5thWorld

Brand Guidelines

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5thWorld

Who We Are

About Us

The 5th World team comprises leading experts in the fields of electrical, mechanical, ecological and computer engineering—with years of experience building sustainable digital and physical systems.

Vision Statement

We envision a world composed of autonomous, regenerative communities and properties, fostering harmony among technology, nature, and humanity.

Mission Statement

Our mission is to accelerate the world's transition to regenerative and distributed energy, water, and food systems.

Identity and Values

At 5th World, we see ourselves as stewards—offering an end-to-end service for regenerative communities and properties. That means ideating, designing, implementing, and managing projects in alignment with our clients' wishes.

We approach customers thoughtfully to understand their vision of 'the good life.' And, we provide detailed yet clear information, so they understand how we can help them make their dream life a reality using regenerative principles.

5thWorld

Our Voice and Tone

Our Voice

Our voice reflects our identity, values, and mission. When we write copy we are:

- **Experts:** We are confident in our knowledge and experience, guiding people smoothly through regenerative projects. Our expertise helps people trust us.

- **Friendly:** We speak to our audience with warmth, and we care about what matters to them. We are conversational yet professional.

- **Helpers:** Our proactiveness, responsiveness, and concise communication reflect our devotion to service. We always have time for others and use positive, action-oriented language.

- **Human:** Regenerative living can be intimidating. It's associated with systems thinking and technical terms (e.g., permaculture, decentralization, autonomous,) which can be alienating and takes time to understand. People come to us to help them realize their dream life and we offer them a path to that outcome—by meeting them where they are, usually with plain speech. We reinforce our humanness by referring to 5th World as "we" not "it."
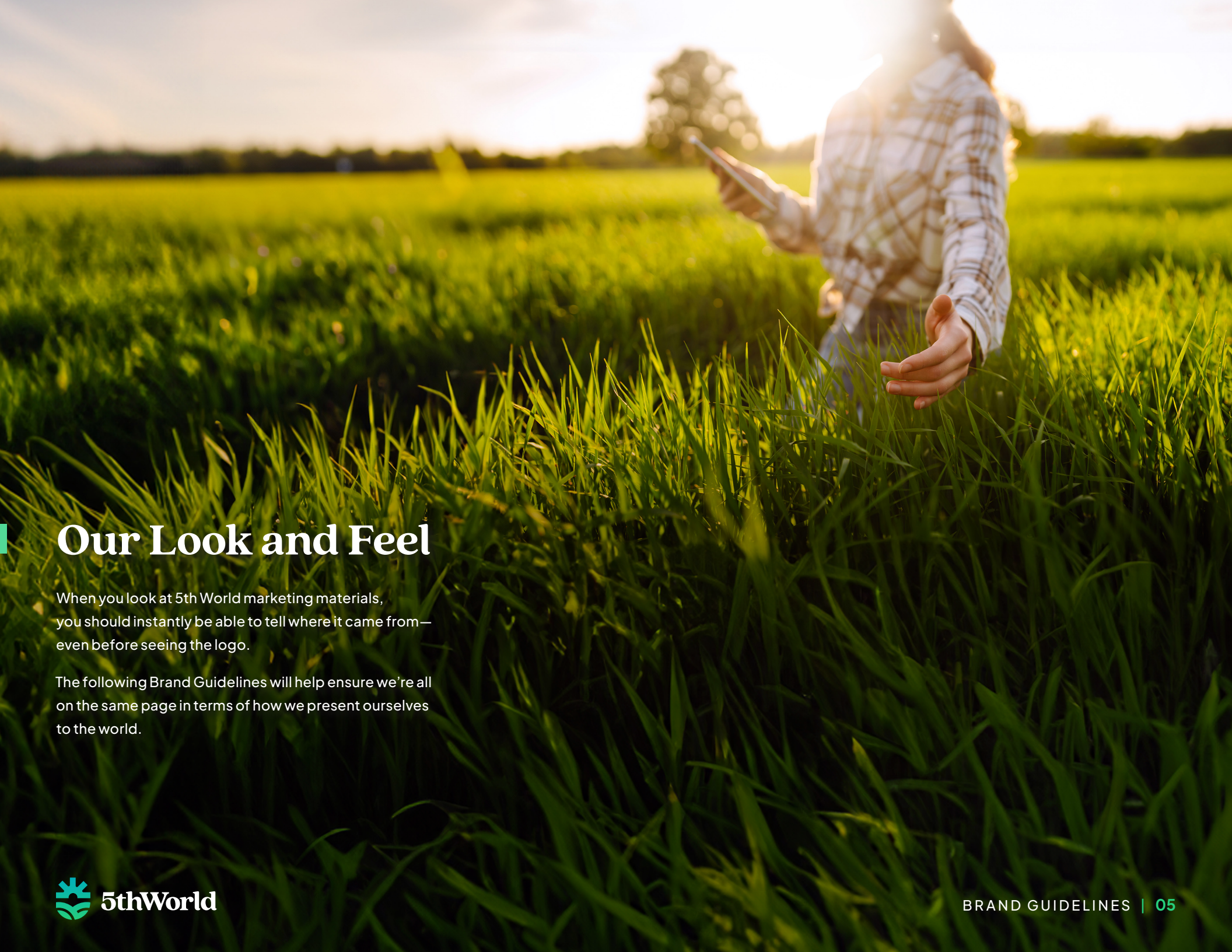
Our Tone

