



**Wonca**

**BRAND GUIDELINES  
2024**



# BRAND GUIDELINES

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## 1. WONCA BRAND GUIDELINES

The purpose of these guidelines is to define corporate image requirement for use by WONCA standing committees, Working Parties, Special Interest Groups, and Regional bodies (hereafter called “WONCA groups”) and any other entity with official standing as part of WONCA.

Use of the WONCA corporate image or logo by any other external body is by permission only. Applications to [secretariat@wonca.net](mailto:secretariat@wonca.net).

These are guidelines for logo use, official colours, fonts etc and how they may be merged into acceptable documents or communications. Please do not use the images in this document to replicate artwork. Original digital artwork is available from [communications@wonca.net](mailto:communications@wonca.net).

## 2. WONCA BRAND

The following guidelines have been prepared to ensure that the WONCA brand is presented consistently in all applications. The WONCA design is composed of various key visual elements:

### THE LOGO



### TYPEFACES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 TUVWXYZ  
 abcdefghijklmnopqrstuvw  
 xyz  
 1234567890

### THE COLOUR PALETTE



### 2.1 THE LOGO

The logo is the strongest element of a visual identity. It is important to use it coherently.

The WONCA logo comprises the globe graphic symbol **A**, the wordmark **B** and baseline **C**. These elements should always appear together, as shown in these guidelines.

The baseline should always accompany the symbol when space allows it.

Before using the WONCA brand in any application, you must seek approval from the WONCA Secretariat.



When you reproduce the WONCA brand, it’s essential that you use the appropriate supplied digital format. The WONCA logo must be displayed on all WONCA group sites and webpages and will be provided by the Secretariat for use upon request.

## 2.2 TYPEFACES

Typeface is also an essential element in the identity of WONCA and should be used appropriately.

The standard font is **Source Sans Pro**. **Arial** and **Nunito Sans** can be used as secondary or alternative fonts . The use of bolding, font size and other styling features for emphasis or acknowledgements is acceptable.



At all times ease of reading and clarity with a variety of electronic tools is of paramount importance.

WONCA should be written in capitals unless it is the stylised wording on the logo.

## 2.3 THE COLOUR PALETTE

When used correctly and in a consistent way, colours make a brand more visible and easily recognisable.

In all reproduction methods, colours must always be matched as closely as possible to the PMS colour swatches specified.

Choose the right colour reference for the appropriate support or media:

- The **CMYK** reference for printed applications.
- **RGB** values for screen and digital media.
- **WEB** values for web media.



CMYK PRINT	RGB DIGITAL	WEB
83, 100, 0, 44	60, 16, 83	#3C1053
49, 0, 100, 30	101, 141, 27	#658D1B

### 3. HOW TO USE THE LOGO?

#### 3.1 WONCA BRAND REVERSED

The WONCA logo colour must not be changed however when the WONCA brand is placed on a background which is light in tone, use the positive version. When the background is dark in tone, use the negative version.

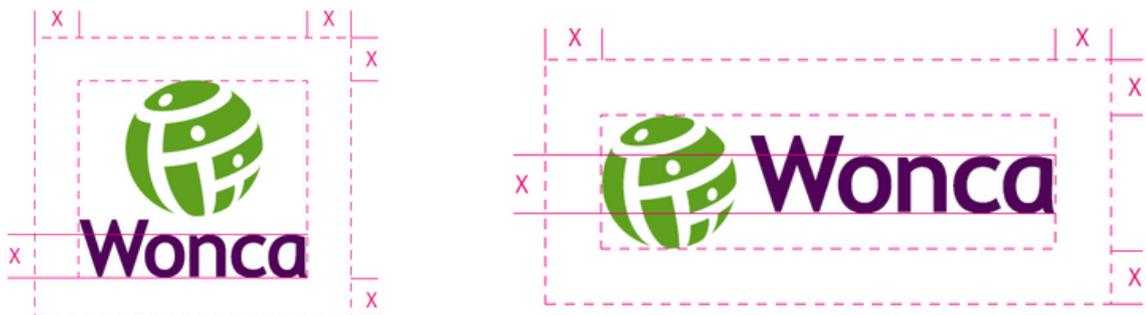
In both versions the globe graphic remains green. In the case of black and white applications, when the background is black, the brand reverses completely to white.



