

Act on NCDs 2023 Branding Guidelines

THE MOMENT FOR CARING

GLOBAL WEEK FOR ACTION ON NCDs

14-21 SEPTEMBER 2023

#ActOnNCDs



actonncds.org

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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 2023

THE MOMENT FOR CARING

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.

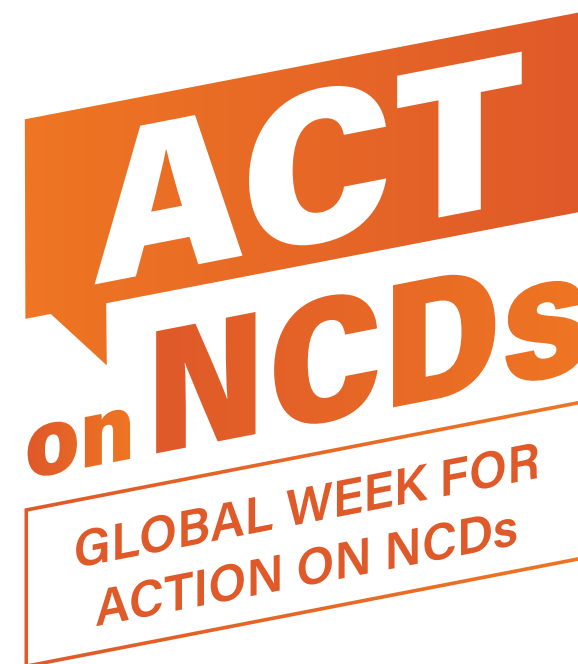
The 2023 Global Week for Action will call for fair and effective solutions to support every person, every family and every community affected by NCDs and the cost of care and treatment. As a follow-up to the first UN High-Level Meeting on UHC in 2019, heads of state and government will meet again on 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](#)



Logo placement

The Act on NCDs logo should always be placed in the top left corner of a printed page or website. In the case of a poster, leaflet or handout, there is flexibility about placement. The Logo is scalable and should retain a resolution of 75 DPI.

THE LOGO 2023

THE MOMENT FOR CARING

Languages

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



SPANISH



FRENCH



ITALIAN



Download logo here

THE LOGO 2023

THE MOMENT FOR CARING

Languages

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



PORTUGUESE



ARABIC



PERSIAN

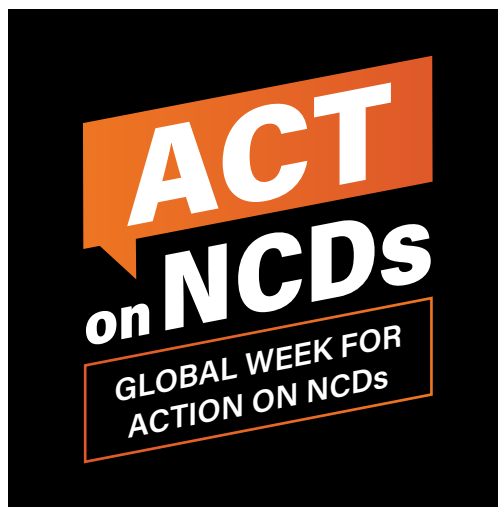
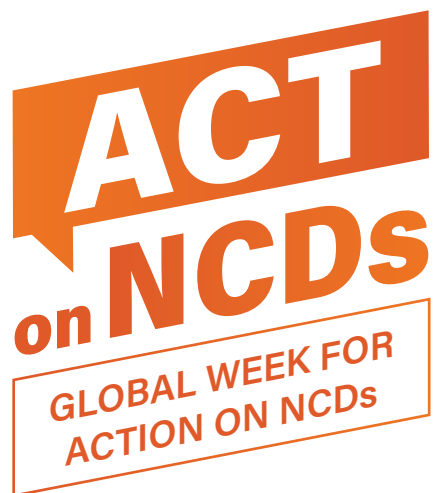


