

World TB Day 2016

Identity Guidelines

February 2016



Introduction

How to use these guidelines

In the following pages you will find an overview of the tools needed to recreate the look and feel of the EndTB identity.

The intent of the guidelines are to provide a flexible framework that will help ensure all communication pieces maintain a cohesive thread that does not limit creativity. This will ensure that our brand will gain strength and equity to create value through recognition.

These guidelines will provide an introduction to our brand elements so that any partner or marketing agency will feel equipped to create communication pieces for a variety of functions for a variety of audiences.

Strategic Foundation Overview

Manifesto

We can end TB.

Meeting the survivors and supporters we witness harsh truths and deplorable injustice; a treatable disease killing so many. Uniting our collective strength gets us closer to resolution. We can confront stigma, create urgency, activate support and push for progress.

With advocacy, perseverance and passion we can reach everyone who needs treatment, build stronger communities and celebrate success that saves lives.

TB is not just another global statistic it equals lives at threat. It is humanity's problem to solve. For our children. For our future. For all of us. We deserve to be free of this disease. Let's End TB.

End TB

We can end TB.

Together we can find a way.

We can build unity.

We can drive change.

We can achieve a world free of TB.

Pillars

Intimacy

Unity

Empowerment

Progress

Call to action

Confront stigma

Create urgency

Activate support

Push for progress

Values

Compassionate

Courageous

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1.0

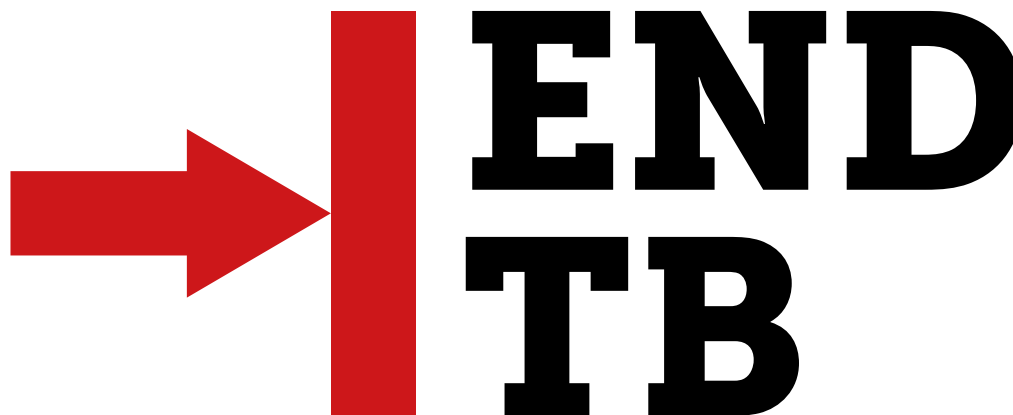
Our Logo

Our Logo

Our logo is the key element of our identity. Its energetic bold style helps keep TB in mind whilst the red arrow and line represent the journey we're on to end TB. The logo lockup is made up of a red arrow and a typographic lockup. Never separate or modify the relationship between these two key elements as this would affect the message clarity and campaign consistency.

Note:

Always ensure the logo lockup is used consistently and that the relationship between the arrow and the typography is always as shown on this page. Only use the approved artwork and colours in communication pieces to ensure consistency in appearance.