Our tone adapts to the context and to the audience.

We proactively offer information, training, and support as regenerative practices evolve according to new technologies, certifications, policies, regulations, studies, and more.

Words and Phrases to Avoid

- Harmful or otherwise questionable language, especially that which applies to marginalized groups e.g., blacklist, blind leading the blind, pow-wow, etc.

- Gendered terms e.g., man hours, mankind, etc.

- Figures of speech that refer to war or violence e.g., bite the bullet, boots on the ground, etc.

- To discover more about words and phrases to avoid, visit the Conscious Style Guide.

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Our Look and Feel

When you look at 5th World marketing materials,
you should instantly be able to tell where it came from—
even before seeing the logo.

The following Brand Guidelines will help ensure we're all
on the same page in terms of how we present ourselves
to the world.

5thWorld

Our Typography

Primary Typeface:
Plus Jakarta Sans

Plus Jakarta Sans should be used for all print and digital brand material, and can be downloaded from **Google Fonts**.

Headlines: Plus Jakarta Sans Bold, Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Subheads: Plus Jakarta Sans Medium, Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Body Copy: Plus Jakarta Sans Light, sentence case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

5thWorld

Our Typography

Display Typeface: Quincy CF

Quincy CF is the typeface used in the 5th World logo, and is used sparingly for display text.
If you have a project that requires display text, please feel free to reach out to the 5th World Marketing team.

Display: Quincy CF Extra Bold, Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Display: Quincy CF Regular, Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Our Colours

Primary Colour Palette

The colour palette for 5th World is fresh, bold, clean, and draws inspiration from nature's hues. Maintaining a balance of colour is key to preventing visual clutter and distractions.

