



Brand Guidelines

# Table of Contents

Who We Are.....	03	Our Typography.....	06	Verge Brand Guidelines.....	14
About Us.....	03	Our Colours.....	08	Verge: Typography.....	15
Vision Statement.....	03	Our Logo.....	10	Verge: Colours.....	17
Mission Statement.....	03	Secondary Logos.....	11	Verge: Logo.....	19
Identity and Values.....	03	Clear Space.....	12	V DAO Brand Guidelines.....	23
Our Tone of Voice.....	04	Never Alter the 5th World Logo.....	13	V DAO: Typography.....	24
Words and Phrases to Avoid.....	04	Minimum Logo Size.....	13	V DAO: Colours.....	25
Our Look and Feel.....	05			V DAO: Logo.....	26

# 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.





# 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

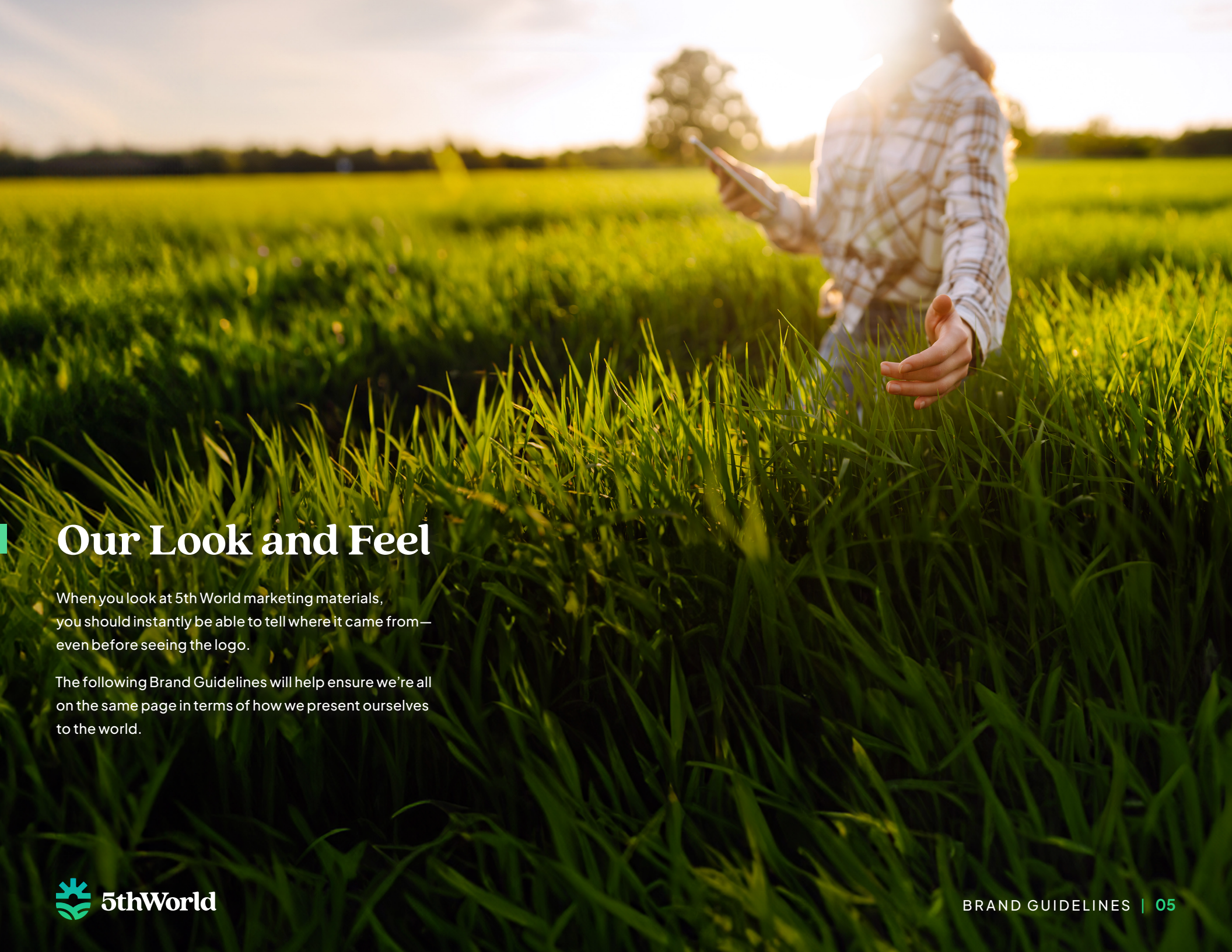
Our tone adapts to the context and to the audience.

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](#).





