

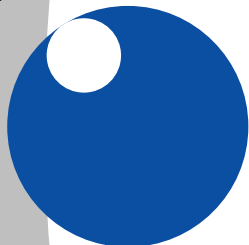
**World Blind Union**



# **MANUAL OF CORPORATE IDENTITY**

UNION MONDIALE DES AVEUGLES • UNION MUNDIAL DE CIEGOS • WORLD BLIND UNION

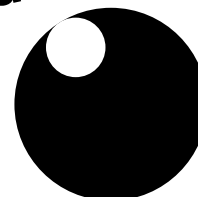
World Blind Union



## LOGOTYPE - USE - COLOURS

This manual of Corporate Identity has been designed to serve as a brief guide to the use of the Logotype of the World Blind Union by those who have to deal on a daily basis with printers, suppliers, news media, etc.

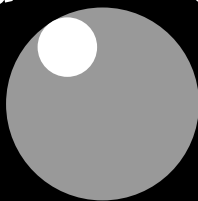
World Blind Union



*Positive B/W version*

*Negative version*

World Blind Union



Provision has been made for a colour logotype with its Pantone reference, as well as its quadricolour adaptation, the B/W positive version and its negative, both to be used in the press and other printed media that only admit the use of black and white.

Examples are also shown of the most widely used stationery formats, such as writing paper, visiting cards, envelopes, compliment cards and document folders, together with details of qualities and typographic specifications.

The designs corresponding to letters, cards and document folders include a small area with a wavy surface that is simply designed to be decorative and enhance the overall design. This form may be incorporated into other formats, such as leaflets etc, as is the case of the manual itself or the flap of its envelope.

Its use — principally in grey for stationery elements — can offer a certain degree of personality to your communications and the colour may be varied in the case of leaflets or other formats that are not strictly institutional stationery elements.

To the left of this text you can see different sizes of logotypes with the recommended minimum. Any use or application of this logotype not envisaged in this little manual must be carried out, where possible, by persons with professional criteria, related to the world of graphic design, or else those responsible for this edition should be consulted. We have (Macintosh) computer files with this manual and the final artwork for the stationery.

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*Minimum recommended size*

### SYSTEMS/COLOUR:

Blue: Pantone: 2738C

Quadricolour:

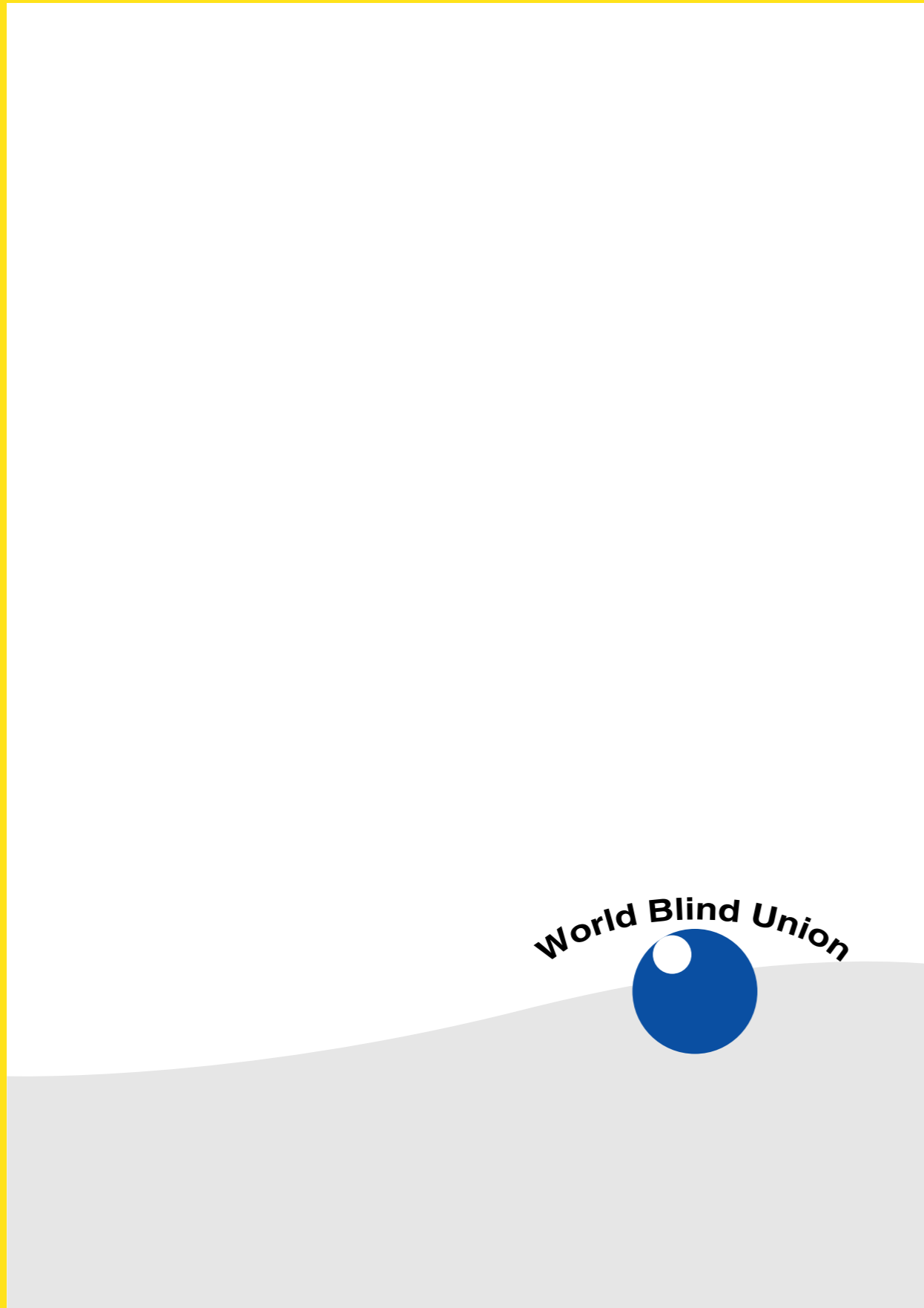
100% cyan + 90% magenta

BLACK & GREY (10% Black)

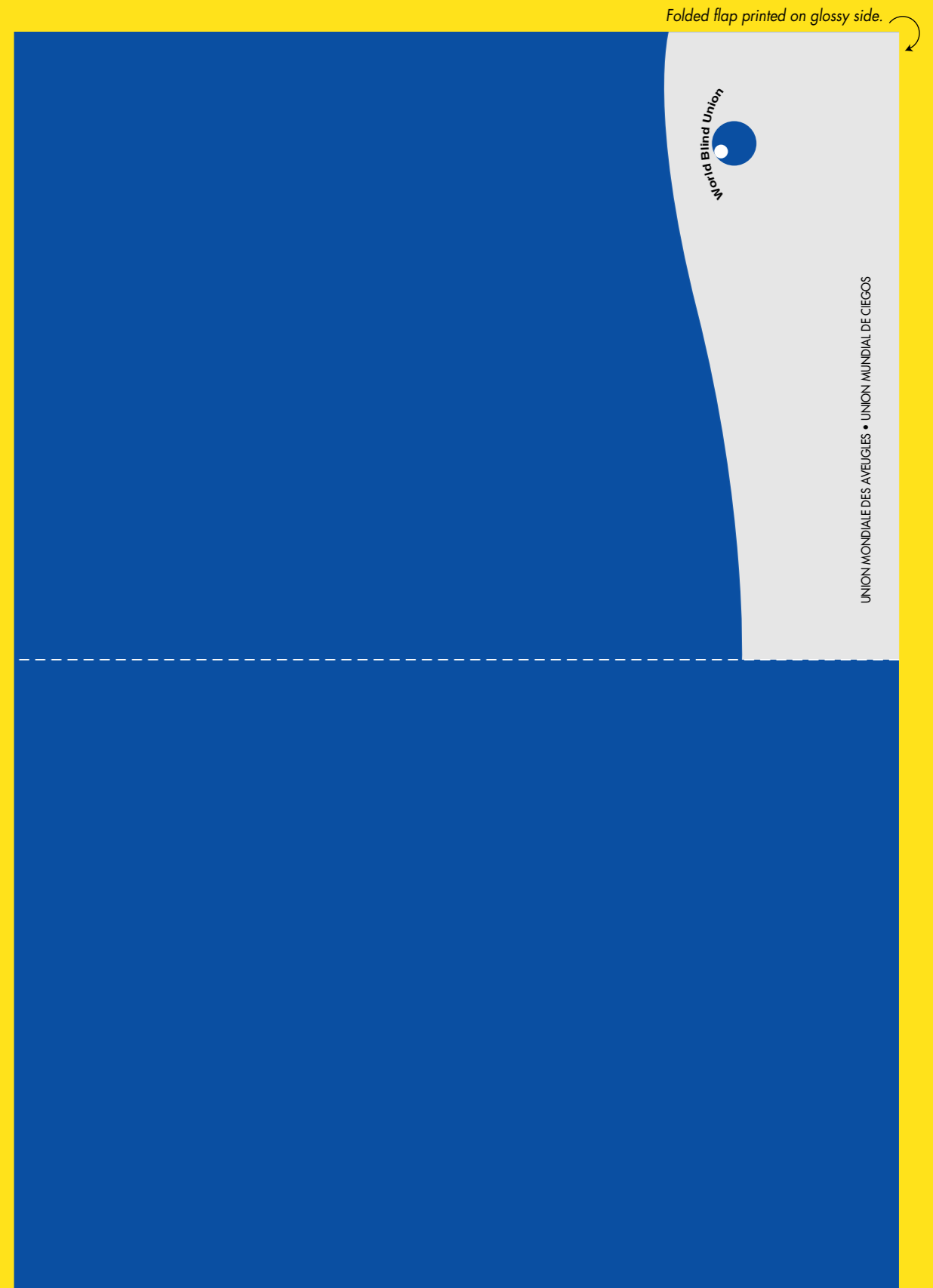
**COVER:** 220 x 310 mm. *QUALITIES: 250g one-sided glossy stucco finish..*