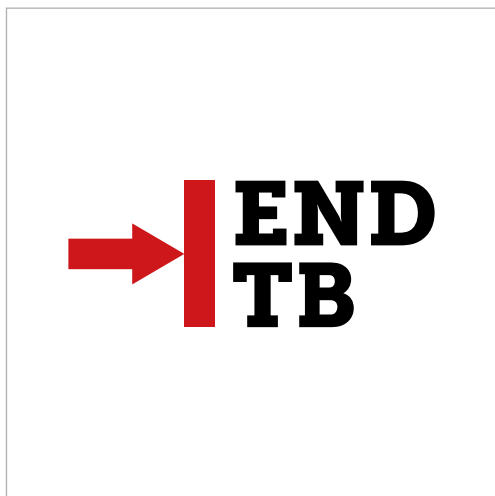


1.1

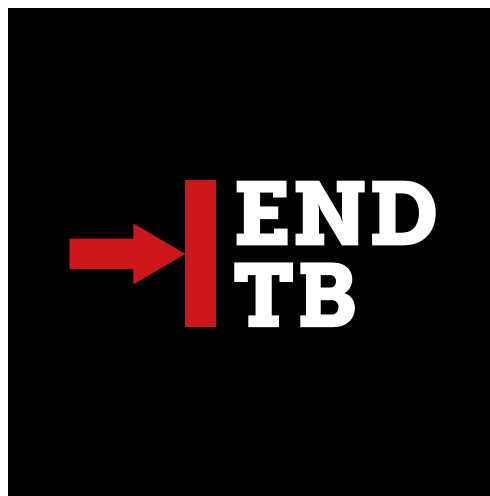
Our Logo / Logo Versions

Our Logo

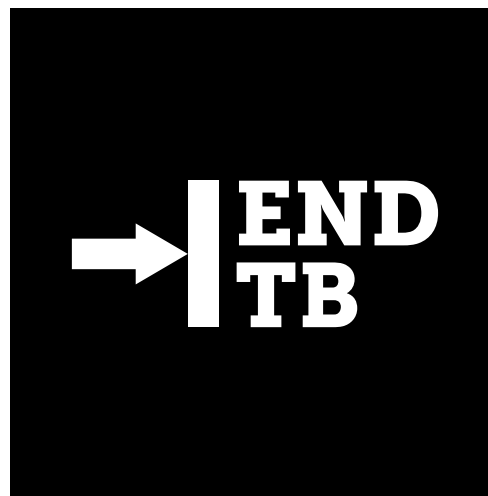
To ensure flexibility, the End TB campaign logo is provided in a number of versions: full colour, black, and white versions for red and black backgrounds. The black and white version should only be used when full colour printing is not available. The full colour version is the preferred version and should be used wherever possible.



Preferred Logo Version



Logo for Black Backgrounds



Reversed out White

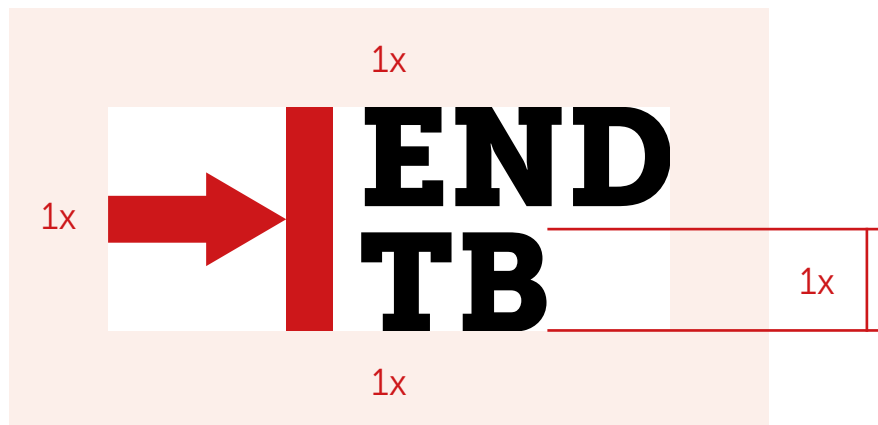


Reversed out White

1.1

Our Logo / Clear Space and Minimum Sizes

Clear Space



Our Logo

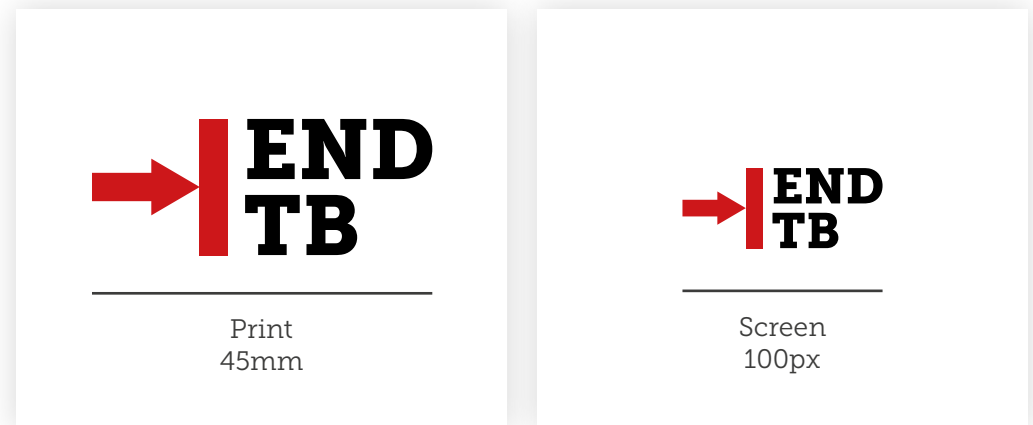
Clear space

Our logo should always be surrounded by an area of clear space for visual distinction and to ensure that text, images or graphic elements don't overpower it. The minimum clear space around the EndTB logo is defined by the height of the letters TB, as shown right. The area of clear space is a minimum specification and should be increased when possible.

