WMO corporate visual identity guidelines

Updated in June 2016
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Introduction</td>
<td>2</td>
</tr>
<tr>
<td>A1</td>
<td>WMO logotype with full name</td>
<td>3</td>
</tr>
<tr>
<td>A2</td>
<td>WMO logotype with acronym</td>
<td>4</td>
</tr>
<tr>
<td>A3</td>
<td>WMO logotype: language variations</td>
<td>5</td>
</tr>
<tr>
<td>A4</td>
<td>WMO wind rose</td>
<td>6</td>
</tr>
<tr>
<td>A5</td>
<td>Fonts</td>
<td>7</td>
</tr>
<tr>
<td>B1</td>
<td>Publications: general rules</td>
<td>8</td>
</tr>
<tr>
<td>B2</td>
<td>WMO subtitle</td>
<td>9</td>
</tr>
<tr>
<td>B3</td>
<td>Brochure covers: essential information</td>
<td>10</td>
</tr>
<tr>
<td>B4</td>
<td>Brochures: interior layout</td>
<td>11</td>
</tr>
<tr>
<td>B5</td>
<td>Governance and technical publications</td>
<td>13</td>
</tr>
<tr>
<td>B6</td>
<td>Governance and technical publications: interior layout</td>
<td>15</td>
</tr>
<tr>
<td>B7</td>
<td>Posters and travel kits</td>
<td>16</td>
</tr>
<tr>
<td>B8</td>
<td>Identity within the identity</td>
<td>17</td>
</tr>
<tr>
<td>B9</td>
<td>Integrating partner logos</td>
<td>18</td>
</tr>
<tr>
<td>B10</td>
<td>DOs and DON'Ts (overall look of publications)</td>
<td>19</td>
</tr>
<tr>
<td>B11</td>
<td>PowerPoint presentations</td>
<td>20</td>
</tr>
<tr>
<td>C1</td>
<td>Bilingual A4 letterhead (210 x 297 mm)</td>
<td>21</td>
</tr>
<tr>
<td>C2</td>
<td>Envelopes</td>
<td>22</td>
</tr>
<tr>
<td>C3</td>
<td>Business card (85 x 55 mm)</td>
<td>23</td>
</tr>
<tr>
<td>C4</td>
<td>Compliment slip (105 x 148 mm)</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Glossary</td>
<td>25</td>
</tr>
</tbody>
</table>
Introduction

The corporate visual identity guidelines are aimed at strengthening the Organization’s identity through branding.

The guidelines are presented in three separate volumes. This volume sets out corporate visual identity guidelines for printed products, multimedia presentations and audiovisual material. They are to be applied systematically to all WMO products. The WMO Style Guide contains the editorial guidelines and the WMO Web Style Guide contains guidelines on WMO sites, Internet, extranet or externally hosted sites.

The logo with the wind rose in gold and the acronym or full name of the Organization (see page 5), as approved by the Fifteenth World Meteorological Congress, aims at strengthening the distinctive identity of WMO as a specialized agency of the United Nations.

These corporate visual identity guidelines have been developed and updated by the Language, Conference and Publishing Services (LCP) Department (contact e-mail address: publications@wmo.int). Any deviation from the present corporate visual identity guidelines is subject to the approval of the Publications Board.
WMO logotype with full name

The logo with the full name of the Organization may be used in blue and gold or in its reverse format, for example on a dark image, on a brochure cover. The logo with the full name exists in horizontal and vertical formats.

The exact colours for the WMO logo are as follows:

**WMO blue:**
Pantone 293. CMYK equivalent: 100% cyan / 70% magenta.

**Gold wind rose:**
Pantone 130. CMYK equivalent: 40% magenta / 100% yellow.
The wind rose may, in certain cases, be printed in gold (Pantone Metallic 873).

**Wind rose**
Resolution 45 (Cg-XV) decided that it is desirable to mark the more than 50 years of existence of the Organization by changing the colour of the wind rose superimposed on the United Nations emblem to gold. The only exception is when the logo is printed in black and white, for example, on the inside pages of a governance or technical publication.

All requests for use of the WMO logo should be sent directly to cpa@wmo.int.
WMO logotype with acronym

The logo with the abbreviation of the Organization follows the same colour scheme as the logo with the full name. It may be used in the instances described below.

WMO logo with abbreviation, in horizontal format

The logo with the abbreviation is to be used in the following instances:

1. When the Organization’s name is spelled out in full on the same page of a publication or appears prominently in promotional material.

2. The minimum size of the logo with the full name when printed is 42 mm wide for its horizontal version and 30 mm wide for its vertical version. When the logo is smaller, the abbreviation must be used.