**INTERIOR OPENED OUT:** 440 x 310 mm. *(Take into account the cut-out form, the creases and the glued edges)*

DOCUMENT FOLDER COVER LOGO: 75%



DOCUMENT FOLDER COVER LOGO: 50%



**Corporate Typography: Futura: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz 0123456789**

**Compatible Typographies: Helvética: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz 0123456789**

**Óptima: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz 0123456789**

**LETTER:** 210 x 297 mm. (Din A4) Paper: Offset 100g white

The letterhead design features a grey curved header on the left containing the World Blind Union logo and the text "World Blind Union" and "UNION MONDIALE DES AVEUGLES • UNION MUNDIAL DE CIEGOS". The main body contains the contact information for Mr. Enrique Sanz, Secretary General, including address, phone, fax, and email. The design uses Futura Regular Cp. 10-point for the header and contact details, and Futura Heavy Cp. 10-point for the name "Mr. Enrique Sanz".

UNION MONDIALE DES AVEUGLES • UNION MUNDIAL DE CIEGOS

World Blind Union

Secretary General  
**Mr. Enrique Sanz**  
La Coruña 18  
28020 Madrid - SPAIN  
Tel.: (34) 91 5894533/4692  
Fax: (34) 91 5894749  
E-mail: [umc@once.es](mailto:umc@once.es)

Futura Regular Cp. 10 - point  
Horizontal Scale: 90%

Futura Heavy Cp. 10 - point

**CARD:** 90 x 50 mm. (Din A4)  
Paper: Satin - finish card - offset 250g white.

The business card design features a grey curved header on the left containing the World Blind Union logo and the text "World Blind Union" and "UNION MONDIALE DES AVEUGLES • UNION MUNDIAL DE CIEGOS". The main body contains the contact information for Mr. Enrique Sanz, Secretary General, including address, phone, fax, and email. The design uses Futura Regular Cp. 5-point for the header, Futura Regular Cp. 8-point for the name "Mr. Enrique Sanz", and Futura Heavy Cp. 10-point for the name "Mr. Enrique Sanz".

