

Branding Guidelines

TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

#LeadOnNCDs #ActOnNCDs 31 AUGUST - 4 SEPTEMBER 2026



actonncds.org

Branding Guidelines

TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

31 AUGUST - 4 SEPTEMBER 2026



Download logo & campaign assets [here](#)

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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 2026 CAMPAIGN

In 2026 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.

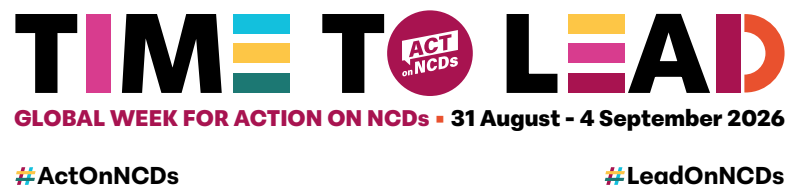
This year, the Global Week for Action on NCDs will come back to 31 August - 4 September 2026, as it has been a tradition since 2018 when it was first launched, in order to coincide with the fourth UN High-Level Meeting on NCDs.

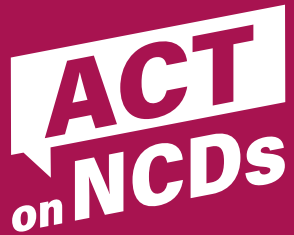
In the lead-up to and during the week, we encourage you to use the logo and campaign resources to call on friends, peers, colleagues, your community, and policymakers to **#LeadOnNCDs!**
#ActOnNCDs!

Theme + logo 2026 generic



Theme + logo 2026 variation with multiple colours





2026 APPLICATIONS

TIME TO LEAD

The campaign theme for 2026 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>



DOWNLOAD LOGO

TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

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TIME TO LEAD

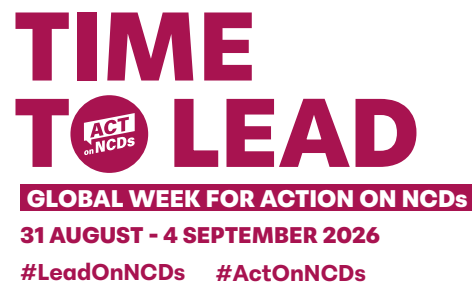
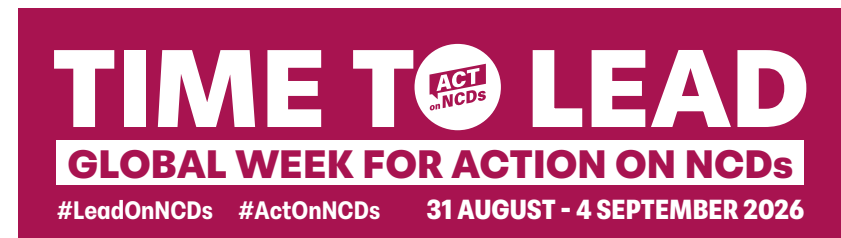
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#LeadOnNCDs #ActOnNCDs

LOGO + GENERIC SLOGAN

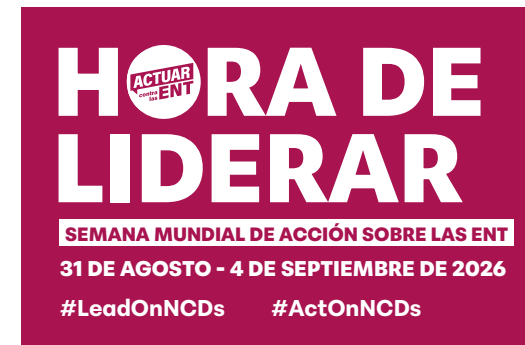
This is the preferred version one ink and negative



DOWNLOAD LOGO

LOGO + GENERIC SLOGAN

SPANISH



DOWNLOAD LOGO

LOGO + GENERIC SLOGAN

FRENCH

LE TEMPS  DES LEADERS
SEMAINE D'ACTION MONDIALE SUR LES MNTs
#LeadOnNCDs #ActOnNCDs 31 AOÛT - 4 SEPTEMBRE 2026



LE TEMPS
 DES LEADERS
SEMAINE D'ACTION MONDIALE SUR LES MNTs
31 AOÛT - 4 SEPTEMBRE 2026
#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.

