

## Branding Guidelines

# TIME TO LEAD

**GLOBAL WEEK FOR ACTION ON NCDs**

**#LeadOnNCDs   #ActOnNCDs   18-25 SEPTEMBER 2025**



[actonncds.org](https://actonncds.org)

# Branding Guidelines

## TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

18-25 SEPTEMBER 2025



Download logo & campaign assets [here](#)

|                                                    |           |
|----------------------------------------------------|-----------|
| About the Global Week for Action on NCDs           | 3         |
| THE 2024-2025 CAMPAIGN                             | 4         |
| <b>TIME TO LEAD</b>                                |           |
| <b>2024-2025 APPLICATIONS</b>                      | <b>5</b>  |
| Logo + Generic Slogan                              | 6         |
| Spanish                                            | 8         |
| French                                             | 9         |
| Generic slogan typographic version+ logo ActOnNCDs | 10        |
| Spanish                                            | 12        |
| French                                             | 13        |
| Logo + Slogan variation with multiple colours      | 14        |
| Spanish                                            | 16        |
| French                                             | 17        |
| <b>Campaign colours</b>                            | <b>18</b> |
| <b>Campaign typeface</b>                           | <b>19</b> |
| Alternative typeface                               | 20        |
| <b>EXAMPLES</b>                                    |           |
| Examples of colour covers/posters                  | 21        |
| Examples of banners quotes                         |           |
| Examples of presentations and stationery           | 25        |
| Letter and concept note                            | 25        |
| PowerPoint Backgrounds                             | 26        |
| E-Mail Signature                                   | 27        |
| Wall clock examples. Spanish and French            | 29        |
| Speech bubble examples                             | 33        |
|                                                    | 34        |
| <b>Act On NCDs</b>                                 |           |
| <b>2024-2025 LOGO</b>                              | <b>35</b> |
| Use of the NCD Alliance logo                       | 39        |

# ABOUT THE GLOBAL WEEK FOR ACTION ON NCDs

The annual Global Week for Action on NCDs seeks to ensure NCD prevention and care get the attention and action they deserve, everywhere, for everyone.

The goals 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

The campaign calls on everyone to get involved - no action is too small; no voice is insignificant. There are many actions you can take, from creating your own message for social media or writing a letter to your Minister of Health, to convening an NCD alliance in your country or region.

# THE 2024-2025 CAMPAIGN

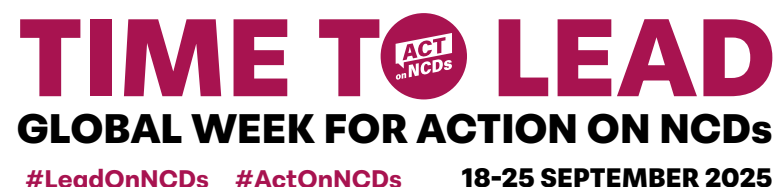
In 2024 and 2025 the campaign will focus on the theme of leadership. It will call on leaders worldwide to step up and embrace a bold approach to reduce the burden of NCDs. It's not just about making global promises—we need leaders at the top to roll up their sleeves and take real action on a local level. Policymakers and other leaders have a crucial opportunity to put in place practical, affordable solutions for NCDs. This isn't just about paperwork; it's about saving lives and making sure the future is brighter for everyone they represent.

In 2025, the campaign will be preceded by the Global NCD Alliance Forum in Kigali, Rwanda (13-15 February). The Forum has a track record of convening policy, advocacy, and practitioner leaders from the NCD field, serving as a fueling station of ideas and a generator of NCD action. Themed on **Leadership on NCDs towards 2025 and beyond**, it will be a unique opportunity to mobilise the NCD community around the campaign's advocacy priorities.

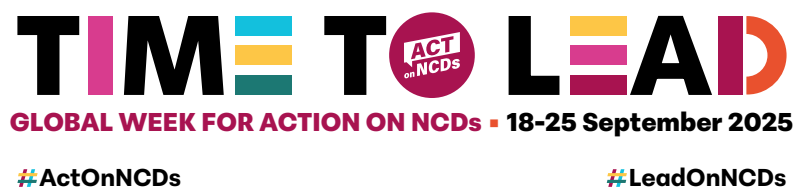
This year, the Global Week for Action on NCDs will come back to September (18-25), as it has been a tradition since 2018 when it was first launched, in order to coincide with the fourth UN High-Level Meeting on NCDs.

