WISTA
INTERNATIONAL

VISUAL IDENTITY KEY PRINCIPLES

A guide to using the brand

October 2025

WISTA
INTERNATIONAL

These key principles introduce the visual tools that help us communicate who we are across all our connections and experiences, with clarity and consistency. In these guidelines we introduce the core visual elements that build awareness, shape perceptions and set us apart.

Our visual identity communicates a robust and authoritative spirit celebrating our heritage, confident in our capabilities and bold about our ambitions.

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LOGO
Components

Logo

Our logo is the most immediate expression of who we are; a visual representation of all that we do and how we want to face the world. It's a valuable asset that must be used consistently in the proper and approved forms for it to have maximum impact.

Together, the logomark, logotype and text beneath make up the entire logo lockup, which comprises the words '**WISTA**' (the logotype), the globe (the logomark), and the word '**INTERNATIONAL**' or the **WISTA National Association's** country. Because they are designed to work together, they must not be separated or altered.

The logo has been prepared in two different orientations; horizontal and vertical. The preferred option is the vertical lockup but consider the size, space available and application when selecting the logo. If one of these options does not suit your needs exactly, please either use the closest match or seek further advice.

WISTA in text

When **WISTA** is used in text, it should always be typed in uppercase in a heavier weighted font to the body copy.

Vertical logo

Horizontal logo

LOGO
Clearspace and minimum size

Clearspace

The clearspace is the breathing space around the logo. This is based on the height of the W in the **WISTA** wordmark. Don't place any other logos, images or text within this zone. The clearspace is also a good guide when placing the logo near the edge of an application, such as a page.

In the instances where space is limited, and the clearspace of a full "W" is not available, half the height of the "W" is acceptable.

Minimum size

To ensure legibility and accurate reproduction of our logo, we've created minimum size guidelines. The logo should always be displayed at a minimum of 18mm wide in print media. It's also best to consider the material and print process being used to guide your final sizing of the logo.

For digital media, there is flexibility depending on the resolution of the device being used, e.g. retina display mobile devices. Good judgment should be used when reducing the logo, do not reduce to a point where the elements become distorted or illegible. The minimum recommended size is 50-75px with a safe zone of 10 pixels around the logo.

Clearspace for vertical logo

Clearspace for horizontal logo

Minimum sizes for vertical logo

Minimum space for horizontal logo

WISTA

<18mm

Where space is restricted and less than the suggested minimum sizes, such as on promotional items, please use the logotype only to maintain clarity and good quality reproduction.

LOGO
Positioning

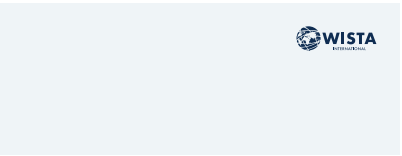
Positioning

The preferred placement of our logo is either top left or top right in both print and digital communications. There may be circumstances when it is not possible to follow this rule for example on 3D applications such as on clothing, signage, event stands, etc.

Document templates are available direct from **WISTA INTERNATIONAL** or your designated regional contact.

Co-branding

When co-branding on **WISTA** communications use, where possible, a white-out version of a partner's logo placed bottom left. Make sure that it doesn't compete with any elements of our visual identity, and is less prominent than our logo.



LOGO
Variations

National WISTA Associations

For **National WISTA Associations (NWA)** the logo can be adapted to include the NWA's country, replacing the word **INTERNATIONAL** in the logo lockup.

The country name is written in English for international purposes, but may be written in the local language for domestic purposes.

Please note that a NWA variation logo lockup must observe the logo clearspace.

The font used is Futura Medium in upper case in the same size as **INTERNATIONAL** and in the same colour as the rest of the logo lockup, i.e. dark blue, white or black.

For NWA logo lockup artwork files please contact **WISTA INTERNATIONAL**: wista@WISTAinternational.com

NWA vertical logo

NWA horizontal logo

LOGO
Preferred logo colours

Our logo is produced in the **WISTA INTERNATIONAL** dark blue colour when applied to a white or pale colour background, or a light photo background.

