World Youth Day
Graphic Standards Kit

October 2020

WORLD YOUTH DAY
GRAPHIC STANDARDS KIT

INDEX

INTRODUCTION

This document establishes the basic standards for use of the World Youth Day Lisbon 2023 brand in the most common situations, with a view to preventing application errors.
These standards should serve as guidelines that contribute to clear and consistent use of the brand.
Compliance with these standards will enable the brand to attain the desired level of visibility.
For situations that are not defined in this document, please contact the WYD organization at the following email address:
marca@lisboa2023.org

IDENTITY

This is the primary version
of the WYD Lisbon 2023
brand identity and should be
used whenever possible.

PRIMARY VERSION

IDENTITY

Whenever it is not possible to use the primary version, the secondary version should be used, which may adopt a horizontal or vertical version.

HORIZONTAL SECONDARY VERSION

WYD LISBON 2023

VERTICAL SECONDARY VERSION

WYD LISBON 2023

SECONDARY VERSION IN FULL

WORLD YOUTH DAY LISBON 2023

IDENTITY

The symbol could be used isolated in specific circumstances, where the formats imply a reduction of identity superior to the one established in this kit of procedures. It is an exceptional version for social networks and other digital formats.

EXCEPTIONAL APPLICATION FOR SMALL FORMATS

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SAFETY MARGINS

The safety margin ensures the visibility, balance and integrity of the brand, keeping it isolated from the surrounding elements. The minimum safe space must be observed in all applications.

Version of the brand
to be used on official
background colours.

GREEN

C 100 **M** 0 **Y** 97 **K** 13
R 0 **G** 135 **B** 62
Pantone 2418 C
Ral 6024
Web 00873E

Version of the brand
to be used on official
background colours.

YELLOW

C 1 **M** 25 **Y** 100 **K** 0
R 251 **G** 193 **B** 18
Pantone 7408 C
Ral 1018
Web FBC112

OFFICIAL BACKGROUND COLOURS

Version of the brand
to be used on official
background colours.

RED

C 10 **M** 90 **Y** 90 **K** 2
R 214 **G** 63 **B** 49
Pantone 179 C
RAL 3028
Web D63F31

GRAYSCALE

Should only be used when
colour application is
not possible.

C 00 M 00 Y 00 K 30

C 00 M 00 Y 00 K 60

C 00 M 00 Y 00 K 100

COLOURED BACKGROUND

When applied onto a
coloured background,
legibility of the brand must
be taken into account.

PHOTOGRAPHY BACKDROP

Over complex photography
backdrops and those that
impair legibility of the brand
should be avoided.

PHOTOGRAPHY BACKDROP

Over complex photography
backdrops and those that
impair legibility of the brand
should be avoided.

MINIMUM REPRODUCTION SIZE

The brand may be used in different sizes. However, the minimum reproduction size must be observed in all applications to ensure legibility of the brand.

25mm

70px

PLACEMENT

Whenever the WYD Lisbon 2023 brand is placed next to other logos, its legibility must be ensured.

PRINCIPAL VERSION

SECONDARY VERSION

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OFFICIAL TYPOGRAPHY

The typography is an important feature of the brand's visual heritage. Thus, a font has been defined which, used in its various weights, provides a dynamic visual and enhances the communication pieces.

DON JOSÉ

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Principal Typography

Branding

Titles

LILITA ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Google Font

Secondary Typography

Branding

Sub-titles

SUPPORT TYPOGRAPHY

Google Font
Support Typography
Notes and Text Correction

**Quicksand Light
Quicksand Regular
Quicksand Medium
Quicksand Semibold
Quicksand Bold**

QUICKSAND

Quicksand Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Quicksand Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Quicksand Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Quicksand Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Quicksand Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

NOTO SANS

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SYSTEM TYPOGRAPHY

System fonts are recommended for internal use and whenever use of the official typography is not possible.

ARIAL

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USED TYPOGRAPHY

Don José
Tipografia Principal
Branding
Títulos

Lilita One
Google Font
Tipografia Secundária
Branding
Subtítulos

Quicksand
Google Font
Tipografia de Apoio
Apontamentos e Texto Corrido

Noto Sans
Google Font
Tipografia de Tradução
Apontamentos e Traduções

ISTO É UM HEADLINE

isto é um subtítulo

Isto é um parágrafo de texto corrido
sobre a Jornada Mundial da Juventude 2023.

EN: This is a paragraph of plain text about
the World Youth Day 2023 to be held
in Lisbon, Portugal.

RESTRICTIONS

The WYD Lisbon 2023 brand should be used in strict observance of the rules set out in this manual. No other reproduction should be used.

Failure to comply with these rules and adulteration of the brand jeopardize its communication.

COMPRESS OR DISTORT

REMOVE ELEMENTS

CHANGE COLOUR

CHANGE PROPORTION

ROTATE

USE OUTLINES

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THANK YOU

WYD LISBON 2023