



# WORLD BANK GROUP KOREA GREEN GROWTH TRUST FUND BRAND GUIDE



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# INTRODUCTION

**This guide provides an overview of the Korea Green Growth Trust Fund (KGGTF) visual identity and is applicable to both print and online publications.**

Branding and acknowledging KGGTF both internally and externally allows the trust fund to present itself consistently to all stakeholders around the world. A strong brand with a consistent identity provides cohesion across our portfolio of grants operating around the world. By keeping our visual identity and branding consistent we can effectively develop and strengthen our brand, ensuring we make a strong, positive and long-lasting impression.

Guidelines outlined in this document provide directions for communication and branding of the World Bank Group's Korea Green Growth Trust Fund (KGGTF).

- Acknowledging the support of KGGTF in all publications and materials (print and offline) is a mandatory condition of accepting KGGTF funding.
- The only exception is for grant activities that are affected by political or other client related sensitivities regarding visibility.

All KGGTF visual identity assets can be found at [KGGTF Visuals](#).

## KGGTF At-A-Glance

The Korea Green Growth Trust Fund (KGGTF) is a partnership between the World Bank Group (WBG) and the Republic of Korea. Since its inception in 2012, as a technology-driven and implementation-focused trust fund, the KGGTF has supported partner countries in their innovative and sustainable solutions, strategies, and investments geared towards Green, Resilient, and Inclusive Development (GRID). The KGGTF portfolio has now supported 196 green growth programs and activities across the world, reaching a total of \$106 million and leveraging over \$17 billion in WBG lending and external co-financing.

# GOVERNANCE

Guidelines outlined in this document provide an overview of the visual identity for the KGGTF applicable to both print and online use. Guidelines are relevant for all internal and external communications and important in establishing a strong and consistent identity.

For beneficiaries of a KGGTF grant, ensuring the correct acknowledgment of, and visibility for KGGTF on grant funded outputs is mandatory. All KGGTF supported communications, including reports, feature stories, blogs, interviews, press releases, as well as conferences, seminars, trainings and knowledge exchange tours or webinars must:

## **Explicitly acknowledge KGGTF support through use of**

- a. KGGTF logo
- d. Acknowledgment text (see page 6)

## **Be shared with KGGTF team prior to publication (see Advance Notice)**

Acknowledging KGGTF support enables the KGGTF team to promote grantees work through the trust fund's communication platforms and partners, including internal and external World Bank Group channels, the monthly KGGTF newsletter, the WBG Korea office and when appropriate Korea's Ministry of Economy and Finance and Korean partner organizations. Cross promotion of activities through KGGTF and channels offers greater visibility for the program, and can increase stakeholder engagement.

## **Advance Notice and Communications Support**

The KGGTF team can support grant teams with their communications and dissemination activities. Please advise the team in advance when:

- drafting communication and dissemination plans for grant activities and outputs.
- planning workshops, training or events in which KGGTF funded activities may be featured or discussed.
- inviting Korean organizations, media or industry experts to attend or participate in dissemination events.

Grant awardees must share a pre-publication draft of reports or final outputs to be published with KGGTF for branding and dissemination support as appropriate.

# LOGO REQUIREMENTS

## KGTF logo clearly visible on the front

The full-color version shown below exists in both horizontal and vertical lock-ups. Please refer to the website, or contact the team for high resolution logos.

### KGTF HORIZONTAL LOGO



### KGTF VERTICAL LOGO



## Background

Whenever possible, place the KGTF logo on a white background.

### DO AND DON'T EXAMPLES



**Do:** place the logo on a white background.



**Don't:** place the logo on a background that the logo is not clearly visible.

# ACKNOWLEDGMENT TEXT

All larger program outputs (reports, studies, articles, websites, platforms, dashboards, etc) should include acknowledgment in the appropriate acknowledgement section, along with a brief explanation of KGGTF and a link to the website. In digital outputs, the URL should be hyperlinked.