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GLOBAL WEEK FOR ACTION ON NCDs

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ACT
on NCDs



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GENERIC SLOGAN

This is the preferred version one ink and negative

TIME TO LEAD
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TIME TO LEAD
GLOBAL WEEK FOR ACTION ON NCDs
#LeadOnNCDs #ActOnNCDs 31 AUGUST - 4 SEPTEMBER 2026

**TIME
TO LEAD**
GLOBAL WEEK FOR ACTION ON NCDs
31 AUGUST - 4 SEPTEMBER 2026
#LeadOnNCDs #ActOnNCDs

**TIME
TO LEAD**
GLOBAL WEEK FOR ACTION ON NCDs
31 AUGUST - 4 SEPTEMBER 2026
#LeadOnNCDs #ActOnNCDs



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GENERIC SLOGAN SPANISH

HORA DE LIDERAR

SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT

#LeadOnNCDs #ActOnNCDs 31 DE AGOSTO - 4 DE SEPTIEMBRE 2026

HORA DE LIDERAR

SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT

#LeadOnNCDs #ActOnNCDs 31 DE AGOSTO - 4 DE SEPTIEMBRE 2026

**HORA DE
LIDERAR**

SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT

31 DE AGOSTO - 4 DE SEPTIEMBRE 2026

#LeadOnNCDs #ActOnNCDs

**HORA DE
LIDERAR**

SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT

31 DE AGOSTO - 4 DE SEPTIEMBRE 2026

#LeadOnNCDs #ActOnNCDs



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GENERIC SLOGAN FRENCH

LE TEMPS DES LEADERS

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LE TEMPS DES LEADERS

SEMAINE D'ACTION MONDIALE SUR LES MNTs

#LeadOnNCDs #ActOnNCDs 31 AOÛT - 4 SEPTEMBRE 2026

LE TEMPS DES LEADERS

SEMAINE D'ACTION MONDIALE SUR LES MNTs

31 AOÛT - 4 SEPTEMBRE 2026

#LeadOnNCDs #ActOnNCDs

LE TEMPS DES LEADERS

SEMAINE D'ACTION MONDIALE SUR LES MNTs

31 AOÛT - 4 SEPTEMBRE 2026

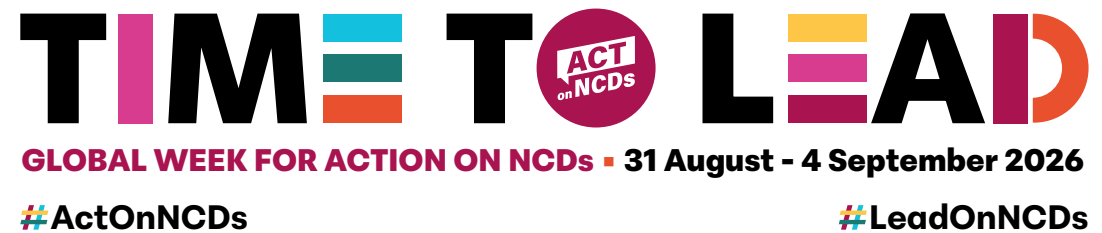
#LeadOnNCDs #ActOnNCDs



DOWNLOAD LOGO

LOGO + SLOGAN VARIATION WITH MULTIPLE COLOURS

Use this version as an alternative
to the generic one.