GREEN

HEX	#26d07c
RGB	38/208/124
CMYK	69/0/72/0
Pantone	7479C

BLUE

HEX	#01afb9
RGB	1/175/185
CMYK	75/7/29/0
Pantone	7466C

DEEP TEAL

HEX	#004f5a
RGB	0/79/90
CMYK	94/57/48/49
Pantone	3165C

EARTH
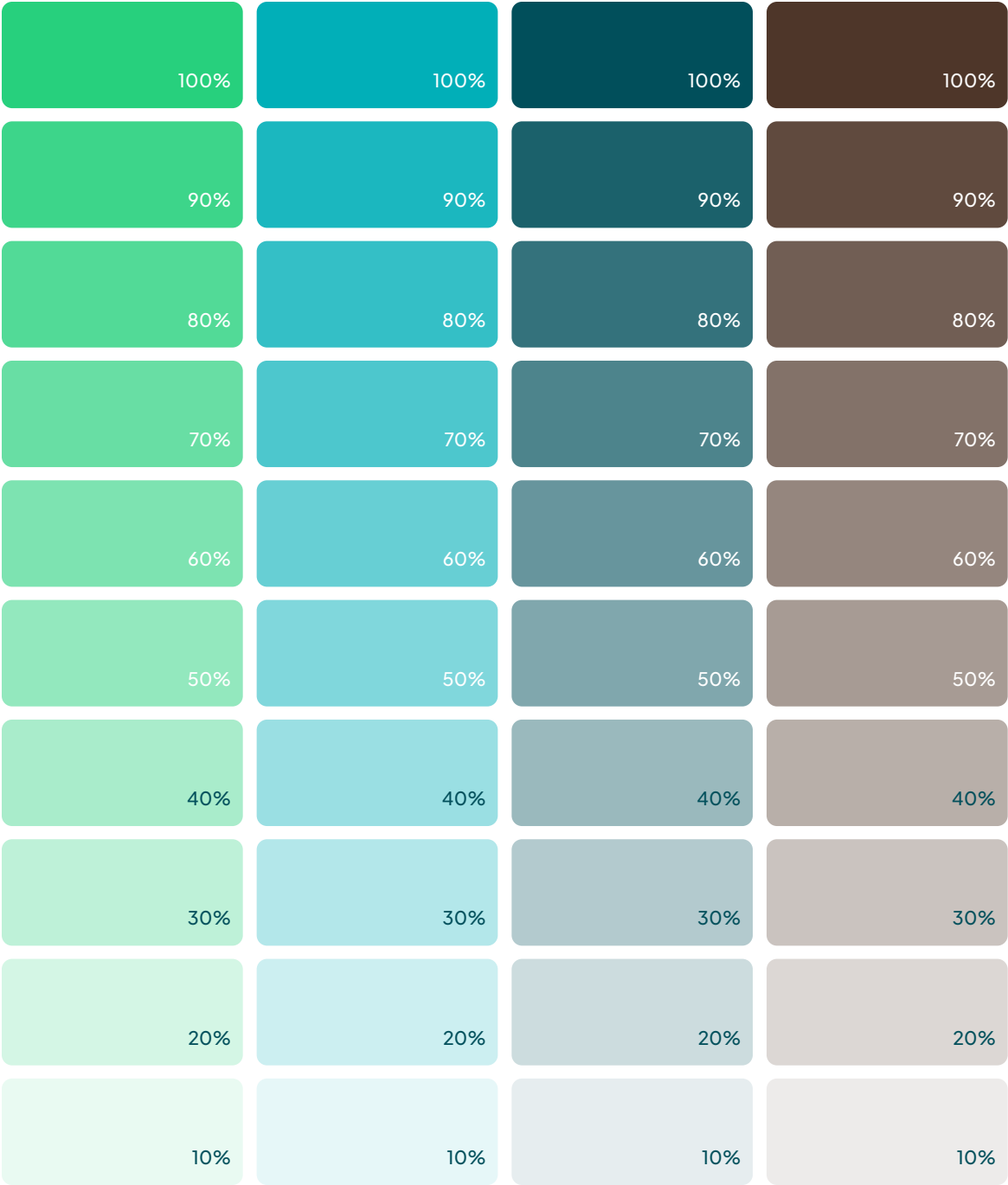
HEX	#4e3629
RGB	78/54/41
CMYK	50/66/75/55
Pantone	476C

5thWorld

Our Colours

Primary Colour Tints

A colour tint refers to any hue or mixture of pure colours to which white is added. Pastel colours are generally tinted colours. Tinted colour remains the same colour, but it is paler than the original. Colour tints are typically defined in percentages, from 100% (full colour,) tinted down to 10% (pastel colour.)

100%	100%	100%	100%
90%	90%	90%	90%
80%	80%	80%	80%
70%	70%	70%	70%
60%	60%	60%	60%
50%	50%	50%	50%
40%	40%	40%	40%
30%	30%	30%	30%
20%	20%	20%	20%
10%	10%	10%	10%

5thWorld

Our Logo

Primary Logo

Our Logo

Secondary Logos

- Choose appropriate background colours or images that provide sufficient contrast to ensure the logo remains clearly visible.

- Avoid using backgrounds that clash with the logo colours, or make it difficult to discern, such as on top of busy or cluttered photos, textures or gradients. In these cases, use the white or black version.

- On flat, solid coloured backgrounds, use the logo version with gradient colour. The full colour logo with gradient works best on light coloured backgrounds, while the full colour gradient with white text works best on medium-dark to dark backgrounds.

- For single colour printing (black and white,) use either the black or white solid filled versions of the logo for maximum legibility.

BLACK

COLOUR WITH WHITE TEXT

WHITE

Our Logo

Clear Space

To ensure readability and brand recognition, do not crowd the 5th World logo with text or other design elements.

Make sure there is always enough clear space around the logo. You can use the "sunrise" symbol as a spacing guide.

Our Logo

Never Alter the 5th World Logo

- Do not stretch, crop, slant, add to, or remove elements from the logo.

- Do not split the 5th World wordmark from the "sunrise" symbol in the logo.

- Logo cannot be in a different colour.

- Do not reduce the opacity of the logo.

Minimum Logo Size

- Use the logo at appropriate sizes to maintain legibility and visual impact across different mediums.

- Avoid scaling the logo too small, as it may become illegible, or too large, as it may appear overpowering.

5thWorld | Verge Brand Guidelines

Verge: Typography

Primary Typeface: Open Sans

Open Sans should be used for body copy on all print and digital brand material, and can be downloaded from **Google Fonts**.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?

