

Act on NCDs 2020 Brand Guidelines

GLOBAL WEEK FOR ACTION ON NCDs

7-13 SEPTEMBER 2020

#ActOnNCDs



ncdalliance.org

actonncds.org

Act on NCDs 2020 branding

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THE CAMPAIGN

#ActOnNCDs

From 2020 onwards, the **Global Week for Action on NCDs** will draw from the outrage, energy, inspiration, and determination generated since its first year, keeping the same four goals set in 2018 and adding an extra dose of action-oriented optimism. The goals for 2020 are to:

- **Raise awareness** of the scale, impact and urgency of NCDs
- **Strengthen political commitment** by governments and agencies
- **Establish NCDs as a priority investment** for health and development
- **Strengthen the NCD movement**, particularly the voices of people living with NCDs and youth

How to use the campaign name?

Hashtag: **#ActOnNCDs**

At the beginning of a sentence: **Act on NCDs**

In the middle of a sentence: **act on NCDs**

In visuals for website and social media platforms: **ACT on NCDs**

THE GENERIC LOGO

The Global Week for Action on NCDs campaign branding transitions from ENOUGH, which defined advocacy around two UN HLMs, to fresh constructive, optimistic, inclusive, energising Act on NCDs.

The brand is a call to action, for everyone to do more to **act on NCDs**.

This is the generic logo to represent the Global Week for Action from 2020 to 2025. The campaign calls on everyone committed to reducing the impact of NCDs on people's lives to act on NCDs.

5 years to 2025: 4th UN High-Level Meeting on NCDs in 2025.

5 gaps in NCD prevention and control identified by civil society: accountability, leadership, investment, care, community engagement.

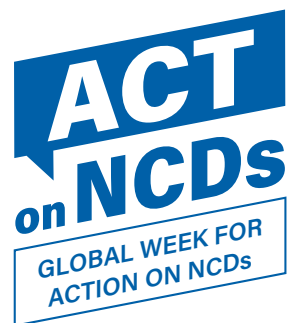
Download logo & campaign assets

The ACT on NCDs campaign logo and resources are available for use by the NCD community. We only ask that you link to the ACT on NCDs website at actonncds.org and give us credit when using them.

Download logo here

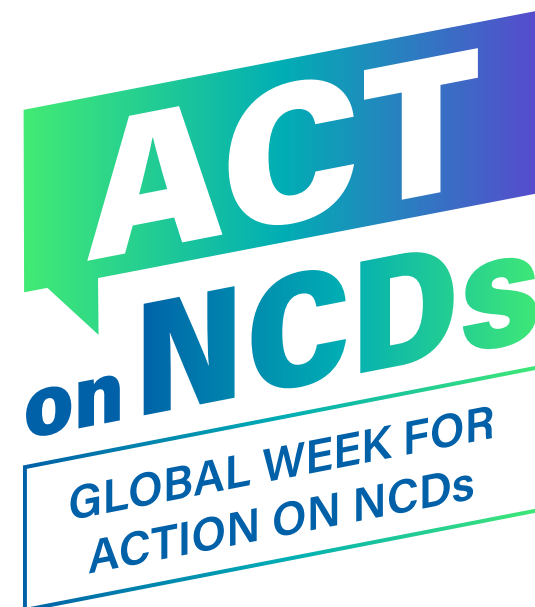
Coming soon!

Logo will be available in multiple languages



Generic logo solid colour

When it is not possible to use the generic logo in gradient, use the logo in solid blue



THE GENERIC LOGO

Generic logo gradient

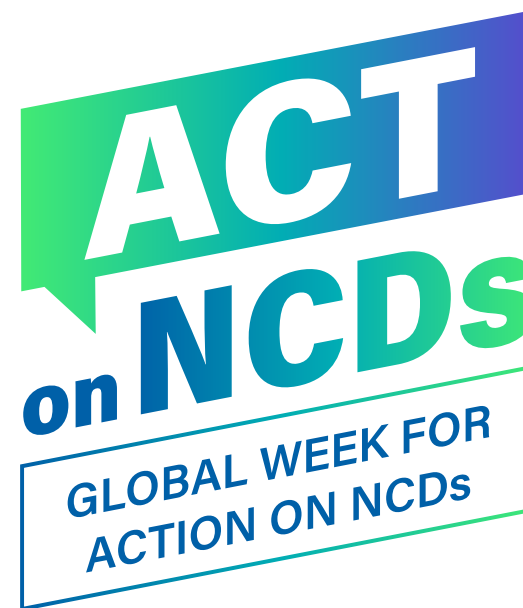
The logo focuses attention on the call to action – **act on NCDs**.

