



World Vision

GIVE UP
DO THE 40 HOUR FAMINE

40 HOUR FAMINE STYLE GUIDE 2013

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40 HOUR FAMINE STYLE GUIDE 2013

Background

Background

The main background used is from Malawi. It is a shot from one of the mud brick houses. The majority of the time it will be used with a 30% opacity, but depending on the campaign collateral, other percentages might need to be used for contrast and legibility.

The blue and yellow main campaign colours will be used in an overlay compacity maintaining the richness of the mud brick background (example opposite).

Also in some instances the type lock ups, icons, key messages and other elements will use colours used in the mud brick background. This maintains the texture and richness of the mud brick background by reducing the opacity of the elements (see lockups as an example).



World Vision logo, fabric and stitching

The World Vision logo

The World Vision logo consists of the logotype with the star and horizon symbol, contained in a fabric tag, which is "stitched" onto the fabric chosen for the campaign. This allows the master brand to be moved away from the top right-hand corner and allows for use on applications without right angles. Majority of the time it will sit on the edge of the page area (see example) but can be housed on other parts of the page/canvas area.

Stitching

The line stitch has been chosen as the preferred option for applying the stitch to the logo. It is used to sit inside the tag and wrap around the logo. Stitching is the thread that holds the brand together. The successful combination of stitching and fabric gives the World Vision brand its own distinct style.



Edge of page/canvas

40 Hour Famine campaign type lock ups

The 40 Hour Famine campaign type lock ups use the mud brick background as a show through using the multiply effect in Photoshop or Indesign. There are a number of options available to use; portrait and landscape versions, either in a block or with type alone. It has a slight distressed/painted graffiti affect and will be the basis for creating styles for taglines and key messaging.

Note: Depending on chosen hierarchies for the campaign the 40 Hour Famine campaign type lock ups and other elements can change opacity. This maintains the texture and richness of the mud brick background.

40
HOUR
FAMINE

40
HOUR
FAMINE

GLOBAL
LEADERS CONVENTION

GLOBAL
LEADERS CONVENTION

40 HOUR
FAMINE

GLOBAL
LEADERS CONVENTION

40 HOUR
FAMINE

Campaign fonts

The typeface is Gill Sans.

Opposite are the main variations of the Gill Sans family that can be used in the collateral we produce for the 40 Hour Famine.

The preferred body text is Gill Sans Light, but Gill Sans Regular can be used if reversing out of a colour or image to emphasise content. Gill Sans Light can be used for headings, sub headings and quotes.

Gill Sans Italics is mainly used for quotes, references and footnotes.

Gill Sans Bold can be used to highlight web addresses, phone numbers and calls to action. They can also be used for quotes and emphasising content as well as headings and sub headings.

Gill Sans Bold Condensed is an additional font to the 40 Hour Famine campaign. This is mainly used for the dates of the 40 Hour Famine type lock ups and the url but also could be used in other areas.

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

Gill Sans Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

Gill Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

Gill Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

Gill Sans Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@
1234567890

Colour Palette

Base colours

There are five primary base colours available for 2012. They are based around the World Vision branding with additional colours that have been chosen as main campaign colours. The colours are WV Orange, Black, White, Yellow and Blue.

The campaign mood and overall look and feel will be based around these five colours.

Secondary colours are also available for use if required for greater flexibility of the colour palette.

Colour palette

In some instances the mud brick background will be used as a show through with block colours or type. An example of this is below each of the base colours opposite, using the multiply effect in Photoshop or Indesign.

Also in some instances the type lock ups, icons, key messages and other elements will use colours in the mud brick background to merge in with the background. See icons for examples.

Colour values

Colour information has been provided in CMYK for print and RGB for web and video.

PRIMARY COLOURS

WV ORANGE	BLACK	WHITE	YELLOW	BLUE
CMYK	CMYK	CMYK	CMYK	CMYK
C 0 M 68 Y 100 K 0	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 0	C 10 M 10 Y 100 K 0	C 95 M 15 Y 0 K 0
HEX #f37321	HEX #000000	HEX #ffffff	HEX #ebd418	HEX #009ddf
RGB	RGB	RGB	RGB	RGB
R 243 G 115 B 33	R 0 G 0 B 0	R 255 G 255 B 255	R 228 G 211 B 56	R 17 G 155 B 220

SECONDARY COLOURS

RED	GREEN
CMYK	CMYK
C 10 M 100 Y 100 K 0	C 80 M 0 Y 100 K 0
HEX #da2128	HEX #0db14b
RGB	RGB
R 187 G 38 B 44	R 100 G 176 B 184

Quotes/Breakout boxes

Breakout boxes

There are two types of breakout boxes. One is smaller than the other and is used more for main copy. The other is for minimal copy and call to actions etc.

