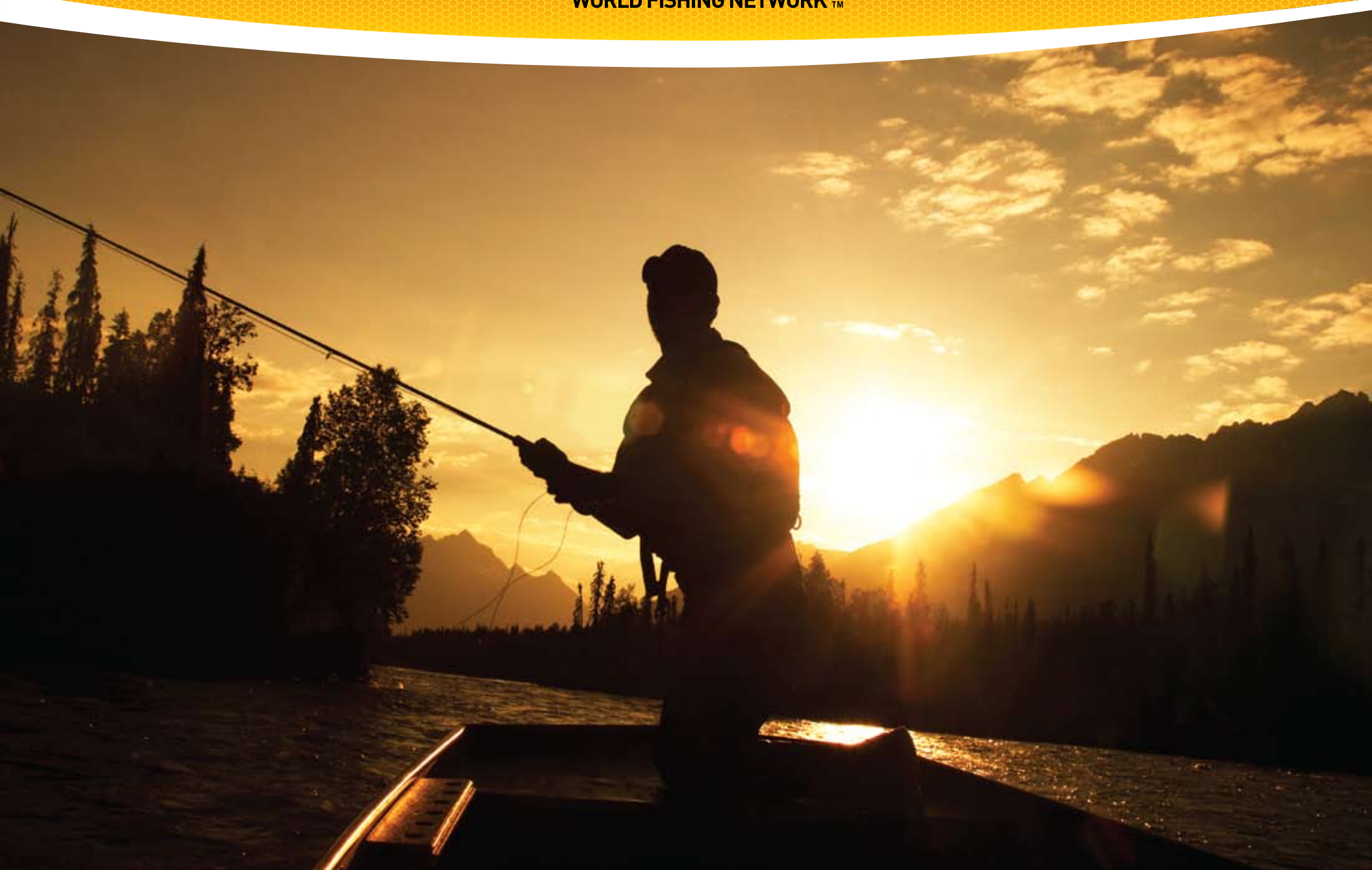


**BRAND USAGE
GUIDELINES**



**A GREAT DAY
FOR FISHING**



BRAND USAGE GUIDELINES



A GREAT DAY
FOR **FISHING**

CORPORATE LOGO

The WFN Brand Identity consists of the angler icon, WFN logotype and the tagline. All three elements must be contained as a unit, never separated and always legible.

When using the WFN logo, we ask that you include this legal line in small type: "Trademark of World Fishing Network Ltd."



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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 minimum 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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COLOURS & VERSIONS

The WFN Brand 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%

WHITE VERSIONS

WFN LOGO REV



WFN LOGO INVERSE



WFN 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.



No drop shadows.



Do not fuse the elements.



Do not move the name.



Do not eliminate the
angler icon.



The **WORLD FISHING NETWORK**™ is the only 24/7 fishing channel.

Do not use the WFN logo in a sentence.

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TYPE

The WFN Brand Identity can be used with the following type:

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.

BRAND USAGE GUIDELINES



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CORRECT USAGE OF BRANDING IN PRINT

“**WFN: World Fishing Network**” on first reference and “**WFN**” following that.

For information and approval to use the WFNHD Brand Identity please contact:

Shauna Gosevitz
Sr. Director Marketing

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