



WOO
WORLDS OF OPPORTUNITIES

STYLE GUIDE

2019



INTRODUCTION

“WOO is about self-realization, growing together, and creating a better world so that we all can enjoy a good quality of life.”

Worlds of Opportunities is a premium impact brand based on global inclusiveness. WOO offers a conscious luxury lifestyle consisting of home fragrances, personal care products, jewelry and more.

We strive to positively impact the lives of people in all steps of the supply chain, empowering those in need of an opportunity.

Our products are sourced from around the world, while engaging the communities that connect us. WOO believes in the power of people!

This style guide should inspire creativity, while explaining the core attributes that make our brand unique.

If you have questions as you work with our brand, never hesitate to contact us:
info@woocares.com



TABLE OF CONTENT

03 GUIDING PRINCIPLES

04 LOGO

LOGO DON'TS

06 COLORS

MAIN COLORS

FRAGRANCE COLORS

ADDITIONAL COLORS

07 TYPOGRAPHY

EXAMPLE

09 PHOTOGRAPHY

MOODBOARD

PRODUCTS

PILLARS

PRODUCTION

PORTRAITS

13 ONLINE

SOCIAL MEDIA

E-MAIL

15 PRINT

STANDEE

BANNER

GUIDING PRINCIPLES

Based on the brand's character, mission and vision, these guiding principles are leading for all content both visual and substantial. They represent the brand and what they stand for. These guiding principles need to be in mind when creating all content, for they assure the message to be communicated consistent and correct.

Handmade

Sustainable

Ethical

Powerful

Luxurious

Authentic

LOGO

The three elements are: global, simple and warm.
The logo can be interpreted as a Chinese, aboriginal, tribal or inka symbol.
The logo connects worlds! We all see the exact same shape but it can have a different meaning for every individual.

WOO's logo consists of three elements : the logo itself, the abbreviation and the "Worlds Of Opportunities" word mark set in Walkway Round typeface. All elements must be in the same color: gold. The exact code is mentioned in the chapter "Color".



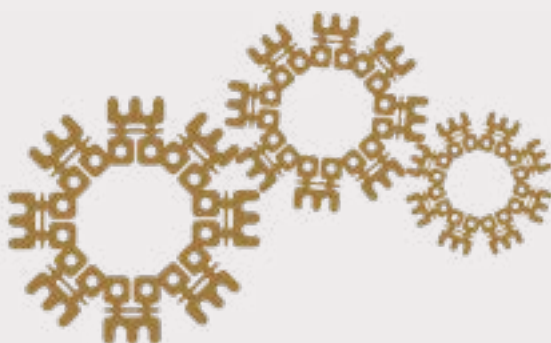
An example of how the logo is used.



If you flip the logo you can see that it looks like two people holding hands.

WOO

WORLDS OF OPPORTUNITIES



The logo can also be used in a pattern such as gears.

LOGO - DON'TS



Don't rotate the logo



Don't stretch the logo



Don't compress the logo



Don't change the font



Don't change the color



Don't change the proportions

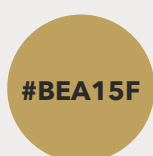


Don't use with image in background

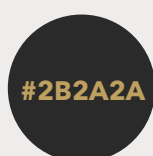
COLORS

The colors mentioned below are leading for all content. These colors/themes are to be used with graphic design, photography etc. All visual content must contain at least one of the main colors/themes. The fragrance colors are only to be used in correlation to said fragrance.

Main colors



Used for logo,
accents etc.



Used for text



Used for
backgrounds

Franchise colors



Treasure
#6D5868



Tranquility
#608188



Lime
#919042



Radiance
#B75A63

Additional colors



1 #EFF0E3
2 #B2B9C0
3 #F1B807



1 #D9C8BA
2 #C19248
3 #735D42



1 #C2C6D8
2 #515920
3 #3C3A1C



1 #BDAD45
2 #8D867B
3 #6E798B

TYPOGRAPHY

The primary brand font is the Walkway family. It's used both online and offline. Walkway is the font for all text, there is no other font for the body text. WOO doesn't use serif fonts, because the goal is to give the reader a warm and welcome feeling: nothing too formal. The sizes are based on an A4 sized surface. The size depends on the medium and its surface, so the size will likely be scaled differently for every medium.