These can be used in a similar way to the 40 Hour Famine lock ups where the mud brick background will be used as a show through using the multiply effect in Photoshop or Indesign.

Each box style caters for 360 degrees of rotation and can be cut off or placed behind imagery/elements.

Box copy

Gill Sans Regular and Bold will be used for any of the boxes, but if using a call to action the bold condensed version is another option to use. Main copy will be Gill Sans Regular and Gill Sans Bold will be used for highlighting or headings together with quoting.

Box colours

All box variations are available in orange, black, blue yellow and white.

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worldvision.com.au/glc

"I attended the GLC in Sydney. Everything about it was special and informative at the same time. My favourite part was listening to our Youth Ambassador. His story made me want to jump out of my seat...and help."

- Heidi

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- Heidi

WHAT ARE YOU
GIVING UP

GIVE UP
DO THE 40 HOUR FAMINE

GIVE UP
DO THE 40 HOUR FAMINE

GIVE IT UP
GET YOUR DONATIONS IN

Url and Date

The 40 Hour Famine Url and date are to be used in its normal opacity but also can be used in a similar way to the type lockups which blend into the mud brick background. There are two options available to use; either in a block or with type alone. It has a slight distressed/ painted graffiti affect and similar to the type lockups the basis for creating styles for taglines and key messaging. There are a number of colours available (see colour palette)

Note: Depending on chosen hierarchies for the campaign the 40 Hour Famine campaign the Url and date and other elements can change opacity. This maintains the texture and richness of the mud brick background.

40hourfamine.com.au

40hourfamine.com.au

40hourfamine.com.au

40hourfamine.com.au

40hourfamine.com.au

16-18 AUGUST 2013

16-18 AUGUST 2013

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Icons

We are keeping with last years icons, based on what people gave up from previous years.

69% gave up food

27% gave up furniture

22% gave up technology

14% gave up talking

4% went without electricity

Based on this, there are 5 icons that can be used for the campaign. These can be used in the foreground or in similar ways to the 40 Hour Famine type lock ups. They are still the same and can be used in various ways and variant colours.

They maintain the texture and richness of the mud brick background by using different opacities on the textures/ backgrounds.



Images

Full bleed images

Full-bleed images gives the ability to create as hero story-tellers and hierarchies by placing key messages in the foreground. They also let the field imagery bring out the colour.

Cut out images

The use of cut out images gives the ability to prioritise and create hierarchies by placing key messages around the image and overlay onto the mud brick background. Also maintains texture and richness as well as context in the secondary images. The images have effects applied to them which is discussed on the next page on how to create them in photoshop.

Note: See the examples section for layout concepts

Image frames

The majority of the time, the images we use will either be full-bleed or cut out, but on occasion image frames will be used. This requires a white border around the image.

Note: The white border is simply a key line around the image box set to 10pt. The key line borders can be increased/decreased in proportion for large or small format jobs.



Images

Effect applied to images

1. Make a copy of the original file
1. Duplicate photo layer
2. Convert layer into a Black and white image.
3. Apply photocopy filter;
Details 24 - Darkeness 4,
4. Set to multiply to the layer



Key messaging

Our 3 main key messages are:

Phase 1 – Acquisition

(April 1 – August 15)

Give up. Do the 40 Hour Famine.

Phase 2 – Motivation

(July 10 – August 31)

What are you giving up?

Phase 3 – Banking

(September 1 – December 31)

Give it up. Get your donations in.

Alongside the 40 Hour Famine type lock ups, there are the 3 main key messages. These messages depend on the phase of the campaign, there are a number of colours available (see colour palette)

For more information on key messaging see the word documents created for phases 1-3 (location?)

Note: Depending on chosen hierarchies for the campaign the key messaging lock ups and other elements can change opacity. This maintains the texture and richness of the mud brick background (see icons as an example).

GIVE UP
DO THE 40 HOUR FAMINE

GIVE IT UP
GET YOUR DONATIONS IN

**WHAT ARE YOU
GIVING UP?**

Examples

