



5thWorld

Brand Guidelines

Table of Contents

Who We Are.....	03	Our Writing Style.....	05	Our Logo.....	13
About Us.....	03	Writing Goals and Principles.....	05	Primary Logo.....	13
Vision Statement.....	03	Organization and Hierarchy.....	05	Secondary Logos.....	14
Mission Statement.....	03	Grammar and Mechanics.....	05	Clear Space.....	15
Identity and Values.....	03	Punctuation.....	07	Sizing and Alterations.....	16
Our Tone of Voice.....	04	Spelling.....	08	Our Photography.....	17
Our Voice.....	04	Our Look and Feel.....	09	Stock Photography Do's.....	17
Our Tone.....	04	Our Typography.....	10	Stock Photography Don'ts.....	17
Words and Phrases to Avoid.....	04	Our Colours.....	11	Our Icons.....	18

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 Writing Style

Introduction

Our Writing Style Guide helps us write well. It also ensures consistency across teams, channels, and materials. Use it as a reference when you're writing for 5th World.

We've based the 5th World writing style on [The Canadian Style](#). Refer to it for cases that aren't covered here.

Writing Goals and Principles

We write copy to help our audience complete an action. An action may be:

- **Transactional** (e.g., a lead calls 5th World or fills out a form.)
- **Informational** (e.g., a person learns more about 5th World.)
- **Other** (e.g., a customer receives support.)

Therefore, 5th World copy should:

- **Engage:** Convivial, authentic communication connects to people's values and creates trust.
- **Educate:** Address questions and concerns, and help people understand 5th World using clear language.

- **Empower:** Help people attain their desired regenerative lifestyle through complete, personalized service. As well as expertise, commitment, and positivity.

Organization and Hierarchy

- Organize a page around one topic and primary keyword.
- Group related ideas together and use descriptive headers and subheaders. Make them 30 characters or less and integrate keywords.
- Lead with the main point and keyword.
- Use brief words, sentences, and paragraphs. Write no more than five sentences per paragraph.
- Write headings in title case: Capitalize the first letter of every word except articles, prepositions, and conjunctions.
- Write subheadings in sentence case: Capitalize the first letter of the first word.
- Avoid using end punctuation except for question and exclamation marks. Or when a heading or subheading is two or more sentences.
- Give every image alt text. Keep it descriptive, 125 characters or less, and include keywords.

Grammar and Mechanics

Abbreviations and Acronyms

- Spell out abbreviations and acronyms that aren't general knowledge on the first mention. Include the shortened version in parentheses. Then use the short version for all other references:
 - First use: Permaculture design course (PDC.)
 - Second use: PDC.
- If the abbreviation or acronym is well known, like HTML, use it as is.

Active Voice

- Use active voice over passive voice.
- In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it. "Was" or "by" may reveal you're using passive voice.
- As an exception, we use passive voice when we want to emphasize the action over the subject. E.g., when the subject is uncertain.

Our Writing Style

Grammar and Mechanics (con't.)

Addresses

- Abbreviate words like Street and Avenue, adding a period.
- Provide full addresses in this order: street number, street name and suite number, city, province, and zip code. E.g., 1234 Av. des Rêves, Montréal, Quebec A1B 2C3.

Bold

- May be applied to headings, etc.
- Don't use bold text for emphasis (or all-caps or title case for that matter.)

Bullets

- Use for lists and phrase each item in a parallel way.
- If the bullets complete an introductory sentence, start them in lowercase and omit periods.
- If the bullets stand alone, finish each one with a period.

Capitalization

- Capitalize names e.g., John Smith, company names e.g., 5th World, and job titles when referencing a specific role e.g., "Contact our

Marketing Specialist for PR inquiries." Don't capitalize when referring to the role in general terms e.g., "One of our marketing managers will get back to you shortly."

