



## LOGO REFERENCE GUIDE

# TABLE OF CONTENTS **LOGO REFERENCE GUIDE**

- 1.0 MISSION STATEMENT
- 2.0 IDENTITY
  - 2.1 Introduction
  - 2.2 Color Variations
  - 2.3 Clear Space & Sizing
  - 2.4 Incorrect Usage
- 3.0 TYPOGRAPHY
- 4.0 CONTACT

Note: This logo reference guide provides an abbreviated version of the comprehensive brand guidelines, enabling you to review the key elements of the *World Fishing Network* brand identity at a glance.

## WORLD FISHING NETWORK 1.0 MISSION STATEMENT



**WFN: WORLD FISHING NETWORK** is a multi-platform brand that shares in every angler's passion and adventure for fishing. As the leading entertainment destination and resource for anglers throughout North America, we distribute diverse, engaging content to fishing and outdoor lifestyle enthusiasts.

## IDENTITY 2.1 INTRODUCTION

The *World Fishing Network* logo is the heart of our brand platform. It's the most recognizable element of our brand. As such, it is imperative that it is to be used correctly and consistently. Use the logo exactly as provided; individual elements should never be altered or omitted.

The full *World Fishing Network* logo consists of the "F" icon and the logo type "World Fishing Network."

Note: The "F" icon without the name should only be used with the explicit permission of the *World Fishing Network* marketing team.



## IDENTITY 2.2 COLOR VARIATIONS

For all applications except select assets, there are only two acceptable logo colors:

1. Black
2. White (reversed)

The *World Fishing Network* logo should always be easy to read. Wherever possible, it should appear unaltered in black on a white background or reversed in white on dark or black background. When the logo appears on a photographic image or on a dark, solid-colored background, it should be reversed in white.

### PREFERRED BLACK SWATCHES

CMYK 40-40-40-100  
RGB 0-0-0  
PMS Neutral Black C



## IDENTITY 2.3 CLEAR SPACE & SIZING

### CLEAR SPACE

For maximum visual impact and to protect the brand integrity, an exclusion zone, or clear space, must always be kept around the logo. No other image or text should appear in this area. The dotted line around the full logo indicates the clear space. The clear space is determined by the size of the entire x-height of the *World Fishing Network* logotype.

### SIZING

The logo should never be smaller than 1" wide.



## IDENTITY 2.4 INCORRECT USAGE



Low contrast background that makes the logo hard to read. (Black logo)



Low contrast background that makes the logo hard to read. (White logo)



Do not distort the logo. When placing in Word, PowerPoint, etc., be careful to change size proportionally.



Do not alter the colors of any graphic elements.



Do not alter or move the established sizing and spacing of any of the graphic elements.

**WORLD  
FISHING  
NETWORK**

Do not eliminate the icon from the logotype.



Do not use the logo in a sentence.



Do not add a filter or effect to the logo like a drop shadow or outer glow.



Do not add any graphic elements to the logo or reverse any of the elements.



Do not combine grayscale with color versions.



Do not change the typeface of the logotype.



Do not rotate the logo.



Do not skew the logo.



Do not make only a portion of the logo semi-transparent.



Do not use portions of the logo to create another logo or design.

# TYPOGRAPHY 3.1 PRIMARY & SECONDARY FONT

## PRIMARY TYPEFACE - GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | ; : ' " < > ? , . /

Suggested weight:

Gotham Bold or Black	<b>Headline</b>
Gotham Medium	<b>Subheading</b>
Gotham Regular	Body copy

## SECONDARY TYPEFACE - ARCHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | ; : ' " < > ? , . /

Suggested weight:

Archer Bold	<b>Headline</b>
Archer Medium	<b>Subheading</b>
Archer Regular	Body copy

Note: *World Fishing Network* will not provide our preferred font sets for usage due to licensing agreements. However, both font sets are both available for purchase at various online font retailers.



## CONTACT **WORLD FISHING NETWORK**

For information and approval to use the *World Fishing Network* brand identity, please contact:

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