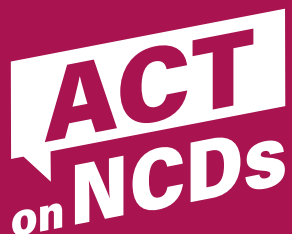
In the lead-up to and during the week, we encourage you to use the logo and campaign resources to call on friends, peers, colleagues, your community, and policymakers to **#LeadOnNCDs!**  
**#ActOnNCDs!**

Theme + logo 2025 generic



Theme + logo 2025 variation with multiple colours





## 2024-2025 APPLICATIONS

# TIME TO LEAD

The campaign theme for 2024 and 2025 is **“TIME TO LEAD”**, which is accompanied by our Act on NCDs logo, and two main hashtags: **#LeadOnNCDs** and **#ActOnNCDs**.

We have also introduced a new colour palette and graphic motifs. We invite you to use and adapt the different elements to your own contexts and needs. Examples are shown on the following pages.

## LOGO + GENERIC SLOGAN

This is the preferred version to use in campaign materials.



Persian red

Colour:

R=168 G=19 B=80

#A81350

C=23 M=100 Y=40 K=18

**Aa**

Peridot PE Variable

Typeface: Black, Semibold, Semi-Condensed Black



<https://fonts.adobe.com/fonts/peridot-pe-variable>



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**TIME TO LEAD**  
**GLOBAL WEEK FOR ACTION ON NCDs**

#LeadOnNCDs

#ActOnNCDs

18-25 SEPTEMBER 2025

**TIME**  
**TO LEAD**

**GLOBAL WEEK FOR ACTION ON NCDs**

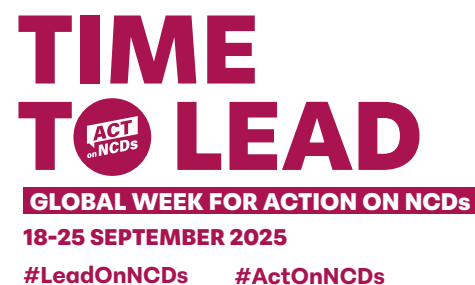
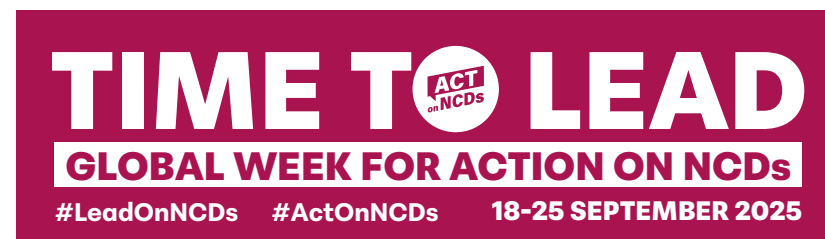
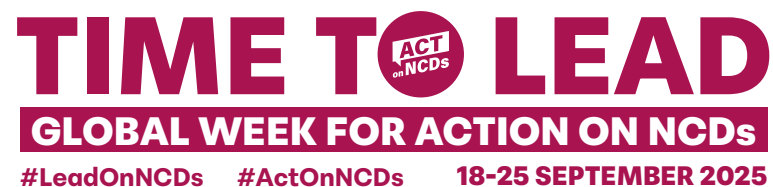
**18-25 SEPTEMBER 2025**

#LeadOnNCDs

#ActOnNCDs

## LOGO + GENERIC SLOGAN

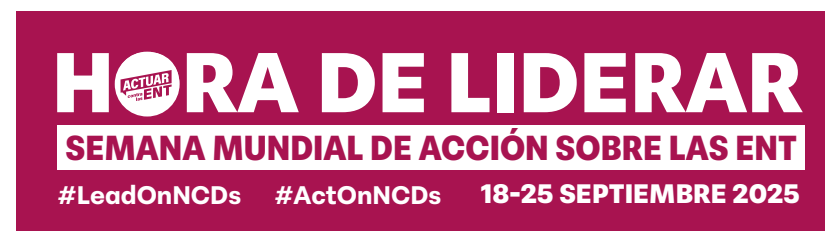
This is the preferred version one ink and negative