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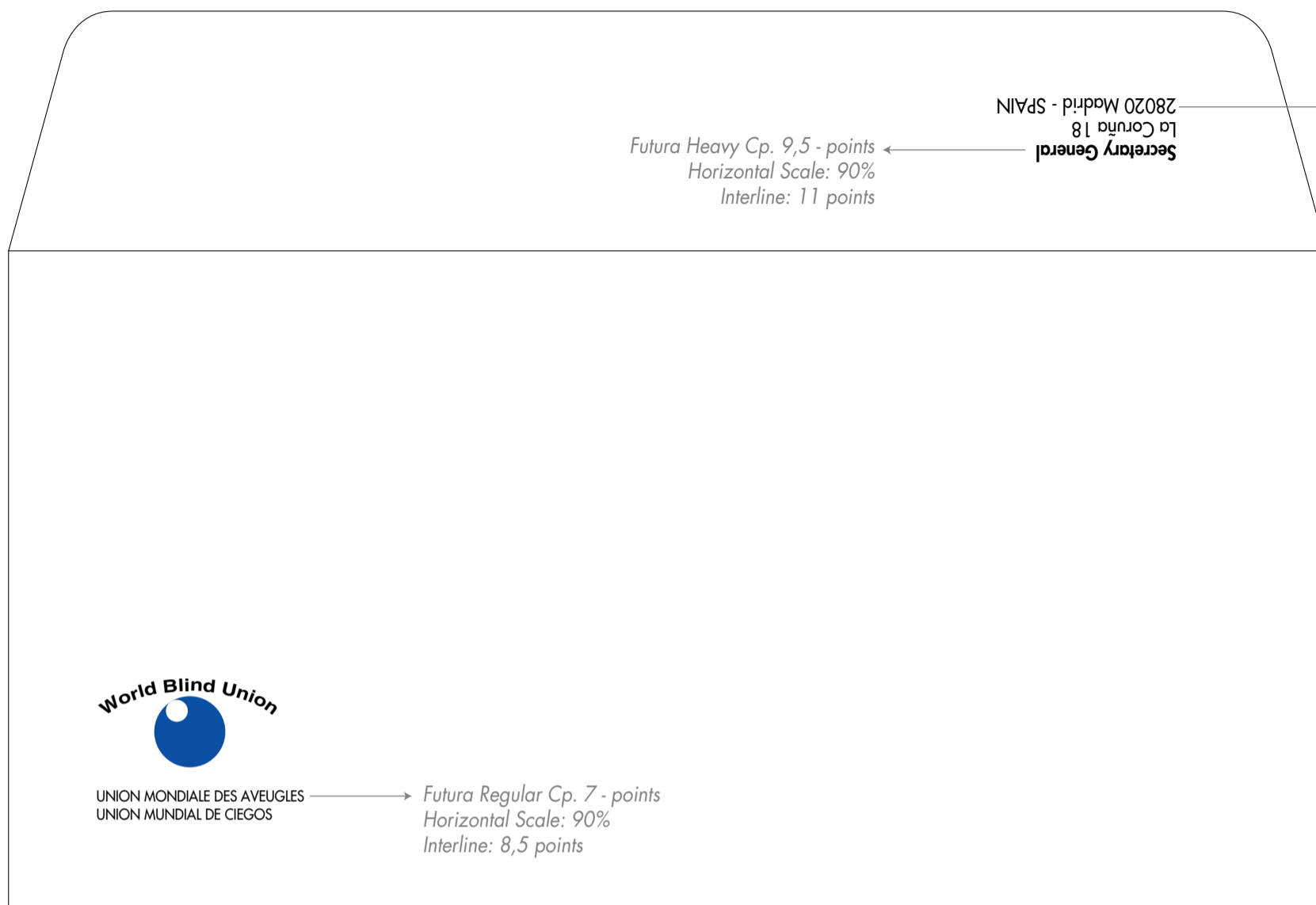
Futura Regular Cp. 5 - points  
Horizontal Scale: 90%

