

THE WORLD FOOD PRIZE
GLOBAL GUIDES
BRAND GUIDE

LOGOS

LOCKUP



The World Food Prize
**GLOBAL
GUIDES**

LOGOTYPE

The World Food Prize
**GLOBAL
GUIDES**

LOGO



COLORS

GLOBAL GREEN

R: 52 G: 117 B: 60 | C: 81 M: 31 Y: 97 K: 20

UNIVERSAL BLUE

R: 25 G: 50 B: 90 | C: 100 M: 87 Y: 37 K: 29

BLUE BAY

R: 74 G: 184 B: 212 | C: 64 M: 7 Y: 12 K: 0

FONTS

BOBOLD

Logo, Headers

AA BB CC DD EE FF GG
HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU
VV WW XX YY ZZ

GEORGIA

Body Text - Print

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

CHAMPAGNE AND LIMOSINES

Body Text - Digital, Subheads

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