3. When the logo appears beside one or more logos from other organizations that are also using only their acronym.
WMO logotype: language variations

WMO logo with the full name in the six official WMO languages, in horizontal format, available also in vertical format

![WMO logo in English](image)
![WMO logo in French](image)
![WMO logo in Russian](image)

![WMO logo in Spanish](image)
![WMO logo in Arabic](image)
![WMO logo in Chinese](image)

WMO logo with the abbreviation in English, French, Russian and Spanish, in vertical format, available also in horizontal format

![WMO logo in English](image)
![WMO logo in French](image)
![WMO logo in Russian](image)
![WMO logo in Spanish](image)

![WMO logo in combination](image)

In Arabic and Chinese, abbreviations are not permitted. A combination logo is available in English and French.

**DON’Ts**

- DO NOT distort the logo.
- DO NOT use the logo on a busy background or in any way that would make it hard to read.
- DO NOT place the logo near other graphic elements.
WMO wind rose

Usage of the WMO wind rose on its own

The wind rose may be used on its own as follows:

1. At the back of business cards, where it acts as a reminder of the full logo.

2. In full as a background or side graphic element, provided that the full logo appears in its proximity or on the cover of the publication.

3. On its own when creating promotional items, because some reproduction techniques may not produce an adequate final output.

The wind rose must not be inclined or distorted.
Fonts

WMO font for documentation and constituent body reports: Verdana

All PCs in the Secretariat are set by default to Verdana font. Verdana, in point size 10, is to be used for all documentation. Templates for constituent body session documents are accessible through the WMO Toolbar in MS Word.

WMO fonts for publications:

1. Brochures and other public information materials

   **Titles:**
   - Bague Sans Pro Light | Regular | **Medium** | **Bold**

   **Body text:**
   - Univers LT Regular (55) | **Bold** (65) | When space is sparse: Univers LT Condensed (57)
   - Note: Univers Ultra Condensed and Univers Extended are never used.

   **Posters or large displays (A1 and above):**
   - Bague Sans Pro Regular | Medium | **Bold** | **Black**

2. Governance and technical publications

   **Titles and body text:**
   - ITC Stone Sans Medium | **Semibold** | **Bold**

   **Graphs, tables and charts:**
   - ITC Stone Sans

   **Table headings:**
   - *ITC Stone Sans Italic*

WMO logo font (to be used only for WMO logos and subtitles):

   **BAGUE SANS PRO REGULAR, ALWAYS IN CAPITALS**

Substitutes for non-Latin fonts:

   - Russian: Same as above fonts, as these are unicode so include cyrillic characters
   - Arabic: Arial Arabic (all instances, except logo); Geeza Pro (for logo only)
   - Chinese: Sim Sun (all instances) and Microsoft Yahei (for titles and highlights)

These rules also apply to text within a linked Adobe Illustrator file. For example, a chart within a constituent body report will use Verdana. Contributors should provide graphics created with the appropriate font required for the final publication, as defined above. If a graphic has been provided by another organization, the fonts will be adapted to match the WMO visual identity.
Publications: general rules

Front cover

The WMO signature cover design has a vertical 6-mm band starting at its top left corner or bottom left corner. It can be horizontal or vertical. Its length is typically 115 mm but that parameter is flexible. The band is divided into four parts: a longer WMO-blue part and three shorter, equally sized parts that represent weather, climate and water. For more information about the band, see the following page.

The logo must be aligned with the band and be in its immediate vicinity. The standard logo for the front cover is the full text vertical logo in its standard size of 58 x 46 mm. Its size may be reduced when multiple partner logos appear. Its size may also be reduced if the format of the document is inferior to A4, for example on an A5 flyer.

General layout and format

The preferred format is A4 vertical. Other formats are allowed, subject to approval by the Publications Board. The general aspect must always remain uncluttered and compelling. A single visual should be used for most cover designs. If necessary, vignettes may be added but must not compete in size and/or importance with the main image.
WMO subtitle

Resolution 24 (Cg-XIV) adopted the WMO subtitle “weather, climate, water” for use on all official documentation, correspondence and publications.

WEATHER CLIMATE WATER

The subtitle has to appear along the colour band, next to the three colours that represent them, with at least a double space between words.

The exact colours for the band are:

**Blue (same as logo):**
Pantone 293. CMYK equivalent: 100% cyan / 70% magenta.

**Gold (same as wind rose):**
Pantone 130. CMYK equivalent: 40% magenta / 100% yellow.

**Green:**
Pantone 360. CMYK equivalent: 60% cyan / 90% yellow.

**Turquoise:**
Pantone 312. CMYK equivalent: 85% cyan / 15% yellow.

The colour of the subtitle may be either black or grey (50% black). If the background is a dark colour or a dark image, the subtitle must be white.
Brochure covers: essential information

Front cover

Title in Bague Sans Pro Light, Regular, Medium or Bold. The title must be left-aligned with the logo’s text and the WMO number below. Minimum distance to the page’s top or bottom is 35 mm.