Download logo here

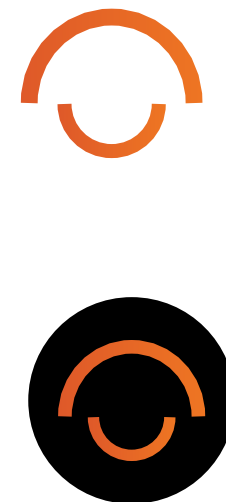
THE LOGO 2023

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



Gradient Logo 1

R=223 G=89 B=41

#df5929

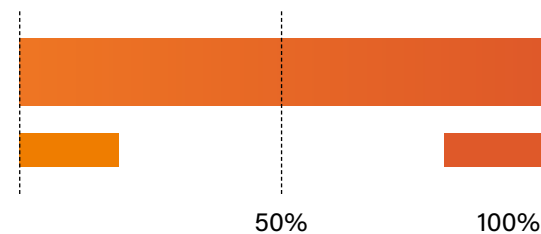


Gradient Logo 2

R=238 G=118 B=34

#ee7622

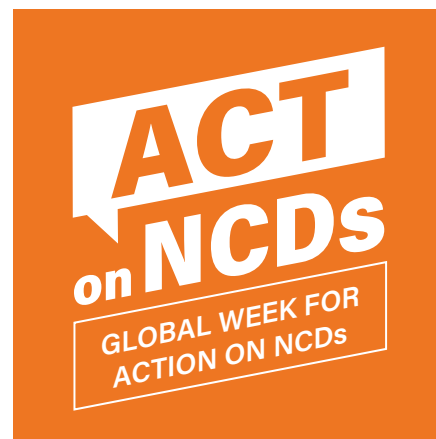
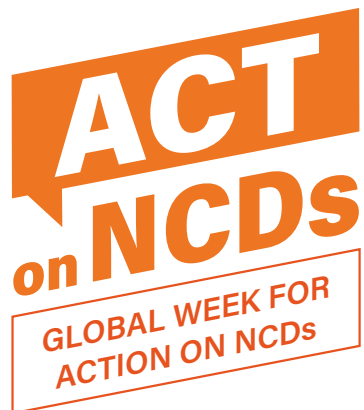
Gradient RGB



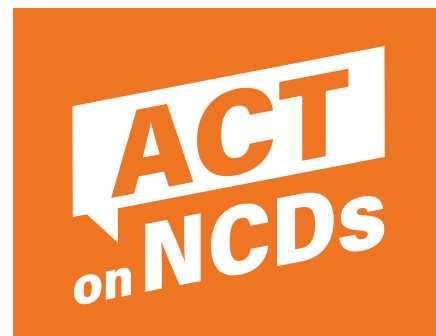
THE LOGO 2023

THE MOMENT FOR CARING

Solid color



Logo color negative



Icon color versions

Primary



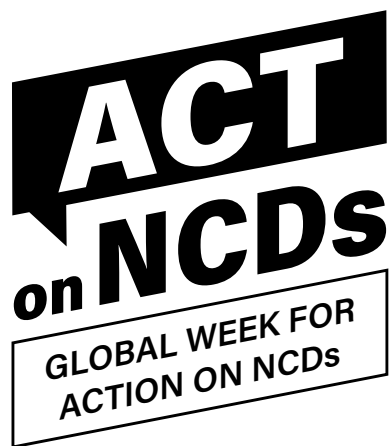
orange

R=238 G=118 B=34

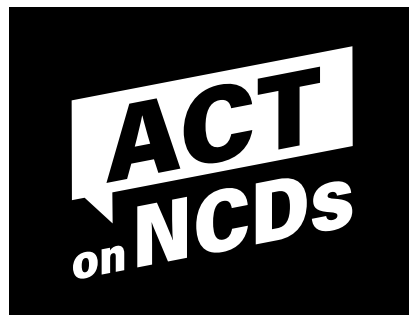
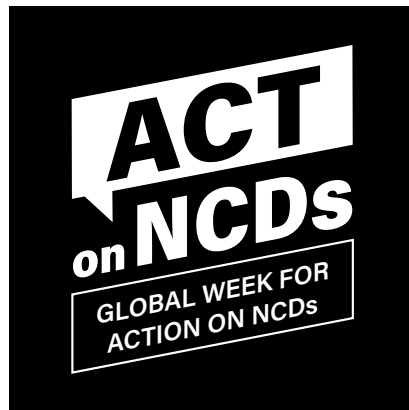
#ee7622

PANTONE 151 C

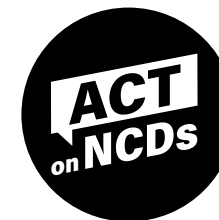
Logo in black and white



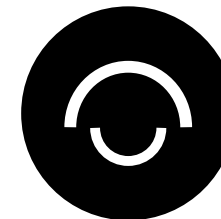
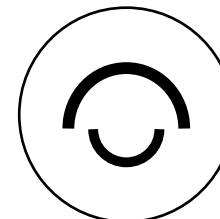
Logo black negative

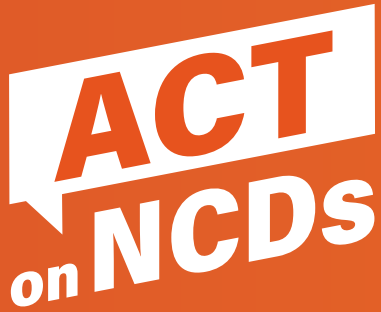


Logo adapted for social media use



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.

