WORLD
TB DAY
March 24

WORLD TB DAY 2020

CAMPAIGN BRANDING GUIDELINE

It's
TIME
TO GET CREATIVE!

Stop TB Partnership

Create your own campaign visuals

Do you have your own message in mind?

You will find here a number of assets to help you in the creation of your own Wolrd TB Day visuals.

All the assets presented below can be found on the World TB Day website.

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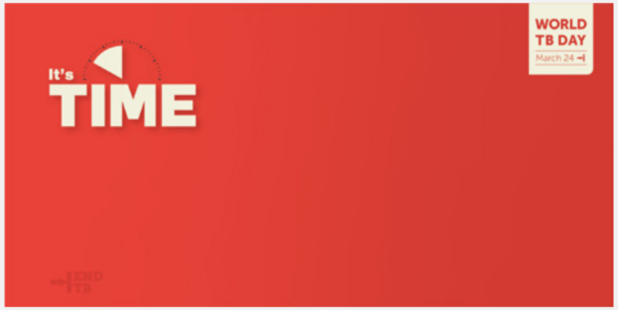
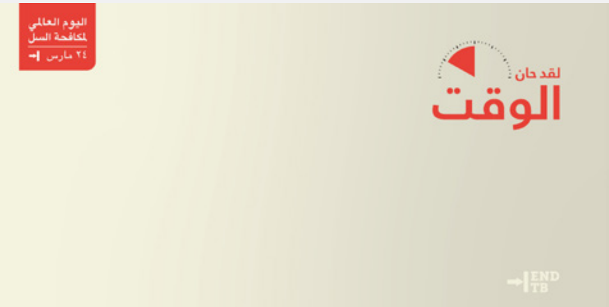
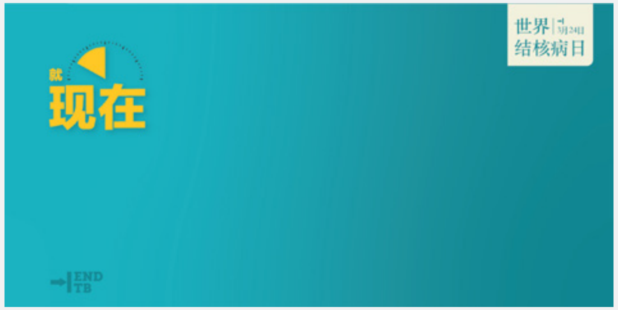
1.0 Templates

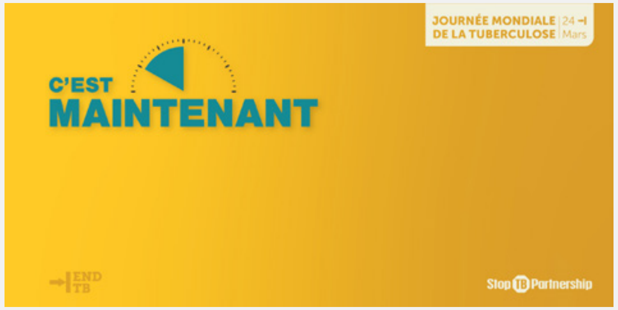
We have prepared templates available in all 6 UN languages that you can use to write your own world TB day message.

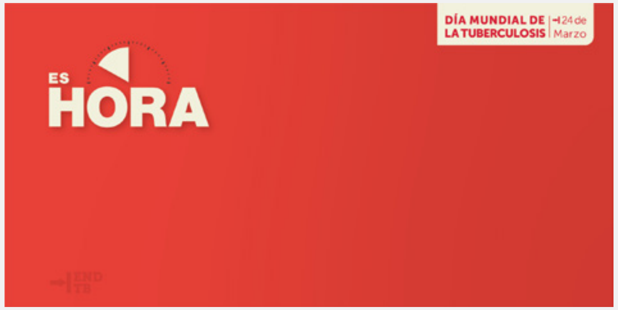
You can use one of these online free tools to create your image:
https://picfont.com/editor
https://addtext.com/photo/

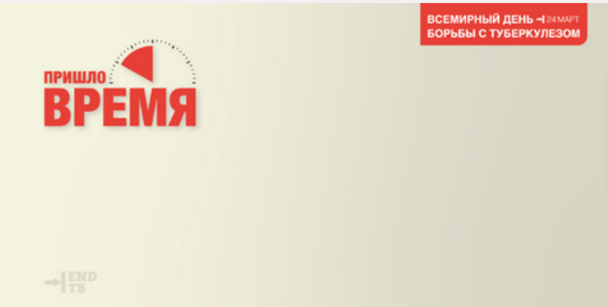

WORLD TB DAY
March 24
It's
TIME
END TB


اليوم العالمي لمكافحة السل
٢٤ مارس
لقد حان
الوقت
END TB


世界结核病日
3月24日
就
现在
END TB


JOURNÉE MONDIALE DE LA TUBERCULOSE
24 Mars
C'EST
MAINTENANT
END TB
Stop TB Partnership