The refreshed Global Week for Action on NCDs 'Act on NCDs' logo utilises colour and direction to invoke movement and momentum.





The colour palette reflects optimism and positivity and a focus on change, and the shades of colour reflect diverse actions and stakeholders.

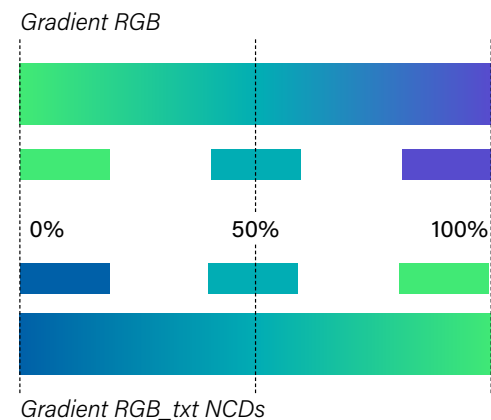
The speech bubble element of the ENOUGH. campaign is retained around the word 'ACT', and highlights the importance of many voices speaking up and out, and mobilising as part of the NCD movement.

The block shape and text confers strength, solidarity, and motion, and continues the tone of making a stand and demanding action.



Primary colours
for web and social media
materials
gradient logo

	Gradient Logo 1	R=87 G=75 B=205	#574bcd
	Gradient Logo 2	R=1 G=173 B=180	#01adb4
	Gradient Logo 3	R=65 G=233 B=117	#41e975
	Gradient Logo 4	R=0 G=96 B=168	#0060a8



The generic logo use

Full colour campaign logo



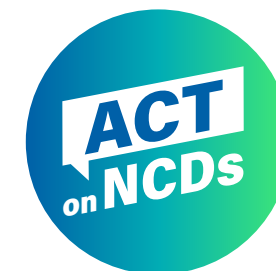
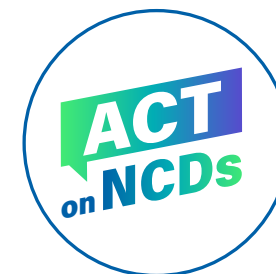
Logo reduced version in full colour

When it is not possible to use the full logo or for visual applications

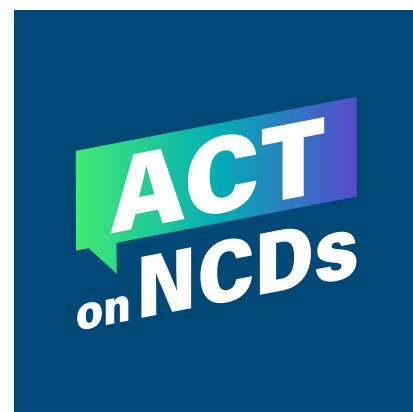
See examples in Applications page 14



Logo adaptation for social media



Logo full colour negative



Smile icon

The smile icon is a support element created to emphasise the action, coverage and positivity of the campaign. Use it to emphasise your messages.

The logo can be used in any of the colours that appear in these guidelines.



