Identity

Globe
The globe is the main graphic component of the logo.

Wordmark
The wordmark is a unique typographic signature that displays the World Vegetable Center name.

The font name is Berthold Akidenz Grotesk.

Logo
The World Vegetable Center logo consists of the globe and the wordmark.
Colors

The logo colors are orange-red, yellow, green, and dark grey.

No other colors may be used when reproducing the World Vegetable Center logo.
Short Logo

Use of this short logo is allowed in instances when the primary logo does not fit for a particular purpose -- for instance, when the logo is among several logos displayed on a poster or brochure.

Check with the Communications Office if you are uncertain about which version to use.

In general, it is better to use the primary logo with the full name.
Clear Space

The logo is one of the Center’s most visible and valuable assets.

Whenever you use the official World Vegetable Center logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

The minimum clear space for the World Vegetable Center logo is defined as the height of the capital “W”.

World Vegetable Center
Minimum - Maximum Size

Logo minimum size
The height of the logo should not be less than 1.27 cm (one-half inch) in any application, shown here at actual size. (Minimum height of 36 pixels.)

Wordmark minimum size
In any application, the wordmark should not be less than 06.35 cm (one-fourth inch) in height.
One-color Black

When budget, printing restrictions, or design needs prevent the use of color, the one-color black version is acceptable.

None of the elements may be altered in any way. Do not redraw the logo.

Use only the digital artwork provided in the Greenhouse or in the logo pack.
One-color White

The white version of this logo may be used only on backgrounds or photographs that allow for proper readability.

None of the elements may be altered in any way. Use only the digital artwork provided in the Greenhouse or logo pack.

Do not redraw or alter the logo.

This is a common error. It will result in incorrect reproduction.

Appropriate white logo files are provided in the Greenhouse and in the logo pack.
Incorrect Usage

Do not modify the globe, primary logo, short logo, or wordmark.

Use only Center-approved logo files available in the Greenhouse or logo pack.

DO NOT change the type case:

WORLD VEGETABLE CENTER

DO NOT change the type font:

World Vegetable Center

DO NOT change the position of the logo elements:

Globe on top: NO

Globe on bottom: NO

Globe on right: NO

Type stacked on right: NO
DO NOT stretch or squeeze the logo: 

DO NOT change the colors:
Need assistance?

Contact WorldVeg Communications!

Amy Chen
Graphic Designer
amy.chen@worldveg.org

Vanna Liu
Technical Officer
vanna.liu@worldveg.org

Kathy Chen
Officer, Media & Relations
kathy.chen@worldveg.org

Maureen Mecozzi
Head, Communications & Information
maureen.mecozzi@worldveg.org