2026

Brand book

WORLD
ASSOCIATION
FOR BUIATRICS

BRAND BOOK

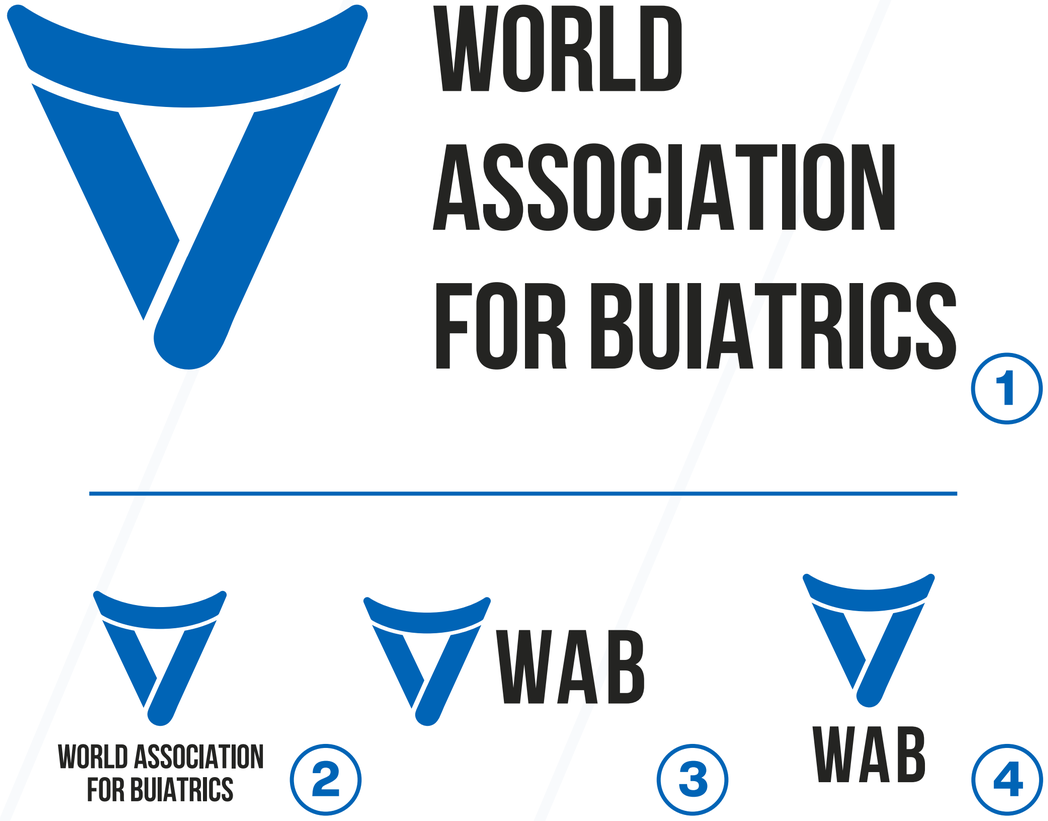
Introduction

Welcome to the World Buiatrics Association brand guidelines. This material contains guidelines for the use of the brand across digital and physical media. Every detail and rule has been meticulously thought out to keep the brand's strength and visibility intact; therefore, please follow the guidelines below. Thank you.



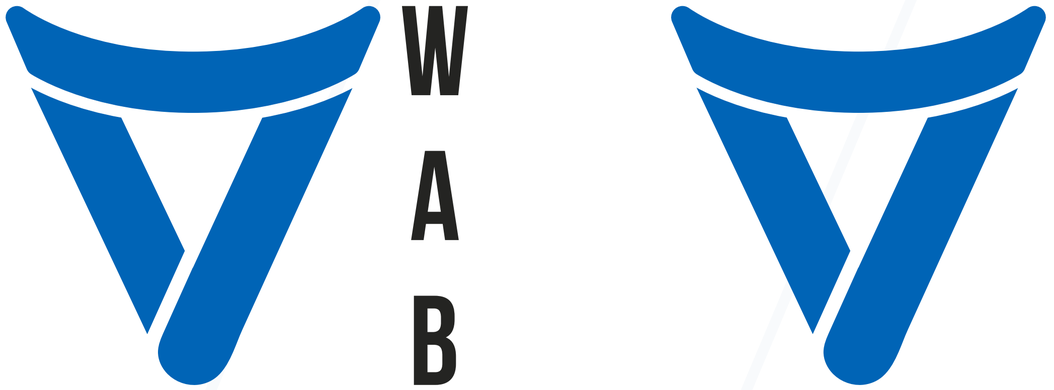
Our Logo

The brand has a variety of signatures to best suit each application. Even so, there is a hierarchy of use within them and when to opt for them. On the side, we have listed the order of priority for use. The two variations with only the acronym are primarily intended for smaller scales, but can also be used in larger sizes if there is no space for the full applications.



Variations

Alternative signatures are intended for specific brand applications and serve as a refreshing change from the main signatures. They should be used in moderation and designed to complement the material on which they are applied.



Colors

The primary color was retained alongside black and white, aligning with WAB's diverse needs. In addition, we introduced a light blue to add depth and versatility to applications, creating greater variation across materials.

Science Blue

R: 0 G:1 00 B: 182
C: 90 M: 57 Y: 0 K: 0
HEX: 0064b6

Health Light Blue

R: 184 G: 216 B: 236
C: 32 M: 7 Y: 5 K:
HEX: b8d8ec

White

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
HEX: ffffff

Black

R: 36 G: 36 B: 34 C: 0 M: 0 Y: 0 K: 98 HEX: 242422

Typography

For the primary typeface used in the brand identity, we selected Helvetica Now Display, a font that aligns with the brand's core pillars while offering a broad family of weights and styles to suit different formats.

For alternative use on Google platforms, we selected the Proxima Nova font family, as it most closely resembles the originally chosen typeface.

Helvetica Now Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Protection Area

The clear space is intended to preserve the integrity and legibility of the main logo. To achieve this, we have established X—representing the width of the letter W from the main logo—as the margin that ensures this safety area for applications.

This rule also applies to the other variations of the brand's main signature.



Reductions

On the side, you can see the maximum reductions for the main versions of the brand logo. When reducing beyond this limit, opt for the variations that contain only the WAB acronym or even just the symbol.



Digital: 120px
Printed: 2cm



Digital: 90px
Printed: 1,5cm



Digital: 70px
Printed: 0,5cm



Digital: 50px
Printed: 0,5cm

Monochromatic Versions

Monochromatic versions are intended for exclusive use in black and white. They should be applied in situations where legibility is compromised, with the aim of preserving the integrity of the brand's visual identity.



Applications

The applications shown alongside are examples of good contrast and proper use of the brand signatures, preserving their integrity and legibility. Use these examples as a guide to ensure proper brand usage.



Incorrect Usage

To preserve the integrity of the brand, the practices shown alongside are strictly prohibited, regardless of the type of application, whether digital or printed.

* Only use the logo in a monochromatic way as instructed on page 9.



✗ Do not distort



✗ Do not change the angle



✗ Do not alter hierarchy



✗ Do not use a monochromatic logo*



✗ Do not deviate from the palette



✗ Do not apply only the logotype

Mockups

The following pages are intended for demonstrations of brand application in various fields.


São Paulo 2026
Espaço das Américas


WORLD ASSOCIATION FOR EQUATIONS
WORLD ASSOCIATION FOR EQUATIONS
Joana Silva
MÉDICA VETERINÁRIA


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BRAND BOOK

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Below you can download all versions
of the logo in all its variations

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Thank you

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