In brief ...

This is our Logo:

Our Yellow is:

CMYK  0/10/90/0
RGB   255/222/19
HEX   #FFDE13
SPOT  Pantone 108 C

Our Font is:

GOTHAM
available from Hoefler&Co.:
http://www.typography.com/fonts/gotham/overview/

For use in longer Texts:
GOTHAM NARROW

If you can’t get a license, please use ARIAL.
BRAND

- BRAND
- LOGO
- COLOR
- TYPOGRAPHY
- APPLICATIONS
Our Vision ...

... is an inclusive society for all where no one is left behind and all persons participate equally in the cultural, social, political and economic environment.

LIGHT FOR THE WORLD is an international organisation specialising in inclusive development. Our goal is an inclusive society that is open to all and leaves no one behind. We champion accessible eye care and support inclusive education and basic living conditions conducive to a self-determined life, so that persons with disabilities can participate with equal rights in society. LIGHT FOR THE WORLD works closely with local partners, eye clinics and Disabled People’s Organisations. This enables us to apply donations in a targeted, sustainable way, to create lasting structures and pave the way to an inclusive society.

For further Information concerning our Corporate Identity please contact Dawn Rennie (see page 31).
LOGO

BRAND
- LOGO
COLOR
TYPOGRAPHY
APPLICATIONS

Construction
Country Versions
Do's and Don'ts
Size
Our Logo

Color version:

![Color Logo](image)

Greyscale version:

![Greyscale Logo](image)

You can find the logo in all languages, for print and for web, here:

On our server: (not available for all LIGHT-members now)

T:\2 Logos\LOGO Light for the world INTERNATIONAL

On our website: www.light-for-the-world.org/logo-light-world

On the wiki: wiki.light-for-the-world.org/Logo
Our Logo

On white background: No border is added.
Our Logo

CONSTRUCTION:
Our Logo

COUNTRY VERSIONS:

- Licht für die Welt
- Světlo pro svět
- Lumièrè pour le monde
- Licht voor de wereld
Country versions with additional line:

»Disability Inclusion Lab«
used in the netherlands

used in CZ
Our Logo

It is necessary that our logo is used unmodified always and everywhere. Therefore …

YES, that’s the way we like it.

Please don’t squeeze!

Please don’t cut the white space.

Please don’t change the color.

No, not even this.

No, seriously!

Please don’t change the font.
Size

A4: Logo width = 70 mm

A5: Logo width = 50 mm

Smallest size: Logo width = 35 mm
COLOR

BRAND
LOGO
COLOR
TYPOGRAPHY
APPLICATIONS
Colors

Our main color is yellow. This is the color we use large-scale. If you need more colors, you can use the secondary colors and their shades (see p.17).

**PRIMARY COLORS:** YELLOW, BLACK, WHITE

- **CMYK**: 0/10/90/0
- **RGB**: 255/222/19
- **HEX**: #FFDE13
- **SPOT**: Pantone 108 C

- **CMYK**: 0/0/0/100
- **RGB**: 0/0/0
- **HEX**: #000000

- **CMYK**: 0/0/0/0
- **RGB**: 255/255/255
- **HEX**: #FFFFFF

**SECONDARY COLORS:** DARK YELLOW, GREY, BLUE

- **CMYK**: 0/30/100/0
- **RGB**: 251/185/0
- **HEX**: #FBB900

- **CMYK**: 0/0/0/75
- **RGB**: 75/91/91
- **HEX**: #4b5b5b

- **CMYK**: 80/20/0/0
- **RGB**: 0/156/214
- **HEX**: #009CD6
Colors

TERTIARY COLORS

e.g. for pie-charts

- **CMYK**: 60/90/0/0
  - **RGB**: 126/52/136
  - **HEX**: #7E3488

- **CMYK**: 0/50/90/0
  - **RGB**: 243/147/37
  - **HEX**: #F39325

- **CMYK**: 20/100/70/0
  - **RGB**: 197/6/59
  - **HEX**: #C5063B

- **CMYK**: 100/20/70/0
  - **RGB**: 0/132/99
  - **HEX**: #008463

- **CMYK**: 40/0/90/0
  - **RGB**: 175/203/47
  - **HEX**: #AFCB2F

- **CMYK**: 100/0/40/0
  - **RGB**: 0/153/159
  - **HEX**: #00999F
Colors

For colored headlines and smaller elements like backgrounds of texts, we can also use blue or grey.

**COLORS IN USE: TEXT**

For blue headlines we use a slightly darker Blue for better readability.

