

WOR(I)D Global Network  
**Brand Usage Manual**

*wor(I)d*<sup>TM</sup>

—  — *Life Sensing Technology* —

*wor(I)d*<sup>TM</sup>

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*wor(I)d*<sup>TM</sup>

—  — *Life Sensing Technology* —

*wor(I)d*<sup>TM</sup>

—  — *Life Sensing Technology* —



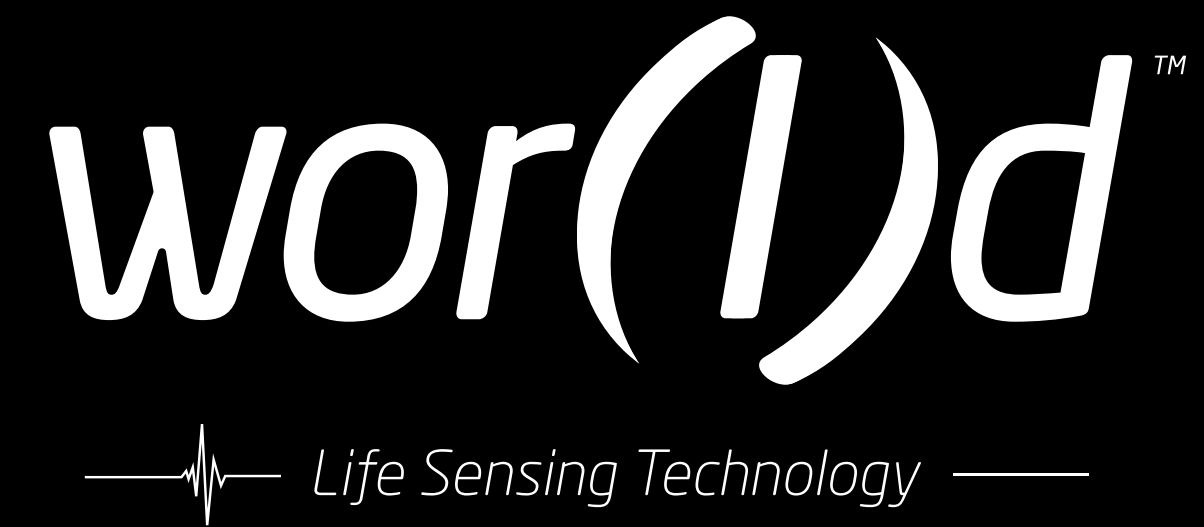
*wor(I)d*<sup>TM</sup>  
—  — *Life Sensing Technology* —



*wor(I)d*<sup>TM</sup>  
—  — *Life Sensing Technology* —

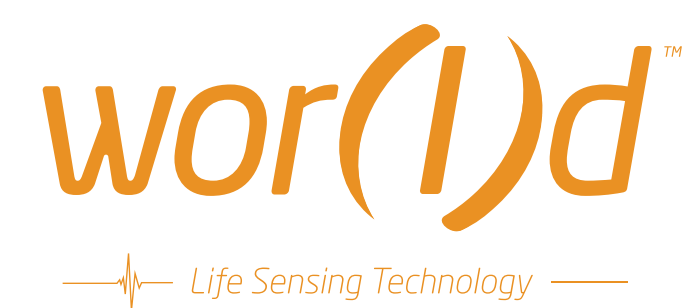
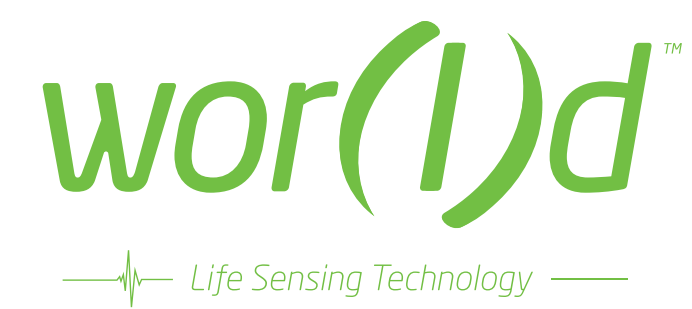
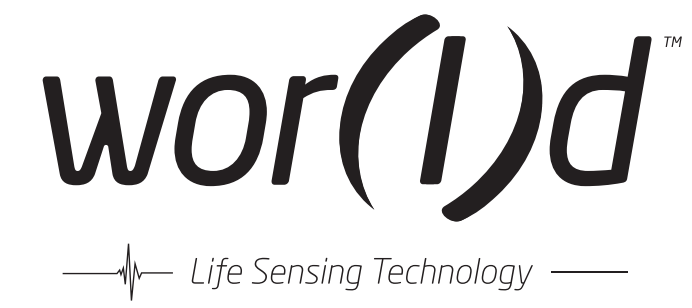


*wor(I)d*<sup>TM</sup>  
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*wor(I)d*<sup>TM</sup>  
—  — *Life Sensing Technology* —