Minimum size

To make sure our logo is always clear and legible in print and on screen communications, there are prescribed minimum sizes for reproducing the logo.

Minimum Size



2.0

Our Colours

Primary Colours

The approved colour breakdowns are listed below. Only use the approved breakdowns in communications.

Always remember to use ample white space when creating layouts.



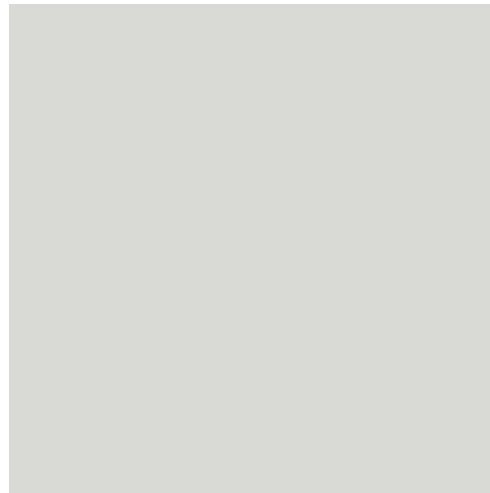
Red

PMS 200C

C:15 M:100 Y:100 K:00

R: 186 G:12 B:47

Hex#: BA0C2F



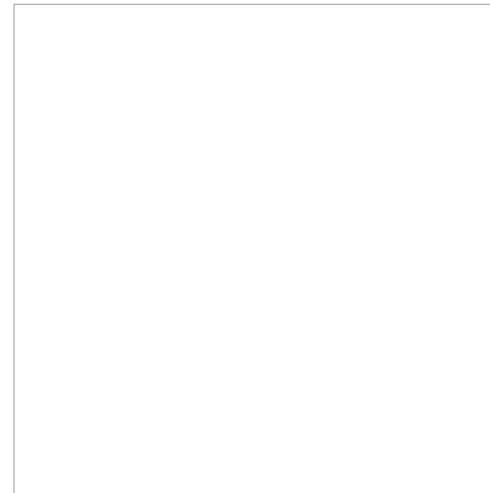
Gray

PMS Cool Gray 1

C:00 M:00 Y:00 K:00

R: 217 G:217 B:214

Hex#: D9D9D6

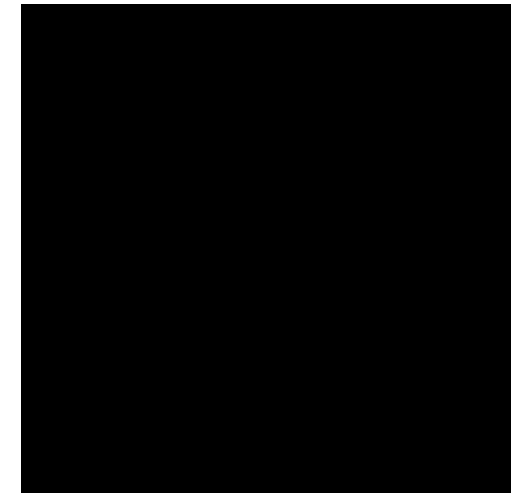


White Space

C:00 M:00 Y:00 K:00

R: 255 G:255 B:255

Hex#: FFFFFFFF



Black

C:00 M:00 Y:00 K:100

R: 0 G:0 B:0

Hex#: 000000

1.1

Our Logo / World TB Day Logo



2.0

Our Colours

Secondary Colours

The approved colour breakdowns are listed below. Only use the approved breakdowns in communications.

Always remember to use ample white space when creating layouts.



