



Act on NCDs 2021 branding

COMMUNITY ENGAGEMENT

GLOBAL WEEK FOR ACTION ON NCDs

6-12 SEPTEMBER 2021

#ActOnNCDs



actonncds.org

Act on NCDs 2021 branding

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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 LOGO 2021

COMMUNITY ENGAGEMENT

In 2021, we are uniting under the theme of community engagement - leveraging the power and potential of communities to co-create healthier societies. The theme will be associated with colour green, and 2021 has a specially designed logo.

The 2021 logo is available in English, Spanish, French, Portuguese, Italian, Farsi and Arabic on the campaign website.



[Download logo here](#)



THE LOGO 2021

COMMUNITY ENGAGEMENT

Languages

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



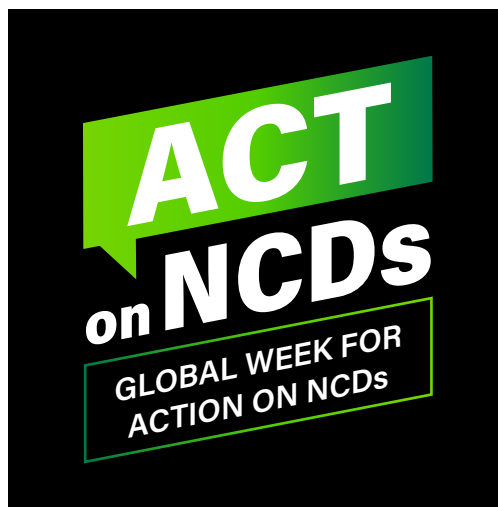
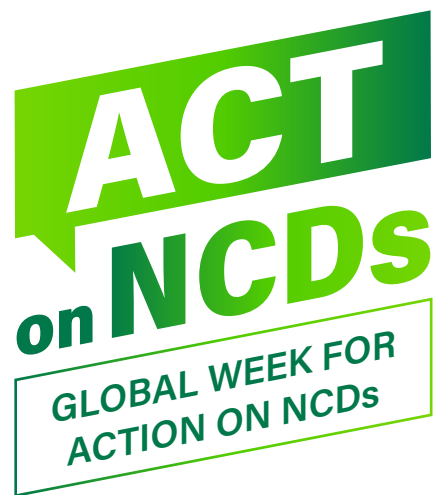
Download logo here



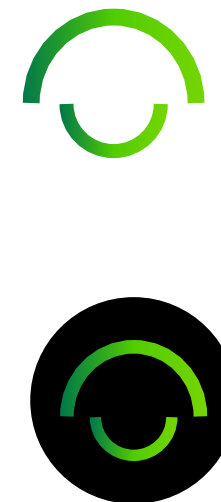
THE LOGO 2021

COMMUNITY ENGAGEMENT

Color degrade






Logo color negative

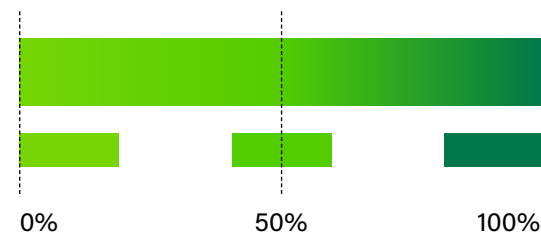


Icon color versions

Primary

	Gradient Logo 1	R=0 G=120 B=73	#007849
	Gradient Logo 2	R=82 G=205 B=0	#52cd00
	Gradient Logo 3	R=118 G=213 B=3	#76d503