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.



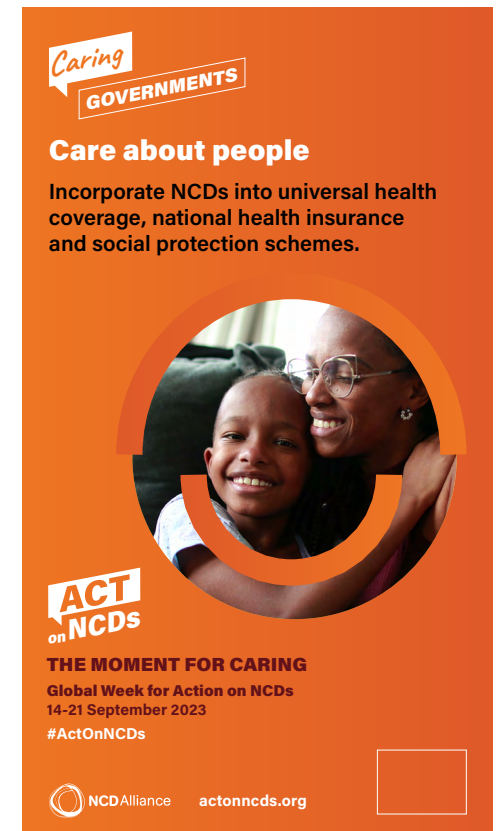
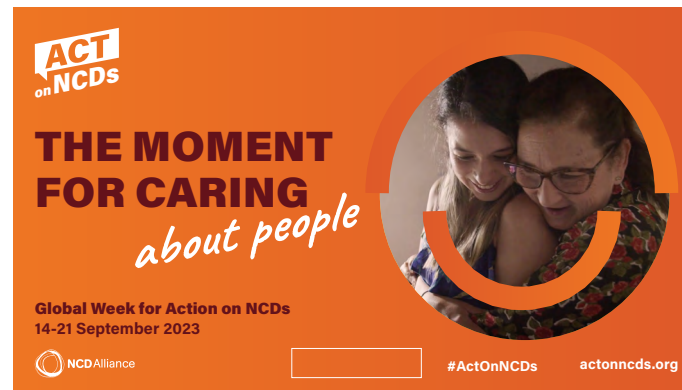
CONCEPT



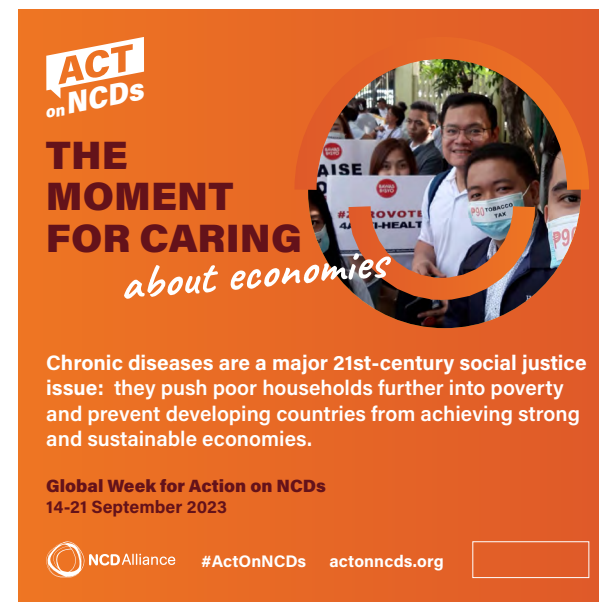
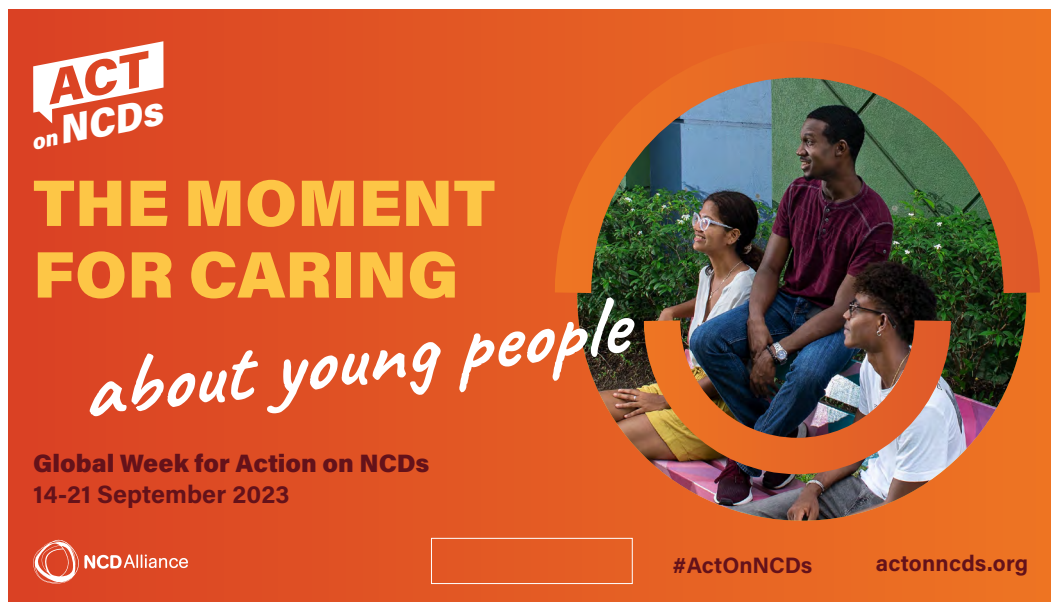
ACT
Action, coverage



