

14

Manual for
promotional
materials

CONTENTS

1. INTRODUCTION AND RULES	3
2. WORLD PRESS PHOTO 14 STYLE	4
3. THE USE AND COLOR SPECIFICATIONS OF THE WORLD PRESS PHOTO 14 STYLE	7
4. THE USE OF WORLD PRESS PHOTO CORPORATE SPONSOR LOGOS	10
5. EXAMPLES OF TEXT USED FOR PROMOTIONAL MATERIALS	12
6. DESIGNS FOR PROMOTIONAL MATERIALS	13

1. INTRODUCTION AND RULES

The Manual for Promotional Materials is to be used for producing materials for the promotion of the World Press Photo 14 exhibition. This manual lists the guidelines that you need to follow in order to maintain the visual integrity and consistent look of the exhibition. Respecting the rules and instructions in the Manual for Promotional Materials is listed in the contract you have signed with World Press Photo.

The manual includes rules for the use of the logos of World Press Photo's worldwide sponsors, which need to be included in all locally produced promotional materials. Your local sponsor logos may have a maximum size of 67% of the size of World Press Photo's corporate sponsor logos.

All written communication must include the following phrase:

World Press Photo receives support from the Dutch Postcode Lottery and is sponsored worldwide by Canon.

2. WORLD PRESS PHOTO 14 STYLE

The style for the annual exhibition package consists of the combination of the World Press Photo logo in full color and typography containing the last two digits of the year when the exhibition (and yearbook) is launched — in other words, for this year's exhibition: 14.

The position of the logo and typography is determined by the content and composition of the image and follows the principle of non-intrusive text overlay. The World Press Photo logo and the number 14 do not form a fixed composite logo together. The position of the number 14 is flexible in its position in certain situations. The font size of the typography for the number 14 is large enough to support campaign designs.

YEARBOOK

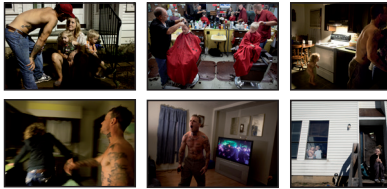


WORLD PRESS PHOTO

14

World Press Photo is an independent non-profit organization, founded in the Netherlands in 1955. Its main aim is to support and promote internationally the work of professional press photographers. Over the years, World Press Photo has evolved into an independent platform for photojournalism and the free exchange of information.

In order to realize its objectives, World Press Photo organizes the world's largest and most prestigious annual press photography contest. The prizewinning photographs are assembled into this traveling exhibition, which is visited by over two million people in more than 50 countries every year. The yearbook presenting all prizewinning entries is published annually in six languages.

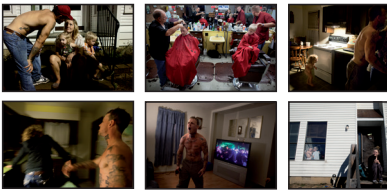


WORLD PRESS PHOTO

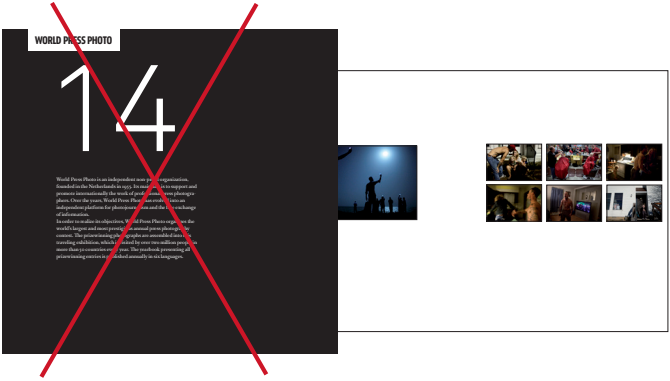
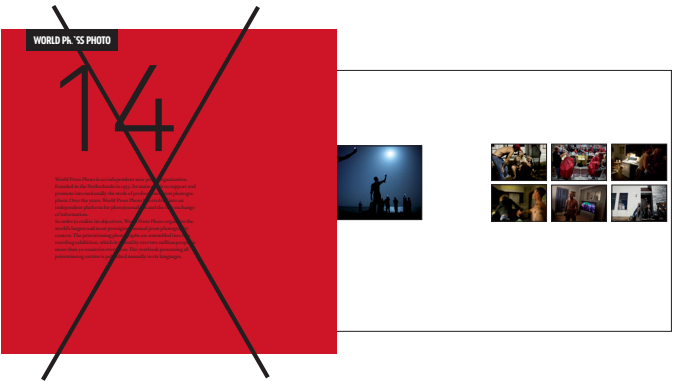
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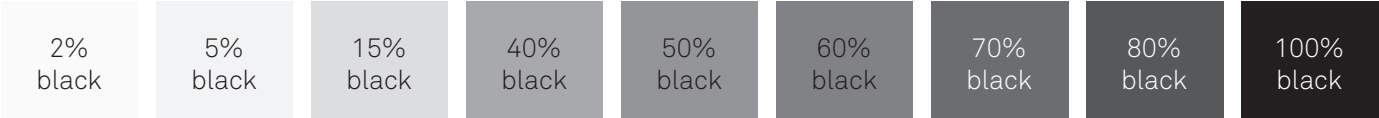
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WRONG EXAMPLE OF COLOR USE FOR THE EXHIBITION