## ACKNOWLEDGMENT TEXT

Program X / Initiative Y is supported by the Korea Green Growth Trust Fund (KGGTF), a partnership between the World Bank Group (WBG) and the Republic of Korea. As a technology-driven and implementation-focused trust fund, the partnership supports countries in their innovative and sustainable growth strategies and investments. KGGTF is fully committed to greening the post-COVID recovery and supporting multi-sectoral initiatives for Green, Inclusive, and Resilient Development (GRID). Find out more: [www.wbgkgtf.org](http://www.wbgkgtf.org)

## Explanation of KGGTF to include in larger program outputs (when space is not an issue)

The Korea Green Growth Trust Fund (KGGTF) is a partnership between the World Bank Group (WBG) and the Republic of Korea. Since its inception in 2012, as a technology-driven and implementation-focused trust fund, the KGGTF has supported partner countries in their innovative and sustainable solutions, strategies, and investments geared towards Green, Resilient, and Inclusive Development (GRID). The KGGTF portfolio has now supported 196 green growth programs and activities across the world, reaching a total of \$106 million and leveraging over \$17 billion in WBG lending and external co-financing.

When published online, always hyperlink the KGGTF and World Bank Group logo.

# LOGO VARIATIONS

Place the full-color version of the KGGTF logo on a white background whenever possible. The reversed and black versions should be used only when the full-color version is not feasible.

## FULL-COLOR VERSION



## BLACK VERSION



## REVERSED VERSION



All color variations are available in both horizontal and vertical lockups.

## EXAMPLE WITH FULL-COLOR VERSION



## EXAMPLE WITH FULL-COLOR VERSION



# LOGO USAGE

## Clear Space

A minimum clear space must surround all versions of the logo. No other design elements may be positioned within this space. In general, more clear space is always preferred.

## Minimum Size

Ensure that the logos are always recognizable and readable, and that the logo stands out from other design elements.

### CLEAR SPACE

The Minimum clear space is the height of “World bank Group.”

### HORIZONTAL LOCKUP

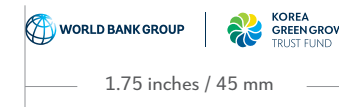


### VERTICAL LOCKUP



### MINIMUM SIZE

#### PRINT



#### DIGITAL

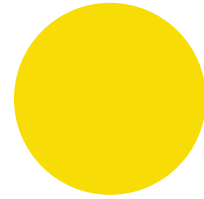




# COLOR PALETTE

The primary colors are taken from the logo symbol. The secondary colors are the type color of the logo, and black and white.

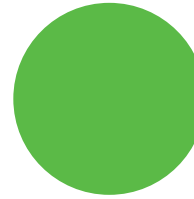
## PRIMARY COLORS



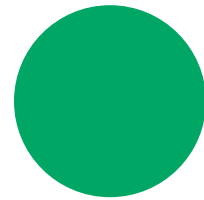
C=5 M=8 Y=100 K=0  
R=247 G=220 B=5  
HEX# f7dc05



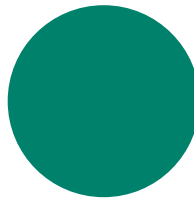
C=40 M=0 Y=100 K=0  
R=166 G=206 B=57  
HEX# a6ce38



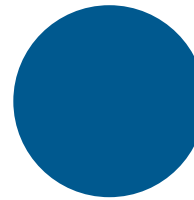
C=67 M=0 Y=100 K=0  
R=91 G=186 B=71  
HEX# 5bba46



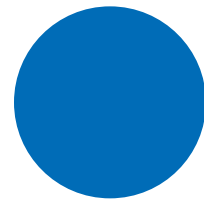
C=100 M=0 Y=85 K=0  
R=0 G=166 B=100  
HEX# 00a664



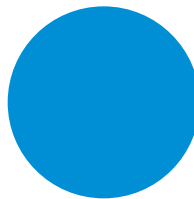
C=100 M=0 Y=60 K=30  
R=0 G=129 B=108  
HEX# 00806b



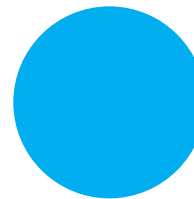
C=100 M=40 Y=0 K=35  
R=0 G=89 B=142  
HEX# 00588e



