World TB Day 2017
Identity Guideline

UNITE TO → END TB

Stop TB Partnership

Introduction

World TB Day is held each year on March 24th and aims to build public awareness for tuberculosis. A disease which despite being curable, remains a destructive epidemic in much of the world.

On this day, we commemorate Dr Robert Koch's announcement in 1882 of his discovery of the TB bacillus, the cause of tuberculosis. His groundbreaking research opened the way toward diagnosing and curing this disease.

World TB Day is an opportunity for people everywhere to join this fight by helping to educate others about TB and by urging governments to take action. We believe that together we can End TB for once and for all: **Unite to End TB!**

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In the following pages you will find an overview of the brand elements provided to recreate the look and feel of the World TB Day identity developed by the Stop TB Partnership.

The intent of this guideline is to provide tools and a flexible framework so that any partner or indeed anyone who is interested will feel equipped to create communications materials for a variety of functions and audiences.

Content

1.0 Global Theme

For the second year running, the global theme for World TB Day is Unite to End TB.
In order to close the knowledge and awareness gap on TB, the Stop TB Partnership this year will focus its efforts on communicating important but often misunderstood facts about TB which prevent people from seeking treatment or lead to stigmatization and isolation of people affected by the disease. Rectifying these myths and misconceptions will be crucial in the fight to End TB.

2.0   World TB Day Logo

A World TB Day logo has been developed in the form of a tag and 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.

Color version

Full color

White Logo for Colored background or images

Reversed Logo

Black logo

2.0   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.
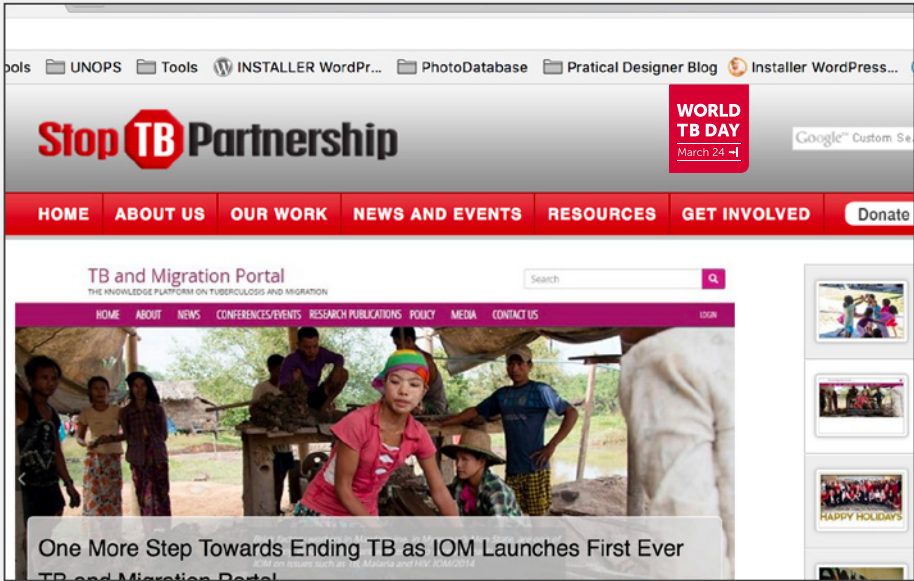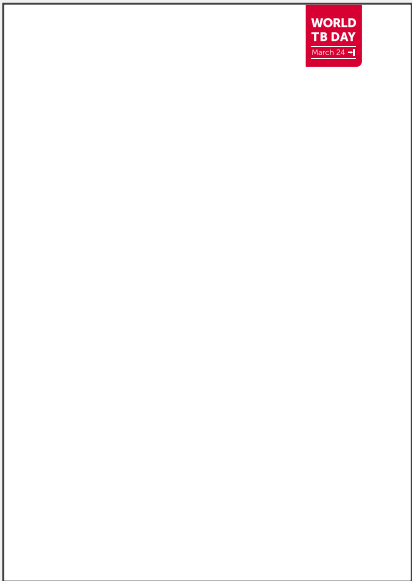
Min. Size

WORLD TB DAY March 24 ⇥

WORLD TB DAY March 24 ⇥

Min. Print Size:
15 mm

Min. screen Size:
45 px

Clear space

WORLD TB DAY March 24 ⇥

2.0   World TB Day Logo

Logo application

2.0 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.