BACKGROUND/TEXT SHADES OF GREY AND BLACK



3. THE USE AND COLOR SPECIFICATIONS OF THE WORLD PRESS PHOTO 14 STYLE

The World Press Photo exhibition logo is designed to promote the 2014 edition of the annual Exhibition and other related materials.

The font of the number 14 is Akkurat Light. When the use of color red is not possible, the logo and typography can be in black and white. We prefer to use the exhibition logo in the color red.

World Press Photo Logotype in CMYK Red: C0_M100_Y90_K15

World Press Photo Logotype in Pantone Red: PMS200C

World Press Photo Logotype in CMYK Black: C0_M0_Y0_K100



Number 14 centred with the logo



Number 14 aligned to the left of the logo



Number 14 aligned to the right of the logo



LOGO PLACEMENT AND ALIGNMENT

The default position of our logo is at top left. This applies to stationery as well as to designs using photography.

In designs for printed matter, the distance to the edge of the paper is equal to 120% of the height of the logo. The left margin (or when the logo is placed at the right, the right margin) of the (text) content area in the layout should follow the logo alignment. The bottom margin of the (text) content area is equal to the height of the logo.



The corporate logo of World Press Photo should **not** be used when promoting the exhibition.

Please respect the following:

In every publication and/or communication (off line and online) the World Press Photo exhibition logo **must** be used in the exact form as provided by World Press Photo. Any modification of the exhibition logo is therefore prohibited.

The exhibition logo may **exclusively** be used to promote the World Press Photo Exhibition.

For large promotional materials (posters, banners, etc.) we have provided an alternative logo. We prefer that this alternative be used only on large-scale promotional materials as it improves the readability of the World Press Photo logo from a distance.

Example:



Alternative style:



4. THE USE OF WORLD PRESS PHOTO CORPORATE SPONSOR LOGOS

Currently, we have two worldwide partners, Canon and the Dutch Postcode Lottery. They are entitled to the most extensive exposure as partners of World Press Photo.

Canon and the Dutch Postcode Lottery have also been given exclusivity as partner in their field of business. Canon is the only camera and photography equipment manufacturer (analog/digital, still/video) in partnership with World Press Photo, including other digital solutions such as photocopying, printing, scanning and faxing. The Dutch Postcode Lottery is the only lottery to support World Press Photo.

To acknowledge these partnerships World Press Photo has agreed to include the following standard message in all written communication, such as press releases:

World Press Photo receives support from the Dutch Postcode Lottery and is sponsored worldwide by Canon.

INSTRUCTIONS FOR USING PARTNER LOGOS

In addition, the Canon and Dutch Postcode Lottery logos need to be reproduced in all printed promotional materials, for instance promoting any World Press Photo exhibition.


These rules also need to be followed by other partners, for instance when looking for local sponsors for a World Press Photo exhibition.

Layout

The corporate sponsor logos are provided in a fixed horizontal setting: NPL (left), followed by Canon (right).



If your layout does not allow a horizontal setting, you can use the following alternative vertical combination: NPL (top), Canon (bottom). This vertical logo setting is also provided to you.



The color of the NPL logo:

CMYK:	O	R	G	B
Cyaan:	0	0	50	100%
Magenta:	45	100	0	55%
Yellow:	100	90	100	0%
Black:	0	0	0	0%

The color of the Canon logo:

CMYK: Cyan: 0%, Magenta: 100%, Yellow: 100%, Black: 5%

Pantone: pantone 485

It is not allowed to use the corporate sponsor logos separately.