Subheads: Open Sans Medium, Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?

Body Copy: Open Sans Regular, sentence case

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?

Verge: Typography

Display Typeface: Candara

Candara should be used for display headlines and subheads in all print and digital brand material, and can be downloaded from Microsoft.
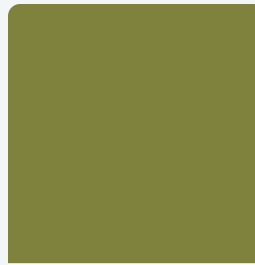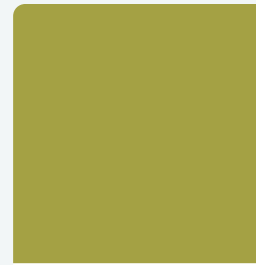
Headlines: Candara Bold, Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Subheads: Candara Regular, Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
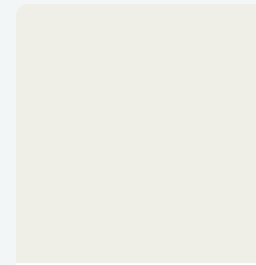1234567890!?

5thWorld

Verge: Colours

Primary Colour Palette

DARK GREEN

HEX	#7f823d
RGB	127/30/61
CMYK	51/36/92/13

LIGHT GREEN

HEX	#a4a144
RGB	164/161/68
CMYK	39/27/91/3

WARM GREY

HEX	#efefe7
RGB	239/239/231
CMYK	5/3/8/0

BG GREY

HEX	#e1e1d9
RGB	225/225/217
CMYK	11/7/13/0

TEXT: DARK GRAY

HEX	#31363a
RGB	49/54/48
CMYK	74/64/58/54

TEXT: M. GRAY

HEX	#4e484a
RGB	78/72/74
CMYK	64/61/56/39

RED (BUTTON)

HEX	#c95150
RGB	201/81/80
CMYK	16/82/67/3

D. RED (BUTTON)

HEX	#a82e2d
RGB	168/46/45
CMYK	23/94/90/16

TEAL (2ND)

HEX	#47b4a1
RGB	71/180/161
CMYK	69/6/45/0

LIME (2ND)

HEX	#dbd54d
RGB	219/213/77
CMYK	17/7/84/0

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Verge: Colours

Secondary Colour Palette

PDC

HEX:	#79ada1
RGB:	121/173/161
CMYK:	55/17/40/0

HEX:	#c2ddd8
RGB:	194/221/216
CMYK:	23/3/15/0

HEX:	#47b4a1
RGB:	71/180/161
CMYK:	69/6/45/0

VPA

HEX:	#c65d2e
RGB:	198/93/46
CMYK:	17/75/96/5

HEX:	#faf6f5
RGB:	250/246/245
CMYK:	1/2/2/0

HEX:	#e47c25
RGB:	228/124/37
CMYK:	7/62/100/0

SOLAR & PSGH

HEX:	#c7c360
RGB:	199/195/96
CMYK:	25/15/77/0

HEX:	#ecece4
RGB:	236/236/228
CMYK:	7/4/9/0

HEX:	#dbd54d
RGB:	219/213/77
CMYK:	17/7/84/0

FARM STORE

HEX:	#5c424d
RGB:	92/66/77
CMYK:	57/70/51/36

HEX:	#efe9ed
RGB:	239/233/237
CMYK:	5/7/3/0

HEX:	#905e77
RGB:	144/94/119
CMYK:	44/69/36/9

WATER

HEX:	#1f6066
RGB:	31/96/102
CMYK:	87/47/51/23

HEX:	#e1ebec
RGB:	225/235/236
CMYK:	11/3/5/0

HEX:	#a4dbde
RGB:	164/219/222
CMYK:	34/0/13/0

PLANTS

HEX:	#668c3f
RGB:	102/140/63
CMYK:	64/27/98/9

CMG

HEX:	#6c6a6b
RGB:	108/106/107
CMYK:	58/51/49/17

STRUCTURES

HEX:	#564b49
RGB:	86/75/73
CMYK:	59/61/59/38

SOIL

HEX:	#401504
RGB:	64/21/4
CMYK:	46/80/83/72

5thWorld

Verge: Logo

Primary Logo

VERGE
from **5thWorld**

Verge: Logo

Secondary Logos

- Choose appropriate background colours or images that provide sufficient contrast to ensure the logo remains clearly visible.