The asset files for all the logos are available on the World TB Day website:

http://www.stoptb.org/events/world_tb_day/2017/materials.asp

translated versions

WORLD TB DAY
March 24 →|

English

JOURNÉE MONDIALE DE LA TUBERCULOSE | 24 →| 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 LA TUBERCULOSIS | →| 24 de Marzo
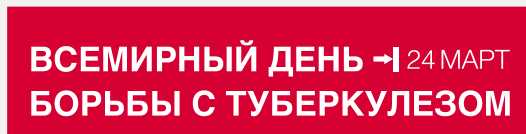
Spanish

3.0 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 and therefore can be used in materials all throughout the year.

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.

_____
Color version

_____
Full color
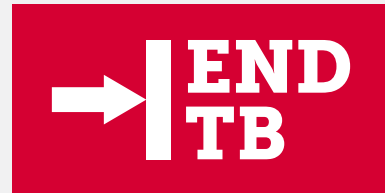
_____
White Logo

_____
Black logo

3.0   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.
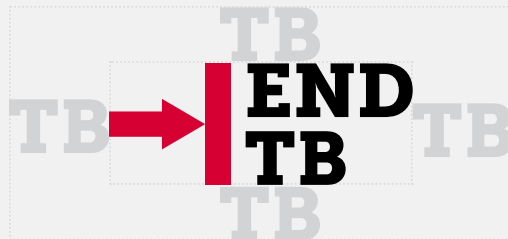
Min. Size

→ **END TB**

→ **END TB**

Min. Print Size:
25 mm

Min. screen Size:
70 px

Clear space

4.0 Call To Action Logo

The "Call to Action Logo" reflects our World TB Day 2017 Messaging and should appear on all communication materials. In contrast to the general End TB logo, this Call to Action Logo is specific to World TB Day and should only be used around this time.
The "Call to Action Logo" asset files are available on the World TB Day website:
http://www.stoptb.org/events/world_tb_day/2017/materials.asp

Color version

Full color

White Logo

Black logo

Full color

White Logo

Black logo

5.0 Colors

The World TB Day colour breakdown is listed below. 8 colours are provided to allow for a larger range of designs and creativity. We recommend that you use these colors to ensure a visual consistency throughout communications materials created for World TB Day.

CMYK: **0 100 72 0**
RGB: **213 0 50**
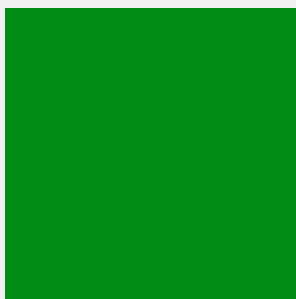#: **d50032**

CMYK: **99 50 0 0**
RGB: **0 94 184**
#: **005eb8**

CMYK: **0 32 100 0**
RGB: **242 169 0**
#: **f2a900**

CMYK: **64 84 0 32**
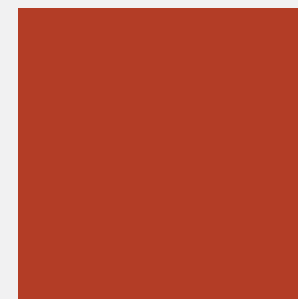RGB: **94 54 110**
#: **5e366e**

CMYK: **89 0 100 10**
RGB: **0 140 21**
#: **008c15**

CMYK: **0 100 22 3**
RGB: **206 0 88**
#: **ce0058**

CMYK: **96 3 41 13**
RGB: **0 140 160**
#: **008ca0**

CMYK: **0 85 98 20**
RGB: **179 61 38**
#: **b33d26**

6.0 Typography

Museo Slab and Museo Sans have been selected as the primary typeface for the World TB Day Campaign. These are licensed fonts and must be purchased. If you wish to use a standard font in replacement we recommend using Arial or Helvetica.