Green

C:100 M:14 Y:60 K:00
R: 0 G:140 B:124
Hex#: 008C7C



Yellow

C:00 M:30 Y:100 K:00
R: 251 G:186 B:0
Hex#: FBBA00



Orange

C:00 M:70 Y:100 K:00
R: 236 G:102 B:8
Hex#: EC6608



Purple

C:66 M:100 Y:8 K:0
R: 120 G:35 B:124
Hex#: 78237C



Blue

C:100 M:66 Y:00 K:00
R: 0 G:85 B:163
Hex#: 0055A3

3.0

Typography

Museo Slab

Museo Sans

Typography

Museo Slab and Sans have been selected as the primary typeface for the End TB movement. The font embodies flexibility that will lend itself to a wide variety of communication pieces and audiences. Museo Slab is robust and friendly while maintaining a clear and legible presence.

Museo Slab can be used for headline and sub headlines. Longer bodies of text and date should be set using Museo Sans.

Museo Sans is clean, modern and highly legible. It is very well suited for display and text use.

Museo Cyrillic is also available to use for Russian, Bulgarian, Serbian, Ukrainian, and other Slavic languages.

For electronic applications

Our recommended font for Microsoft Office including PowerPoint, Excel and Word is Arial.

Note:

To license typography for use, a desktop and/or webfont license must be purchased.

Print

Museo Slab 300
Museo Slab 500
Museo Slab 900

Museo Sans 300
Museo Sans 500
Museo Sans 900

Electronic

Arial Regular
Arial Bold

4.0

Bringing Our Campaign to Life

Messaging

Bringing our campaign to life goes beyond ensuring the correct application of our logo. It requires adhering to some simple messaging principles to guarantee clarity and memorability. The End TB campaign logo (A) is to be used prominently in all communications.

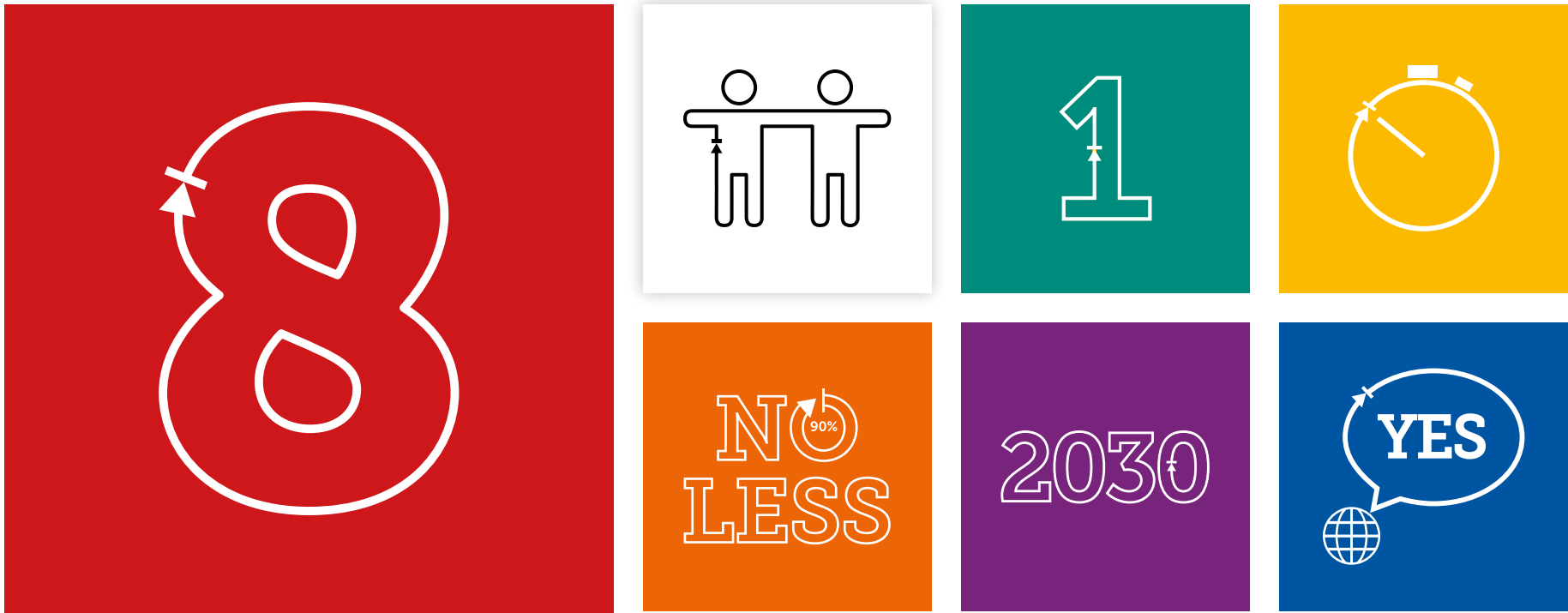
The End TB Call to Actions (B) should always be used in conjunction with the logo. They should be seen in the same field of view and locked up with the logo when necessary. These lock-ups can also be used at tertiary level such as inside the front cover of brochures or on the backs of t-shirts.

