Act on NCDs 2023 Branding Guidelines

THE MOMENT FOR CARING

GLOBAL WEEK FOR ACTION ON NCDs
14-21 SEPTEMBER 2023

#ActOnNCDs

actonncds.org
Act on NCDs 2023
Branding Guidelines

GLOBAL WEEK FOR ACTION ON NCDs

14-21 SEPTEMBER 2023

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**THE CAMPAIGN**

#ActOnNCDs

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.

### How to use the campaign name?

When referring to the campaign name on social media or in your written communications or actions, it should always be written as *Act on NCDs*, whether at the beginning or middle of the sentence.

When referring to acting on NCDs in a general sense, please refer to *act on NCDs* in lower case.

For example:

*We are calling on everyone to act on NCDs as part of the Act on NCDs campaign.*

In social media, we encourage you to draw attention to the campaign by using our hashtag: #ActOnNCDs
The Global Week for Action on NCDs in 2023 aims to get one clear message to governments, donors, international agencies, and the private sector: The moment for caring is now.

It’s not rocket science. Access to healthcare shouldn’t cost the moon and the stars. No one in any country should lose a child, parent, or spouse to an illness that is preventable or treatable. No one should see their family go hungry, because they’ve had to choose between buying lifesaving medicine or food. Yet for 210 million households each year facing catastrophic health expenses due to out-of-pocket payments, this is the reality.

That is why the 2023 Global Week for Action will be sending the message that now is the moment for caring.

The 2023 Global Week for Action will call for fair and effective solutions to support every person, every family and every community affected by NCDs and the cost of care and treatment. As a follow-up to the first UN High-Level Meeting on UHC in 2019, heads of state and government will meet again on 21 September 2023 in New York to discuss UHC. This high level meeting is an opportunity to build on progress to date and to advance UHC policy and implementation ahead of 2030.

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 #ActOnNCDs!

The 2023 logo is available in English, Spanish and French.

Download logo here
The logo is available in Spanish, French, Portuguese, Italian, Farsi and Arabic on the campaign website.

**Languages**

**SPANISH**

ACTUAR contra las ENT

SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT

**FRENCH**

AGIR contre les MNTs

SEMAINE D'ACTION MONDIALE SUR LES MNTs

**ITALIAN**

AGIRE contro le MNT

SETTIMANA GLOBALE PER L'AZIONE CONTRO LE MNT

Download logo here
The logo is available in Spanish, French, Portuguese, Italian, Farsi and Arabic on the campaign website.

Download logo here
THE LOGO 2023
THE MOMENT FOR CARING

Color degrade

Logo color negative

Icon color versions
The smile icon complements campaign branding and can be used near the logo in social media tiles or any other online resources.

Primary

<table>
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<th>G</th>
<th>B</th>
<th>Color Code</th>
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<td>118</td>
<td>34</td>
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Gradient RGB

50% 100%
THE LOGO 2023

THE MOMENT FOR CARING

Solid color

Logo color negative

Icon color versions

Primary

orange

R=238 G=118 B=34

#ee7622

PANTONE 151 C
Logo in black and white

Logo black negative

Logo adapted for social media use

Smile icon
APPLICATIONS 2023

THE MOMENT FOR CARING

For 2023, we updated the graphic image using our Smile icon, as a relevant part of the design and of the messages to be transmitted, in the same way we also incorporated the different sectors to which the campaign is directed, adding a new color palette.

Examples of how to use the different elements are shown on the following pages.
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.
Chronic diseases are a major 21st-century social justice issue: they push poor households further into poverty and prevent developing countries from achieving strong and sustainable economies.

Acumin Variable Concept
Typeface: Black, Semibold, Semi-Condensed Black
Main typeface

Caveat
Regular and Bold
Secondary typeface to highlight and emphasise elements

Arial
Alternative typeface for text and web
# CAMPAIGN COLORS

## Main palette

<table>
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## Examples

Global Week for Action on NCDs 14-21 September 2023

- ActOnNCDs
- actonncds.org

THE MOMENT FOR CARING

- about people
- about healthcare workers
SLOGAN + LOGO

If you want to use this year’s slogan alongside our campaign logo, we’ve created a new graphic element that ties them together in a compact way.

This combination can be used as a signature on your posts.
APPLICATIONS

Some examples for use of the 2023 logo include publications with our asks for the year, social media posts and infographics.

Download the editable templates from our website

DOWNLOAD
Chronic diseases are a major 21st-century social justice issue: they push poor households further into poverty and prevent developing countries from achieving strong and sustainable economies.

We advocate for an Outcome Document that commits to the following 4 priorities:

1. INVEST
   Invest in the prevention and control of NCDs through adequate, predictable, and sustained resources for UHC.

2. ACCELERATE
   Accelerate UHC implementation by including quality NCD prevention and care services in country UHC health benefit packages.

3. ALIGN
   Align development and global health priorities to achieve UHC.

4. ENGAGE
   Engage people living with NCDs to keep UHC people-centered.

We are calling on Heads of State and Government to fund essential NCD prevention and care services across the continuum of care, from promotion to palliative care, in national UHC health benefit packages.
APPLICATIONS 2022

Examples of online branding and communications from campaign in the edition 2022

#ActOnNCDs

actonncds.org
NCDA members in action

Here are some examples of online branding and communications from members NCD Alliances in 2022
The Global Week for Action on NCDs campaign is coordinated by the NCD Alliance, and as such NCDA will apply the NCDA logo to some resources and campaign materials.

However, the NCDA logo is not to be used without approved permission from NCDA. If your organisation would like to use NCDA’s logo, please contact info@ncdalliance.org
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 give us credit when using them by linking to the Act on NCDs website at actonncds.org and by using the #ActOnNCDs hashtag.

Contact
info@actonncds.org