Museo Slab

Museo Slab 300
Museo Slab 500
Museo Slab 700
Museo Slab 900

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Museo Slab is ideal for headlines and sub headlines

Museo Sans

Museo Sans 300
Museo Sans 500
Museo Sans 700
Museo Sans 900

_____

Museo Sans is very well suitable for longer bodies of text and screen display.

7.0 Red Arrow Pin

The Red Arrow Pin symbolizes our united efforts and hope in the face of adversity.
If you wish to produce you own Red Arrow Pin, we are providing below the production specifications so that you can produce, wear and distribute it.

Pin specifications

Pin size: 2.5 x 2.5 cm
Pin needles: 2.2 mm long *(important to keep the Pin in place on the textile)*
Thickness of the Pin: 2mm
Colors: Red 199C + silver
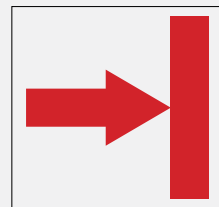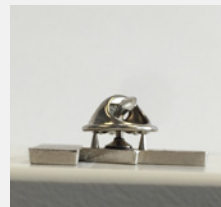**Finishing:** soft enamel with silver metal finishing

Files to provide

In addition to the specifications listed above the manufacturer will require a vector (.eps) file of the Pin and probalbly an image of the existing product.
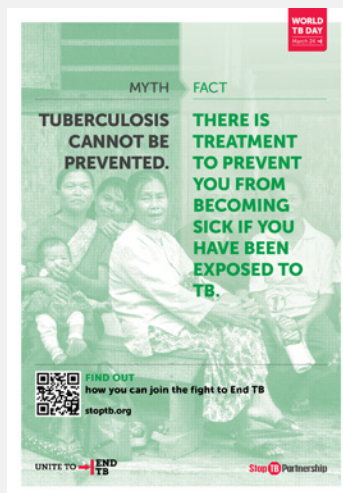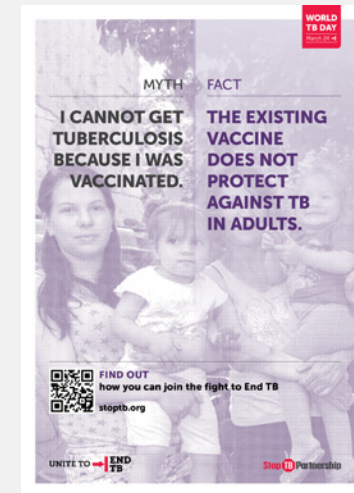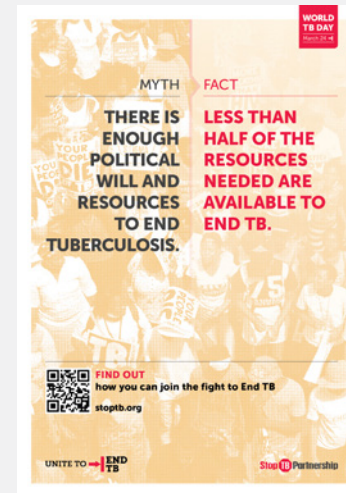
All the asset files required to produce the Red Arrow Pin are available on the World TB Day website: **http://www.stoptb.org/events/world_tb_day/2017/materials.asp**

8.0 Posters

Eight posters have been developed, one for each of the most common myths around TB.