- Capitalize departments and team names (but not the word "team" or "department".) E.g., Marketing department or Support team.
- Don't capitalize random words in the middle of sentences. Here are some words we never capitalize in a sentence: permaculture, regenerative living, etc.
- Don't capitalize after a colon that offsets a list.
- Capitalize after a colon that begins a sentence.

Contractions

- Always use contractions. E.g., "that's" instead of "that is," "we're" instead of "we are", etc.
- We use contractions when we speak: Contractions help writing feel conversational and human, as opposed to formal and robotic.

Dates

- Spell out the day of the week and the month. Separate information using commas. E.g., Wednesday, July 19, 2023.

- The all-numeric version lists the year first, so there's no mistaking the order e.g., 2023–07–19.
- Year designations take the following forms. E.g., the class of '68, the 1880s, 1300 BC, AD 1300.

Decimals and Fractions

- Spell out fractions e.g., two-thirds.
- Use decimal points when a number can't be easily written out as a fraction e.g., 3.14.

File Extensions

- Use all uppercase without a period e.g., GIF. Add a lowercase "s" to make it plural e.g., GIFs.

Italics

- Use for emphasis.
- Use for the title of a long work e.g., a book.

Jargon and Slang

- Avoid jargon and slang.
- Jargon confuses the client. At worst they'll feel like we're obscuring information.
- If we must use jargon, define it. E.g., "Circular economy is an economy that aims to eliminate waste and promote the continual use of resources."

Our Writing Style

Grammar and Mechanics (con't.)

Money

- Use the dollar sign before the amount e.g., \$50. Include a decimal and number of cents to two places if they're more than zero e.g., \$49.99.

Numbers

- In general, spell out a number when it begins a sentence and/or if it's a number under 10.
- One exception is when the number is accompanied by a unit of measurement. Then it's written numerically e.g., 5 kg.
- Another exception is an expression that typically uses spelled-out numbers. E.g., third-party integration.
- Numbers over three digits get commas e.g., 1,000 or 150,000.

Ranges and Spans

- Indicate a range or span of numbers using "to" or "from". E.g., "It takes 20 to 30 days."

Symbols

- Use the % symbol instead of spelling out "percent."

Telephone Numbers

- Separate numbers using a parenthesis with a space for the area code. Use a dash without a space for the rest. E.g., (788) 744–8730.

Time

- Use numerals and a.m. or p.m. with a space e.g., 10:00 a.m.
- Ensure the specified time relates to the audience's time zone. If we're addressing several time zones, use 5th World's time zone. Abbreviate it after a space. E.g., 10:00 a.m. PST.

Punctuation

Ampersands

- Use ampersands instead of "and" as a stylistic choice where characters are limited. E.g., the headline on a brochure, on a web button or on X. They may also form part of a corporate name.

Apostrophes

- The apostrophe is generally used to make a word possessive. If the word already ends in an "s," add an apostrophe.

Colons

- Use a colon (instead of an ellipsis, em dash, or comma) to offset a list. E.g., "5th World deploys a variety of regenerative practices: gardening, rainwater harvesting, solar rigging, and more."
- Capitalize the first word after a colon if it begins a sentence. E.g., "Our position is clear: We care for your property as if it were our own."
- Don't use colons at the end of headings and subheadings.

Commas

- When writing a list, use a comma before "and" (also known as the serial or Oxford comma.) E.g., "We serve clients in Canada, the US, and beyond."

Dashes and Hyphens

- Use a hyphen (-) without spaces on either side to link words. E.g., "first-time customer."
- Use an em dash (—) without spaces to offset an aside. E.g., "Beyond sustainability, and just beyond the city, you'll find the next evolution in lifestyle—one where luxury, technology, and community converge to inspire residential living that's net positive to nature."
- Don't use en dashes.

Our Writing Style

Punctuation (con't.)

Ellipses

- Avoid ellipses.

Emojis

- Avoid emojis except for on social media, where one or two may appear per post.

