
Creative Guideline

World TB Day 2019



It's
TIME

To get creative!

Create your own “It’s Time” visual

Do you have your own message in mind?

You will find here some assets and guidelines to help you in the creation of your own World TB Day visuals, including a blank “It’s Time” template in all 6 languages, short guidelines in the usage of logos, color scheme and typography.

All these assets can be found on the World TB Day dedicated [webpage](#).



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1.0 Templates

We have prepared the templates below in all 6 UN languages so that you can add your own World TB Day messages. **Download on the World TB Day webpage.**



2.0 “It’s Time” visual

The “It’s Time” visual is available for download in various formats, including vector to support your own creative initiative. **Download on the World TB Day [webpage](#).**

It's
TIME

The visual features the text "It's TIME" in red. Above the word "TIME" is a stylized clock face consisting of a semi-circle with a dotted border and a yellow sector on the left side.

لقد حان
الوقت

The visual features the Arabic text "لقد حان الوقت" in red. Above the word "الوقت" is a stylized clock face consisting of a semi-circle with a dotted border and a yellow sector on the left side.

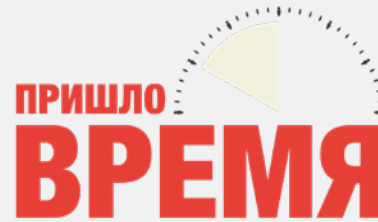
就
现在

The visual features the Chinese text "现在就" in red. Above the characters "现在" is a stylized clock face consisting of a semi-circle with a dotted border and a yellow sector on the left side.

C'EST
MAINTENANT

The visual features the French text "C'EST MAINTENANT" in red. Above the word "MAINTENANT" is a stylized clock face consisting of a semi-circle with a dotted border and a yellow sector on the left side.

ПРИШЛО
ВРЕМЯ

The visual features the Russian text "ПРИШЛО ВРЕМЯ" in red. Above the word "ВРЕМЯ" is a stylized clock face consisting of a semi-circle with a dotted border and a yellow sector on the left side.

ES
HORA

The visual features the Spanish text "ES HORA" in red. Above the word "HORA" is a stylized clock face consisting of a semi-circle with a dotted border and a yellow sector on the left side.

3.0 Typographie

The font used for the World TB Day visuals is “**Nimbus Sans**”.

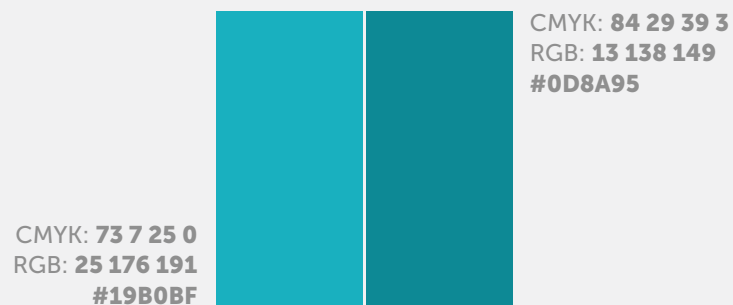
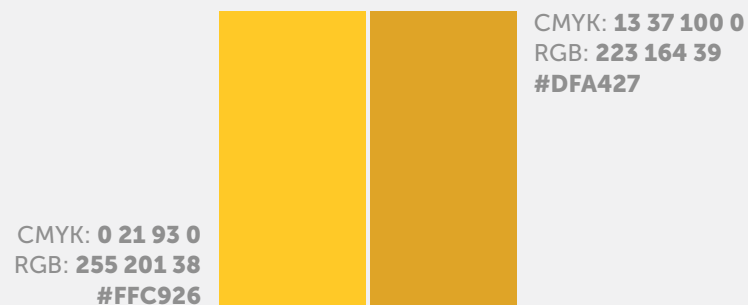
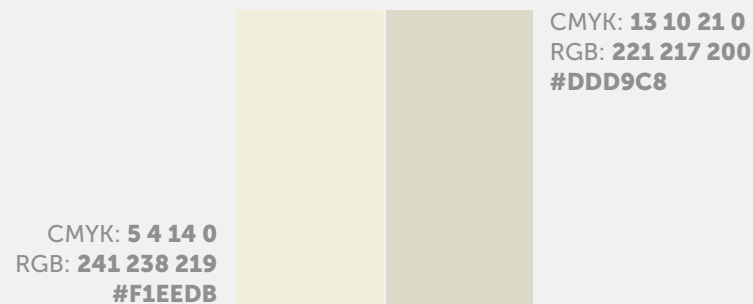
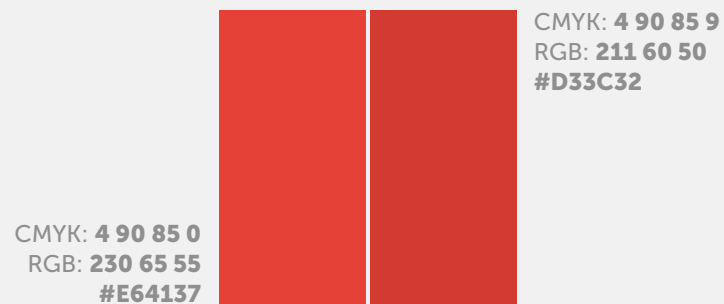
If you do not have access to this font, we suggest that you use “**Helvetica**” as an alternative.