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## LOGO + GENERIC SLOGAN

### SPANISH



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## LOGO + GENERIC SLOGAN

### FRENCH

**LE TEMPS  DES LEADERS**  
**SEMAINE D'ACTION MONDIALE SUR LES MNTs**  
 #LeadOnNCDs #ActOnNCDs 18-25 SEPTEMBRE 2025

**LE TEMPS  DES LEADERS**  
**SEMAINE D'ACTION MONDIALE SUR LES MNTs**  
 #LeadOnNCDs #ActOnNCDs 18-25 SEPTEMBRE 2025

**LE TEMPS**  
** DES LEADERS**  
**SEMAINE D'ACTION MONDIALE SUR LES MNTs**  
 18-25 SEPTEMBRE 2025  
 #LeadOnNCDs #ActOnNCDs

**LE TEMPS**  
** DES LEADERS**  
**SEMAINE D'ACTION MONDIALE SUR LES MNTs**  
 18-25 SEPTEMBRE 2025  
 #LeadOnNCDs #ActOnNCDs



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## GENERIC SLOGAN TYPOGRAPHIC VERSION+ LOGO ActOnNCDs

For social media use or other materials that may require the reduction in size of the main version of the logo, and to ensure legibility, tagline and ActOnNCDs logos can be used separately.

In this option, the tagline will appear in its own typography, Peridot, keeping the composition and data of the complete version.

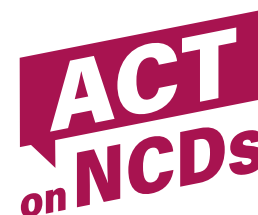
The campaign logo will be preferably placed in the upper left side or lower right side in a size that is optimal for visualisation.

In the following pages we show some options for logo placement.

# TIME TO LEAD

## GLOBAL WEEK FOR ACTION ON NCDs

**#LeadOnNCDs    #ActOnNCDs    18-25 SEPTEMBER 2025**



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## GENERIC SLOGAN

This is the preferred version one ink and negative

**TIME TO LEAD**  
**GLOBAL WEEK FOR ACTION ON NCDs**  
 #LeadOnNCDs #ActOnNCDs 18-25 SEPTEMBER 2025

**TIME TO LEAD**  
**GLOBAL WEEK FOR ACTION ON NCDs**  
 #LeadOnNCDs #ActOnNCDs 18-25 SEPTEMBER 2025

**TIME  
TO LEAD**  
**GLOBAL WEEK FOR ACTION ON NCDs**  
 18-25 SEPTEMBER 2025  
 #LeadOnNCDs #ActOnNCDs

**TIME  
TO LEAD**  
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 #LeadOnNCDs #ActOnNCDs



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## GENERIC SLOGAN **SPANISH**

# HORA DE LIDERAR

**SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT**

#LeadOnNCDs #ActOnNCDs 18-25 SEPTIEMBRE 2025

# HORA DE LIDERAR

**SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT**

#LeadOnNCDs #ActOnNCDs 18-25 SEPTIEMBRE 2025

# HORA DE LIDERAR

**SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT**

18-25 SEPTIEMBRE 2025

#LeadOnNCDs #ActOnNCDs

# HORA DE LIDERAR

**SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT**

18-25 SEPTIEMBRE 2025

#LeadOnNCDs #ActOnNCDs



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## GENERIC SLOGAN FRENCH

**LE TEMPS DES LEADERS**

**SEMAINE D'ACTION MONDIALE SUR LES MNTs**

#LeadOnNCDs #ActOnNCDs 18-25 SEPTEMBRE 2025

**LE TEMPS DES LEADERS**

**SEMAINE D'ACTION MONDIALE SUR LES MNTs**

#LeadOnNCDs #ActOnNCDs 18-25 SEPTEMBRE 2025

**LE TEMPS  
DES LEADERS**

**SEMAINE D'ACTION MONDIALE SUR LES MNTs**

18-25 SEPTEMBRE 2025

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**LE TEMPS  
DES LEADERS**

**SEMAINE D'ACTION MONDIALE SUR LES MNTs**

18-25 SEPTEMBRE 2025

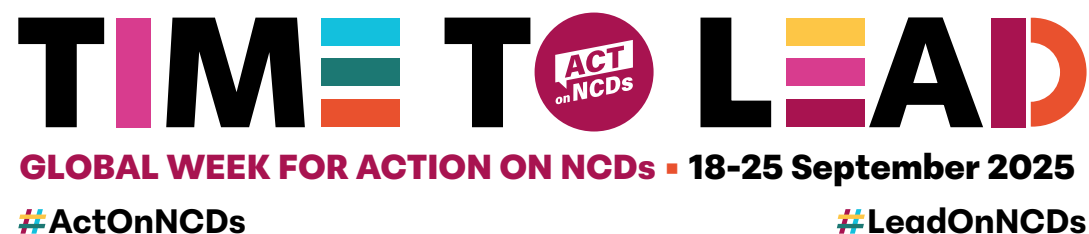
#LeadOnNCDs #ActOnNCDs



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## LOGO + SLOGAN VARIATION WITH MULTIPLE COLOURS

Use this version as an alternative  
to the generic one.