#### 3.2 WONCA BRAND CLEAR SPACE

The WONCA brand is most effective when surrounded by as much uninterrupted space as possible. The example below shows the basic formula for calculating the minimum clearspace and can be used to determine the clearspace for the brand at any size. Where possible, use more clearspace than the minimum.

The minimum clearspace is determined by the height of the letter 'n' in the wordmark, measured from the base of the letter to the flat serif. This minimum clearspace applies to the brand in all its forms.



#### 3.3 WONCA BRAND MINIMUM SIZE

To avoid any possible reproduction problems, the horizontal version of the WONCA brand may never be reproduced at a width less than 25mm. The vertical version of the brand may not be reproduced at a width less than 17mm.

These minimum size rules apply to both versions of the brand in all their forms.

Where there is any question of the quality of reproduction, the brand should be used at a size larger than the minimum size specified here.



### 3.4 MISUSES

The components of the logo are placed in a fixed relationship and should never be altered or modified in any way.



- Do not stretch the logo or modify its proportions.
- Do not change the positioning of the elements of the logo or modify the relationship between the elements of the logo.
- Do not modify the colour or typography of the wordmark.

### 4. RESOURCES

Artwork, permissions and exemptions may be obtained from the Secretariat at [secretariat@wonca.net](mailto:secretariat@wonca.net) and [communications@wonca.net](mailto:communications@wonca.net)

For permissions and exemptions, please begin by seeking approval from the Secretariat at [secretariat@wonca.net](mailto:secretariat@wonca.net)

### 5. WONCA GROUPS LOGOS

All WONCA committees, WONCA Working Parties, WONCA Special Interest Groups and WONCA Regions are part of WONCA and it serves all parts of WONCA to present a unified image. In support of this, the WONCA Secretariat has created standard logos (A) that groups can request; however, it is not mandatory.

Groups opting to create their own logos (B) for internal use should include the graphic from the WONCA logo along with the word 'WONCA'. The optional inclusion of the phrase 'World family doctors. Caring for people' is permissible but not mandatory. Approval for all such logos is required from the WONCA Executive.

A)



B)



## 6. YOUNG DOCTORS MOVEMENTS

The YDM logo should be used while adhering to these Brand guidelines and the Operational Guidelines stipulated by the Young Doctors Movements.

Logo designs for the Regional YDMs should adhere to WONCA's Organizational Policies and brand guidelines. However, these designs may have greater flexibility, as long as the WONCA logo is displayed at the bottom and they are approved by the WONCA Secretariat.



## 7. WORLD AND REGIONAL CONFERENCES

Ideally, the conference logo should integrate the WONCA logo seamlessly



Exceptions may be granted by WONCA Secretariat under specific circumstances, provided that the logo used aligns with the WONCA corporate identity.



### 8. WORLD FAMILY DOCTOR DAY

Since its declaration by WONCA in 2010, WFDD has become an annual celebration that recognizes the central role of Family Doctors. In 2023, a new logo was created. A modern, eye-catching logo versatile enough and easy to adapt to be used in all campaigns in the years to come. The logo can be easily integrated into various applications (e.g., social media banners, promotional products, and branded merchandise (t-shirts, bottles, mugs, etc.))



The WONCA Secretariat will determine the colour palette of the logo for each year based on the annual theme. Graphic materials will then be distributed through a media toolkit by [WONCA Communications](#).



The World Family Doctor Day logo can be used by individuals and organizations for non-commercial purposes, as long as proper attribution is given to WONCA.



**Wonca**

World family doctors. Caring for people.