The examples on the next pages demonstrate the key principles for using the END TB campaign identity.



4.1

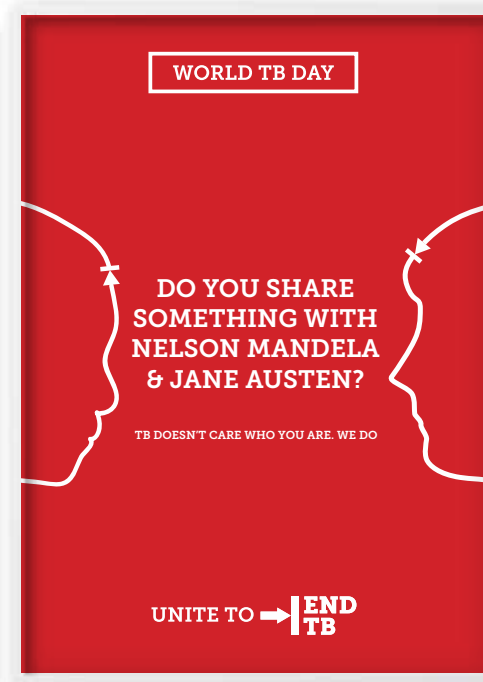
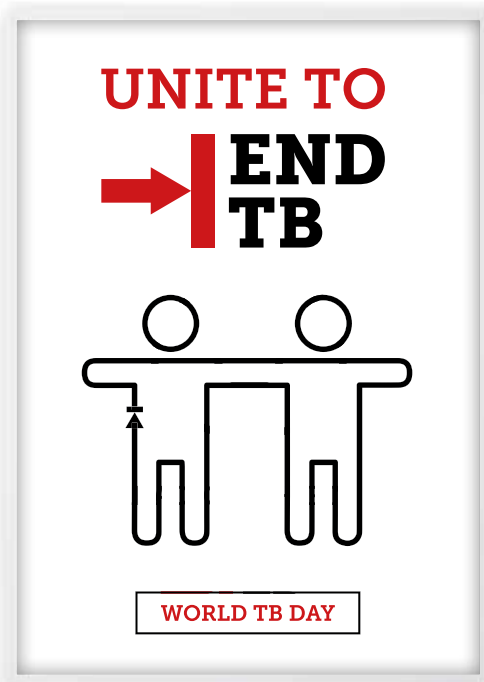
Bringing Our Campaign to Life / Illustration and Icon Style



4.2

Bringing Our Campaign to Life / Merchandise





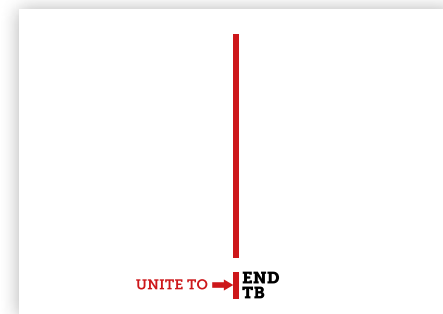
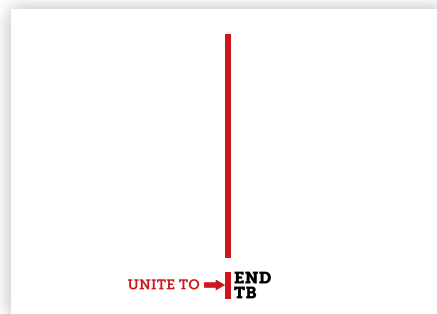
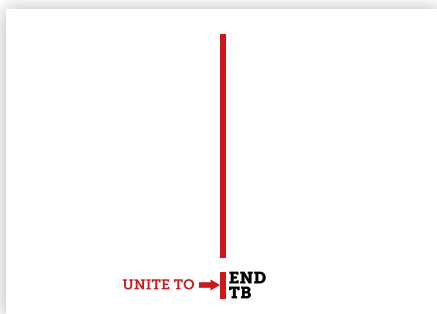
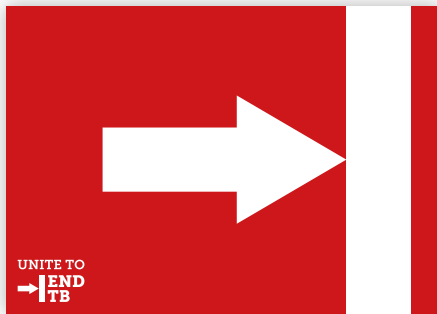
4.3