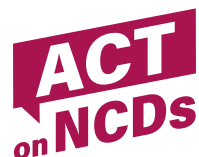


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## SLOGAN VARIATION WITH MULTIPLE COLOURS + LOGO ActOnNCDs

For reduced size logos, it is recommended to use this version, without the O as the container of the ActOnNCDs logo which should be placed separately in a visible spot.

The campaign logo will be placed preferably in the upper left or lower right in an optimal size for visualization.



# TIME TO LEAD

**GLOBAL WEEK FOR ACTION ON NCDs • 18-25 September 2025**

#ActOnNCDs

#LeadOnNCDs

# TIME TO LEAD

**GLOBAL WEEK FOR ACTION ON NCDs  
18-25 September 2025**

#LeadOnNCDs

#ActOnNCDs



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SLOGAN VARIATION WITH MULTIPLE  
COLOURS + LOGO ActOnNCDs

SPANISH



**HORADELIDERAR**  
SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT • 18-25 Septiembre 2025  
#ActOnNCDs #LeadOnNCDs

**HORADELIDERAR**  
SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT  
18-25 Septiembre 2025  
#LeadOnNCDs #ActOnNCDs



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COLOURS + LOGO ActOnNCDs

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**LE TEMPS DES LEADERS**  
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**LE TEMPS  
DES LEADERS**  
SEMAINE D'ACTION MONDIALE SUR LES MNTs  
18-25 Septembre 2025  
#LeadOnNCDs #ActOnNCDs



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## 2024-2025 CAMPAIGN COLOURS

### Main palette

|           |                                                                                   |      |                      |                   |          |
|-----------|-----------------------------------------------------------------------------------|------|----------------------|-------------------|----------|
| Primary   |  | Logo | C=24 M=100 Y=40 K=18 | R=168 G=19 B=80   | #a81350  |
| <hr/>     |                                                                                   |      |                      |                   |          |
| Secondary |  |      | C=47 M=95 Y=0 K=0    | R=163 G=21 B=143  | #a3158f  |
|           |  |      | C=0 M=79 Y=84 K=0    | R=233 G=80 B=46   | #e9502e  |
|           |  |      | C=0 M=25 Y=79 K=0    | R=253 G=198 B=70  | #fdc646  |
|           |  |      | C=83 M=30 Y=52 K=17  | R=28 G=120 B=115  | #1c7873  |
|           |  |      | C=69 M=0 Y=14 K=0    | R=19 G=192 B=221  | #113c0dd |
|           |  |      | C=55 M=38 Y=24 K=7   | R=128 G=140 B=162 | #808ca2  |

### Examples of colour combinations



## 2024-2025 CAMPAIGN TYPEFACE

The main font is **Peridot PE Variable**, which is used in the logo Time to Lead. We recommend its use for **titles and subtitles, in banners and publications**.

For the **body text**, the font of the ActOnNCDs logo, **Acumin**, will be utilized to maintain the primary typography that has been employed in campaigns preceding 2024. This choice is due to its excellent legibility and the typographic versatility it offers, enabling the adaptation of content across various mediums such as text for reports, publications, infographics, and other materials.

The colours of this guidebook can be used in titles, subtitles and when you wish to highlight text, for example hyperlinks.

The body text will be 100% black.

*When it is not possible to use these typefaces, the alternative fonts on the next page may be used.*



<https://fonts.adobe.com/fonts/peridot-pe-variable>



<https://fonts.adobe.com/fonts/acumin>

### EXAMPLE

# TIT 1 EQUAS

## SUBTIT UT ULLAUT

Text Ulla as most, ipid ea nonet volorectium in corepero **eumqui re cum** que mi, quam expedit quaque andere eost, eum et faceptas es magni utasi dolorro quosanduciat ex erum *hilibeae pore volum seque dolut ommoles tibustio odiosaerum* quia as auditem el modi quia vid unt mo berovidem di voluptation con nusam aut arcu unt ute necum que etur simulup taepernatem voluptatius, santiun temostrundi aut res dolupta

### SPELIA CONSEQUE ERO TORPORECTO

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Qui vid unt mo berovidem di voluptation con nusam aut arcu unt ute necum que etur simulup taepernatem voluptatius, santiun temostrundi aut res dolupta

## ALTERNATIVE TYPEFACE

If the fonts used are not available available in fonts.adobe.com, you can use the following free fonts from Google sources:

**Be Vietnam Pro**, for titles and subtitles

<https://fonts.google.com/specimen/Be+Vietnam+Pro>

**Roboto** pfor body text, these fonts can be

Downloaded and installed on your computer.