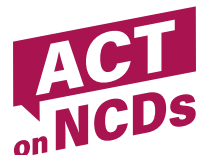


DOWNLOAD LOGO

**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.



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#ActOnNCDs

#LeadOnNCDs



GLOBAL WEEK FOR ACTION ON NCDs

31 August - 4 September 2026

#LeadOnNCDs

#ActOnNCDs



DOWNLOAD LOGO

SLOGAN VARIATION WITH MULTIPLE
COLOURS + LOGO ActOnNCDs

SPANISH



HORADELIDRAR

SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT • 31 de agosto - 4 de septiembre 2026

#ActOnNCDs

#LeadOnNCDs

HORADELIDRAR

SEMANA MUNDIAL DE ACCIÓN SOBRE LAS ENT

31 de agosto - 4 de septiembre 2026

#LeadOnNCDs

#ActOnNCDs



DOWNLOAD LOGO

SLOGAN VARIATION WITH MULTIPLE COLOURS + LOGO ActOnNCDs

FRENCH










LE TEMPS DES LEADERS
SEMAINE D'ACTION MONDIALE SUR LES MNTs • 31 août - 4 septembre 2026
#ActOnNCDs #LeadOnNCDs

**LE TEMPS
DES LEADERS**
SEMAINE D'ACTION MONDIALE SUR LES MNTs
31 août - 4 septembre 2026
#LeadOnNCDs #ActOnNCDs



2026 CAMPAIGN COLOURS

Main palette

Primary	 Logo	C=24 M=100 Y=40 K=18	R=168 G=19 B=80	#a81350
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



2026 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 exped quatqui andere eost, eum et faceptas es magni utasi dolorro quosanduciat ex erum *hilibeae pore volum seque dolut ommoles tibustio odiosaerum* quiae as auditem el modi quia vid unt mo berovidem di voluptation con nusam aut arci unt ute necum que etur simolup taepernatem voluptatius, santiun temostrundi aut res dolupta

SPELIA CONSEQUE ERO TORPORECTO

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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

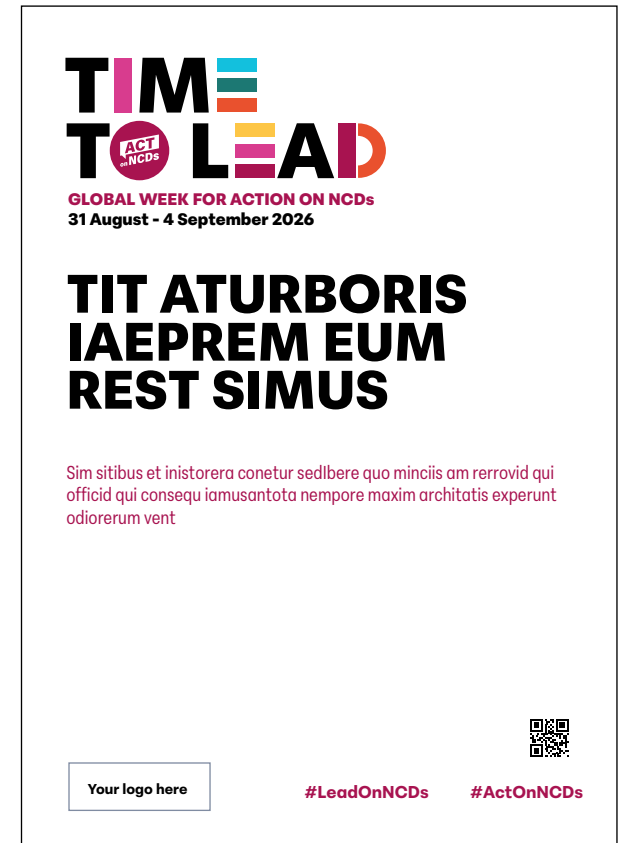
Text Ulla as most, ipid ea nonet volorectium in corepero eumqui re cum que mi, quam exped quatqui andere eost, eum et faceptas es magni utasi dolorro quosanduciat ex erum hilibea pore volum seque dolut ommoles tibustio odiosaerum quiaae as auditem el modi quia vid unt mo berovidem di voluptation con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

SPELIA CONSEQUERO 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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Your logo here

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“
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 NCD A Diarist.