# 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.

# 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!?

# 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

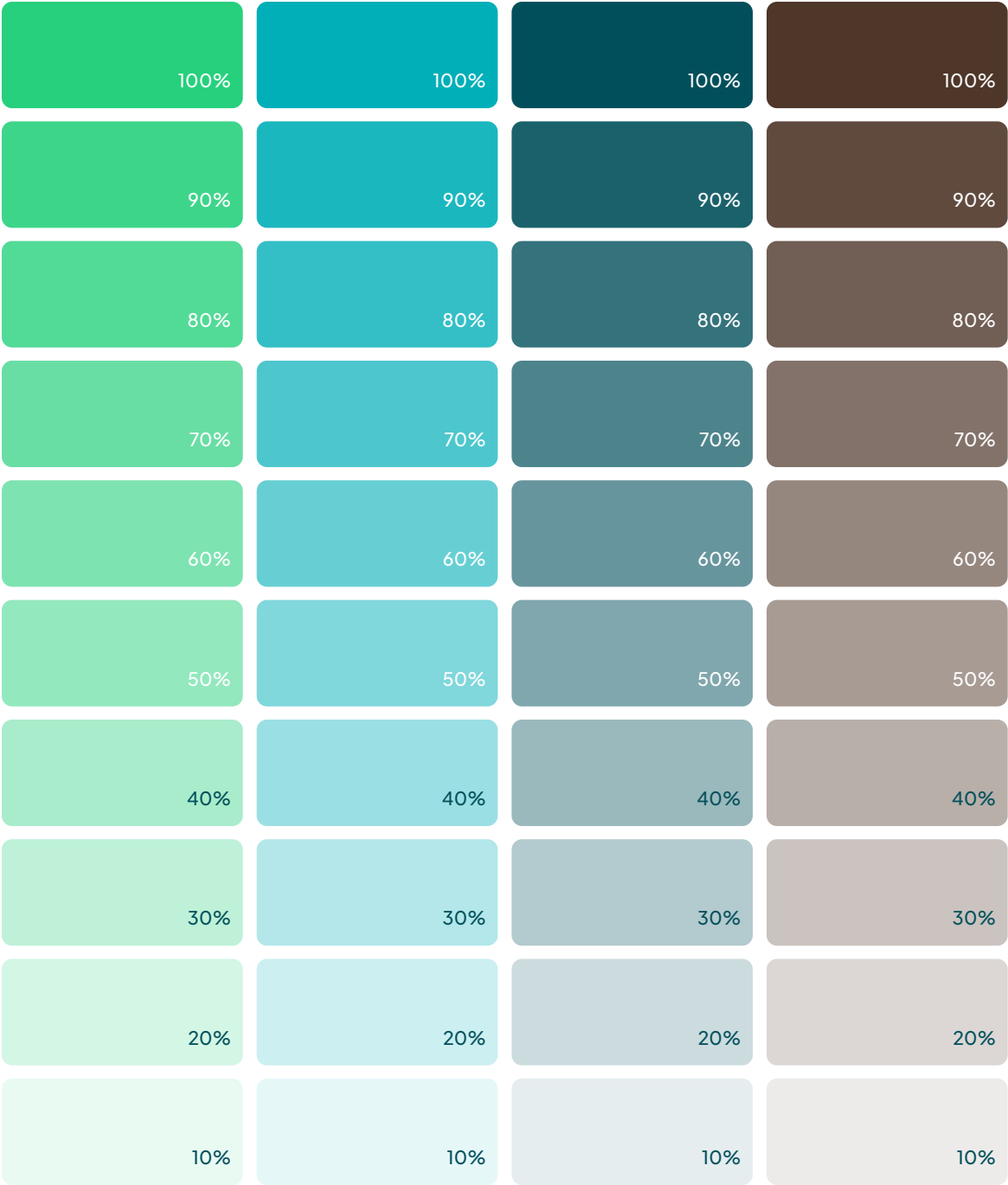
HEX	#4e3629
RGB	78/54/41
CMYK	50/66/75/55
Pantone	476C



# 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.)



# Our Logo

Primary Logo



**5thWorld**

# 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.





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](#).

Headlines: Open Sans Bold, Title Case

**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

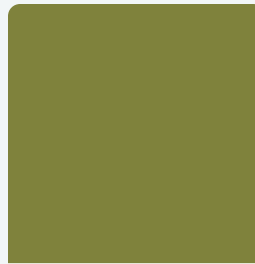
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?

Subheads: Candara Regular, Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?