<https://fonts.google.com/specimen/Roboto>

**Arial** font can also be used as an alternative as it is available as a default font in most computers and applications.

## EXAMPLES OF ALTERNATIVE FONTS

# TIT 1 EQUAS

## SUBTIT UT ULLAUT

Text Ulla as most, ipid ea nonet volorectium in corepero eumqui re cum que mi, quam exped quatqui andere eost, eum et faceptas es magni utasi dolorro quosanduciat ex erum hilibea pore volum seque dolut ommoles tibustio odiosaerum quiae as auditem el modi quia vid unt mo berovidem di voluptation con nusam aut arcu unt ute necum que etur simulup taepernatem voluptatius, santiun temostrundi aut res dolupta

## SPELIA CONSEQUE ERO TORPORECTO

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## Examples of colour covers/posters



DOWNLOAD COVERS/POSTERS HERE

## Examples of banners quotes 1600x900px

“  
I'm taking the lead to raise awareness about NCDs, particularly kidney failure, amongst both the general public and medical professionals. My goal is to ensure that communities have a better understanding of these issues, leading to increased diagnosis, prevention, care, and support. World leaders can take the lead by investing in preventive measures, improving care, and enhancing support systems for those affected by NCDs.”

Samuel Kumwanje,  
Co-founder of the Kidney Foundation – Malawi



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18-25 September 2025

Your logo here

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**ACT**  
on NCDs

“  
As a person living with NCDs, I want to be a key stakeholder at the policy-making table. I am not content to just be a bystander. I want to be the co-architect of the policies and decisions that are made.”

Snehal Nandagawli,  
Blue Circle Diabetes Foundation and NCDa Diarist.



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**ACT**  
on NCDs

“  
We need more resources, information, education and access to health services. Without these, dealing with our NCDs is next to impossible.”

Maud Mwakasungula,  
Executive Director of Women's Coalition Against Cancer



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**ACT**  
on NCDs

“  
I have always felt my voice is my power. So I may not have a lot, but when I open my mouth and speak, I shake the walls and that is when I use as my power. The story of going through an NCD is actually the flame to the fire. And once the flame ignites things happen. Maybe not today, but tomorrow or the next day. The flame of the NCD fight is actually in the lived experience. So I have dedicated my life and continue to dedicate my life to speak, to advocate, to push for better treatment, not just for myself, but for generations to come.”

Chikhu Ngombe,  
Founder Cancer Survivors Quest



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## Examples of banners quotes 1080x1080px



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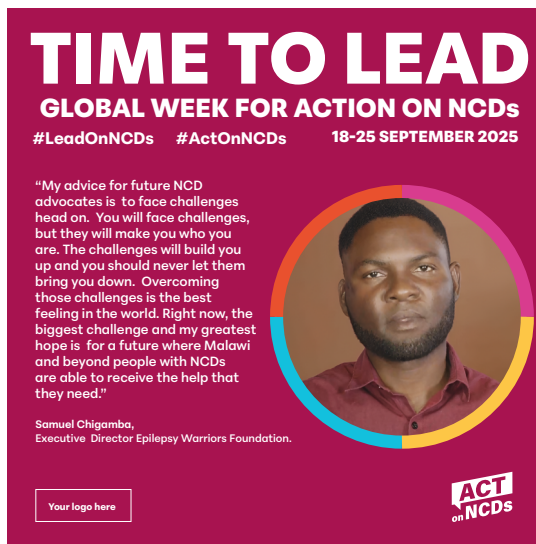
"I am taking the lead by making sure insulin is available to those who need it most. Decision makers can take the lead by including full coverage of NCD care in UHC benefits packages."

Snehal Nandagawli,  
Blue Circle Diabetes Foundation and  
NCDA Diarist.