C=100 M=55 Y=0 K=0  
R=0 G=108 B=183  
HEX# 006bb7

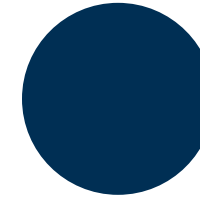


C=100 M=25 Y=0 K=0  
R=0 G=143 B=213  
HEX# 008fd4

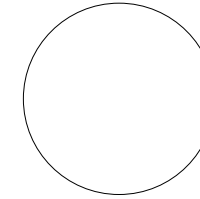


C=100 M=0 Y=0 K=0  
R=0 G=174 B=239  
HEX# 00aeef

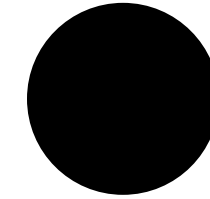
## SECONDARY COLORS



C=96 M=39 Y=0 K=73  
R=0 G=47 B=84  
HEX# 002e53



C=0 M=0 Y=0 K=0  
R=255 G=255 B=255  
HEX# ffffff



C=0 M=0 Y=0 K=100  
R=0 G=0 B=0  
HEX# 000000

# TYPOGRAPHY

For design productions use Tangent from Terminal Design. When Tangent is not available use Sofia Pro from Adobe Fonts.

For everyday communications and presentations, use Open Sans. When Open Sans is not available, use Arial.

## For design productions

**TANGENT** FROM TERMINAL DESIGN

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WHEN TANGENT IS NOT AVAILABLE, USE  
**SOFIA PRO** FROM ADOBE FONTS

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## For everyday communications

**OPEN SANS**

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WHEN OPEN SANS IS NOT AVAILABLE, USE  
**ARIAL**

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# PROGRAM REQUIREMENTS

Please advise the KGGTF team—Kitty Halpern ([khalpern1@worldbank.org](mailto:khalpern1@worldbank.org)) prior to the release of any internal or external communications collateral to receive support with branding and dissemination.

See page 5 for logo requirements and page 6 for acknowledgment text.

COMMUNICATION TYPE	REQUIREMENTS
<b>Feature stories and blogs</b>	<ul style="list-style-type: none"> <li>• Acknowledgment text</li> <li>• Link to website</li> </ul>
<b>Reports and internal project publications, storymaps, e-books, etc</b>	<ul style="list-style-type: none"> <li>• KGGTF logo on the front page</li> <li>• World Bank Group logo</li> <li>• Acknowledgment text</li> <li>• Link to KGGTF website</li> </ul>
<b>Videos</b>	<ul style="list-style-type: none"> <li>• KGGTF logo placement at beginning or end (same location as WBG logo)</li> <li>• Mention of KGGTF in video description</li> <li>• KGGTF tagged in metadata</li> </ul>
<b>Brochures, information, leaflets, fact sheets, newsletters</b>	<ul style="list-style-type: none"> <li>• KGGTF log on front or back cover (header or footer)</li> <li>• If digital, logo should link to KGGTF website</li> <li>• Acknowledgment text if document is the equivalent of 3 pages or longer</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>• KGGTF logo feature if program/grant/initiative creates a website</li> <li>• KGGTF url featured</li> <li>• Acknowledgment text</li> </ul>

EVENTS AND ACTIVITIES	REQUIREMENTS
<b>Project launch, conferences, workshop, seminar, study tour (in-person or virtual)</b>	<ul style="list-style-type: none"> <li>• Invite KGGTF staff to attend and/or contribute as appropriate</li> <li>• KGGTF logo printed and displayed in room (when appropriate)</li> <li>• Display banner and funding acknowledgment on website (if there is one)</li> <li>- Liaise with KGGTF staff for planning and discussion about inviting donors and/or KPartners to the event</li> </ul>
<b>Press conference, press release, interview, media clips</b>	<ul style="list-style-type: none"> <li>• Verbally acknowledge KGGTF support</li> <li>• Liaise with KGGTF’s communication team to receive support on branding, donor visibility and dissemination</li> </ul>
<b>Post-event</b>	<ul style="list-style-type: none"> <li>• Share event recording with KGGTF communication team including press release, media clips, pictures, success stories, etc</li> </ul>

# KGGTF STYLE

Please refer to the World Bank Group style guidelines to ensure compliance with World Bank standards.