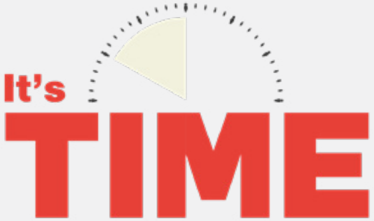

DÍA MUNDIAL DE LA TUBERCULOSIS
24 de Marzo
ES
HORA
END TB

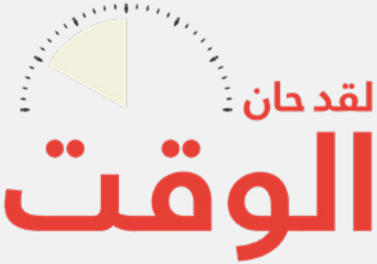

ВСЕМИРНЫЙ ДЕНЬ БОРЬБЫ С ТУБЕРКУЛЕЗОМ
24 МАРТ
ПРИШЛО
ВРЕМЯ
END TB

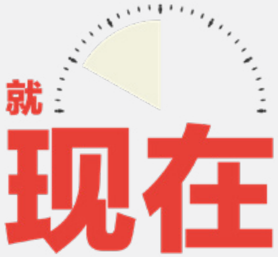
Download the templates from the World TB Day webpage.

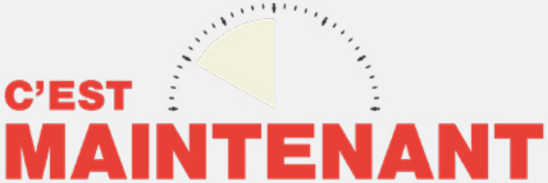
2.0 “It’s Time” visual

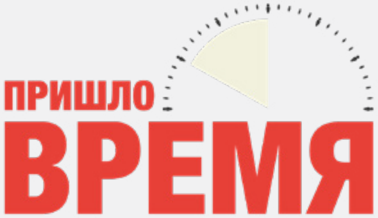
The “It’s Time” visual is available for download in various formats, including vector.
Download the visuals from the World TB Day webpage.

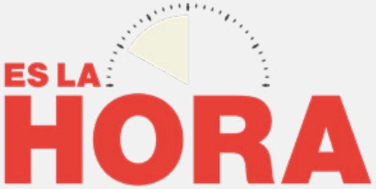



لقد حان
الوقت




C’EST
MAINTENANT


ПРИШЛО
ВРЕМЯ



3.0 Typographie

The font used for the World TB Day visuals is **“Museo Sans”**.
If you do not have access to this font, we suggest that you use “**Helvetica”** as an alternative.

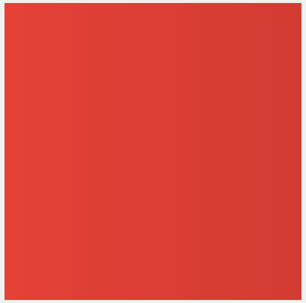
**Museo Sans
900**

**Helvetica
Bold**

4.0 Color scheme

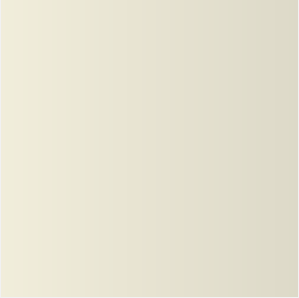
The 4 color backgrounds of this year's World TB Day are gradients made of the combination of 2 colors.

CMYK: **4 90 85 0**
RGB: **230 65 55**
#E64137



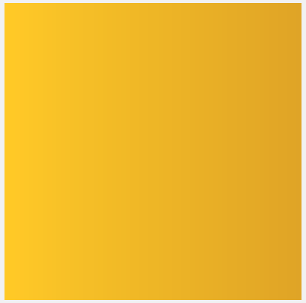
CMYK: **4 90 85 9**
RGB: **211 60 50**
#D33C32

CMYK: **5 4 14 0**
RGB: **241 238 219**
#F1EEDB



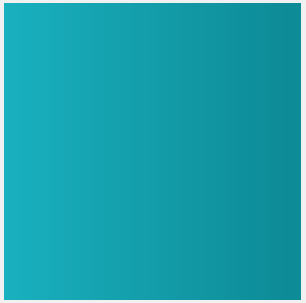
CMYK: **13 10 21 0**
RGB: **221 217 200**
#DDD9C8