**Headline in Blue**

Lorem ipsum dolor sit

**CMYK** 80/20/0/15  
**RGB** 0/125/181  
**HEX** #017DB5

**COLORS IN USE: TEXT BOXES**

**EXAMPLE**

Oreperec uptates mo-lenis experis es doluptas quos sit harciamus pa voloribus quist, sintus repro bererroviti berias dolorem quatae aut ex-plabo. Qui volum reic te, que volorectae liquis.
TYPOGRAPHY

BRAND
LOGO
COLOR
TYPOGRAPHY
APPLICATIONS

Fonts
Readability
Fonts

Our font is called »Gotham«, it provides a wide range of weights and language support. Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof.

available from Hoefler&Co.: www.typography.com/fonts/gotham/overview/

GOTHAM
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic

GOTHAM NARROW
Gotham Narrow Book
Gotham Narrow Book Italic
Gotham Narrow Medium
Gotham Narrow Medium Italic
Gotham Narrow Bold
Gotham Narrow Bold Italic
Gotham Narrow Black
Gotham Narrow Black Italic

FONTS IN USE:

Headline in Gotham Bold.
Gotham Medium Sublines.

Body text in Gotham Narrow Book

Headline in Gotham Black
Gotham Bold Sublines.

Body text in Gotham Book
for short texts—approx. 300 characters. If your text is longer than approx. 300 characters, use Gotham Book Narrow. Rumquidi gnimporum sim exero qui omnimilit quat omni denihicia core periore niaere, quidem repro magnis.

If Gotham is not available, you can use Arial.

Arial Black
Arial Bold
Arial Regular
Readability

We aim to make our publications as easy to read as possible. Therefore, please:

**Use uppercase and lowercase letters**

*THE UN SUSTAINABLE DEVELOPMENT GOALS AND THEIR TARGETS.*

*The UN sustainable development goals and their targets.*

**Prefer ragged alignment to justified alignment**

*The UN sustainable development goals and their targets.*

*The UN sustainable development goals and their targets.*

**Never change the spacing of letters smaller than Zero**

*The UN sustainable development goals and their targets.*

*The UN sustainable development goals and their targets.*

**Don’t change the width of letters**

*The UN sustainable development goals and their targets.*

*The UN sustainable development goals and their targets.*

**High contrast makes your text visible**

*The UN sustainable development goals and their targets.*

*The UN sustainable development goals and their targets.*
Readability

**Line height and paragraph width**
The longer the lines, the bigger the lining has to be.
Bigger font size is not always improving readability.
More important is the length of your line and the distance between the lines.

Hard to read: Long line with small line height  
9.8 Pt/11.76 Pt, automatic line height

![Image of hard to read text]

Better: Long line with bigger line height  
9.8 Pt/5.4 mm

![Image of better text]

Better: shorter line (... and bigger line height)  
9.8 Pt/5.4 mm

![Image of better text]

Better: columns  
9.8 Pt/13 Pt

![Image of better text]
Readability

Examples for body text in Gotham Narrow

9.8 Pt / 5.4 mm  paragraph width: 140 mm  tracking: 5 (InDesign)

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts—it is an almost unorthographic life. One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Osmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and

9.5 Pt / 14 Pt  paragraph width: 80 mm  tracking: 10 (InDesign)

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts—it is

10 Pt / 15 Pt  paragraph width: 80 mm  tracking: 5 (InDesign)

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful
APPLICATIONS

BRAND
LOGO
COLOR
TYPOGRAPHY
APPLICATIONS

Letterhead
Greeting Card
Folder
PowerPoint
Layout Concept
Fact Sheet / Charts

soon available:
Business Cards
Fax
Applications

On the coming pages, you find a few of the most important forms, including the exact specifications and the documents themselves.

COMPLIMENT CARD

Logo width: 40.5 mm
Logo size: ca. 15%

With kind regards,

Niederhofstr 26, 1120 Vienna, Tel: +43/1/810 13 00, info@light-for-the-world.com,
www.light-for-the-world.com, ACC IBAN AT82 2011 1800 8033 0000 BIC GIBAATWW.