Bringing Our Campaign to Life / Posters / Alternative Colours



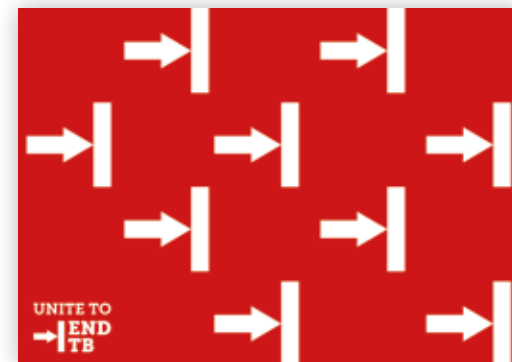
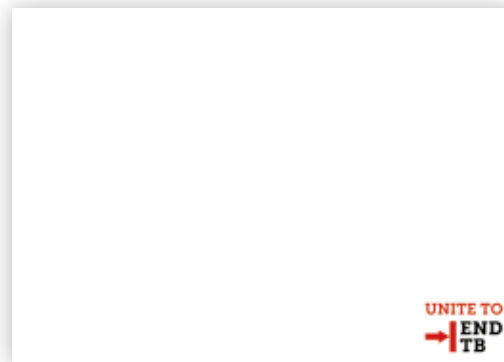
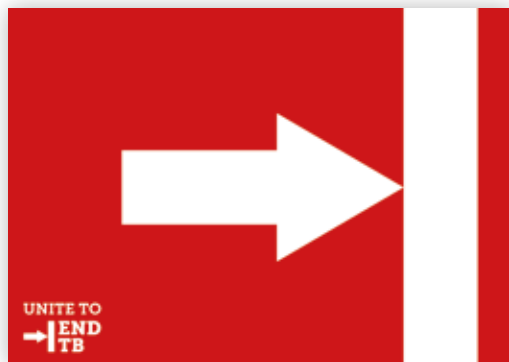
4.4

Bringing Our Campaign to Life / Postcards



4.5

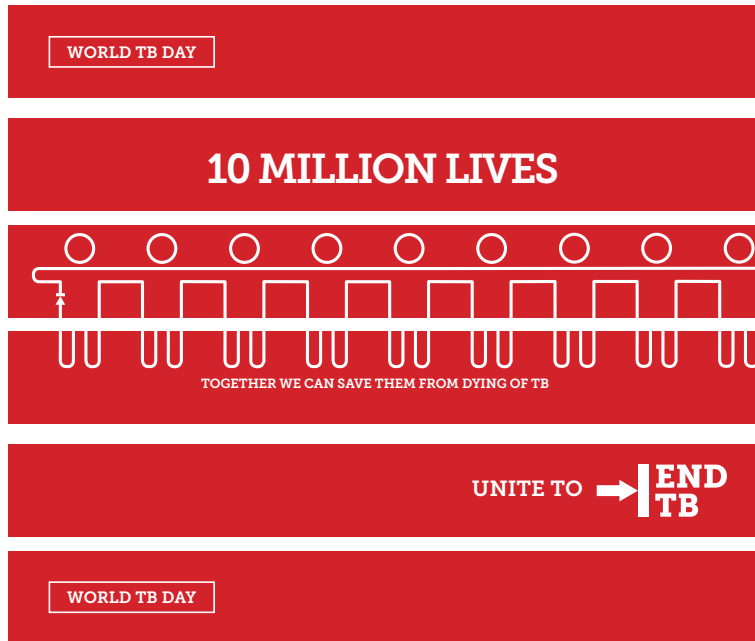
Bringing Our Campaign to Life / Sarong



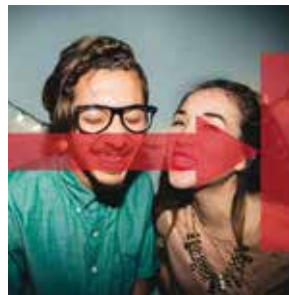
4.6

Bringing Our Campaign to Life / Social Media

Banner animation loop



Twitter ribbon



Facebook