Primary header

PRIMARY HEADER

Font: Walkway Bold - Letters: Capital letters - Spacing: 25 px
Size: 25 px - Outline: Left, on one line

Sub header

The quick brown fox jumps over the lazy dog

Font: Walkway Rounded - Letters: Regular letters - Spacing: 0 px
Size: 18 px - Outline: Left - Spacing: 25 pt under primary header

Title

WALKWAY BLACK

Font: Walkway Black - Letters: Capital letters - Spacing: 25 px
Size: 16 px - Outline: Left, on one line

Body

Cotabeniū conte maximul octum. Caterfena, ubliquam.
Id factum hebatriū vervit; eoris hos patus vehem vivis, octeristrum
dem prem clus rei consultiū in a merobus nonsim hae et? Firitio
ur. Gratum inu manum cone forbi pore ignossim ad di terem

Font: Walkway SemiBold - Letters: Regular letters - Spacing: 10 px
Size: 12 px - Outline: Left - Spacing: 14,4 pt

PRIMARY HEADER

The quick brown fox jumps over the lazy dog
even when the wind blows very hard

Cotabeniū conte maximul octum. Caterfena, ubliquam.
Id factum hebatrit vervit; eoris hos patus vehem vivis, octeristrum
dem prem clus rei consultiu in a merobus nonsim hae et? Firitio
ur. Gratum inu manum cone forbi pore ignossim ad di terem

WALKWAY BLACK

Cotabeniū conte maximul octum. Caterfena, ubliquam.
Id factum hebatrit vervit; eoris hos patus vehem vivis, octeristrum
dem prem clus rei consultiu in a merobus nonsim hae et? Firitio
ur. Gratum inu manum cone forbi pore ignossim ad di teremEc-
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haruptatur, ium estium vererum nimilles apicia ameniamendem
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Excerro des esequam expland issimet es as enet aliquate ped
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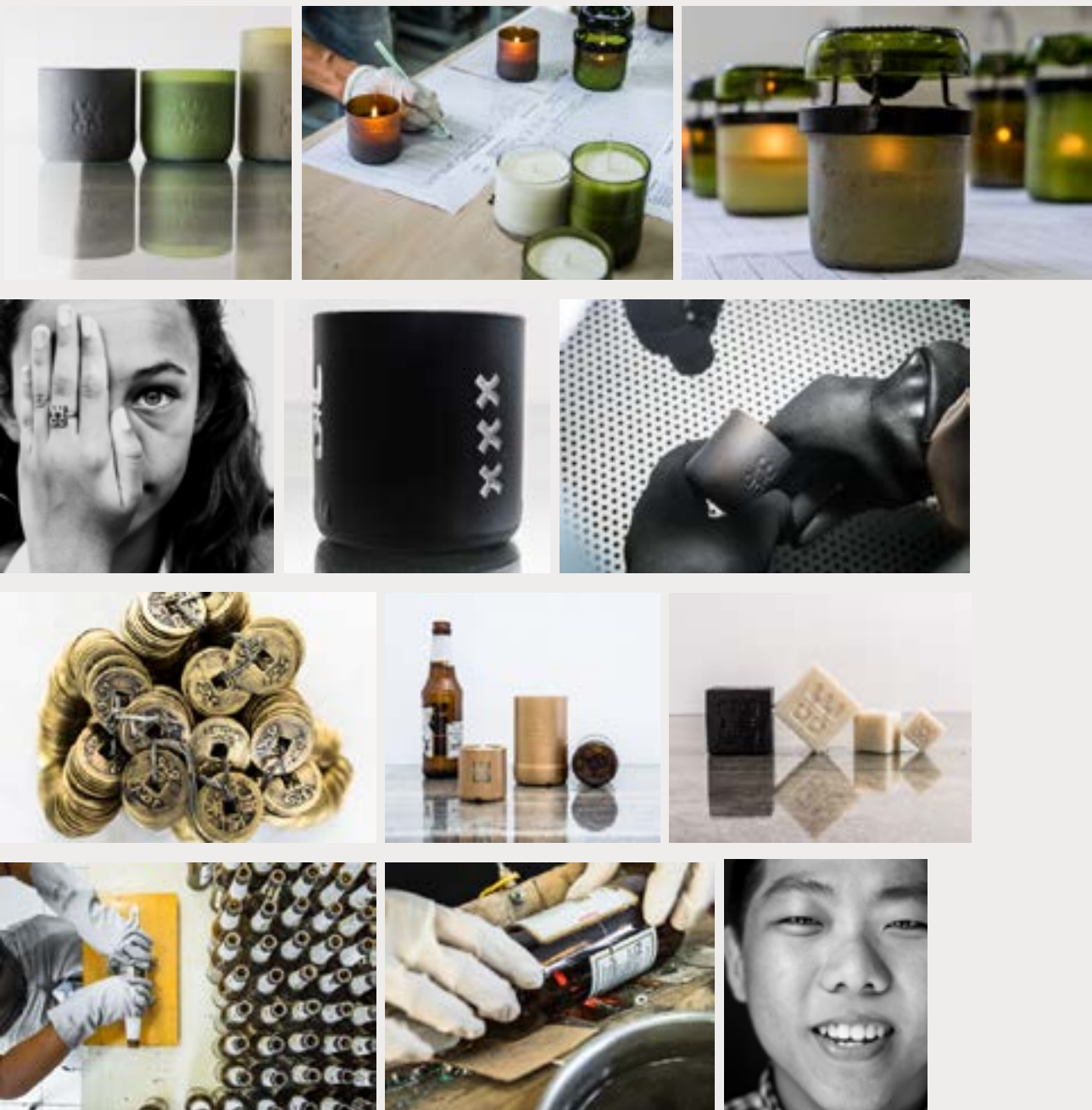
TITLE NUMBER 2