Gotham Book, 10 pt

Gotham Thin, 7 pt / Leading 9 pt
LETTERHEAD A4

Logo size: 27%
Logo width: 71.5 mm

Line: 100% K, 0.3 pt

Gotham Bold + Book, 8 pt / Leading 11 pt

You can find our letter paper on our wiki here:
wiki.light-for-the-world.org/Corporate_Design
LETTERHEAD A4, WITH BOARD OF TRUSTEES

You can find our letter paper on our wiki here:
wiki.light-for-the-world.org/Corporate_Design
FOLDER

Dimensions:
- Width: 230 mm
- Height: 315 mm
- Depth: 70 mm
POWERPOINT

We made a template for your presentations. You can find the presentation on our wiki here:
http://wiki.light-for-the-world.org/Corporate_Design

The PowerPoint Template includes the following master-slides for different occasions, e.g.:

The Fontstyles and Fontsizes are predefined in the Master – so you can immediately start to fill in your content!
Strategic Framework

2015 - 2020

Drivers of change

• Becoming a complex "global village"
• Changing lifestyles
• Inequality rising and ignored
• More attention for persons with disabilities
• Shifting resource base

Partner Countries
Section Header

Two Content

Picture with caption
Layout Concept

TITLE A4, FOR EXAMPLE

Activity Report
2015/2016

Gotham Light, 29 pt
Gotham Black, 26.5 pt
ACHIEVEMENTS 2015

Persons received eye care services, rehabilitation assistance and other support in 181 projects:

- Eye surgeries: 1,333,982
  - Cataract surgeries: 50,863
  - Trachoma surgeries: 26,270
  - Other eye surgeries: 54,477

- Children with disabilities reached:
  - Africa: 41,699
  - Asia/Pacific: 9,253
  - Latin America: 3,185
  - Eastern Europe: 340

REGIONALE ARBEITSCHWERPUNKTE 2015

76% Africa
10% Asia
8% Others
6% South America

57% Blindness prevention
7% Rights of people with disabilities
36% Rehabilitation of blind and other disabled people

ACHIEVEMENTS 2015

Donations in Cash and Sponsoring:
2014: 9,290,000
2015: 9,430,000
Increase: 1%

Project Support Alliance Partners:
2014: 1,380,000
2015: 3,680,000
Increase: 166%

Foundations, Trusts:
2014: 2,110,000
2015: 2,630,000
Increase: 24%

Public, Government Funding:
2014: 1,790,000
2015: 1,400,000
Decrease: 22%

Donations in Kind:
2014: 840,000
2015: 1,040,000
Increase: 23%

Bequests:
2014: 670,000
2015: 410,000
Decrease: 39%

interests and other income:
2014: 50,000
2015: 30,000
Decrease: 35%

Total:
2014: 16,130,000
2015: 18,620,000
Increase: 15%

SOURCES OF INCOME 2015

51% Donations in Cash and Sponsoring
20% Project Support Alliance Partners
14% Foundations, Trusts
7% Public, Government Funding
6% Donations in Kind
2% Bequests
<1% interests and other income

79% Programme Work including Advocacy
12% Information on Programme Work
7% Public Relations
2% Donor Administration
2% Development Network
1% Administration and Infrastructure
1% Allocation to Reserves

HEADLINE

Gotham Bold, 25 pt
yellow Line: 3 pt
black Line: 0.3 pt, dashed (4 and 4)

ACHIEVEMENTS 2015

Subline: Gotham Bold, 9.5 pt
Line under paragraph: 1.346 Pt, Offset: 0.5 pt

Copy:
Gotham Narrow Book, 9.5 pt
Leading 4.8 mm
### FACTSHEET A4, WITH PIE CHARTS

#### ACHIEVEMENTS 2015

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,333,982</td>
<td>Persons received eye care services, rehabilitative assistance and other support in 181 projects.</td>
</tr>
<tr>
<td>99,429</td>
<td>Eye surgeries</td>
</tr>
<tr>
<td>50,863</td>
<td>Cataract surgeries</td>
</tr>
<tr>
<td>26,270</td>
<td>Trachoma surgeries</td>
</tr>
<tr>
<td>22,296</td>
<td>Other eye surgeries</td>
</tr>
</tbody>
</table>

#### FIGURES:

Be sure to use tabular figures and align numbers right.

#### PIE CHARTS:

Please find the colors on p.16

Pie-Border: 0.7 pt, white

Lines: 0.7 pt, dotted

keep numbers aligned
Contact

If you need further information concerning branding questions in this manual, please contact:

**BIRGIT LINKE**
Head of Individual Donor Fundraising

- **TEL:** +43 (1) 810 13 00 - 35
- **FAX:** +43 (1) 810 13 00 - 15
- **E-MAIL:** b.linke@light-for-the-world.org

If you have questions or need information on corporate identity and positioning, please contact:

**DAWN RENNIE**
International Director for Communications

- **TEL:** +43 (1) 810 13 00 - 98
- **FAX:** +43 (1) 810 13 00 - 15
- **E-MAIL:** d.rennie@light-for-the-world.org