For maximum contrast on dark backgrounds please use the white version of the logo.

Vertical logo

Dark blue HEX #0f2d52

White HEX #ffffff

Horizontal logo

Dark blue HEX #0f2d52

White HEX #ffffff

LOGO
Preferred logo colours

Use a white version of the logo on a dark colour or photo background.

If the background is a light image or colour choose the dark blue version to achieve sufficient contrast.

Secondary colours

Use a black logo when colour is limited, such as on newsprint. Only consider this option when you're sure our preferred logos can't be used.

White logo on dark tone background

Dark blue on light tone background

White logo on dark photo background

Dark blue logo on light photo background

Black vertical logo

Black horizontal logo

LOGO
Use and misuse

Consistency is essential for building and maintaining brand value. The examples shown on the next two pages demonstrate how not to use the logo artwork.

Do not adjust the logo colours or use colours not shown in this guide

Do not alter established elements of the logo

Do not add new graphic elements to the logo

Do not outline the logo

Do not use the **WISTA** globe logomark without its logotype

LOGO
Use and misuse

Do not add drop shadows

Do not squash or stretch the logo

Do not place the logo on colours similar in tone to the logo

Do not place the logo on backgrounds that do not provide sufficient contrast

Do not add additional elements to the logo when placing on a background

Do not place a logo on complex or busy backgrounds or images

COLOUR
Core palette

Core colours

Our core palette contains seven colours selected to best represent a modern, progressive organisation focused on gender equality, diversity, maritime leadership, and global partnerships.

How they are combined is a matter of design preference, market sector relevance and legibility.

DARK BLUE
The legacy colour – confident, stable and recognisable across all media.

HEX 0f2d52
R15 G45 B82
C100 M84 Y36 K39

DARK GREY
High legibility for body text and documents – neutral, modern, and accessible.

HEX 202e39
R32 G46 B57
C36 M0 Y0 K89

COOL TEAL
Soft and inclusive – ideal for digital content, backgrounds and to convey a community spirit.

HEX 88d2d8
R136 G210 B216
C37 M0 Y12 K10

BRIGHT CYAN
For data highlights, infographics and vibrant CTAs – optimistic and energetic.

HEX 5ee5e9
R94 B229 G233
C54 M0 Y15 K0

FRESH GREEN
Represents growth, environmental alignment, and global future thinking.

HEX 59d781
R89 G215 B129
C58 M0 Y60 K0

CORAL ACCENT
Call-to-action and highlights. Conveys momentum, urgency, and positive change. Use sparingly for emphasis.

HEX f35d5d
R243 G93 B93
C0 M75 Y75 K0

PLUM PURPLE
A bold empowering accent rooted in history of women's rights. Ideal for quotes, campaign messaging, and identity themes.

HEX 732c7b
R115 G44 B123
C60 M86 Y6 K18

TYPE
Headline

Our typography is open, modern and with a human touch. The display and text typefaces have been selected to complement the **WISTA** visual identity. The fonts have a strength, elegance, and clarity with generous line spacing to be highly legible and versatile across all applications.

Headline typeface

Futura Bold is our display typeface. Use it for headlines or large text to give a clear and modern character. It works well at scale but is equally effective for headlines on digital applications.

FUTURA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPE
Text

Text typefaces

Futura

Our text typeface is Futura, the legacy typeface of **WISTA INTERNATIONAL**. The geometric sans serif typeface benefits from generous line spacing for legibility with a range of weights and styles to make it a versatile family. Futura is preferred for print assets.

Noto Serif

For digital applications Noto Serif is the preferred typeface. A truly global typeface Noto Serif is available in Latin, Cyrillic and Greek languages and scripts, and designed to achieve visual harmony across multiple languages.

Noto Serif is available in multiple styles and weights and can be downloaded from Google under an open font licence.

The weights shown here are part of our brand. See page 17 for font hierarchy.

Futura Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Serif Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Serif Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPE
System

System typeface

Our preferred system typeface is Arial, a legible and easy-to-use set of styles and weights for when Futura and Noto Serif aren't available.

Arial is a default typeface in the majority of browsers and operating systems.