Size

Local sponsor logos may have a maximum size of 67% of our corporate sponsor logos.

= 100%



= 67% local sponsor logo



Canon



Black and white

If full color printing is not possible, and you are working against a white background, please only use black logo's (as shown below).



Canon



Canon

5. EXAMPLES OF TEXT USED FOR PROMOTIONAL MATERIALS

Invitations text

Specifications: Romain BP Text Regular. Fontsize: 10pt. Leading: 15,5pt. Color black.

The Members of the Board and the Managing Director of World Press Photo have the pleasure of inviting you to attend the 2014 Awards Ceremony at the Muziekgebouw aan 't IJ, Piet Heinkade 1, Amsterdam, on the evening of Friday 25 April 2014.

HRH Prince Constantijn of the Netherlands will present photographer John Stanmeyer, winner of the World Press Photo of the Year 2013, with his award.

The ceremony is a celebration in honor of the prizewinners of World Press Photo's 57th Photo Contest and 4th Multimedia Contest.

Foot note text

Specifications: Akkurat Light. Fontsize: 8pt. Leading: 13pt. Color black.

Your presence is requested no later than **20.00 hours**.

This invitation is personal and valid for 1 person only.

You are requested to present this card and your I.D. at the registration desk in order to receive your personal seating ticket.

Poster text (real size for A2 poster)

Specifications: Akkurat Regular. Fontsize: 46,5 pt. Leading: 62 pt. Color Black.

18 April - 22 June

Extra text

Alternative font:

Should the fonts Romain and / or Akkurat be unavailable to you for whatever reason, please use Arial as a last resort.

6. DESIGNS FOR PROMOTIONAL MATERIALS

On the following three pages you will find designs of the pre-produced World Press Photo 14 posters, flyers and invitation cards.

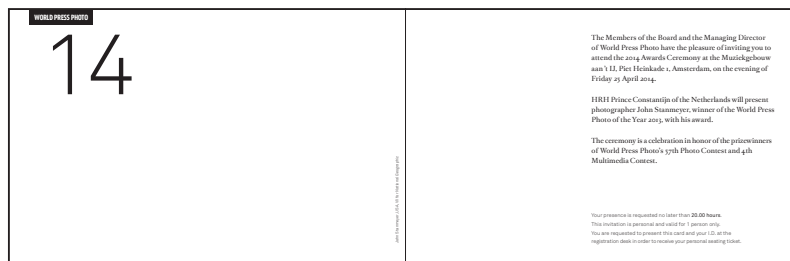
We have InDesign documents available of the designs for the invitation, poster and flyer. Please ask your project-manager for details.

INVITATION CARD FRONT



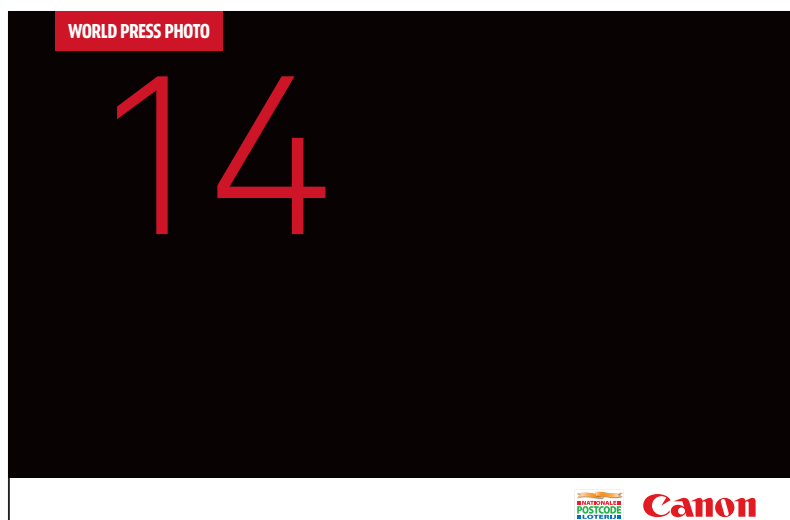
INVITATION CARD INSIDE


↓ fold



Example of the text used for the invitation is given on page 11. An Indesign sample of the invitation is included in the online exhibition kit.

