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For more information, please contact:

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LOGO USAGE

This is to help you understand how to use our logo and our logo/name lockup consistently across all communications platforms.

LOGO/NAME LOCKUP
The name “World Cotton Day” can only appear circling the logo. Do not type the name above, below, or to the sides of the logo.

The logo may be used without the name when desired (as a design element).

LOGO COLOR USAGE
Depending on the background color of your asset, logos can be color formatted differently.

1. For white or light backgrounds.
2. For dark or black backgrounds.
3. For monochrome designs, or next to partner logos.

LOGO USAGE NOTES

- Always give space around the logo/name, roughly the height of 2 W’s (less space is needed at bottom).
- Do not squash, stretch, or distort the shape of the logo/name.
- Do not make the logo less than 0.75” (1.9cm) tall.
- Do not recolor the logo/name, or use any other color format of the logo except the three variations above “Logo Color Usage”.
COLORS AND FONTS

To achieve consistency across applications, media and different production methods, it is important that our color palette and fonts are referenced and implemented accurately.

DESIGN HEADLINE
(AVENIR BLACK)
Body (Avenir Roman, sentence case)

UNIVERSAL HEADLINE
(ARIAL BOLD)
Body (Arial Regular)

Use Avenir when available. Otherwise use Arial.

For font size, use a 3:2 ratio of headline to body copy (e.g., 18pt headline, 12pt body copy)

Use ALL CAPS for headlines.
DESIGN EXAMPLES
EVENT/TRADE SHOW

When creating tradeshow materials for World Cotton Day, it is best to follow these principles:

• Use text at a size that is readable from a distance. The minimum size text should be about 50 points.

• Keep graphics or information at least 20 inches from the floor.

• Text should read from left to right, top to bottom.

• Be consistent in using brand colors, text and logos to avoid visual overload and maintain a consistent theme.
When creating handout materials for World Cotton Day, it is best to follow these principles:

• Be consistent in using brand colors, graphic devices, text and logos to avoid visual overload and maintain a consistent theme. Keep alignment and spacing consistent.

• If possible, organize related elements in the grid system, as shown on the right.
POWERPOINT TEMPLATE

The PowerPoint template contains the standard slides for our presentation using the graphic device, logo, colors and visual system.

There are multiple layout options included in the PowerPoint template to accommodate for graphs, charts, large visuals and big ideas. When building a presentation, consider the overall balance of the deck as a whole and try to insert visual interest wherever possible.
VIDEO END CARDS

When creating videos, it is important to reinforce the World Cotton Day brand. Always end with one of the two examples shown to the right. A call to action is often useful and should be placed as indicated in Example 2.
THANK YOU.