Exclamation Points

- We rarely use exclamation points, and never more than once per page, and one at a time.
- Exclamation points go inside quotation marks. And they go outside parentheses.
- Never use an exclamation point in a negative context e.g., when notifying a customer about an issue.

Slashes

- There's no space before or after a slash when it's used between individual words, letters, or symbols. There's a space before and after the slash when it's used between longer groups.

Periods

- Leave a single space between sentences.
- Periods go outside parentheses. E.g., "Regenerative practices increased in 2023

(rainwater harvesting in particular has increased by X since last year.)" Or, "They deployed a regenerative technique. (It was a rainwater harvesting.)"

Question Marks

- Question marks go outside parentheses.

Quotes

- Use the past-tense run-in format and capitalize the first word of a direct quotation. E.g., The CEO said, "Time is money."
- Don't use capitalization if the quote is a sentence fragment or is worked into the structure of the sentence. E.g., The CEO said that "time is money."
- The first time we mention a person in writing, refer to them by their first and last names. For all other mentions, refer to them by their last name.
- Use quotes to refer to words and letters, titles of short works (like articles,) and direct quotations.
- Periods and commas go within quotation marks. E.g., According to X, "Regenerative practices have increased by Y." Likewise, if a question is part of the quotation, the question mark goes inside.
- If we're asking a question that ends with a quote, the question mark goes outside the quote. E.g., Who originally said, "Time is money"?

- Use single quotation marks for quotes within quotes. E.g., He said, "A businessman man once told me, 'Time is money.'"

Semicolons

- Avoid semicolons. They usually support long sentences that could be simplified. Try an em dash (—) instead or start a new sentence.

Spelling

- Verbs ending in ise/ize get American spelling e.g., customize.
- Nouns ending in our/or get British spelling e.g., colour.
- Nouns ending in re/er get American spelling e.g., center.
- Double l/single l in the past tense of verbs get British spelling e.g., labelled
- Verbs with single l/double l get American spelling e.g., enrollment.
- Nouns in ce/se use British spelling e.g., defence.
- Digraphs ae and oe in words derived from Greek and Latin get American spelling e.g., encyclopedia.
- Respect the official spelling of institutions, companies, etc.



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 for free from [Google Fonts](https://www.google.com/fonts/specimen/Plus-Jakarta-Sans).

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 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 and Shades

A tint is a mixture of a color with white, which increases lightness, while a shade is a mixture with black, which increases darkness. Pastel colours are generally tinted colours. Colour tints and shades are typically defined in percentages, from 100% (mostly black mixed with the colour) to 10% (mostly white mixed with the colour.)

E8F8EF	5%	E9F6F8	5%	E6EDEF	5%	EDEBEA	5%
D4F6E5	10%	CCEFF1	10%	CCDCDE	10%	DCD7D4	10%
B7EFD3	20%	AAE4E8	20%	AAC4C8	20%	C4BCB8	20%
92E7BD	30%	80D7DC	30%	80A7AC	30%	A69A94	30%
6EE0A8	40%	56CAD0	40%	558A91	40%	897970	40%
4AD892	50%	2BBCC5	50%	2B6C76	50%	6C584D	50%
26D07C	BASE	01AFB9	BASE	004F5A	BASE	4E3629	BASE
20AD67	60%	01929A	60%	00424B	60%	412D22	60%
198B53	70%	01757B	70%	00353C	70%	34241B	70%
13683E	80%	01585D	80%	00282D	80%	271B15	80%
0D4529	90%	003A3E	90%	001A1E	90%	1A120E	90%
082A19	100%	002325	100%	001012	100%	100B08	100%

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.