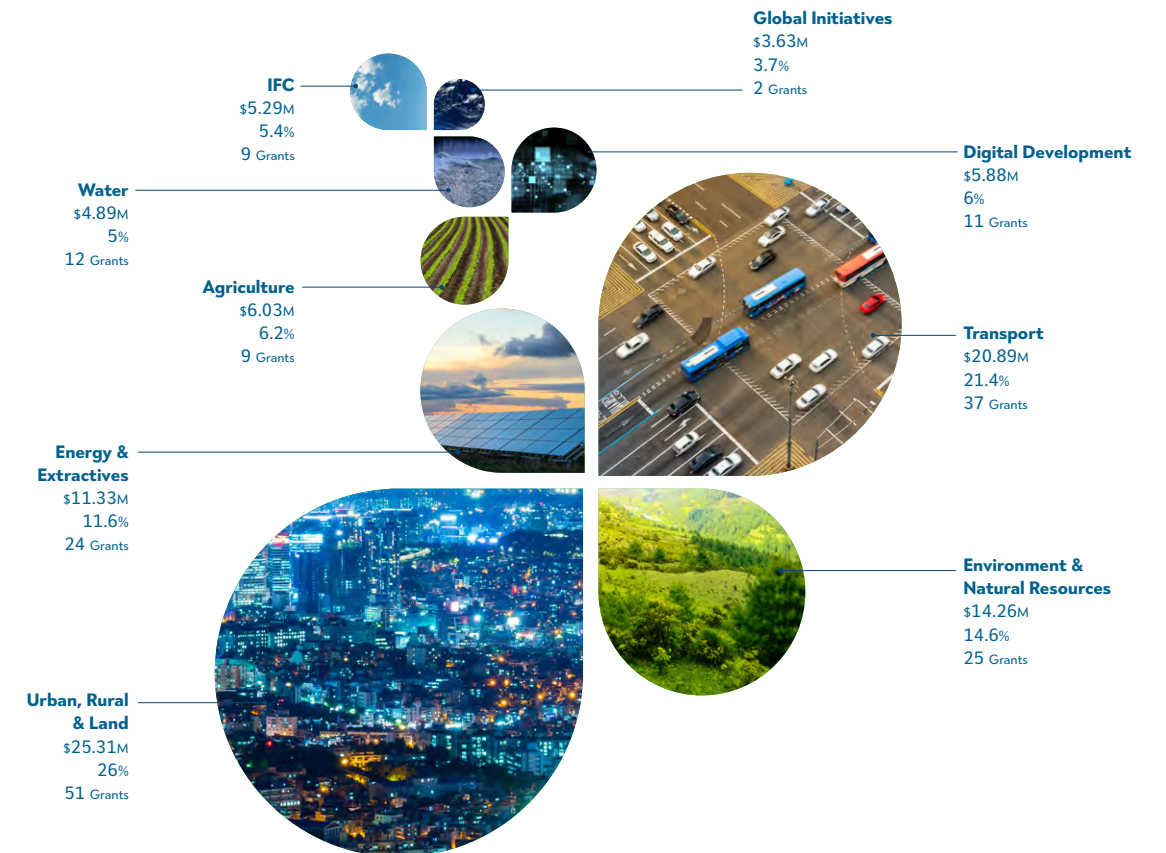
The KGGTF website has examples of blogs, short stories, micro-films on Youtube and other ideas communicating and disseminating key messages.

## Focus on Impact and Stories

Please focus on compelling narratives in project write-ups, executive summaries, articles, blogs or when writing or delivering presentations.

- When possible, please include beneficiaries' feedback or client quotes, photographs and videos.
- Infographics, diagrams, maps and other visuals that explain ideas, technologies and concepts are encouraged.
- Photography and images of clients, projects, site visits and activities in process create an impact.
- Please contact Kitty Halpern ([khalpern1@worldbank.org](mailto:khalpern1@worldbank.org)) if you need help finding a graphic designer.

## EXAMPLE OF INFOGRAPHICS



# VISUALS

Images are powerful and highly recommended in creating compelling, shareable and memorable content. The objective is to use high-quality images that feel authentic, represent a diverse and global audience, and communicate the hands-on-role of the WBG and KGGTF in finding solutions to current challenges.

## 1. ORIGINAL PHOTOS ARE BEST

The most idea photos are original and not sourced from stock photos. Using images of real people when possible is highly advisable as it generates trust and humanizes our work. No matter how good the stock photo is, your audience will be able to tell the difference.

Original photos go a long way in establishing a unique visual identity that communicates the unique visual offerings of our organization. Exploring hiring a professional photographer to cover your next big event or workshop is recommended.

## 2. AUTHENTIC AND UNPOSED

The best photos are natural and candid and represent a snapshot of real life rather than an artificial or posed set-up. Avoid photos that are overly generic, look like stock photos or are used frequently (use a reverse image search tool to see if your chosen photo has been over-used by other Bank teams).