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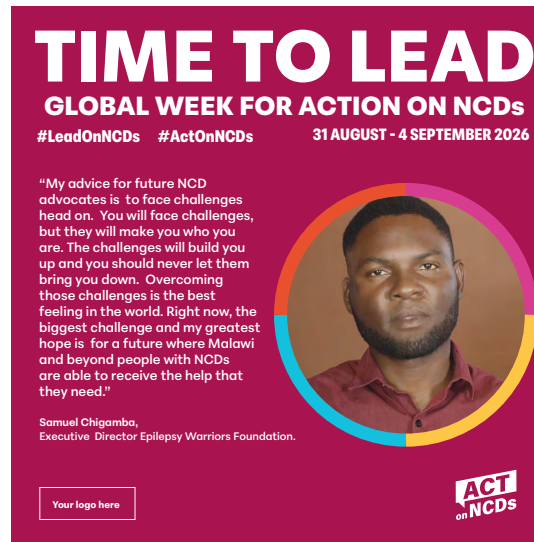
"I am taking the lead by making sure insulin is available to those who need it most. Decision makers can take the lead by including full coverage of NCD care in UHC benefits packages."

Snehal Nandagawli,
Blue Circle Diabetes Foundation and
NCDA Diarist.

ACT on NCDs logo and QR code.

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Your logo here



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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 logo.

Your logo here



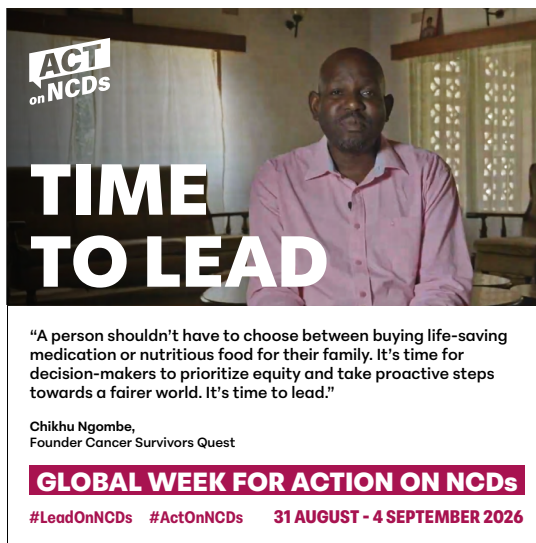
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"Those with chronic conditions should be the main focus of our healthcare system. We have doctors, hospitals, and the government involved, but it's easy to forget about the people dealing with these conditions every day. Whether it's someone like me 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 logo.

Your logo here



ACT on NCDs logo.

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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ACT on NCDs logo.

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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 logo.

Your logo here

 [DOWNLOAD BANNERS HERE](#)

Examples of banners quotes 1080x1920 px

TIME TO LEAD ACT on NCDs

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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

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ACT on NCDs
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Erionectem nos aut qui doloreriat dolorrum

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[Handwritten signature]

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 eatem et eos volorum sundus, tempori tibusam

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TIME TO LEAD
GLOBAL WEEK FOR ACTION ON NCDs
31 AUGUST - 4 SEPTEMBER 2026

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 eatem et eos volorum sundus, tempori tibusam

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TIME TO LEAD
GLOBAL WEEK FOR ACTION ON NCDs
31 AUGUST - 4 SEPTEMBER 2026

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Nobisin ne nimpora epudae. Itate laborepuda sit que vit vid qui tem aut rerrhicae quis ab ipsam, cum estinciate aut inus ad unt venecatur alit es veliquid et haribus pa se nesectes eum accum quaeactatur alicab inveliqum debit as et voluptatem. Nam desequod qui accate autem apis modis explam fuga. Olum assi odit eumquiasum am verunt quatur, ut alit aut min repelendi in cor alignimus resciditate id quiaspis etur? Quidelent as voluptaqui blaut omnis doloris totatur, optamus, quae volores tionet eum voluptaspid quam idest, int.