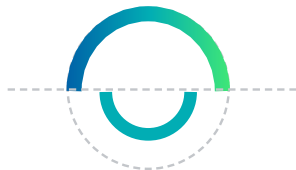
CONCEPT



ACT
Action, coverage

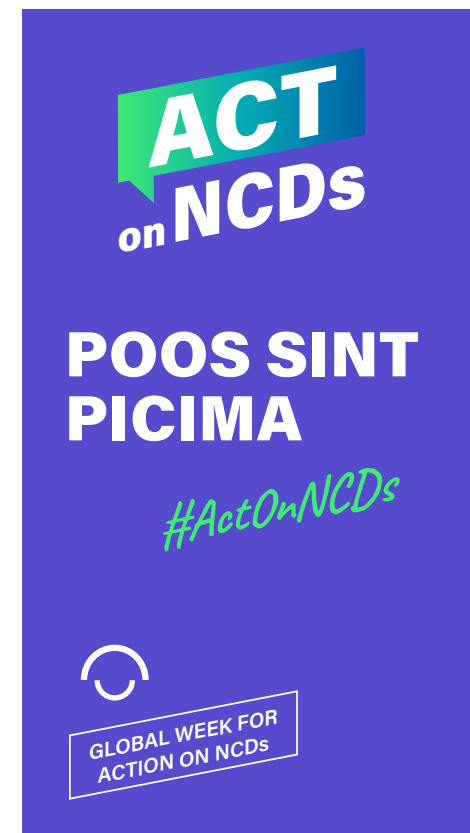


Smile
Positive, container

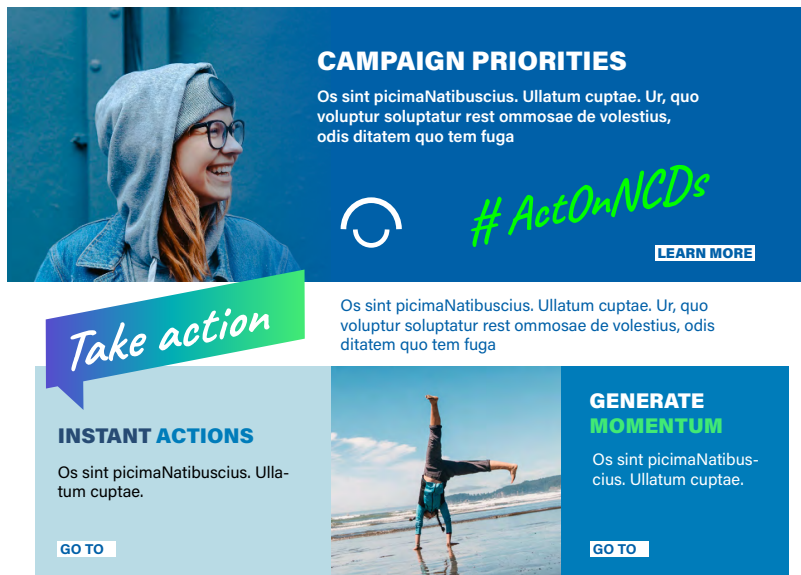


For example, you can use the icon to accompany the Global Week for Action on NCDs, if you use the reduced version of the 'Act on NCDs' logo.

See other examples in Applications page 14



Generic logo typography



Logo

Aa

Acumin Variable Concept

Black, Semibold, Semi-Condensed Black



DOWNLOAD

Typeface for visuals and web

Aa

Caveat

Regular and Bold

Secondary typeface to highlight and emphasise elements



DOWNLOAD

Aa

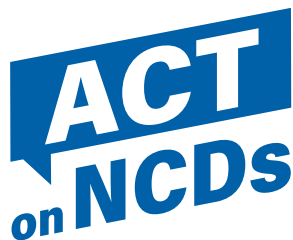
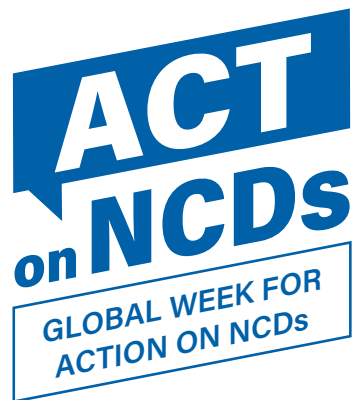
Source Sans Pro

Alternative typeface for text and web

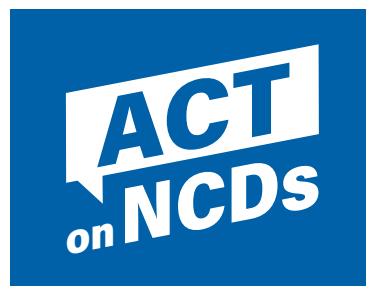
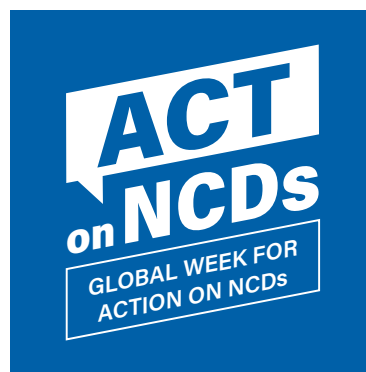


DOWNLOAD

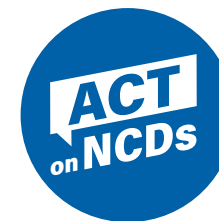
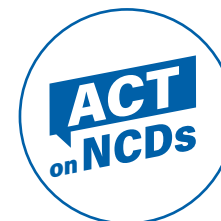
Generic logo solid colour