All the posters displayed here are available on the World TB Day website and in all
6 UN official languages:

http://www.stoptb.org/events/world_tb_day/2017/materials.asp

MYTH — FACT
TUBERCULOSIS HAS BEEN DEFEATED. — OVER 10 MILLION PEOPLE DEVELOP TB EACH YEAR. TB IS THE WORLD'S LEADING INFECTIOUS KILLER.
FIND OUT how you can join the fight to End TB — stoptb.org
UNITE TO END TB — Stop TB Partnership

MYTH — FACT
TUBERCULOSIS DOES NOT EXIST IN MY COUNTRY. — TB IS AN AIRBORNE DISEASE THAT EXISTS IN EVERY COUNTRY. EVERYONE IS VULNERABLE.
FIND OUT how you can join the fight to End TB — stoptb.org
UNITE TO END TB — Stop TB Partnership

MYTH — FACT
THERE IS ENOUGH POLITICAL WILL AND RESOURCES TO END TUBERCULOSIS. — LESS THAN HALF OF THE RESOURCES NEEDED ARE AVAILABLE TO END TB.
FIND OUT how you can join the fight to End TB — stoptb.org
UNITE TO END TB — Stop TB Partnership

MYTH — FACT
I CANNOT GET TUBERCULOSIS BECAUSE I WAS VACCINATED. — THE EXISTING VACCINE DOES NOT PROTECT AGAINST TB IN ADULTS.
FIND OUT how you can join the fight to End TB — stoptb.org
UNITE TO END TB — Stop TB Partnership

MYTH — FACT
TUBERCULOSIS CANNOT BE PREVENTED. — THERE IS TREATMENT TO PREVENT YOU FROM BECOMING SICK IF YOU HAVE BEEN EXPOSED TO TB.
FIND OUT how you can join the fight to End TB — stoptb.org
UNITE TO END TB — Stop TB Partnership

MYTH — FACT
TUBERCULOSIS CANNOT BE CURED. — TB IS CURABLE, WITH A TREATMENT COSTING AS LITTLE AS $30.
FIND OUT how you can join the fight to End TB — stoptb.org
UNITE TO END TB — Stop TB Partnership

MYTH — FACT
PEOPLE WITH TUBERCULOSIS SHOULD BE ISOLATED FOR A LONG TIME. — SHORTLY AFTER STARTING TB TREATMENT, MOST PEOPLE CAN NO LONGER SPREAD THE DISEASE.
FIND OUT how you can join the fight to End TB — stoptb.org
UNITE TO END TB — Stop TB Partnership

MYTH — FACT
PEOPLE AFFECTED BY TUBERCULOSIS HAVE ACCESS TO THE DIAGNOSIS AND TREATMENT THAT THEY NEED. — MORE THAN 4 MILLION WHO DEVELOP TB EACH YEAR LACK ACCESS TO QUALITY CARE.
FIND OUT how you can join the fight to End TB — stoptb.org
UNITE TO END TB — Stop TB Partnership

