



THE HOME OF  
**FISHING**

→ **BRAND  
USAGE  
GUIDELINES**





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## CORPORATE WEBSITE LOGO

The **WorldFishingNetwork.com** brand identity consists of the angler icon, WFN logotype and the website. All three elements must be contained as a unit, never separated and always legible, when being used with the WFN logo.





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## SECURITY AREA

The minimum security area around the logo has to be respected to maintain the integrity of the design. The space around the logo has to be at least the same width of the letter F.





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## SMALLEST SIZE

The logo cannot be smaller than 1" of the letters width.





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## COLORS & VERSIONS

The **WorldFishingNetwork.com** Identity can be used with the following colour variations:



### SPOT COLOUR

- PANTONE Black 6 M
- PANTONE Orange 021

### CMYK

■ BLACK	■ 40%	■ 40%	■ 40%	■ 100%
ORANGE	0%	53%	100%	0%

### RGB

■ BLACK	■ 6	■ 7	■ 9
ORANGE	247	143	30

### 1 COLOUR

■ BLACK	■ 40%	■ 40%	■ 40%	■ 100%
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WHITE  
VERSIONS

LOGO  
REV



LOGO  
INVERSE



LOGO  
WHITE





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## INCORRECT APPLICATIONS



Do not use other colours.



Do not distort the  
type or logo.



Do not change the  
tagline's type.



Do not change the  
proportions of the  
elements.



Do not fuse the elements.



Do not move the tagline.



Do not eliminate the  
angler icon.



Do not use the WFN logo in  
a sentence.



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## TYPE

The **WorldFishingNetwork.com** Brand Identity can be used with the following

### **DIN (T1) Black**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**The quick brown fox jumps over the lazy dog.**

### DIN (T1) Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog.



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## CORRECT USAGE OF BRANDING IN PRINT

Lorem ipsum dolor **WorldFishingNetwork.com** sit amet consectetur.

- It should be used as a single line of text always.
- Capitalize each word.
- It can be bolded to make it stand out within a sentence.

## CORRECT USAGE OF WORD MARK

**WorldFishingNetwork.com**

**WorldFishingNetwork.com**

- It can be used as a complementary element within an advertising message.
- IT IS NOT a stand alone brand.
- It can be used in compliment to the WFN: World Fishing Network logo.



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## CONTACT

For information and approval to use the **WorldFishingNetwork.com** Brand Identity please contact:

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