**Nimbus Sans
Black**

**Helvetica
Bold**



4.0 Color scheme



5.0 World TB Day Logo

A World TB Day logo has been developed in the form of a tag and can be added in the top corner of any communication material. The use of a tag is less intrusive than that of a logo, but at the same time communicates a distinguished identity, creating a link between World TB events everywhere.

Color version



Full color



White Logo for
Colored background or
images



Reversed Logo



Black logo



5.1 World TB Day Logo

To ensure that the logo is always legible, a minimum print and screen size has been established along with a minimum clear space surrounding the logo. These are minimum specifications and should be increased when possible.

Min. Size



Min. Print Size:
15 mm



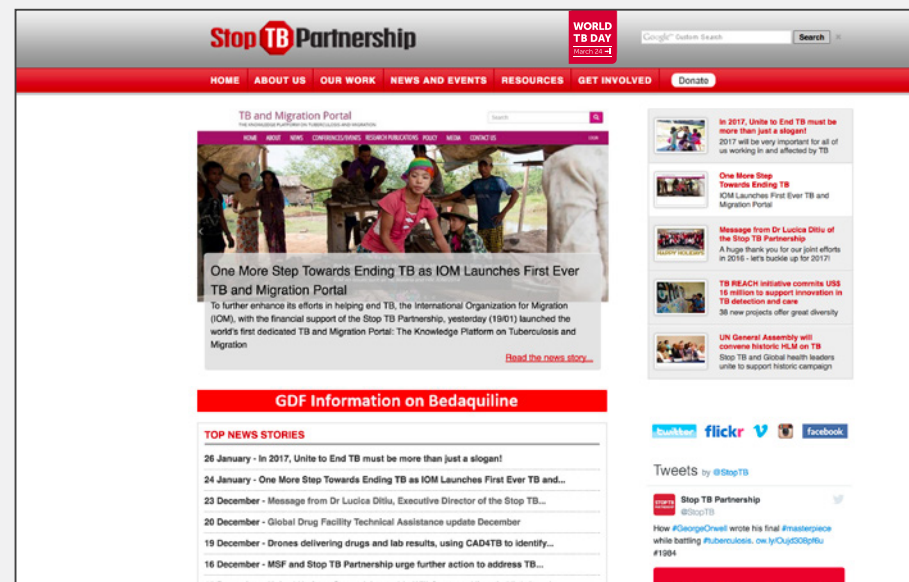
Min. screen Size:
45 px

Clear space



5.2 World TB Day Logo

Logo application



5.3 World TB Day Logo

To ensure a wide take-up and visibility of the World TB Day logo worldwide we have developed it in the 6 UN official languages. **Download on the World TB Day [webpage](#).**

translated versions



English



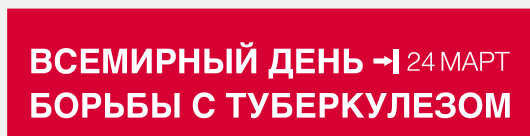
French



Arabic



Chinese



Russian



Spanish



6.0 End TB Logo

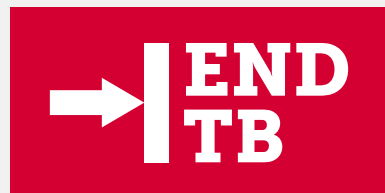
The Red Arrow is a symbol for our goal: a world without TB. It represents our unwavering commitment to move forward with this mission until we reach the finish line.

The Red Arrow was developed with the input of thousands of partners in the TB community. The symbol belongs to no single organization, person, tagline, or agenda. It represents our unity against TB, and it's in your hands to shape, mold, and give meaning to.

Color version



Full color



White Logo



Black logo



6.1 End TB Logo

To ensure that the logo is always legible, a minimum print and screen size has been established along with a minimum clear space surrounding the logo. These are minimum specifications and should be increased when possible.

Min. Size



Min. Print Size:
25 mm



Min. screen Size:
70 px

Clear space