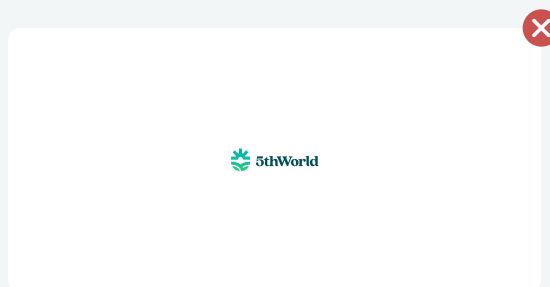
Our Logo

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.



Our Photography

Stock Photography Do's

Photography can breathe life into an otherwise plain or simple layout. When choosing a stock image, there are a lot of things to keep in mind in order to stay on-brand. Here are some tips:

- Use colours that appear in nature as your guide. Look for warm, high contrast, and rich colour palettes featuring lots of greens, blues, browns, and golds.
- Choose imagery that has natural lighting, as opposed to overly-perfect, artificial looking studio lighting. In particular, look for photos taken during the Golden Hour—the period of daytime shortly after sunrise or before sunset, when daylight is redder and softer than when the sun is higher in the sky. Golden Hour lighting is optimal for photographing people, still lifes, and landscapes.
- Diversity is important when choosing images of people. Aim to represent a wide range of ages, genders/gender expressions, races, body types, mental and/or physical abilities, religions, and ethnicities.
- Look for authentic, natural looking models. Avoid overly retouched, plastic-y looking, stiffly posed, or studio lit images of people.
- Shallow depth-of-field (where the background of

the composition is blurred) is a great photography technique that can subtly draw a viewer's eye towards the most important part of a photo.

- Look for interesting angles and different points-of-view when choosing photos of common subjects, to add visual interest.
- Imagery featuring natural textures add warmth and tactility to a design. Think of wood grains, natural fibres, stone, rich soil, leafy plants, and so on.
- Whenever possible, show people interacting with each other or their environments, as opposed to someone standing and smiling directly at the camera. Highlight relationships, rather than an isolated person on their own.

Stock Photography Don'ts

There are a lot of clichés in the world of stock photography. Please avoid using them whenever possible. Examples of stock photo clichés include:

- Oversaturated business concepts such as handshakes, cheesy business teams giving a “thumb's up” or a “high five,” business people jumping in the air celebrating, and so on.
- Overly obvious/simplistic concepts such as puzzle pieces coming together, glowing “eureka!” light bulbs, piggy banks and coins, hands holding building blocks with icons on them spelling out the concept, standing in front of a

fork in the road looking confused, people yelling into a megaphone, etc.

- Highly retouched, perfectly studio lit photos of attractive models smiling directly at the camera, with unnaturally white teeth, perfectly styled hair, and a flawless skin texture.
- Overly exaggerated facial expressions/emotions, such as screaming, crying, pouting, frowning, shouting, etc.

Avoid outdated image styles, such as:

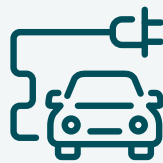
- Cool, stark blue/grey “corporate” colour tones.
- Cross processing, HDR (high dynamic range) imagery, and unnecessary grunge textures.
- Simplistic 3D render concepts (think rubbery, faceless little characters interacting with giant objects like puzzle pieces, 3D symbols, piggy banks, etc.)
- Photos with fake, tech-y interfaces, icons and graphs superimposed on top. These were popular in the early 2000's, but are very outdated ways to depict concepts like “high tech” and “futuristic.”

Never use an image that introduces or reinforces harmful stereotypes, or depicts discrimination against anyone's age, gender or gender expression, race, body type, mental or physical ability, religion, and/or ethnicity.

Our Icons

Icon Library

- Our iconography is built around a core library of high quality, “thin line” icons with rounded stroke caps.
- Our library includes a wide variety of subjects, from technology and real estate, to agriculture and business.
- Always ensure the style of icons you are using are consistent. Never combine a thick outlined icon with a thin lined icon, or mix and match outlined and filled icons.
- If you require additional iconography, please reach out to 5th World and we will source an icon that matches our existing icons.





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