Smile
Positive, container



TYPOGRAPHY



Aa

Acumin Variable Concept

Typeface: Black, Semibold, Semi-Condensed Black

Main typeface



DOWNLOAD

Aa

Caveat

Regular and Bold

Secondary typeface to highlight and emphasise elements



DOWNLOAD






Aa

Arial

Alternative typeface for text and web

CAMPAIGN COLORS

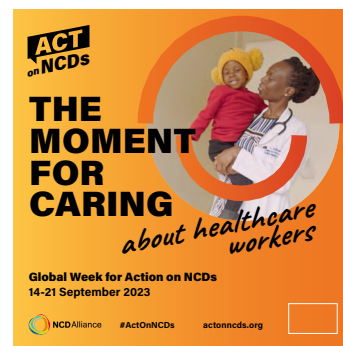
Main palette

Primary		Gradient Logo 1	R=223 G=89 B=41	#df5929
		Gradient Logo 2	R=238 G=118 B=34	#ee7622
Secondary			R=100 G=18 B=26	#64121a
			R=218 G=65 B=36	#d94023
			R=253 G=198 B=70	#fdc646

Degrade



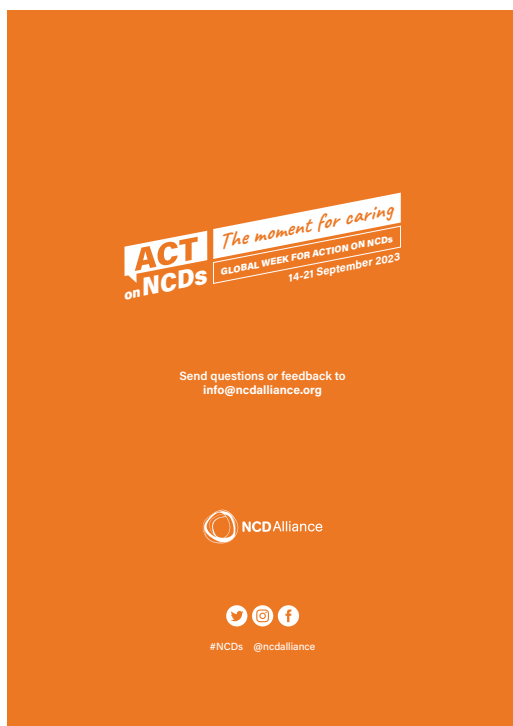
Examples



SLOGAN + LOGO

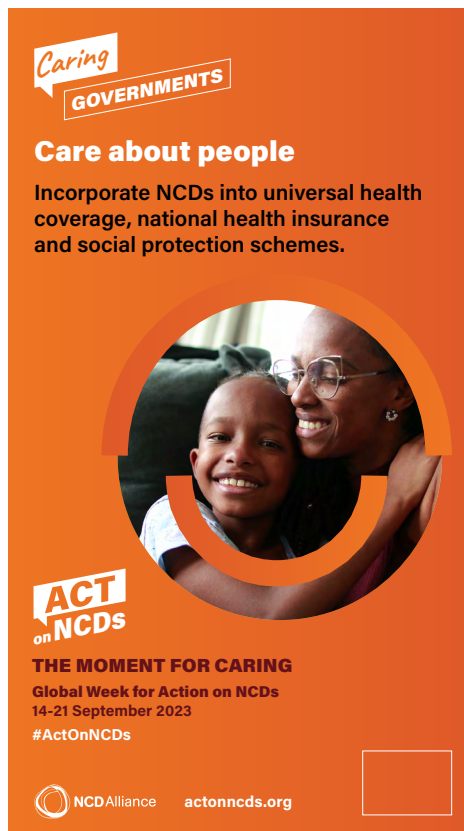
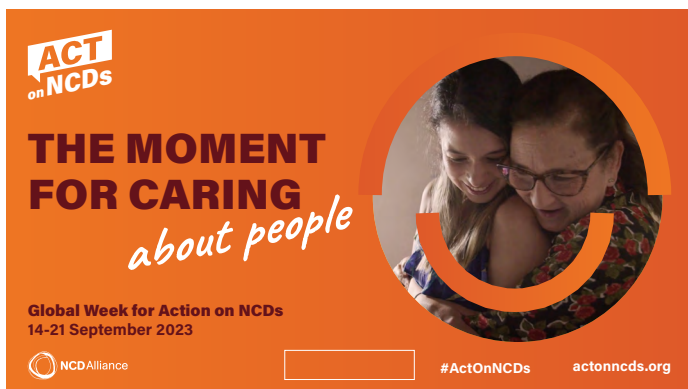
If you want to use this year's slogan alongside our campaign logo, we've created a new graphic element that ties them together in a compact way.

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

APPLICATIONS

ACT on NCDs

THE MOMENT FOR CARING
Engage

Global Week for Action on NCDs
14-21 September 2023

NCDAlliance #ActOnNCDs actonncds.org

ACT on NCDs

THE MOMENT FOR CARING
Engage

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.

Global Week for Action on NCDs
14-21 September 2023
#ActOnNCDs

NCDAlliance actonncds.org

CAMPAIGN PRIORITIES
2023 United Nations High-Level Meeting on UHC