INVITATION CARD BACK





WORLD PRESS PHOTO

14

18 april - 22 juni
De Nieuwe Kerk
Amsterdam


Photo by
John Stanmeyer, USA, VII for National Geographic

sponsorlogo
(87% of other sponsors)

NATIONALE
POSTCODE
LOTTERIJ

Canon

We recommend you limit the imprint to three lines of text, as shown on this page. The font is Akkurat Regular. Font size 46,5 pt, leading 62 pt. An Indesign sample of the invitation is included in the online exhibition kit.



WORLD PRESS PHOTO

14

18 april - 22 juni
De Nieuwe Kerk
Amsterdam
(26 april gesloten)

Photo by
John Stanmeyer, USA, VII for National Geographic

sponsorlogo
(87% of other sponsors)

NATIONALE
POSTCODE
LOTTERIJ

Canon

If you need to include more information, please use a maximum of four text lines as shown on this page. We recommend you limit the imprint to three lines of text. The font is Akkurat Regular. Font size 46,5 pt, leading 62 pt.



The exhibition is World Press Photo's best-known activity and brings together award-winning images from the nine categories of the annual contest. 98,671 photographs were submitted in 2014 by 5,754 photographers from 132 countries.

World Press Photo aims to inspire understanding of the world through quality photojournalism. We are committed to supporting and advancing high standards in photojournalism and documentary photography worldwide. We strive to generate wide public interest in and appreciation for the work of photographers and for the free exchange of information.

Our activities include organizing annual photojournalism and multimedia contests and a global exhibition tour. The programs of the World Press Photo Academy strive to stimulate high-quality visual journalism through educational programs, grants and a variety of publications.

For more information about our activities and for an updated exhibition schedule, please visit: www.worldpressphoto.org

World Press Photo is an independent non-profit organization, founded in the Netherlands in 1955. We receive support from the Dutch Postcode Lottery and are sponsored worldwide by Canon.

The 2014 jury:
Chair: Gary Knight (UK) founder photographer VII Photo Agency **Members:** Daniel Beltrá (Spain/USA) photographer | Luciano Candiani (Brazil) feature photojournalist | János Erdőss (Hungary) photographer | Alessia Iannone (Italy) senior photo editor | Nigel Isaac and L'Oréal (USA) chief photo editor | The Associated Press | Tom Jenkins (UK) sports photographer | Hosoko Katsuka (Japan) director of photography | Newswise Japan | Rosemund Kidman Cox (UK) editor | Koyo Kouoh (Cameroon) founder and artistic director Raw Material Company | Adnan Latif (Pakistan/USA) photographer and editor in charge of US pictures | Reuters | Basile Lefebvre (USA) associate professor and director of the cultural reporting and criticism program, New York University | Miriam Marlow (USA) photo editor | Sports Illustrated | Daniel Meltzer (Argentina) picture editor and curator | Kerim Diken (Turkey) photographer | Terence Pappas (UK) senior special advisor National Portrait Gallery | Maria Sumalla (France) photo editor | La Monda | Nesrine Tavakoli (Iran) photographer | Francesco Zonta (Italy) photojournalist | Noor Images **Secretaries:** David Campbell (Australia) independent writer, researcher, lecturer and producer | Simon Njami (Cameroon) independent curator, lecturer and art critic.

WORLD PRESS PHOTO

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Cover picture:
World Press Photo of the Year 2013
John Stanmeyer, USA.
We for National Geographic:
African migrants on the shore of Djibouti City at night, using their phones in an attempt to capture an inexpensive signal from neighboring Somalia – a tenuous link to relatives abroad.

1. Tyler Hicks, USA, The New York Times
2. Fred Riano, El Salvador, El País
3. Alexander Peral, Italy, D'Ottolenghi
4. Emiliano Lasalle, Argentina, El Nueve
5. Steve Winter, USA, for National Geographic
6. Carol Eggeman, the Netherlands

"This collection of winning images will likely be regarded as one of the most successfully curated series of photographs the World Press Photo Award has ever seen—and in the context of the current economies of the photo industry, that is cause to celebrate."

Chair of the 2014 jury / Gary Knight

E-INVITE

The e-invite is a PDF which you can send by email to your guests. You can add the specific information needed for your event with Acrobat Pro. You will receive a mailing list to enable you to invite World Press Photo business and media associates, and associates of World Press Photo's corporate sponsors.