Logo blue negative



Logo version social media



Smile icon



Blue logo



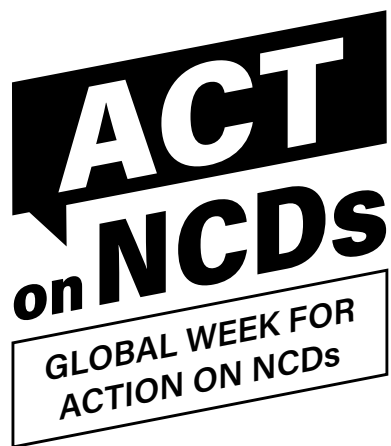
Blue 1

R=0 G=96 B=168

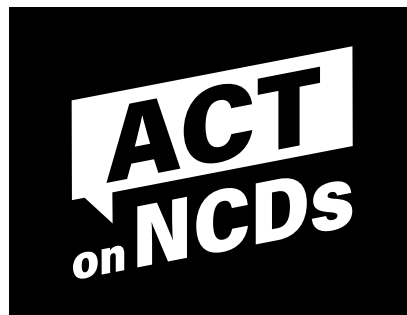
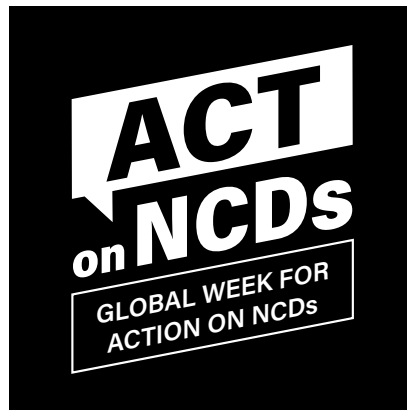
#0060a8

PANTONE 300 C

Logo in black and white



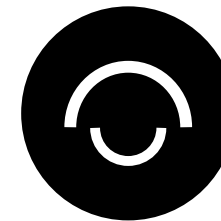
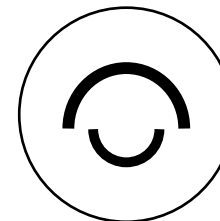
Logo black negative



Logo adapted for social media use



Smile icon



THE LOGO 2020

ACCOUNTABILITY

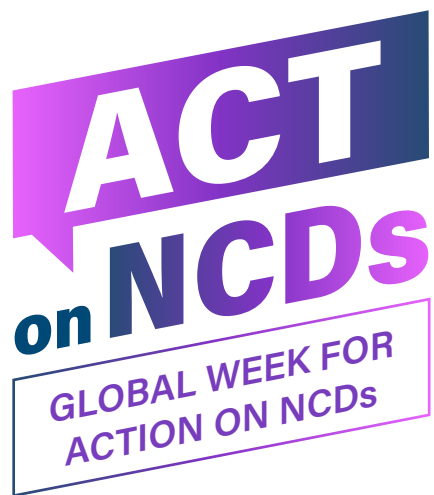
In 2020, the first year of this new phase of the Global Week for Action, the campaign will focus on pushing for progress by accelerating action on accountability. This theme will be associated with the colour purple.

The Week for Action is an opportunity to talk to each other, to leaders, to media, to crowds, to the world about the importance of turning the tide on NCDs, to give voice to those shouldering the global burden of NCDs, to strengthen the NCD movement, to celebrate leadership, but also to put a spotlight on the urgent action needed to bridge the gaps in the NCD response.

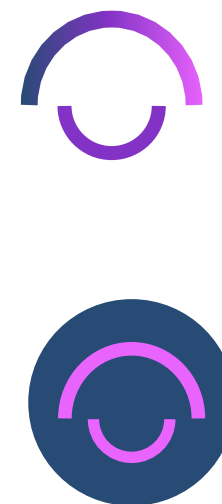
We are reiterating the need for governments to act on commitments to improve health for all through NCD prevention and control.



THE LOGO 2020
ACCOUNTABILITY






Logo colour negative

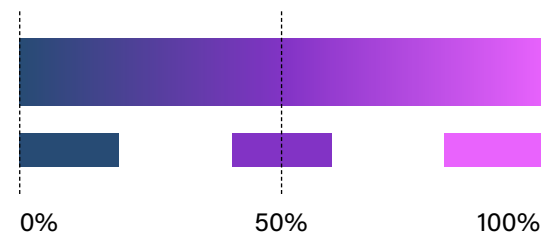


Icon colour versions

Primary

	<i>Gradient Logo 1</i>	R=39 G=75 B=116	#274b74
	<i>Gradient Logo 2</i>	R=130 G=51 B=197	#8233c5
	<i>Gradient Logo 3</i>	R=233 G=99 B=253	#e963fd