Gradient RGB



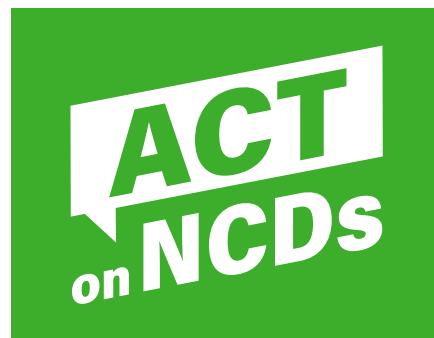
THE LOGO 2021

COMMUNITY ENGAGEMENT

Solid color



Logo color negative



Icon color versions

Primary



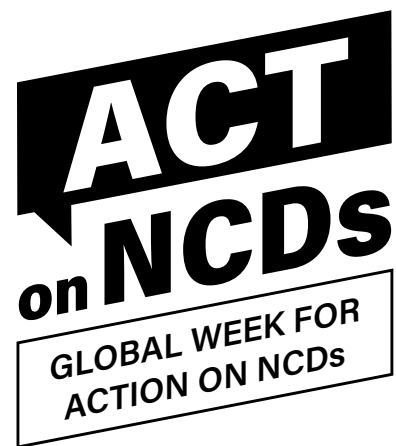
Green

R=61 G=174 B=43

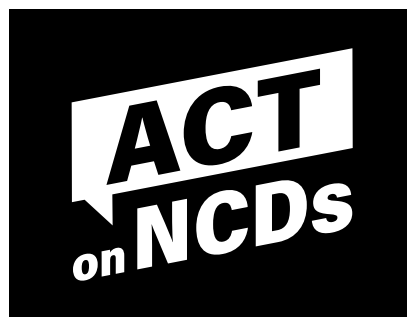
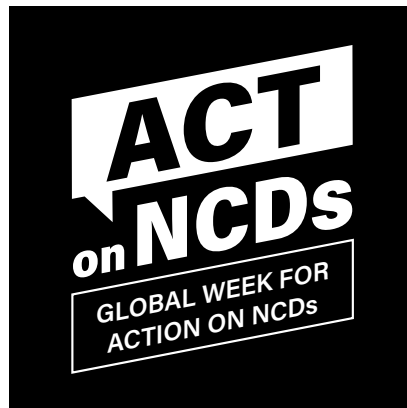
#3dae2b

PANTONE 361 C

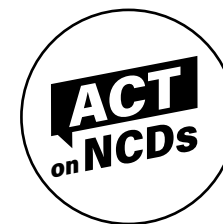
Logo in black and white



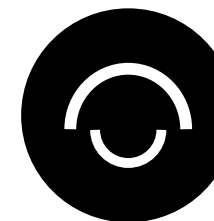
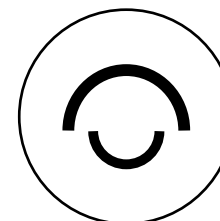
Logo black negative



Logo adapted for social media use



Smile icon



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.

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 12

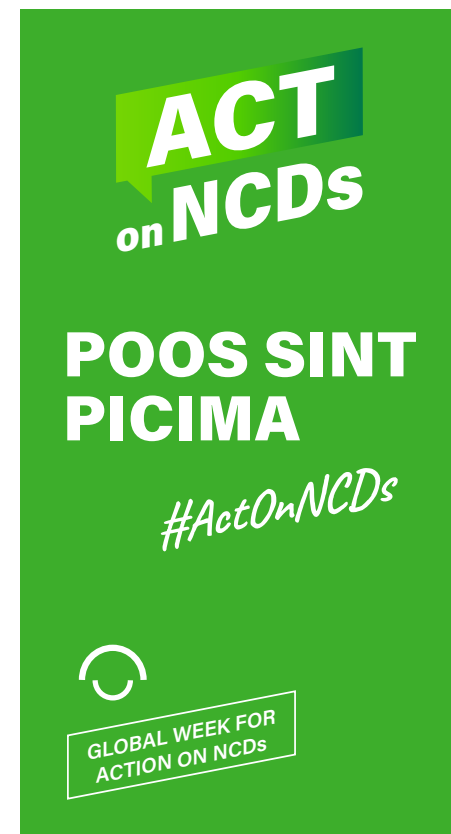
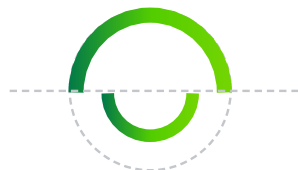


CONCEPT

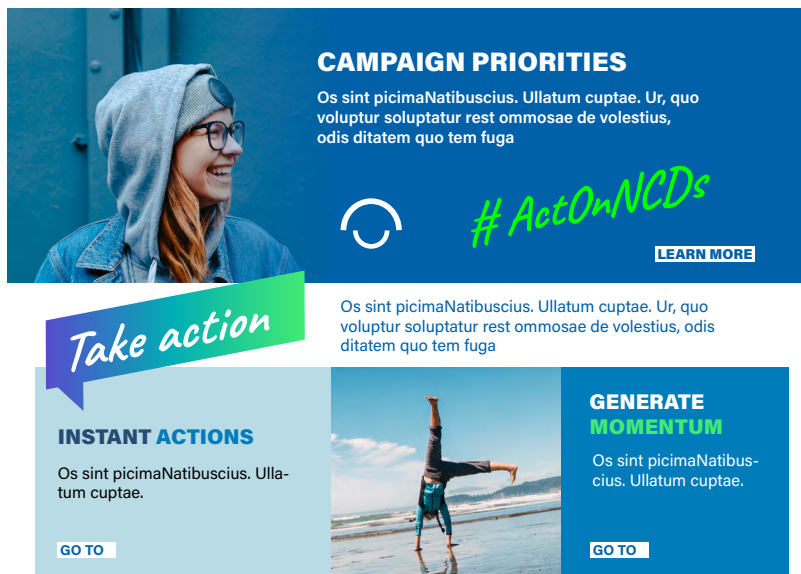


ACT
Action, coverage

Smile
Positive, container



Campaign logo typography



Typeface for logo

Aa

Acumin Variable Concept

Typeface: 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



APPLICATIONS

[#ActOnNCDs](#)



actonncds.org

APPLICATIONS

In 2021, in addition to encouraging activities on the community engagement and raising community and leaders' voices, NCDA updated the campaign website (actonncds.org) to support the coming years of this campaign.