An uncluttered cover, consisting usually of one large image, is preferred. Photo credit appears on the verso of the title page, along with other copyright information.

The subtitle and colour band are mandatory.

The logo must appear in full (no abbreviations).

The WMO publication number (repeated on the title page and its verso) is also mandatory.

Back cover and spine

When the spine of a publication is 4 mm wide or more, the WMO publication number and title must appear. A vignette of the front cover, at the top of the spine, is recommended.

Contact information of the Communication and Public Affairs Office and, as requested, the authoring department: See the editorial guidelines for the exact phrasing of contact details, job number, copyright and ISBN. This information is on the reverse of the front cover or on page 2 of a publication.

Job number
(for internal use only)
Brochures: interior layout

General layout

A clean and simple look and feel should prevail throughout the publication. Graphic elements should never compete for attention. The page layout should retain the reader’s attention, with a clear information hierarchy.

Foreword

As part of its mandate to provide authoritative information about the state of the global climate, the World Meteorological Organization conducts annual measurements of the state of the global climate. For over two decades, the General Assembly of WMO has approved the Integrated Global Climate Observation System (IGCOS) to ensure that the world's climate is monitored by national and international agencies and other WMO partners about global climate trends, and recent and future anomalies and extremes.

The year 2015 will stand out in the historical record of the global climate in many ways. Moderate records for total annual values in 2015 have a record year on both globally and in many individual countries. Temperature anomalies above normal by about 0.7°C were observed on average for the global land and ocean, with near-record ocean heat content down to 2,000 m. Excess energy from greenhouse gas emissions stored in oceans; 400 ppm CO₂ concentrations breach symbolic benchmark in northern hemisphere spring.

In 2015, the year with the highest temperatures on record globally, nearly all climate models predict that the year was influenced by strong El Niño, other natural climate variations and human-induced climate change.

On a more positive note, the Parties to the United Nations Framework Convention on Climate Change (UNFCCC) adopted the Paris Agreement in December. The Agreement’s landmark achievement is to limit global warming of greenhouse gases in the atmosphere. To achieve this, national climate action plans, known as Intended Nationally Determined Contributions (INDCs), need to be submitted by all countries.

The only element that may be positioned out of the grey zone that is defined by the columns is a large photo (see above).

Font: Univers LT Regular (55) or Univers Bold (65).

When space is sparse: Univers Condensed (57).

Font size: 9.5 to 10 pts. For languages other than English, the font size may be reduced to 9 pts.

The one- and two-column grids may be squeezed sideways to fit in a margin column.

Layout grid is based on one or two columns.

The top of the page is kept clear for the title, which always appears in Bague Sans Pro Light, Regular, Medium or Bold, preferably in WMO blue or black.

Folio in Bague Sans Pro Medium, preferably in black.
Brochures: interior layout (continued)

Maps and graphs

Maps and graphs should be easy to read and convey a compelling message. They will be redrawn if:

- The colour scheme does not match WMO colours (see page 9);

- The map or graphic is not vectorized and editable. If the figure is not to be translated into other languages, it can remain as an unvectorized image provided the resolution is high enough (300 dpi at 100%);

- The map or graphic contains more information than is relevant to the text and can be simplified.

The above map and graph are in harmony with the WMO visual identity. Colours are as follows: black and grey in combination with variations of WMO turquoise (left, Pantone 312) and WMO blue (right, Pantone 293). Key elements may be highlighted with touches of a brighter colour:

- Pantone 032
- Pantone 212
- Pantone 1505

If more colours are needed, preference will be given to natural shades (aqua, green and earth tones). The following colour examples may be used at 100%, 80%, 60%, 40% and 20%.

- Pantone 321
- Pantone 3405
- Pantone 384
- Pantone 174
- Pantone 7530

Layout imperatives

All WMO brochures and governance and technical publications include a title page. Exceptions can be made for publications containing 24 or fewer pages.

Space permitting, a foreword or message by the Secretary-General is illustrated with his photo. The Secretary-General’s signature is unique to every publication. It is scanned and inserted into the layout, and must never be used for any other purpose.
Governance and technical publications

WMO manuals and guides use a distinctive colour-coded cover design.

Title in Bague Sans Pro Regular

Governance publications (formerly mandatory) should have a plain one-colour cover with the colour band on the left. Red is used for manuals (Pantone 187) and green for guides (Pantone 342).