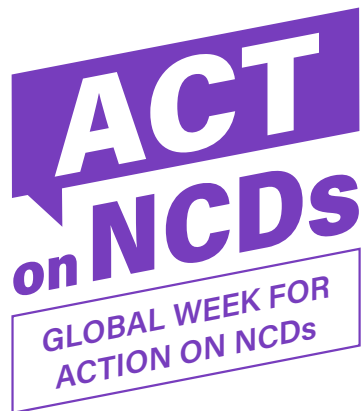
Gradient RGB



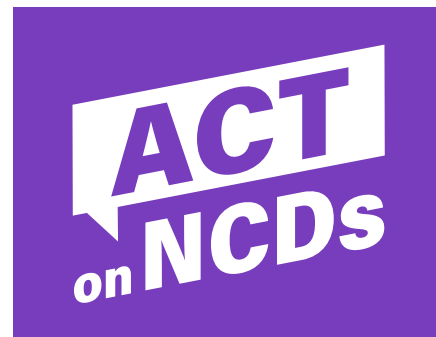
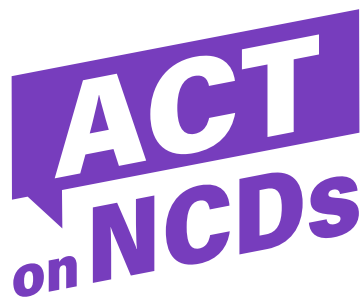
THE LOGO 2020

ACCOUNTABILITY

Solid colour



Logo colour negative



Icon colour versions

Primary colour
ACCOUNTABILITY
for website



Purple

R=119 G=61 B=189

#773dbd

PANTONE 266 C

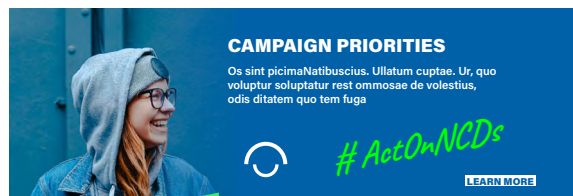
APPLICATIONS

In 2020, in addition to encouraging activities on the theme of accountability and raising community and leaders' voices, NCD Alliance is updating the campaign website (actonncds.org) to support the coming years of this campaign.



Global Week for Action on NCDs OS SINT PICIMA

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Take action

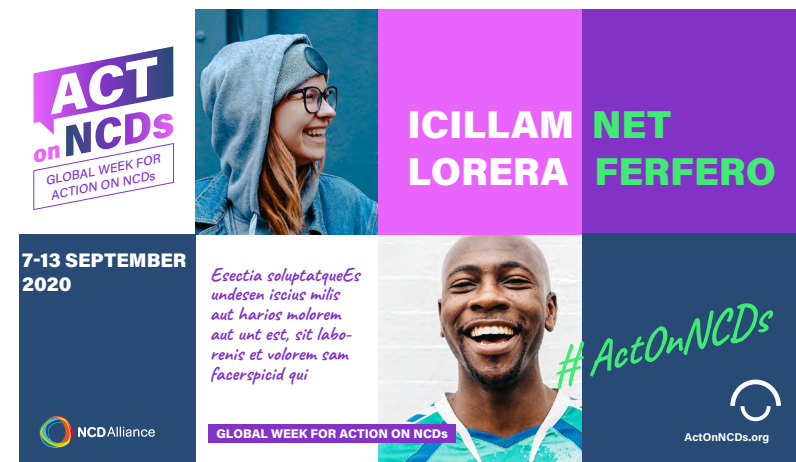
Os sint picimaNatuscius. Ullatum cuptae. Ur, quo voluptur soluptatur rest omosae de volestius, odis ditatem quo tem fuga

INSTANT ACTIONS
Os sint picimaNatuscius. Ullatum cuptae.
[GO TO](#)

GENERATE MOMENTUM
Os sint picimaNatuscius. Ullatum cuptae.
[GO TO](#)

GO THE EXTRA MILE
Os sint picimaNatuscius. Ullatum cuptae.
[GO TO](#)

BE A VOICE OF CHANGE
Os sint picimaNatuscius. Ullatum cuptae.
[GO TO](#)



Applications

Posters and displays





Download logo & campaign assets here

The ACT on NCDs campaign logo and resources are available for use by the NCD community. We only ask that you link to the ACT on NCDs website at actonncds.org and give us credit when using them.

Contact

Lucy Westerman
Policy and Campaigns Manager
NCD Alliance

lwesterman@ncdalliance.org



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