9.0 Social Media Tiles & E-Cards

Eight animated GIFs have been developed in all 6 UN official languages. They can be posted and shared on Social Media and used as E-Cards to be sent to Heads of States or Ministers of Health to encourage them to pledge their support in the fight to End TB.
All the GIFs can be downloaded from the World TB Day website:
http://www.stoptb.org/events/world_tb_day/2017/materials.asp
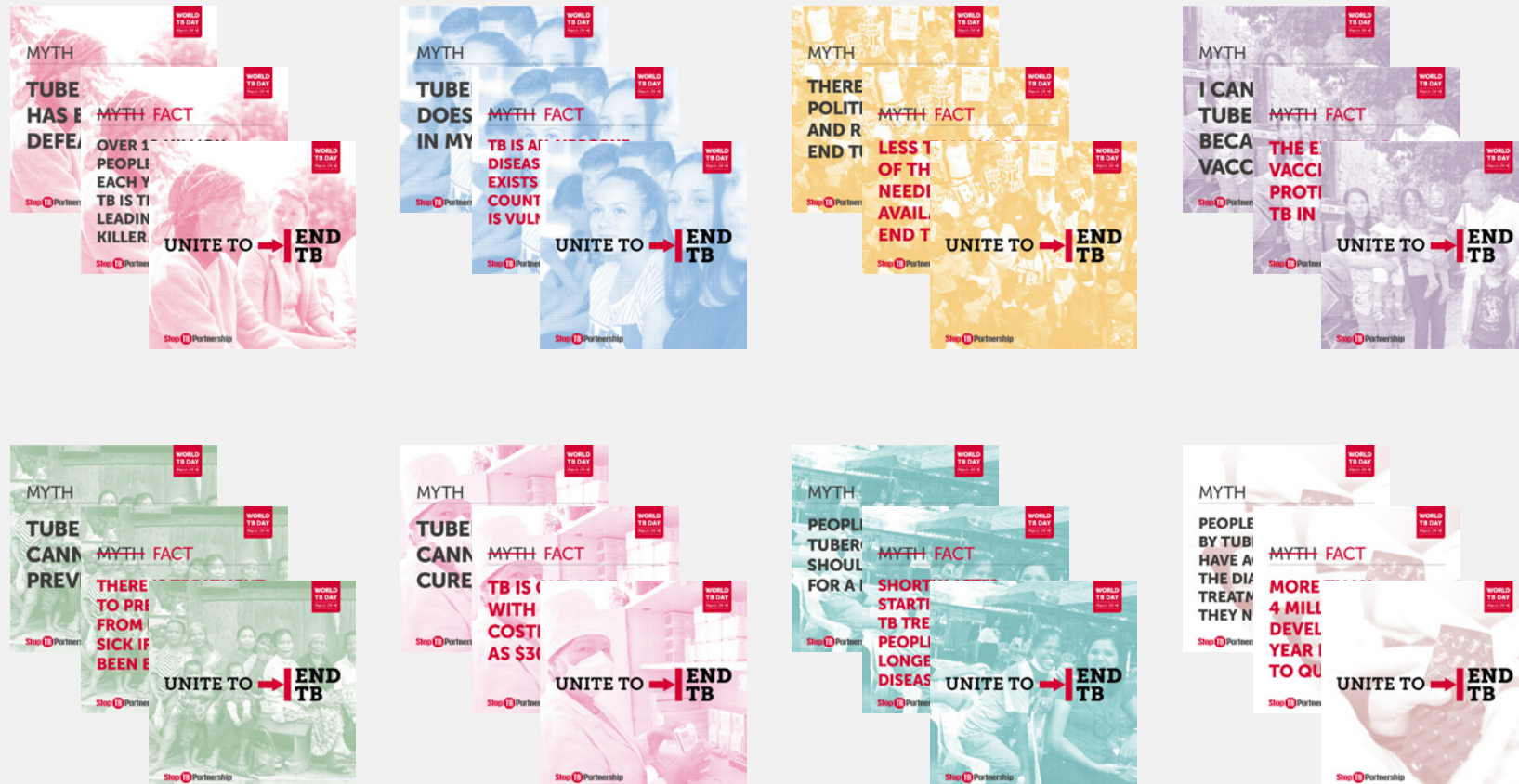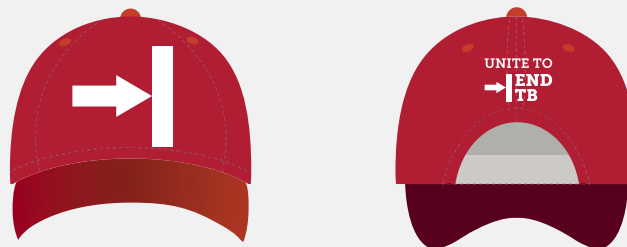
10 Merchandise

All the asset files required to produce the below T-shirts and Caps are available on the World TB Day website:

http://www.stoptb.org/events/world_tb_day/2017/materials.asp

T-shirts

Caps

11   Social Media

The Social Media Cover Pictures are available on the World TB Day website:
http://www.stoptb.org/events/world_tb_day/2017/materials.asp

12   Website

A World TB Day website has been created to provide insights on the World TB Day. Here, you can find more details about World TB Day, guidance on what can you do to join the fight to End TB and materials to support it. You can also find a map of the events taking place around the world for World TB Day.

http://www.stoptb.org/events/world_tb_day/2017/