

**WORLDEF**



---

**Corporate Identity**  
Guide

**2024**

Main Font Family

**MONTERRAT**



**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

- Thin
- Regular
- Semibold
- **ExtraBold**
- Light
- Medium
- **Bold**
- **Black**



## Auxiliary Fonts

# Nexa

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

- Thin
- Regular
- **Heavy**
- Light
- **Bold**
- **Black**

# Axiforma

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

- Thin
- Regular
- **Bold**
- Light
- Medium
- **ExtraBold**

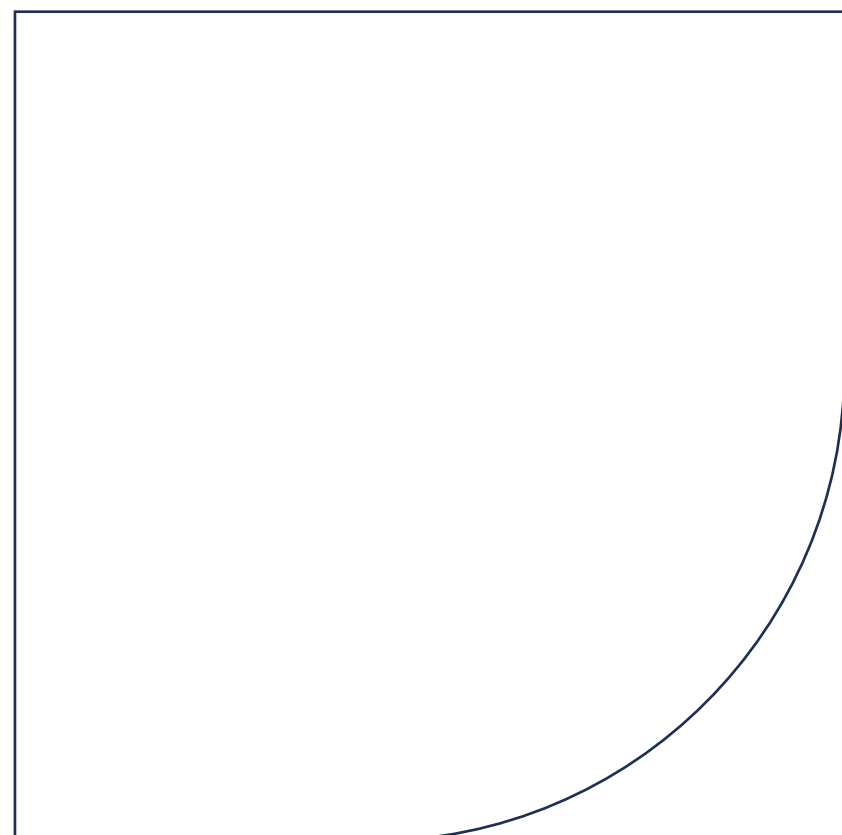


**CMYK Color Code:**  
C:100 M:90 Y:34 K:31

**RGB Color Code:**  
R:2 G:39 B:91

**Pantone Color Code:**  
655C

**HTML Color Code:**  
#02275b

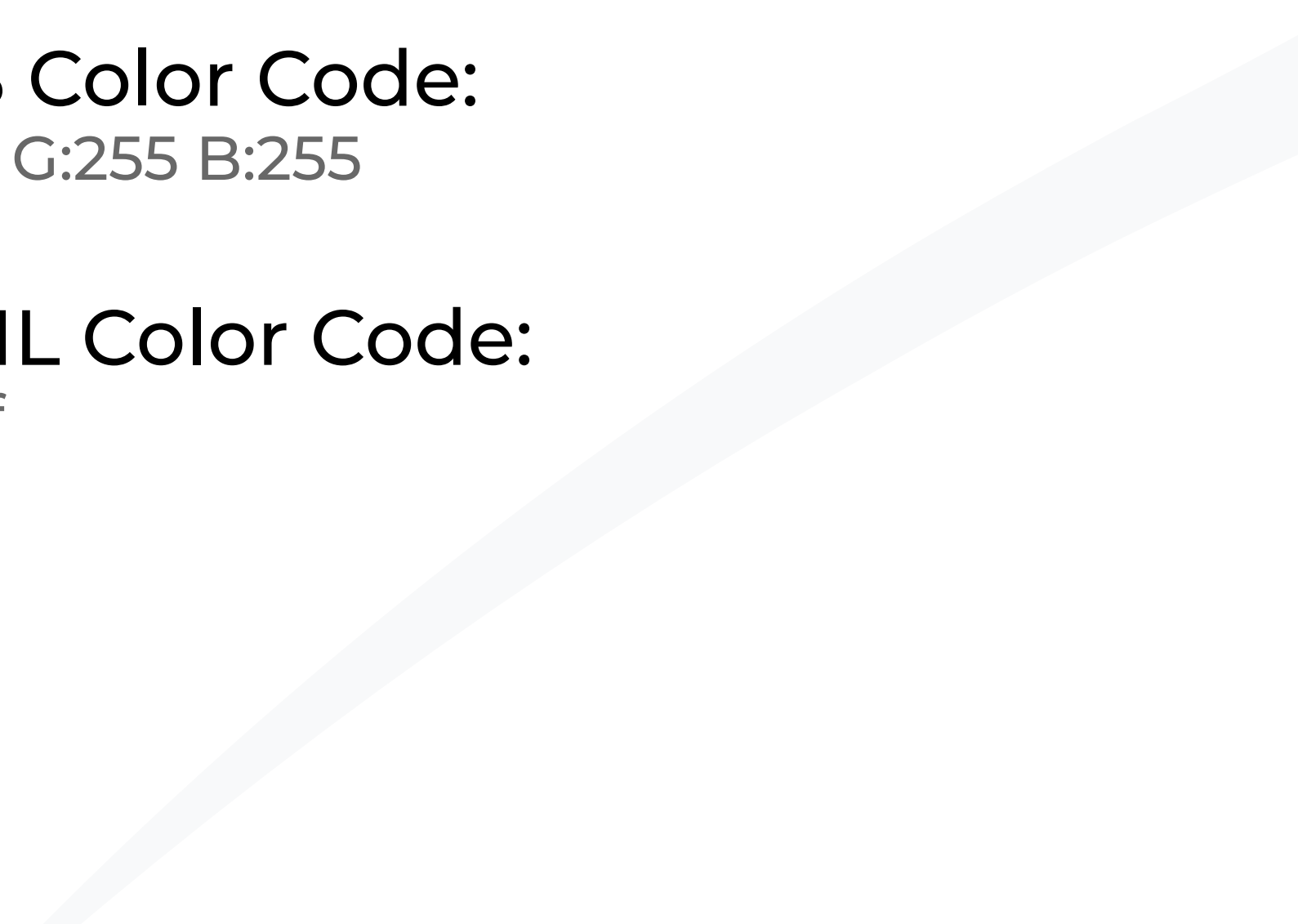


**CMYK Color Code:**  
C:0 M:0 Y:0 K:0

**RGB Color Code:**  
R:255 G:255 B:255

**Pantone Color Code:**  
2955 C

**HTML Color Code:**  
#ffffff



The logo "WORLDDEF" is centered horizontally on a light gray grid. The grid consists of 18 columns and 10 rows. The text is dark blue and features a white swoosh underline under the first three letters.

## Logo Safe Area Usage



Use on Different Colors



Examples of Incorrect Logo Usage





**WORLDEF**

|                     |              |              |
|---------------------|--------------|--------------|
| Dubai<br>CommerCity | <b>DUBAI</b> | DEC. 4-5, 24 |
|---------------------|--------------|--------------|

In partnership with <sup>DUBAI</sup> **COMMER**CITY <sup>دبي كوميرسیتی</sup>

**ELC GLOBAL**

E C O M L E A D E R S C L U B

**WORLDEF**

|          |                 |                |
|----------|-----------------|----------------|
| Yenikapı | <b>IS</b> ANBUL | MAY. 15-16, 25 |
|----------|-----------------|----------------|

**WORLDEF**

E - T I C A R E T V A K F I

**WORLDDEF**

*Thank you!*

 **WORLDDEF.COM**

     **worlddefnet**