# Admitted colors



**Black**  
#000

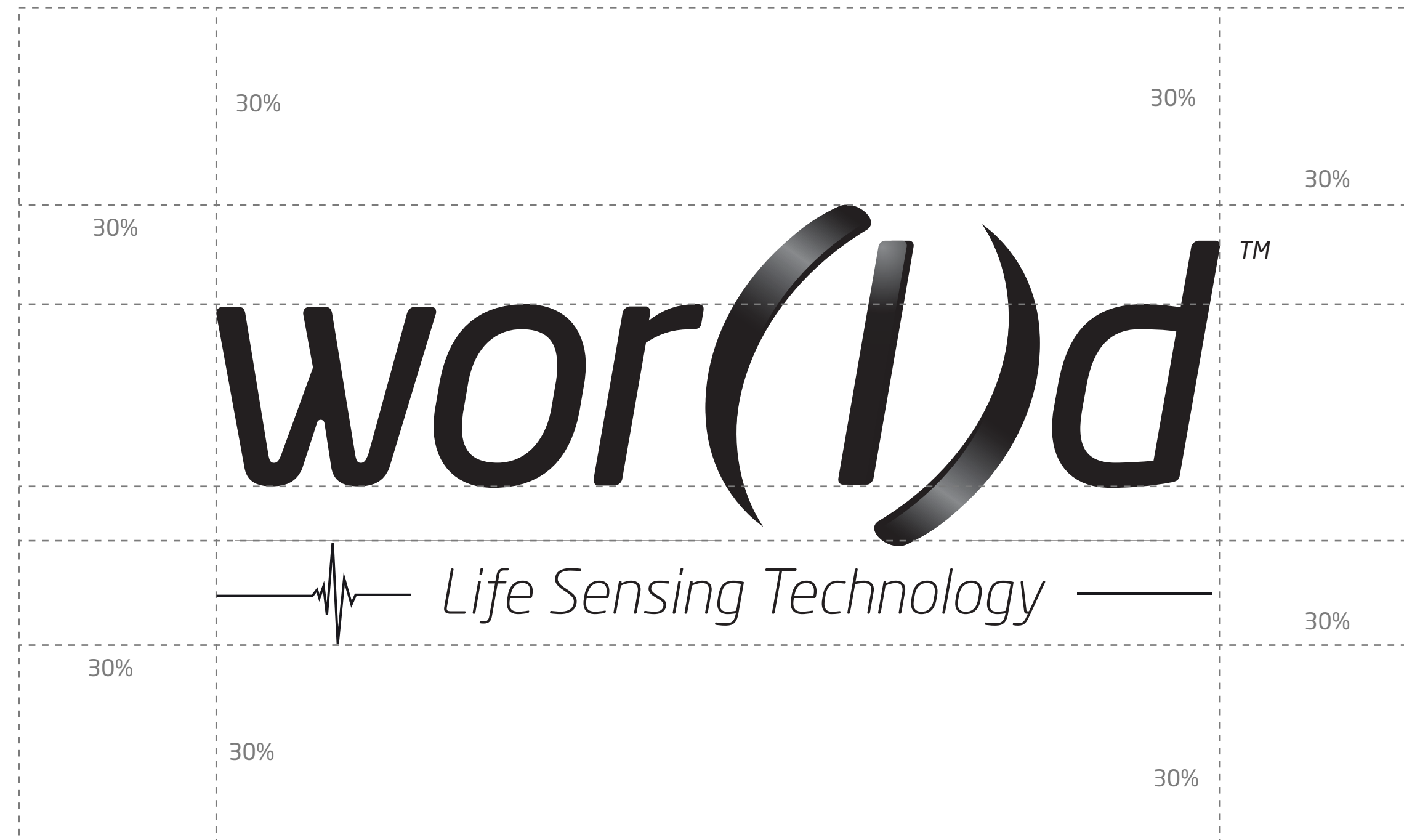
**Grey**  
CMYK 60, 50, 50, 20  
RGB 100, 100, 100  
#000

**White**  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
#FFF

**Blue**  
CMYK 90, 75, 0, 0  
RGB 50, 90, 165  
#345AA5

**Green**  
CMYK 60, 0, 100, 0  
RGB 120, 190, 80  
#74BD4C

**Orange**  
CMYK 6, 50, 100, 0  
RGB 230, 145, 50  
#E89033







# WOR(I)D presents it new logo

Discover the details of a “brand” revolution.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur. Quis aute iure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt

Neo Sans Std Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ÀÈÉÌÒÙ  
abcdefghijklm  
nopqrstuvwxyz  
àèéìòù  
1234567890

Neo Sans Std Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ÀÈÉÌÒÙ  
abcdefghijklm  
nopqrstuvwxyz  
àèéìòù  
1234567890

Neo Sans Std Bold

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ÀÈÉÌÒÙ  
abcdefghijklm  
nopqrstuvwxyz  
àèéìòù  
1234567890**

# Branches and Departments

*wor(I)d*<sup>TM</sup> / Group Asia

Neso Sans Std Light

Departments

*wor(I)d*<sup>TM</sup> / *Research Lab*

Neso Sans Std Italic Regular

Divisions

*wor(I)d*<sup>TM</sup> / *wear*

Neso Sans Std Light Italic



Diamond Life Club

Millionaire Club



# Executive *is* **BETTER**

You business start in the right way. The best package for your success has **4 HELO inside, with 8 Himalayan Salt Titanium Plates.** And with the Fidelity Membership, you can foget your strenght to achieve your goal.



**wor(l)d**  
we connect people.



# Lifestyle *goes* **HEALTHY**

Helo is a smart wristband that can be worn 24/7 **to monitor vital signs in real-time**, providing data that can be used to immediately inform lifestyle choices, leading to better life, wellbeing and physical condition



**wor(l)d**  
we connect people.