Futura Regular Cp. 8 - points  
Horizontal Scale: 90%  
Interline: 12 - points

Futura Heavy Cp. 10 - points  
Horizontal Scale: 90%  
Interline: 12 points

Futura Regular Cp. 8 - points  
Horizontal Scale: 90%  
Interline: 9,5 points

**ENVELOPE:** 220 x 110 mm. Paper: Offset 90g white. Autodex



**Secretary General**  
La Coruña 18  
28020 Madrid - SPAIN

*Futura Heavy Cp. 9,5 - points*  
Horizontal Scale: 90%  
Interline: 11 points

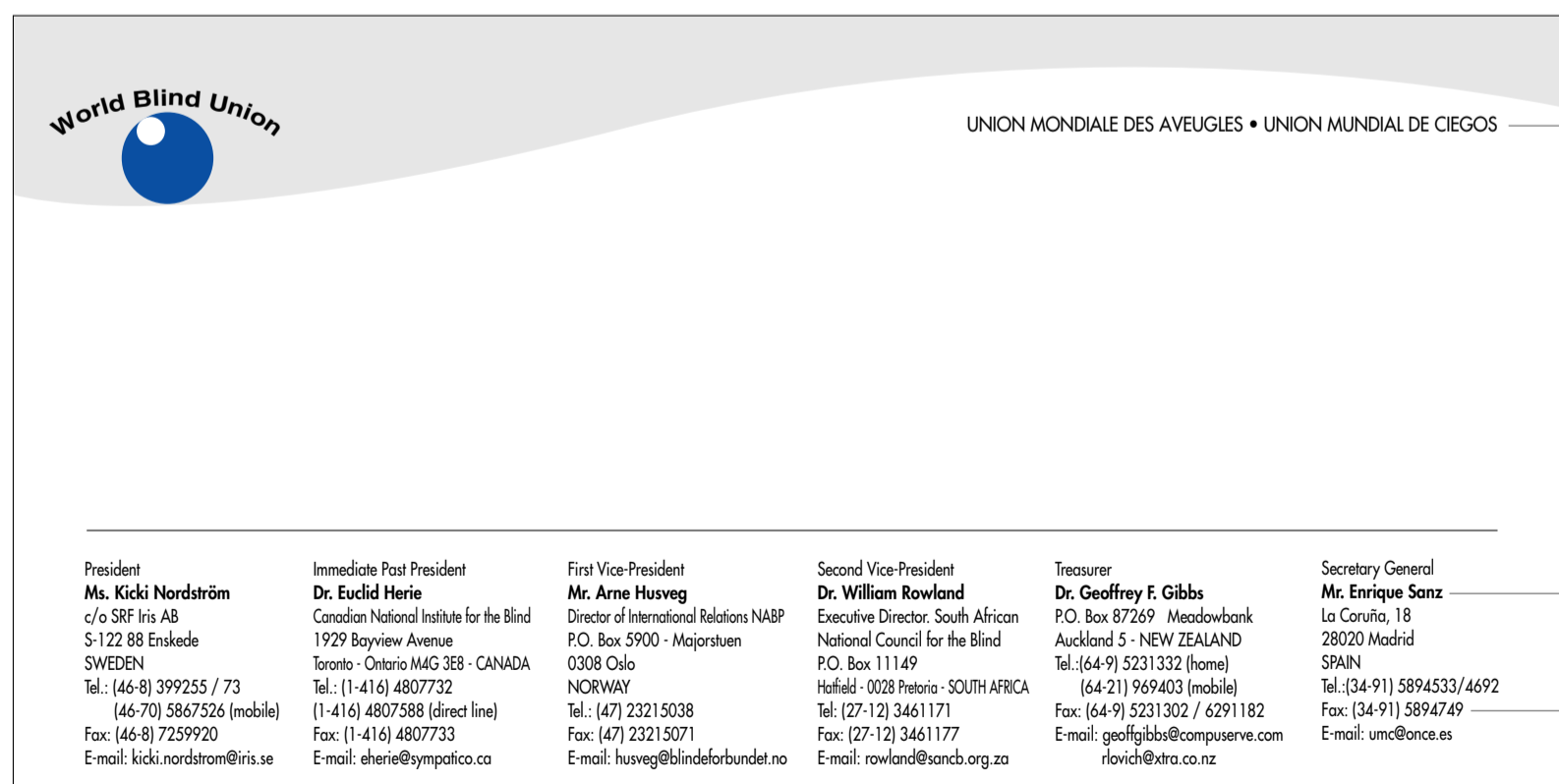
*Futura Regular Cp. 9,5 - points*  
Horizontal Scale: 90%  
Interline: 11 points



UNION MONDIALE DES AVEUGLES  
UNION MUNDIAL DE CIEGOS

*Futura Regular Cp. 7 - points*  
Horizontal Scale: 90%  
Interline: 8,5 points

**COMPLIMENT CARD:** 210 x 105 mm. Paper: Satin - finish card - offset 250g white.



UNION MONDIALE DES AVEUGLES • UNION MUNDIAL DE CIEGOS

*Futura Regular Cp. 7,5 - points*  
Horizontal Scale: 90%

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*Futura Heavy Cp. 7 - points*  
Horizontal Scale: 90%  
Interline: 9 points

*Futura Regular Cp. 7 points*  
Horizontal Scale: 80%  
Interline: 9 points