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"My advice for future NCD advocates is to face challenges head on. You will face challenges, but they will make you who you are. The challenges will build you up and you should never let them bring you down. Overcoming those challenges is the best feeling in the world. Right now, the biggest challenge and my greatest hope is for a future where Malawi and beyond people with NCDs are able to receive the help that they need."

Samuel Chigamba,  
Executive Director Epilepsy Warriors Foundation.

ACT on NCDs

Your logo here



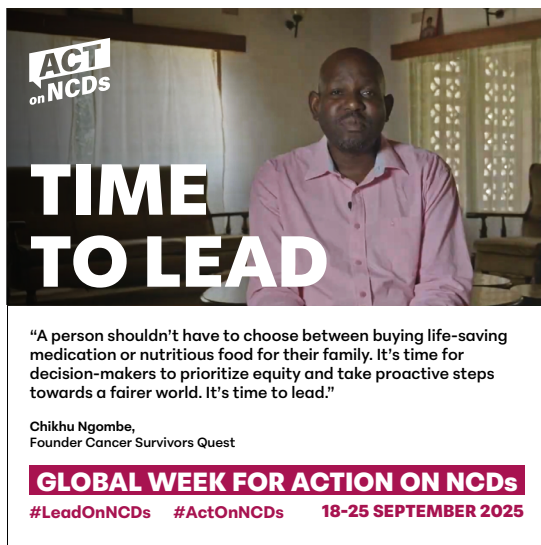
**TIME TO LEAD**  
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"Those with chronic conditions should be the main focus of our healthcare system. We have doctors, hospitals, and the government involved, but it's easy to forget about the people dealing with these conditions every day. Whether it's someone like me managing type 1 diabetes or others facing different health issues, we need to remember that it's their needs and experiences that matter most. Let's not forget the people at the heart of NCD care."

Nupur Lalvani,  
Founder, Blue Circle Diabetes Foundation.

ACT on NCDs

Your logo here



ACT on NCDs

**TIME TO LEAD**

"A person shouldn't have to choose between buying life-saving medication or nutritious food for their family. It's time for decision-makers to prioritize equity and take proactive steps towards a fairer world. It's time to lead."

Chikhu Ngombe,  
Founder Cancer Survivors Quest

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Noncommunicable diseases, such as cancers, diabetes, mental health conditions and many others, are the #1 cause of death and disability worldwide. It's time for world leaders to take the lead and invest in their prevention and care.

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NCD advocates around the world are taking the lead on NCDs by supporting their communities to understand the challenges of living with chronic illness.

ACT on NCDs

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## Examples of banners quotes 1080x1920 px

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We have the commitments and the solutions to create a healthier world for all. This is a crucial moment for governments and decision makers to turn intent into action. Together we can spark the necessary change for NCDs. It's time to lead.

Chikhu Ngombe,  
Founder Cancer Survivors Quest

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It's time for governments to accelerate action on NCDs by fast tracking implementation of national policies to achieve health and well-being for all. The commitments are there, it's time to lead with action.

Nupur Lalvani,  
Founder, Blue Circle Diabetes Foundation.

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## Examples of presentations and stationery

### LETTER AND CONCEPT NOTE



**GLOBAL WEEK FOR ACTION ON NCDs**  
18-25 September 2025

Erionectem nos aut qui doloreriat dolorum

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Erionectem nos aut qui  
eatem et eos volorum sundus, tempori tibusam

Your logo here

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**GLOBAL WEEK FOR ACTION ON NCDs**  
18-25 SEPTEMBER 2025

Erionectem nos aut qui doloreriat dolorum

eatem et eos volorum sundus, tempori tibusam rerrum quaspic aborem il ipsanist, esequiaeptas sunt harum quoditaeped quo omni doles ad molupit, te es elessequo berferite nonse solorep tiatios doloris eatempo remporum volenes et alitatquise re nonsendes mil illabor epercim poreptate et faceratem ipsa et doluptate sinvendisque escia cullore prersperunt,

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Erionectem nos aut qui  
eatem et eos volorum sundus, tempori tibusam