Cotabeniū conte maximul octum. Caterfena, ubliquam.
Id factum hebatrit vervit; eoris hos patus vehem vivis, octeristrum
dem prem clus rei consultiu in a merobus nonsim hae et? Firitio
ur. Gratum inu manum cone forbi pore ignossim ad

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sa parum idunt haruptatur, ium estium vererum nimilles apicia
ameniamendem exerepra prem vendam, ommodi arundemque
vollecum, quam quaspeditint ipsum faceat.
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PHOTOGRAPHY

As an introduction and example of the photography, a moodboard has been inserted. This should serve as inspiration for all photography, keeping the guiding principles in mind.



PRODUCTS

When it comes to product photography, the focus is on the quality of the product. As it's a luxurious brand, it must scream "high end quality". Product photography will mostly be used for the webshop, and consists of three pictures per product:



1. Front and center

The product is centered, facing forward. It contains all elements of the product, including the packaging



2. Close up

A close up picture of the product is shown. This shows quality, so it has to be high definition.



3. Setting or production

The product is shown in a setting:

- With one or multiple relevant objects and/or other products
- With an object from the production process (f.e. an unprocessed bottle)

PILLARS

This type of photography is mostly used for one of the three webshop images and both on- and offline platforms. These are meant to inspire the target group, and to further show the three pillars of WOO: cares, moves and connects.

WOO Cares

Ingredients, people, quality/SDGs



WOO Moves

Settings, tools, global



WOO Connects

Production, people



PORTRAITS

Close up



Wide



Medium



ONLINE

Social Media



This template is for B2B.
The template is located in
Mailchimp



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© 2007 Blackwell Publishing Ltd, *Journal of Internal Medicine* 262: 105–112

[illegible]

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SPH is a well-known mathematical model for the study of the growth of cellular colonies based on simple diffusion equations and is used to model many biological systems. SPH is the method to solve the diffusion equation numerically. In this paper, we use the explicit finite difference (EF) method to solve the diffusion equation. Since the SPH method is a numerical method, it is not suitable for the study of the growth of cellular colonies. In this paper, we use the EF method to solve the diffusion equation.



Source: *Journal of the American Medical Association*, 2000, 283: 2533-2538.



Figure 1

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1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26



PRINT

Standee

Handcrafted home and body care products
Co-created by communities from around the world

WOO | The brand that gives back

WOO COLLECTION

WOO brings a wide range of luxurious lifestyle products to the market, featuring quality design, simple aesthetics, and premium ingredients - all with the added value of social and environmental responsibility.

We believe that it is possible to produce premium items and take care of our people and planet. Join us!

 @woostore

 woostore

 woostore

 WOO | WORLD OF OPPORTUNITIES

Banner

Handcrafted home and body care products.
Authentic and natural materials.
Co-created by communities around the globe.

WOO | The brand that gives back



WOO
WORLDS OF OPPORTUNITIES