WMO constituent body session reports use a distinctive colour-coded cover design. Rules regarding the text/spacing size (see above) must be applied to these publications.

Title in Bague Sans Pro Regular

Executive Council and Congress reports are yellow (Pantone 108), regional association reports are pink (Pantone 196) and technical commission reports are light green (Pantone 368).
Governance and technical publications (continued)

Guidelines should have an abstract background, in shades of green. Technical publications should have a cover with an image.
Governance and technical publications: interior layout

The distinctive layout for these types of WMO publications (one column, left-aligned) and font (Verdana for session reports and Stone Sans for all others) are intended to quicken the production process and simplify export into other formats (pdf, eBook, etc.). The layout is adapted for electronic publishing.

The larger margins (left and right: 2.8 cm, top: 2.4 cm, bottom: 1.7 cm) make the one-column layout easier to read.

Stone Sans medium should be used for the body text in these types of publications. Font size should be 10 pts.

See the editorial guidelines to learn more about the layout and style sheets related to these types of publications.
Posters and travel kits

Placement of logo and other elements

The logo, colour band and subtitle will appear centred or left-aligned, either at the top or at the bottom. The full version of the logo must be used unless the name of the Organization is fully spelled out in the text. The Web address (public.wmo.int) and WMO subtitle must appear on all posters and travel kits.

A3 (or larger) poster: There are four placement options for the logo.

Travel kit (900 x 2 000 mm): There are two placement options for the logo. The logo must not be placed at foot level.
Identity within the identity

General idea

For certain large conferences or events, a collection of products is produced, such as flyers, posters and press kits. Designed with the WMO guidelines in mind, these may include new elements such as additional colours or fonts and/or specific imagery in order to distinguish them from other WMO products.

All material produced for conferences may feature a lead image and a distinctive logo. As shown in the example above, the material for the Madrid+10 conference features a lead image that shows a couple within an urban garden. The colour scheme for that event consists of the usual WMO colours, with the addition of a bright yellow.
Integrating partner logos

WMO as the major partner

Partner logos must be placed on a horizontal line with the WMO logo. It is recommended that all such logos be set together in one designated space in order to avoid disputes regarding the predominance of one partner’s logo over another.

WMO as an equal partner

All logos, including the WMO logo, should be aligned at the bottom of the page. The WMO logo is always placed first when WMO is the publishing agency.

Any deviation is subject to negotiation with partners and the approval of the Secretary-General.
DOs and DON’Ts (overall look of publications)

1. Simplicity
A powerful image and a short, well-thought-out text are much more effective than a compilation of random images, no matter how striking each photo is. When several graphic elements appear together, it is important to keep a strong visual hierarchy. Photos must always convey a message and should never be used just to fill space.

2. Flexibility
All material published by WMO must be immediately recognizable as part of the WMO family. The WMO identity is flexible enough to allow publications to be presented in many different ways, and yet always reflect the WMO brand.

3. Harmony
The patchwork look is to be avoided. Many graphics from different sources will appear inharmonious. Graphics of unsatisfactory quality may have to be redrawn. Question whether every graphic is meaningful or necessary.

4. Conviviality
All WMO communication products must look fresh and contemporary. Ask yourself: “Would I read this if I did not have to?” Equally, posters and travel kits must attract attention simply, quickly and efficiently. Cluttered, complex layouts will not retain attention.
PowerPoint presentations

First page, following pages and last page of WMO PowerPoint presentations. Left: light version; right: dark version.
The use of WMO templates is compulsory. They are located in MS Word: File > New > My templates > Official Templates.
Envelopes
Business card (85 x 55 mm)

Front and back of WMO business cards.
The use of titles, including academic ones, is not permitted.
Compliment slip (105 x 148 mm)

WMO OMM
World Meteorological Organization
Organisation météorologique mondiale

Secrétariat
7 bis, avenue de la Paix – Case postale 2300
CH 1211 Genève 2 – Suisse
Tél.: +41 (0) 22 730 81 11 – Fax: +41 (0) 22 730 81 81
wmo@wmo.int – www.wmo.int

With compliments
Avec nos compliments
Glossary

Compliment slip
A compliment slip (or card) is used for handwritten notes when sending documents, parcels or other items.

Flyer
A flyer is an unfolded sheet of paper printed on one or two sides.

Folder
A folder is a piece of thick paper folded in such a way that papers and other documents can be inserted and held inside. A folder is not a binder.

Foldout
A foldout is a document of four or more pages without any staples or binding.

Poster
A poster is a paper surface larger than A3, destined to be displayed on a wall. Its goal is to communicate a short and powerful message.

Travel kit
A travel kit is a fabric surface that is delivered with a supporting free-standing structure.