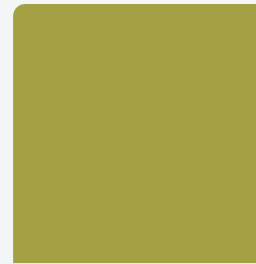
# Verge: Colours

## Primary Colour Palette



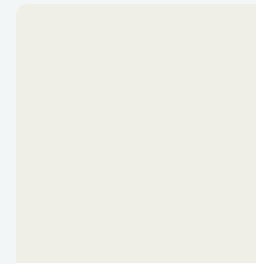
### DARK GREEN

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



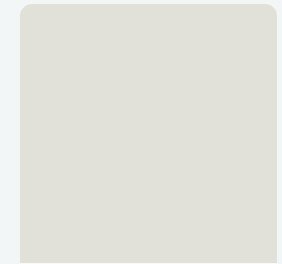
### LIGHT GREEN

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



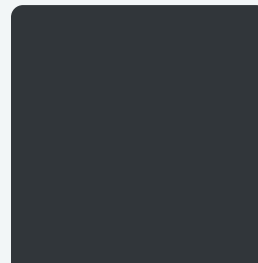
### WARM GREY

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



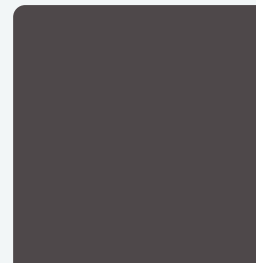
### BG GREY

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



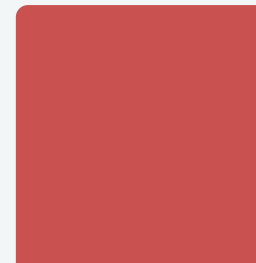
### TEXT: DARK GRAY

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



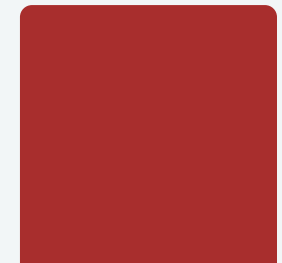
### TEXT: M. GRAY

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



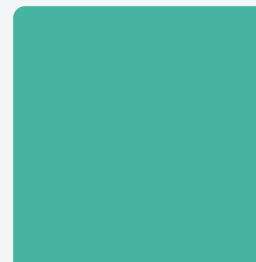
### RED (BUTTON)

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



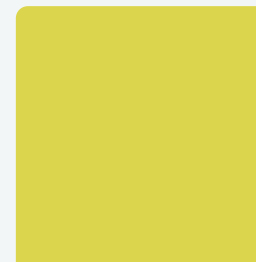
### D. RED (BUTTON)

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



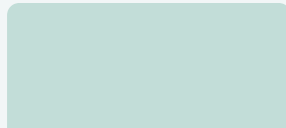
# Verge: Colours

## 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

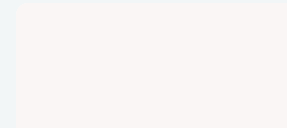


HEX: #47b4a1  
RGB: 71/180/161  
CMYK: 69/6/45/0

### 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: #ecec44  
RGB: 236/236/228  
CMYK: 7/4/9/0

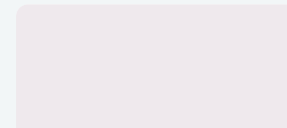


HEX: #dbd54d  
RGB: 219/213/77  
CMYK: 17/7/84/0

### FARM STORE



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



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

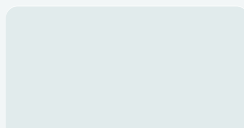


HEX: #905e77  
RGB: 144/94/119  
CMYK: 44/69/36/9

### 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

## Verge: Logo

Primary Logo



# 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.



from **5thWorld**

### ALTERNATE COLOUR



from **5thWorld**

### BLACK



from **5thWorld**

### WHITE

# 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.

VERGE  
from 5thWorld

VERGE  
from 5thWorld

VERGE!  
from 5thWorld

VERGE  
from 5thWorld

VERGE  
from 5thWorld

VERGE  
from 5thWorld

VERGE  
from 5thWorld

VERGI  
from 5thWorld



V DAO Brand Guidelines



# V DAO: Typography

## Primary Typeface: Satoshi

Satoshi should be used for all body copy in print and digital brand material, and can be downloaded from [FontShare](#).

## 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](#).

Body Copy: Satoshi Regular, sentence case

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?

Headlines: Clash Display Medium, Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?

# V DAO: 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

### V DAO GRADIENT

# V DAO: Logo

Primary Logo



# V DAO: 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, switch 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

# V DAO: Logo

## Clear Space

To ensure readability and brand recognition, do not crowd the V DAO 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.



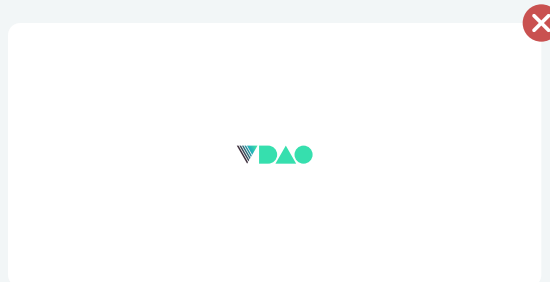
# V DAO: Logo

## Never Alter the V DAO Logo

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







[www.5thworld.com](http://www.5thworld.com)