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18-25 SEPTEMBER 2025

**ERIONECTEM NOS AUT QUI DOLORERIAT DOLORUM**

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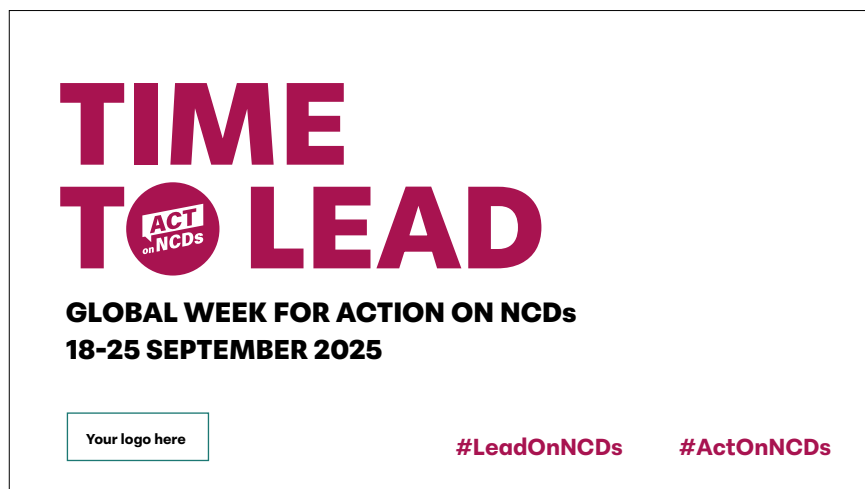




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## Examples of presentations and stationery

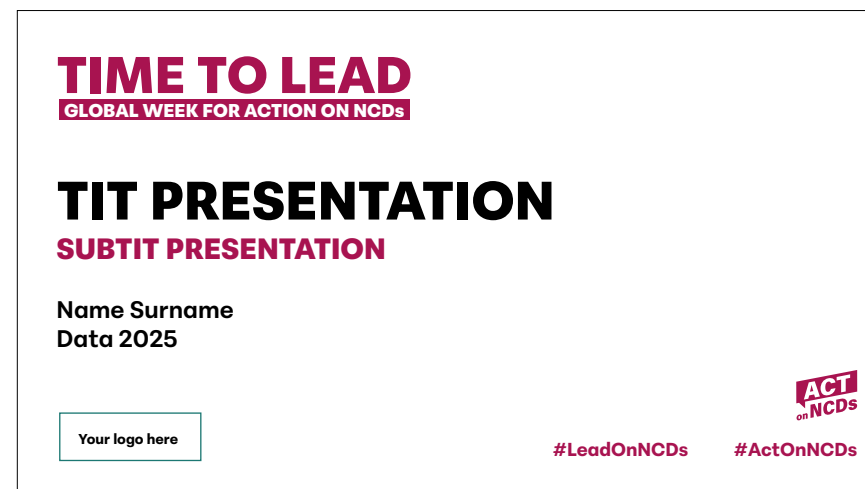
### POWERPOINT BACKGROUNDS



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**TIME TO LEAD**  
GLOBAL WEEK FOR ACTION ON NCDs

**TIT PRESENTATION**  
SUBTIT PRESENTATION

Name Surname  
Data 2025

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**TIME TO LEAD**  
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**TIT PRESENTATION**  
SUBTIT PRESENTATION

Name Surname  
Data 2025

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**TIT 1 EQUAS**  
SUBTIT UT ULLAUT

Text Ulla as most, ipid ea nonet volorectum in corepero **eumqui re cum** que mi, quam expedit quatuor andere eost, eum et faceptas es magni utasi dolorro quosanduciat ex erum **hilibea pore volum seque dolut ommoles tibustio odioserum** quia as auditem el modi quia vid unt mo berovidem di voluptation con nusam aut arci unt ute necum que etur simulup taepernatem voluptatus, santiun temostrundi aut res doluta

**SPELIA CONSEQUERO TORPORECTO**

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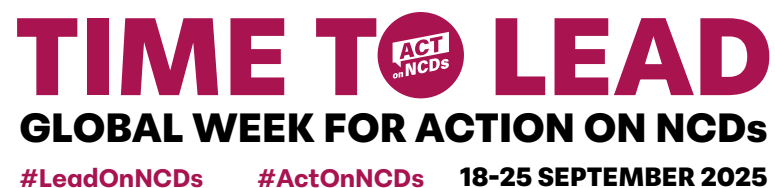


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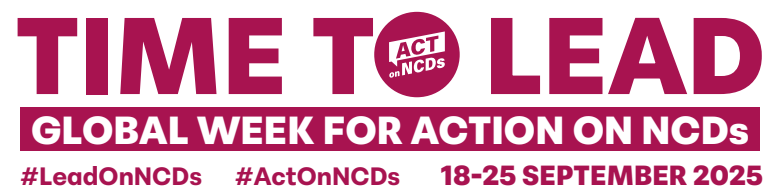
## Examples of presentations and stationery

### E-MAIL SIGNATURE

A size of 800x300 px at 144 dpi is recommended.