- Avoid using backgrounds that clash with the logo colours, or make it difficult to discern, such as on top of busy or cluttered photos, textures or gradients. In these cases, use the white or black version.

- On light coloured backgrounds, use the khaki version of the logo. When the background colour is darker (enough to affect the readability of the khaki logo,) please switch to the alternate dark green version of the logo. For very dark backgrounds, use the white version of the logo.

- For single colour printing (black and white,) use either the black or white solid filled versions of the logo for maximum legibility.

ALTERNATE COLOUR

BLACK

WHITE

5thWorld

Verge: Logo

Clear Space

To ensure readability and brand recognition, do not crowd the Verge logo with text or other design elements.

Make sure there is always enough clear space around the logo. You can use the "V" symbol as a spacing guide.

Verge: Logo

Never Alter the Verge Logo

- Do not use the Verge wordmark without the "from 5th World" subhead.

- Do not stretch, crop, slant, add to, or remove elements from the logo.

- Do not split the Verge wordmark from the "V" symbol in the logo.

- Logo cannot be in a different colour.

- Do not reduce the opacity of the logo.

Minimum Logo Size

- Use the logo at appropriate sizes to maintain legibility and visual impact across different mediums.

- Avoid scaling the logo too small, as it may become illegible, or too large, as it may appear overpowering.

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VDAO Brand Guidelines

VDAO:
Typography

Primary Typeface: Satoshi

Satoshi should be used for all body copy in print and digital brand material, and can be downloaded from **FontShare**.

Body Copy: Satoshi Regular, sentence case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Display Typeface: Clash Display

Clash Display should be used for all headlines and subheads in print and digital brand material, and can be downloaded from **FontShare**.

Headlines: Clash Display Medium, Title Case

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

5thWorld

VDAO: Colours

Primary Colour Palette

GREEN

HEX	#36dfae
RGB	54/223/174
CMYK	60/0/46/0

DEEP TEAL

HEX	#2d545b
RGB	45/84/91
CMYK	83/53/52/30

VDAO GRADIENT

VDAO: Logo

Primary Logo

5thWorld

VDAO: Logo

Secondary Logos

- Choose appropriate background colours or images that provide sufficient contrast to ensure the logo remains clearly visible.

- Avoid using backgrounds that clash with the logo colours, or make it difficult to discern, such as on top of busy or cluttered photos, textures or gradients. In these cases, use the white or black version.

- Use the full colour version of the logo on both light and dark coloured backgrounds. If the background colour doesn't contrast properly with the gradient in the V symbol, swich to the white or black solid versions of the logo.

- For single colour printing (black and white,) use either the black or white solid filled versions of the logo for maximum legibility.

FULL COLOUR ON BLACK

BLACK

WHITE

5thWorld

VDAO: Logo

Clear Space

To ensure readability and brand recognition, do not crowd the VDAO logo with text or other design elements.

Make sure there is always enough clear space around the logo. You can use the "V" symbol as a spacing guide.
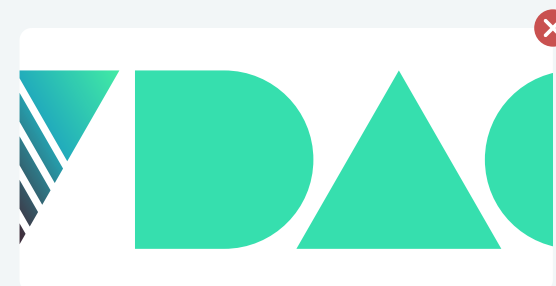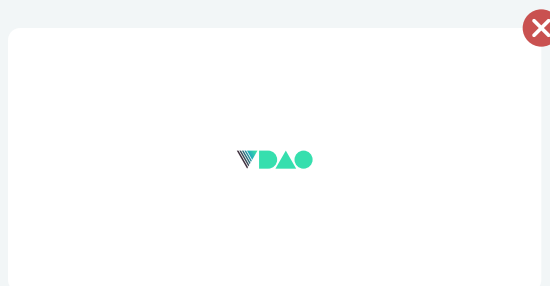
VDAO: Logo

Never Alter the VDAO Logo

- Do not stretch, crop, slant, add to, or remove elements from the logo.

- Do not split the VDAO wordmark from the "V" symbol in the logo.

- Logo cannot be in a different colour.

- Do not reduce the opacity of the logo.

Minimum Logo Size

- Use the logo at appropriate sizes to maintain legibility and visual impact across different mediums.

- Avoid scaling the logo too small, as it may become illegible, or too large, as it may appear overpowering.

5thWorld

www.5thworld.com