

WORLD BACKUP DAY



VISUAL IDENTITY GUIDELINES



BRAND PERMISSIONS

HOW TO USE THE WORLD BACKUP DAY VISUAL IDENTITY SYSTEM

- Our logo is licensed under a **Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License**.
- Feel free to use it on your site and for personal use - no strings attached.
- **Commercial use** - such as promoting your product or business - is not permitted without a **visible disclaimer**, below or next to the logo:
 - *This page is not officially supported or endorsed by World Backup Day.*
- You also **can't modify or alter** any aspects of the logo - not that you'd want to. It's perfect the way it is...
- Don't combine your name, logo, or other generic terms with elements from our brand assets.
- World Backup Day is an industry-wide event to raise awareness about the importance of backing up the data in our lives. Don't use these assets in a way that is deceptive, harmful, obscene, or otherwise objectionable to both the public and World Backup Day itself.
- We're here to help! Turn to the last page in this booklet for contact information.

WORDMARK 

**WORLD
BACKUP
DAY** 

BASIC LOGOTYPE

This is the primary element in the World Backup Day visual identity system. This is the basic logotype from which approved variations will be created.

- This is a restricted design and prior authorization must be given before use.

This is a designed wordmark and may not be modified or altered in any way.

LOGOTYPE



PROMOTIONAL LOGOTYPE

This is the promotional logotype in the World Backup Day visual identity system. It part of the World Backup Day badge system. This logotype is the preferred logo for promoting World Backup Day.

This is an approved variation of the wordmark and may not be modified or altered in any way.

WORDMARK 

**WORLD
BACKUP
DAY 2015**

LOGOTYPE WITH YEAR

This is an approved wordmark variation in the World Backup Day visual identity system. This logotype may be used when indicating a specific year is required.

This is an approved variation of the wordmark and may not be modified or altered in any way.

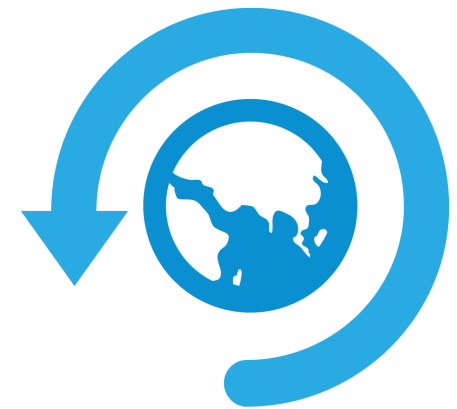
GLOBE AND ARROW //////////////

VERTICAL LOGOTYPE WITH GLOBE AND ARROW

This is the vertical logotype with the globe and arrow in the World Backup Day visual identity system.

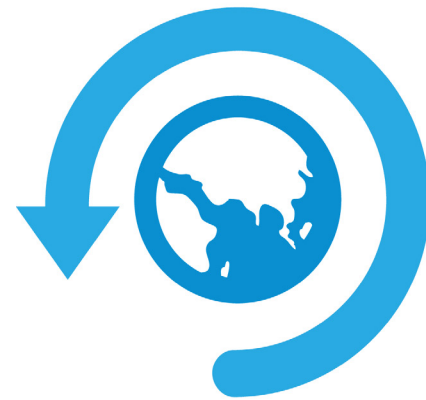
- Don't rotate the globe or arrow.
- The globe and arrow may only be placed adjacent left or adjacent above the wordmark. Never below or adjacent right.

This is a designed logo and may not be modified or altered in any way.



**WORLD
BACKUP
DAY** //////////////
MARCH 31ST

GLOBE AND ARROW //////////////



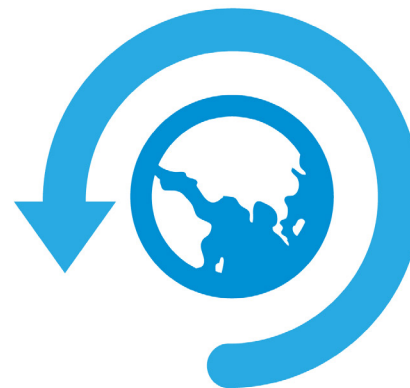
**WORLD
BACKUP
DAY** /////
MARCH 31ST

HORIZONTAL LOGOTYPE WITH GLOBE AND ARROW

This is the horizontal logotype with the globe and arrow in the World Backup Day visual identity system.

- Don't rotate the globe or arrow.
- The globe and arrow may only be placed adjacent left or adjacent above the wordmark. Never below or adjacent right.

This is a designed logo and may not be modified or altered in any way.



**WORLD
BACKUP
DAY** /////
MARCH 31ST

NEGATIVE VARIATIONS ////

VARIATIONS FOR DARK/PHOTO BACKGROUNDS

If placing the World Backup Day Logotype on a photo or dark background is unavoidable, the negative versions of the logo must be used.

- Ensure the logo is clearly readable against the chosen photo.
- If a solid color background is required, do not use any color other than #108FCF (C38 M31 Y0 K0).
- Don't place the logo above busy or complicated areas of an image.



29A9E1

Used in the Arrow, “World” and “Day”

C 70 M 15 Y 0 K 0

108FCF

Used in the Globe and “Backup”

C 78 M 31 Y 0 K 0

0D72B9

Used in “March 31st” and for emphasis

C 83 M 53 Y 0 K 0

A9DCF2

Used for slashes (dividers)

C 31 M 1 Y 2 K 0

COLORS

The official color scheme for the World Backup Day Visual Identity System.

- Don’t adjust the lightness, darkness, hue or saturation of any color shown.

These colors are a key component of the World Backup Day identity and may not be modified in any way.

GLOBE AND ARROW //////////////

TYPOGRAPHY IN THE WORLD BACKUP DAY LOGO

Here are some the typefaces in the World Backup Day visual identity system.

KNOCKOUT BY HOEFLE & CO.

- used for the logo.

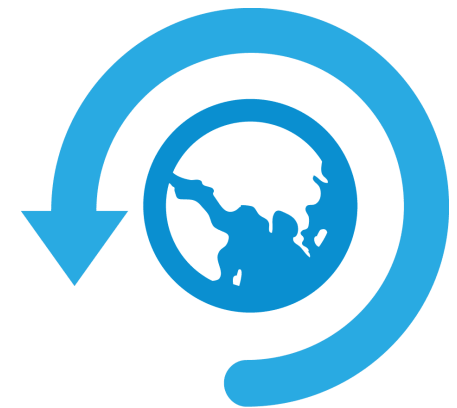
DOSIS SEMIBOLD

- used for slogans and subtitles, only in ALL CAPS

Clear Sans

- used for body copy

The use of Knockout other than in the logo is strongly discouraged. Dosis is available for free from impallari.com/dosis.



**WORLD
BACKUP
DAY** //////////////
MARCH 31ST

DO'S AND DON'TS //////////////////////////////////////

DO

- Do leave a healthy amount of space around the logo so that it has some room to breathe.
- If the logo must be used on top of a colored background (#108FCF preferred) or photo, please use the negative logo ONLY.



DON'T

- Don't place the logo on top of contrasting colors. When using a solid colour background, the logo must be placed on white or #108FCF only.
- Don't use the logo above backgrounds that are too busy, dark or light to display the logo accurately.
- Don't rotate or skew the logo.
- Don't add effects or embellishments such as drop shadows or beveling.



CONTACT

If you have any questions or concerns about anything in these guidelines, please feel free to contact us and we'll be happy to assist you.

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a 614a ltd. project.

