

# BRAND GUIDELINES

## Brand Guidelines

*In this guide, you will find proper use of logos, branded colors, and branded fonts.*

## Vision

*World Sleep Society is pleased to announce World Sleep Academy (WSA), a new sleep medicine training program for healthcare professionals worldwide.*

*The program has the following goals:*

- *To develop basic sleep medicine diagnostic capabilities*
- *To foster networking connections with the World Sleep Society membership*
- *To improve the understanding of treatment options for sleep disorders*
- *To help understand the differences in presentation/management among various populations at risk of sleep disorders*

*For questions or more information email [sleepcourse@worldsleepsociety.org](mailto:sleepcourse@worldsleepsociety.org) or visit [worldsleepsociety.org/wsa](https://worldsleepsociety.org/wsa)*



# LOGOS

## World Sleep Academy Logo

The WSA logo can be used in three different orientations:

1. Horizontal
2. Stacked/Left
3. Stacked

## Reversed Logos on Background Color

The following shows examples of how the logos should be properly used on the two primary colors (blue and green).

The logo should always be easy to read and include adequate clear space around the logo with at least 0.25" margins on each side.

## Clear Space

The clear space zone around the logo defines the area in which no other graphic element or copy should be placed.

For questions or more information email [sleepcourse@worldsleepeociety.org](mailto:sleepcourse@worldsleepeociety.org) or visit [worldsleepeociety.org/wsa](http://worldsleepeociety.org/wsa)



## HORIZONTAL LOGO

Digital and print file formats available upon request



## STACKED LOGOS

Available in a stacked/left version and stacked version



## REVERSED LOGOS ON BACKGROUND COLOR



Clear space zone = 0.25"

# BRANDED COLORS

## Primary Colors

The primary WSA colors are blue and green. The blue is the primary color and should be considered the dominant color. The green can be used for emphasis.

## Secondary Colors

The five secondary WSA colors can be used as accent colors but must include the primary blue.

## Tints

Tints for each color can be used in 50% and 25%.

## Color Codes

The color codes on each of the swatches indicate the color specifications for print and digital uses.

- CMYK = Print
- RGB = Screens (TV and digital devices)
- HEX = Web

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## PRIMARY COLORS

WSA BLUE   100% CMYK: 100 83 35 21 RGB: 24 59 102 HEX#: 183b66	WSA GREEN   100% CMYK: 57 16 46 0 RGB: 117 172 152 HEX#: 75ac98
50% HEX#: 7d819b	50%   HEX#: c0d4cc
25% HEX#: b4b5c5	25%   HEX#: dfeae5

## SECONDARY COLORS

ROSE RED   100% CMYK: RGB: HEX#: 3b0918	ORANGE   100% CMYK: 9 48 52 0 RGB: 227 149 120 HEX#: e39578	YELLOW   100% CMYK: 3 1 57 0 RGB: 252 239 140 HEX#: fcef8c	WHEAT   100% CMYK: 18 15 17 0 RGB: 208 205 201 HEX#: d0cdc9
50%   HEX#: 99858b	50% HEX#: e8c8b6	50% HEX#: fcf7cb	50% HEX#: e5e3e1
25%   HEX#: ccc2c5	25% HEX#: f1e0d6	25% HEX#: fcfae6	25% HEX#: f0efed
SLATE   100% CMYK: 66 47 41 11 RGB: 97 114 125 HEX#: 61727d	PLUM   100% CMYK: 57 68 39 17 RGB: 113 86 109 HEX#: 71566d		
50% HEX#: b2b8be	50% HEX#: a799a4		
25% HEX#: d9dcde	25% HEX#: ccc5ca		



World Sleep  
Academy

# BRANDED FONT

## Primary Font

The primary font for World Sleep Academy is Lato and is available for free to download on Google Fonts. In order to get the fonts you must have Google Chrome. Once installed, simply type "Google Fonts" in your browser and choose Lato.

Lato is available in a number of different styles which include regular, italic, bold, bold italic, and black.

If Lato is unavailable the following system fonts are typically built into all operating systems and are acceptable alternative fonts to use.

Please choose one or the other of the following:

- Arial
- Helvetica

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## PRIMARY FONT

### Lato

Styles: Regular | *Italic* | **Bold** | ***Bold Italic*** | **Black**

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 10

#### *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 10

#### **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 10

#### ***Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 10

#### **Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 10



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