Use Arial for when communications are produced in-house without professional graphics software, or for when you don't have much choice in type, such as for email newsletters, Microsoft PowerPoint presentations, online apps, etc.

The weights shown here are part of our brand.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPE
Hierarchy

When setting out type the following rules will help keep your presentation legible and consistent with a clear hierarchy to the information.

Line spacing, or leading, has a major effect on legibility and influences the look of the final work. It should be carefully considered and well executed to achieve a clean result. Follow these basic rules to help with line spacing:

- For display type and large headlines multiply by x1.0.
- For subheads and body type add 4.
- For type under 9pt add 3 to the font size.

Style	Size	Line space	Type	
Display headline Tracking:	≥50pt 0	x1.0	**FUTURA BOLD**	
Headline Tracking:	≥30pt 0	x1.0	**FUTURA BOLD**	
Subheads	14pt	17pt	Futura Book	Noto Serif Regular
Body subhead	10pt	14pt	**Futura Demi**	**Noto Serif Bold**
Body	10pt	14pt	Futura Book	Noto Serif Regular
Body bullet	10pt	14pt	• Futura Book	• Noto Serif Regular
Table heading	8pt	11pt	**Futura Bold**	**Noto Serif Bold**
Table text	8pt	11pt	Futura Book / **Demi**	Noto Serif Regular
Pull quote	15pt	19pt	Futura Book	Noto Serif Regular
Image caption	8pt	11pt	**Futura Demi**	**Noto Serif Bold**
Footer / folio	7pt	10pt	**Futura Demi**	**Noto Serif Bold**

TYPE
Principles in use

As a guide to using our type hierarchy, in print and digital documents, these rules will aid consistency and clarity:

- Use sentence case and don't set sentences solely in upper case.
- Use only approved **WISTA** typefaces.
- Align all text left; this provides the eye with a constant starting point for each line, making text easier to read.
- Set tracking to 0 for all text.
- Do not stretch the typeface.
- Use only one character space between sentences, not two.
- Use the approved **WISTA** colour palette dark grey for body copy on white backgrounds whenever possible.
- Only use italics for titles of books, journals, speeches, and other creative work. To bring emphasis to a word or sentence, use design elements or a heavier weighted font.
- Use double quote marks for pull quotes.
- Use colour for display headlines, subheads, pull quotes, and table headings.
- Do not use the **WISTA** logo in body copy. Instead, set **WISTA** in the bold weight of your text font (a shown).

Display headline

SERUM ASI DIPSUM EXERITI NON ETUR SITIO IPID QUIA

Footer / folio

Headline

LABORUM IUS REM QUAMUS

Futura Regular boritaest, net volesed isquae nis molest. Ehene alit, imagnis aut audigen daernatqui volorunt arum quibusc itionsent explab ipienih

Subhead

Et elestis anto dolorep eruntium hilignatat ma que ex et laut quias sus eate odisqui rende sequi rem fugitat emquatin non et ut assit, apictus nos iume cus ra velles dolores equodigenim faccum santurias a volorem.

Body

Igentium hicae

Body subhead

Itas audi recabor modiscia diti occusdandi quam, et lab is corroris aut ipsum et modit, qui qui beatem non nobis sunditium sit unt, nones coribusa nobita que naturita que si ium aut rerspid maximagni officiumet recta eum rem acerunt fugiaesent.

"Ra et volenihitiis delluptis dolum necte nimus sin num arum delenimus adit est am eaque qui andis restiat iusamrae."

Pull quote

Table title	Table title	Table title
Laborente erumet eosseni scianda	**20–40**	**10%**
Obis excea simin cume nimus aceatur accabor	**50–60**	**1%–3%**
Occus et voluptat aditisi te perspeleniet	**70–80**	**Increase by 3%**

Table title and text

Table 01: Tatiis reribus eossit laccus dolorum

Caption

CONTACT

For access to shared brand assets, templates and imagery folders, please contact WISTA INTERNATIONAL or your designated regional contact.

Email wista@WISTAinternational.com
WISTAinternational.com