

WORLD FUEL SERVICES QUICK REFERENCE BRAND GUIDE

USAGE



Minimum print size 0.75 inches wide



Minimum web size 90 px



White logo on color

IDENTITY

Registered Trademark

Registration mark ® is the same height as the lower case letters in the word "Services" and is aligned with the outside edge of the blue circle.



Clear Space

To create maximum impact, all applications of the WFS logo should include clear space around the WFS logo equal to the height of the capital "W" in the word "World."



COLORS



CMYK 100, 68, 0, 12
PMS 2945
RGB 0, 82, 155
HEX #00529B



CMYK 67, 52, 44, 17
PMS 431
RGB 91, 103, 112
HEX #5B6770

Color shows our spirit and promotes brand recognition. Our powerful corporate blue identifies our company. CMYK color model is used for color printing.

SECONDARY AND ACCENT COLOR



CMYK 96, 84, 46, 50
PMS 2767 C
RGB 19, 36, 64
HEX #132440



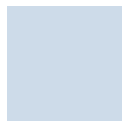
CMYK 70, 50, 29, 5
PMS 5415 C
RGB 92, 117, 145
HEX #5C7591



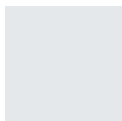
CMYK: 73, 0, 73, 0
PMS: 7480 C
RGB: 15, 196, 119
HEX #0FC477



CMYK 68, 34, 17, 1
PMS 10270 C
RGB 87, 142, 177
HEX #578EB1



CMYK 18,7, 2, 0
PMS 650 C
RGB 205, 220, 236
HEX #CDDCEC



CMYK7, 3, 2, 0
PMS 663 C
RGB 234, 238, 242
HEX #EAEFF2



CMYK 0, 64, 100, 0
PMS 715 C
RGB 244, 130, 32
HEX #F68220

Accent colors are not logo colors – they are used in collateral designs (much like on this page), no apparel should use these colors for any reason.

TYPOGRAPHY

Univers LT Std 45 Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Arial Regular (Only to be used when Univers is not available)
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0