CMYK: **0 21 93 0**
RGB: **255 201 38**
#FFC926



CMYK: **13 37 100 0**
RGB: **223 164 39**
#DFA427

CMYK: **73 7 25 0**
RGB: **25 176 191**
#19B0BF



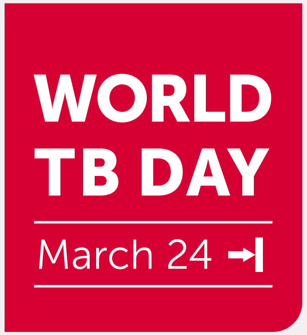
CMYK: **84 29 39 3**
RGB: **13 138 149**
#0D8A95

5.0 World TB Day Logo

A World TB Day logo, developed as a tag, can be added in the top corner of any communication material. The use of a tag is less intrusive than that of a logo, but at the same time communicates a distinguished identity, creating a link between World TB events everywhere.

Download the Logo from the World TB Day webpage.

Color version


WORLD
TB DAY
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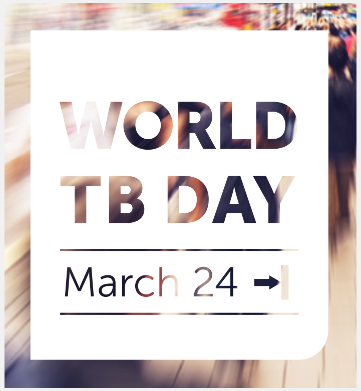
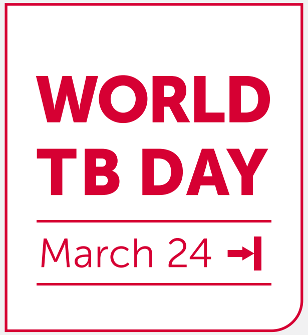
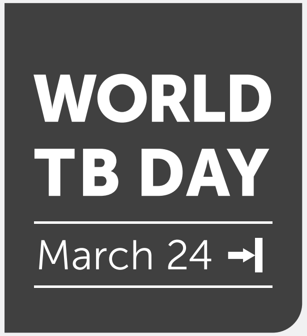
Full color


WORLD
TB DAY
March 24

White Logo for Colored background or images


WORLD
TB DAY
March 24

Reversed Logo


WORLD
TB DAY
March 24

Black logo

5.1 World TB Day Logo

To ensure that the logo is always legible, a minimum print and screen size has been established along with a minimum clear space surrounding the logo. These are minimum specifications and should be increased when possible.