## 3. GO FOR HIGH-QUALITY

High resolution imagery that is clear and in focus goes a long-way in communicating professionalism. Factors to take into account include clarity, brightness, resolution, strong contrast between foreground and background as well as a clean and uniform background.

## 4. VIBRANT COLORS

Vibrant and bright subject matter will give the imagery a positive feeling and help anchor the eye.

## 5. AVOID OVEREDITING

Photo editing software can turn ordinary photos into extraordinary ones, but don't get carried away with photo manipulation.

**Do Not:** Edit photos to change someone's skin or eye color, add vintage camera effects or anything that dramatically alters the photo from its original, unedited composition.

**Do:** Use photo editing software to improve the clarity and vividness of photos, cropping, or to occasionally add a color tint to create a monochromatic effect.

## 6. DIVERSITY AND INCLUSION

A balanced and inclusive portrayal of people from all backgrounds and walks of life is critical to selecting good photos. Differences and commonalities to look for include, but are not limited to: ethnicity, gender, age, culture, socio-economic status, and sexual orientation.

Ensuring representation in terms of quantity is a good first step, but diversity and inclusion is about more than simply the number of women, for example, in the photo.

Take into consideration whether minority groups are shown in non-traditional roles and whether they are presented as experts or figures of authority.

## 7. TREAT SUBJECTS WITH RESPECT

It is important to avoid photos that exploit the vulnerabilities of the subject matter. Reflect on each photo and ask yourself if it contributes to an oversaturation of poverty images. Stereotypes should also be avoided, including overly traditional dress or subject matter.

# VISUALS

## 8. PROPERLY ATTRIBUTE PHOTOS

Do not use images for which you have not obtained credit, including images found through online image searches (such as Google images) or pulled from a website or social media page. Give credit where credit is due. Particularly when using Creative Commons-licensed materials, attributing photographers where required is not only courteous, it often comes with legal requirements.

When in doubt, try including the following on a photo caption: title, author, source and license.

Example of photo credits

© Photographer / World Bank Group

© Photographer / Organization

© Photographer / Stockphoto Company

## 9. FINDING PHOTOS

Good photos may take time to find, but they are worth the time investment. A few resources include:

The World Bank Flickr account is a resource for images in the public domain

<https://www.flickr.com/photos/worldbank/sets/>

<https://www.shutterstock.com/>



© Nicolas Reméné / BankO Productions



© A'Melody Lee / World Bank Group



© Nick Fox / Shutterstock

# MEDIA

For media related activities such as press releases, press conferences, interview and publication of articles featuring KGGTF funded activities, please advise and liaise with the KGGTF team in advance.

The KGGTF team will help to ensure that relevant counterparts are involved, appropriate clearances sought, and visibility requirements met.

# ANNEX

## VIDEO/PHOTOGRAPH CONSENT FORM EXAMPLE

By signing this Photo, Video and Sound Recording Release and Content Form, you are irrevocably giving permission to the Korea Green Growth Trust Fund and the World Bank Group to take and use your photographs, video or sound recordings of you for the following project: \_\_\_\_\_

You will not receive compensation for the use of your image, likeness, appearance, and voice now or in the future. The photographs, video and sound recordings may be used in whole or in part, alone or with other recordings and will be displayed on the Korea Green Growth Trust Fund and World Bank Group's website, social media channels and played at learning workshops and events.

I understand and agree to the conditions outlined in this photograph, video and sound recording release and consent form. I acknowledge that I am fully aware of the contents of this release and am under no disability, duress, or undue influence at the time of my signing of this instrument.

Individual must print their name, sign the form, enter their address, and include the current date.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

DATE \_\_\_\_\_



## **WORLD BANK RESOURCES**

### **Branding Guidelines, External**

<https://thedocs.worldbank.org/en/doc/723361567518322252-0060022019/original/WBGBrandingandVisualIdentityGuidelinesFebruary2016.pdf>

### **Publishing Program**

World Bank Publishing Program Home (sharepoint.com)

### **Branding Guidelines, Internal**

<https://worldbankgroup.sharepoint.com/sites/wbsites/digital-communications/Pages/SitePages/Branding-Guidelines.aspx>

<http://theloop.worldbank.org/>

### **World Bank Editorial Style Guide 2020**

<https://openknowledge.worldbank.org/handle/10986/33367>

[KGGTF Visuals](#)