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DOWNLOAD LETTER AND CONCEPT NOTE HERE

Examples of presentations and stationery
POWERPOINT BACKGROUNDS

TIME TO LEAD
GLOBAL WEEK FOR ACTION ON NCDs
31 AUGUST - 4 SEPTEMBER 2026

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TIT PRESENTATION
SUBTIT PRESENTATION

Name Surname
Data 2026

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SUBTIT PRESENTATION

Name Surname
Data 2026

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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 **hilbea pore volum seque dolut ammoles tibustio odioserum** quiae as auditem el modi quia vid unt mo berovidem di voluptation con nusam aut arci unt ute necum que etur simulup taepernatem voluptatius, santiun temostrundi aut res dolupta

SPELIA CONSEQUERE ERO TORPORECTO

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

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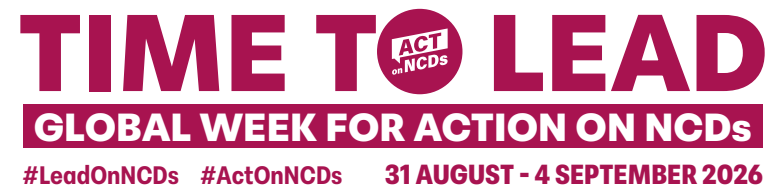
Examples of presentations and stationery

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



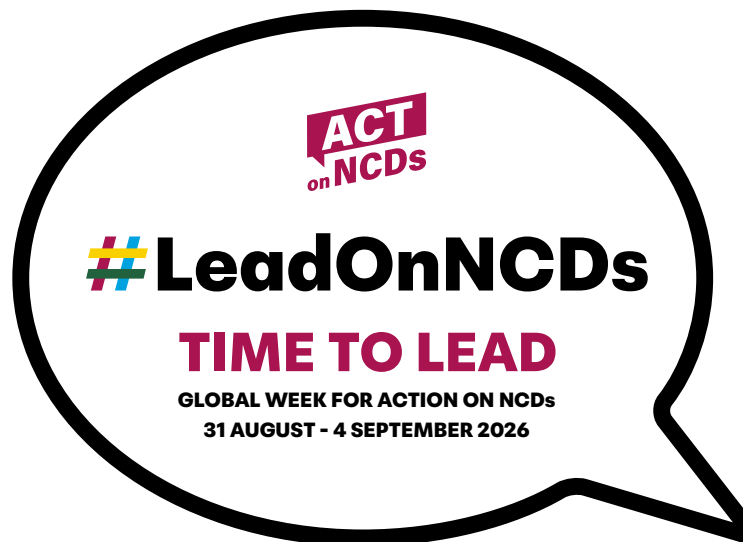
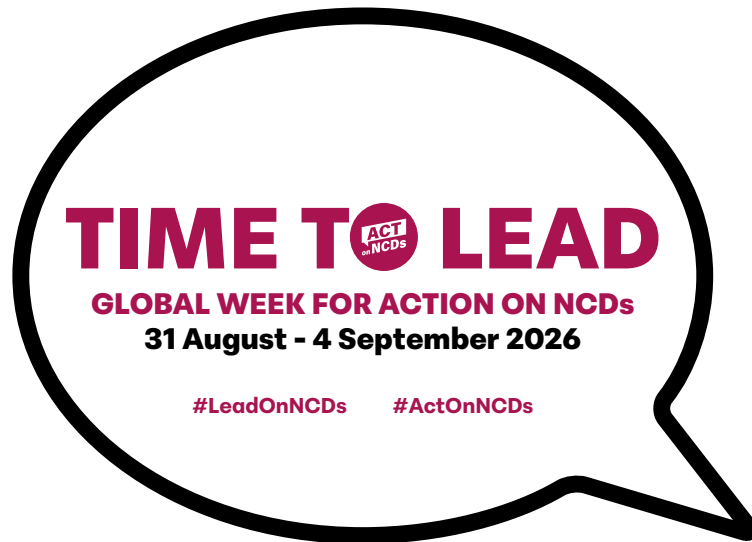
T-shirt examples