Global Week for Action on NCDs
OS SINT PICIMA

Os sint picimaNatuscius. Ullatum cuptae. Ur, quo voluptur soluptatur rest omosae de volestius, odis ditatem quo tem fuga. Dito blaborit est ea dolorianimPitas deliquatur, ipsa volesite ipis noneceatur aut fugiani hillum id es aliquid esecus quo vendendae vovendigant volenis desite et, libere pudita inc-tati sunt, tenimus exliberum ea dit offic tem re non eria anihita tissequam exere, conet labores etur, tecta dolupta tectur audi temquatur? Um si optatur, sunt.



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](#)



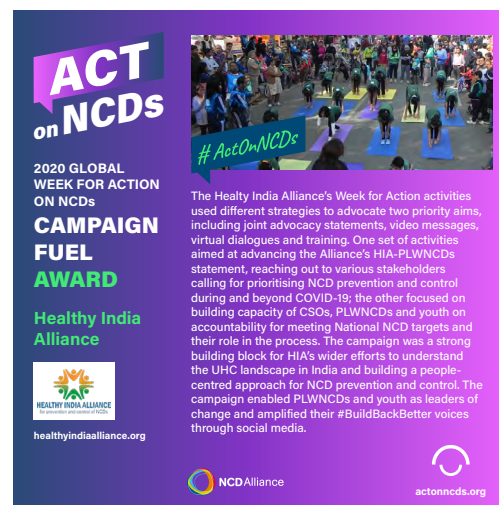
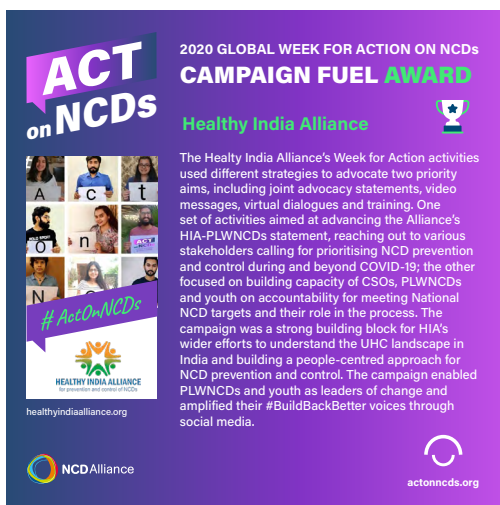
Applications

Amplify your message by using the 2021 Global Week for Action on NCDs posters!



Applications 2020

Here is an example of how you can incorporate the campaign logos, in your messaging. This could be through quote cards, personalized posters and more!



Examples from 2020

Here are some examples of online branding and communications from our national and regional NCD Alliances in 2020



ACT on NCDs
GLOBAL WEEK FOR ACTION ON NCDs

JOIN THE MOVEMENT

Accountability: Meaningful Involvement of Persons Living with NCDs

Activities:

- 7 days 7 messages social media campaign
- WEBINAR: Meaningful involvement of Persons Living with NCDs
- Media Engagement - Interviews and Opinion Edition

#ActOnNCDs
#TungeeNCDs

www.ncdak.org | NCD Alliance Kenya | NCD Alliance Kenya

GLOBAL WEEK FOR ACTION ON NCDs
7-13 SEPTEMBER 2020

ActOnNCDs.org



ACT on NCDs
GLOBAL WEEK FOR ACTION ON NCDs

HEALTHY INDIA ALLIANCE
for prevention and control of NCDs

3rd Global Week for Action on NCDs
September 7-13, 2020

TIME TO ACT ON NCDs

HCC and partners are calling on CARICOM to prioritise childhood prevention policies

1

- HIGH IN SUGAR
- HIGH IN SODIUM
- HIGH IN SATURATED FATS
- HIGH IN FAT
- CONTAINS TRANS FAT
- CONTAINS ARTIFICIAL SWEETENERS

MANDATORY 'HIGH IN' FRONT OF PACKAGE NUTRITION WARNING LABELLING

NONE of the 20 CARICOM Countries have implemented this policy!

GLOBAL WEEK FOR ACTION ON NCDs

As a PLWNCD (T1D), I would like access to healthcare providers, diabetes education and a community for everyone living with diabetes. I urge the Indian government and other stakeholders to encourage, empower grassroot organizations working to create awareness about diabetes

Rohan Arora,
Blue Circle Diabetes Foundation and Healthy India Alliance

#ActOnNCDs
#NextGenNCDs

www.actonncds.org
www.healthindiaalliance.org

ACT on NCDs
GLOBAL WEEK FOR ACTION ON NCDs

#TungeeNCDs
#ActOnNCDs

"I DEMAND COUNTY GOVERNMENTS TO INCLUDE #NCDs IN THEIR HEALTH BUDGETS & ALLOCATE RESOURCES FOR NCD PREVENTION & REHABILITATION"

actonncds.org

Use of the NCD Alliance logo

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

Lucy Westerman
Policy and Campaigns Manager
NCD Alliance

lwesterman@ncdalliance.org



ncdalliance.org



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