattis ut nam luctus, quis elementum ultrices ipsum turpis. Nunc urna pede, quo impedit egestas, orci massa bibendum condimentum

ipsum fames, lobortis vitae. Vel



PRESENTATIONS

TEXT AND IMAGES | WHAT TO AVOID

Never use the images outside the allocated spaces or in a disorganized manner.

WISTA Poland 2016

We strengthen our bonds by attending trainings organised by our members, topics varying from ethics in business to new customs regulations.

Sweden



We also have chance to see how other WISTAS work by hosting colleagues from Germany and Singapore.



WOMEN'S INTERNATIONAL
SHIPPING & TRADING ASSOCIATION

PRESENTATIONS

TEXT AND IMAGES | WHAT TO AVOID

Do not show more than 3 images per slide. When showing images, do so in an organized manner. Below is how not to display images in a slide.



WISTA
Sweden

Women's International Shipping and Trading Association
~ Spain Chapter ~

Madrid 2010: Port Simulator Centre

Valencia 2011

2015 Working lunch with Spanish Merchant Marine General Manager

Tarragona 2012

Sevilla Port Authority April 2016

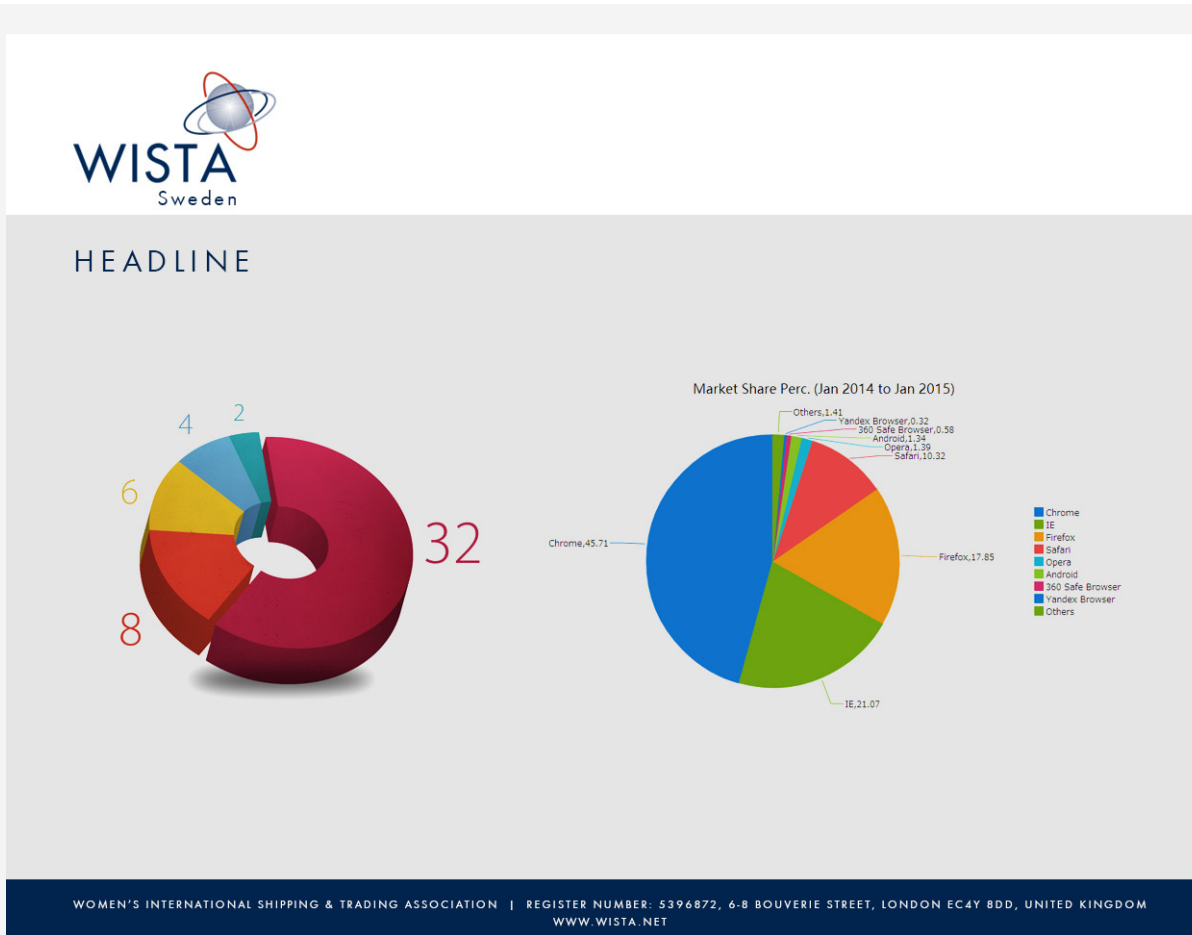
Sevilla Port Loss Control Building April 2016

WOMEN'S INTERNATIONAL SHIPPING & TRADING ASSOCIATION | REGISTER NUMBER: 5396872, 6-8 BOUVERIE STREET, LONDON EC4Y 8DD, UNITED KINGDOM
WWW.WISTA.NET

PRESENTATIONS

TEXT AND IMAGES

Do not mix and match styles. Always try to use simple, clean graphics.





CARD

BUSINESS CARD

Front and back of business card.





WISTA

B R A N D S T Y L E G U I D E