### Options



## Wall clock examples



## Wall clock examples Spanish and French



## Watch examples



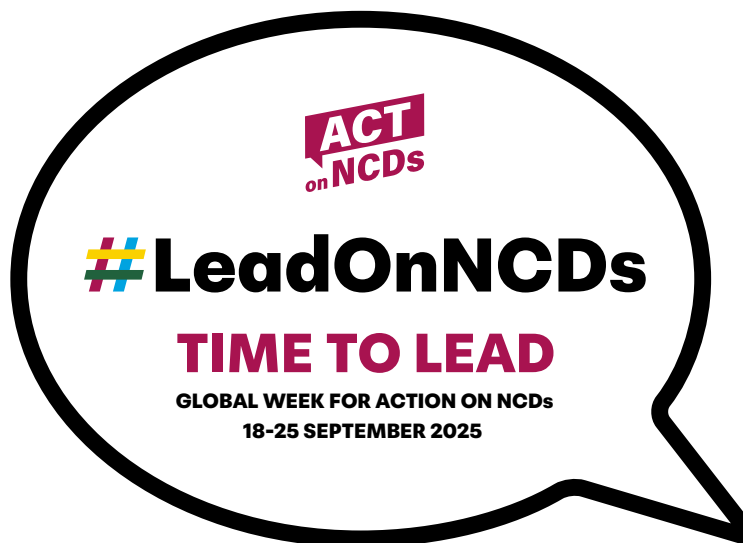
## T-shirt examples



## T-shirt examples

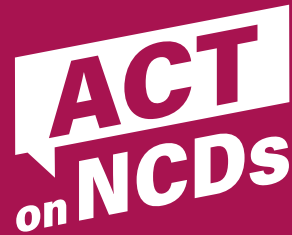


## Speech bubble examples



## Speech bubble examples





# **ACT ON NCDs**

## **2024-2025 LOGO**

# ACT ON NCDs

## 2024-2025 LOGO

### Solid colour

Logo adapted for social media use



Persian red

Colour:

R=168 G=19 B=80

#A81350

C=23 M=100 Y=40 K=18

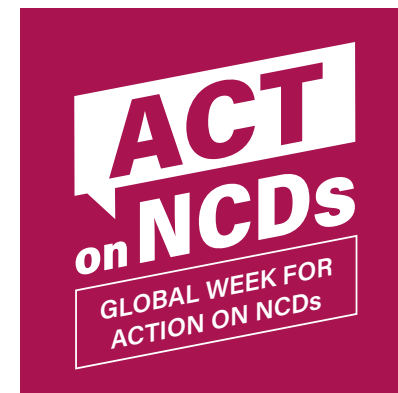
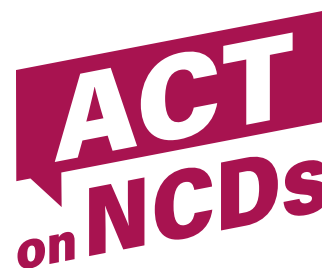
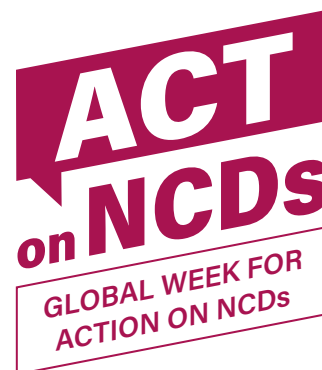
### TYPOGRAPHY

# Aa

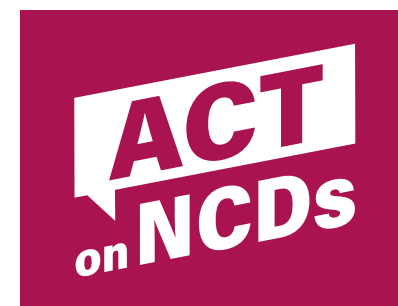
Acumin Variable Concept Black



<https://fonts.adobe.com/fonts/acumin>



Logo negative



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## ACT ON NCDs

### 2024-2025 LOGO

#### Languages

The logo is available in Spanish, French, Portuguese, Italian, Farsi and Arabic at [actonnncds.org](http://actonnncds.org)

SPANISH



FRENCH



ITALIAN



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**18-25 SEPTEMBER 2025**

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**Contact**  
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[actonncds.org](http://actonncds.org)