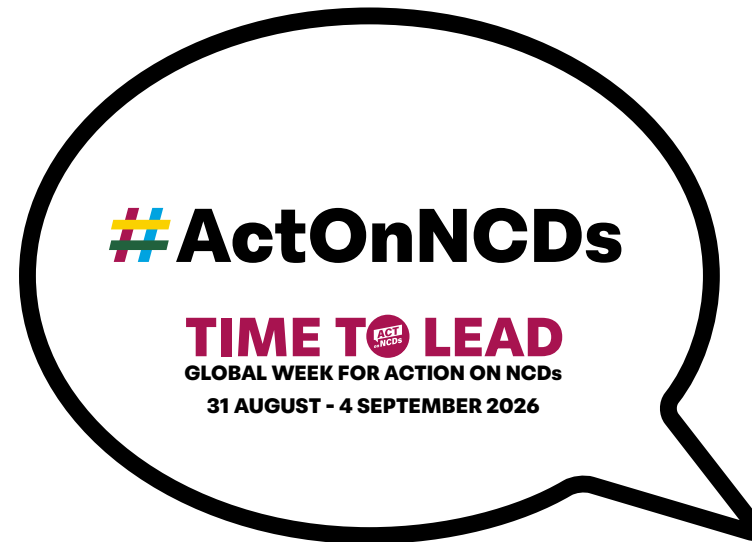
T-shirt examples

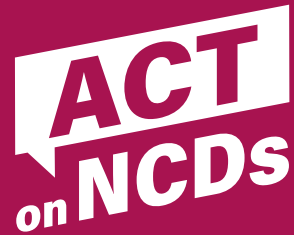


Speech bubble examples



Speech bubble examples





ACT ON NCDs
2026 LOGO

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2026 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

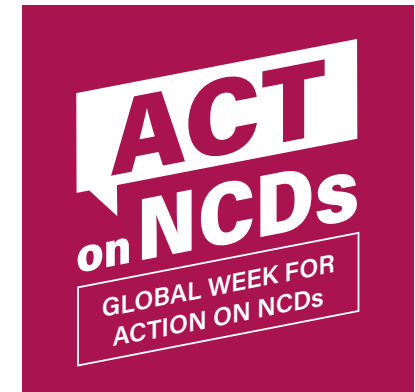
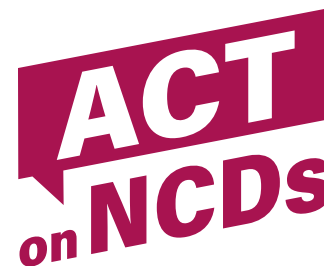
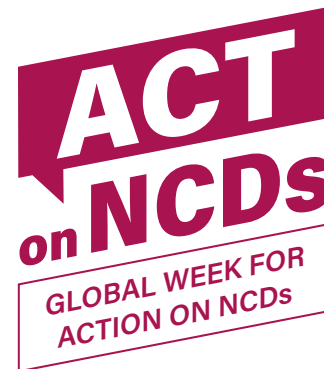
TYPOGRAPHY

Aa

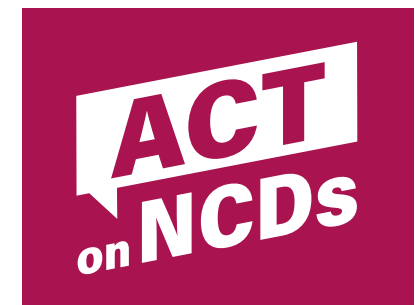
Acumin Variable Concept Black



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



Logo negative



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ACT ON NCDs

2026 LOGO

Languages

The logo is available in Spanish, French, Portuguese, Italian, Farsi and Arabic at actonncds.org

SPANISH



FRENCH



ITALIAN



PORTUGUESE



ARABIC



FARSI



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As this campaign is coordinated by the NCD Alliance, NCDA will apply the NCDA logo to some resources and campaign materials. If your organisation would like to use NCDA's logo, please contact info@ncdalliance.org



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Download logo & campaign assets [here](#)

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Contact
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