Min. Size

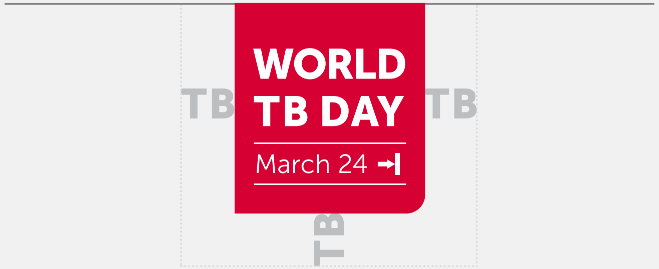
WORLD
TB DAY
March 24

Min. Print Size:
15 mm

WORLD
TB DAY
March 24

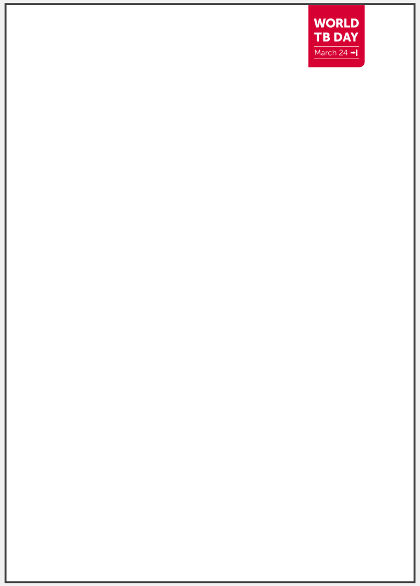
Min. screen Size:
45 px

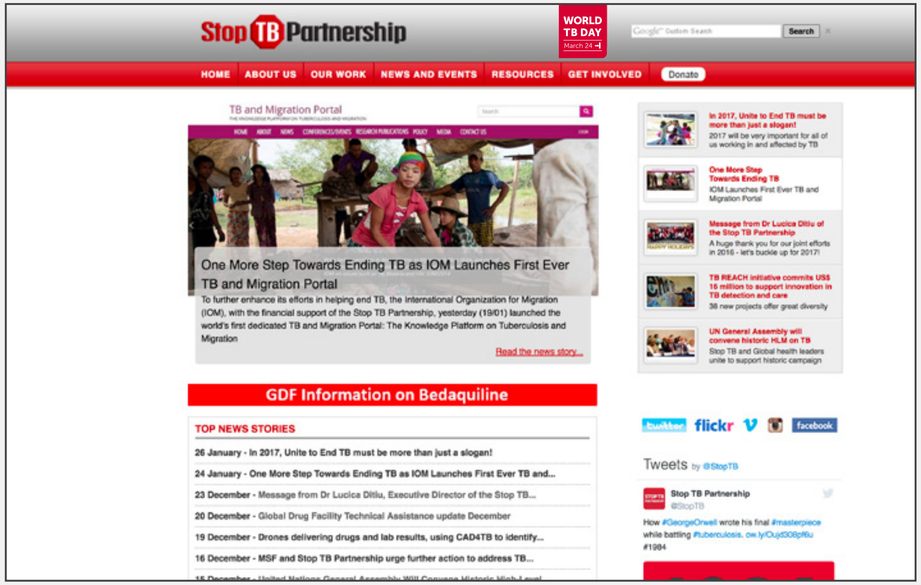
Clear space


TB
WORLD
TB DAY
March 24
TB
TB

5.2 World TB Day Logo

Logo application


WORLD
TB DAY
March 24


Stop TB Partnership
WORLD
TB DAY
March 24
Google Custom Search
Search
HOME
ABOUT US
OUR WORK
NEWS AND EVENTS
RESOURCES
GET INVOLVED
Donate
TB and Migration Portal
HOME
ABOUT
NEWS
CONFERENCES/EVENTS
RESEARCH PUBLICATIONS
POLICY
MEDIA
CONTACT US
Search
Read the news story...
twitter
flickr
facebook

One More Step Towards Ending TB as IOM Launches First Ever TB and Migration Portal

To further enhance its efforts in helping end TB, the International Organization for Migration (IOM), with the financial support of the Stop TB Partnership, yesterday (19/01) launched the world's first dedicated TB and Migration Portal: The Knowledge Platform on Tuberculosis and Migration

GDF Information on Bedaquiline

TOP NEWS STORIES

26 January - In 2017, Unite to End TB must be more than just a slogan!

24 January - One More Step Towards Ending TB as IOM Launches First Ever TB and...

23 December - Message from Dr Lucica Ditiu, Executive Director of the Stop TB...

20 December - Global Drug Facility Technical Assistance update December

19 December - Drones delivering drugs and lab results, using CAD4TB to identify...

16 December - MSF and Stop TB Partnership urge further action to address TB...

15 December - United Nations General Assembly Will Convene Historic High-Level

In 2017, Unite to End TB must be more than just a slogan!
2017 will be very important for all of us working in and affected by TB

One More Step Towards Ending TB
IOM Launches First Ever TB and Migration Portal

Message from Dr Lucica Ditiu of the Stop TB Partnership
A huge thank you for our joint efforts in 2016 - let's buckle up for 2017!

TB REACH initiative commits US$ 16 million to support innovation in TB detection and care
38 new projects offer great diversity

UN General Assembly will convene historic HLM on TB
Stop TB and Global health leaders unite to support historic campaign

Tweets by @StopTB

Stop TB Partnership
@StopTB

How #GeorgeOrwell wrote his final #masterpiece while battling #tuberculosis. ow.ly/Oujd308pf6u #1984

5.3 World TB Day Logo

To ensure a wide take-up and visibility of the World TB Day logo worlwide we have developed it the 6 UN official languages.
Download the Logo from the World TB Day webpage.

translated versions

WORLD
TB DAY
March 24

English

JOURNÉE MONDIALE | 24
DE LA TUBERCULOSE | Mars

French

اليوم العالمي
لمكافحة السل
٢٤ مارس

Arabic

世界 | 3月24日
结核病日

Chinese

ВСЕМИРНЫЙ ДЕНЬ 24 МАРТ
БОРЬБЫ С ТУБЕРКУЛЕЗОМ

Russian

DÍA MUNDIAL DE | 24 de
LA TUBERCULOSIS | Marzo

Spanish

6.0 End TB Logo

The Red Arrow is a symbol for our goal: a world without TB. It represents our unwavering commitment to move forward with this mission until we reach the finish line.

The Red Arrow was developed with the input of thousands of partners in the TB community. The symbol belongs to no single organization, person, tagline, or agenda. It represents our unity against TB, and it's in your hands to shape, mold, and give meaning to. **Download the End TB Logo from the World TB Day webpage.**

Color version

END
TB

Full color

END
TB

White Logo

END
TB

Black logo

6.1 End TB Logo

To ensure that the logo is always legible, a minimum print and screen size has been established along with a minimum clear space surrounding the logo. These are minimum specifications and should be increased when possible.

Min. Size

Min. Print Size:
25 mm

Min. screen Size:
70 px

Clear space