We call on Heads of State and Government to engage at the high-level meeting on 21 September 2023, and take the lead in the progressive achievement of universal health coverage (UHC) by ensuring equity in their UHC health benefits packages across the three dimensions of financial, population, and service coverage, and to meet the needs of people living with NCDs.

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.

ACT on NCDs **THE MOMENT FOR CARING**
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Download the editable templates and infographics from our website



Protect people throughout their lifetime and across the continuum of CARE

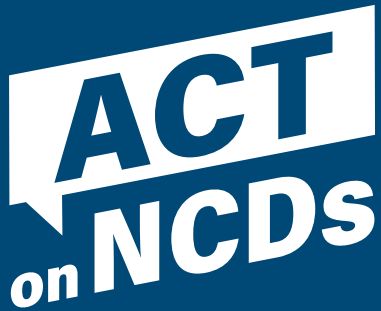
UN High-level Meeting on Universal Health Coverage
21 September 2023

ONE QUARTER OF THE WORLD'S POPULATION LIVES WITH NONCOMMUNICABLE DISEASES (NCDs), including diabetes, cancer and heart disease, with out-of-pocket treatment costs pushing millions into extreme poverty.

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 benefits packages.

ACT on NCDs **THE MOMENT FOR CARING**
Global Week for Action on NCDs, 14-21 September 2023

actonncds.org NCDAlliance



APPLICATIONS 2022

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

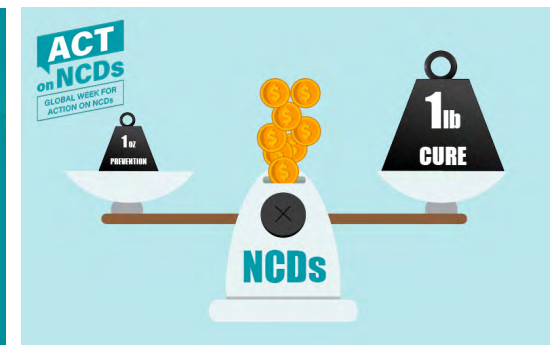
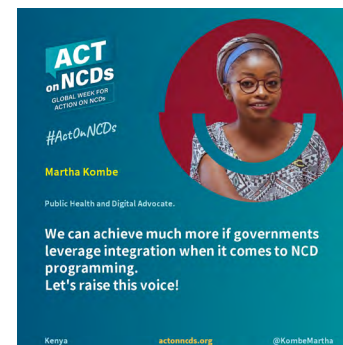
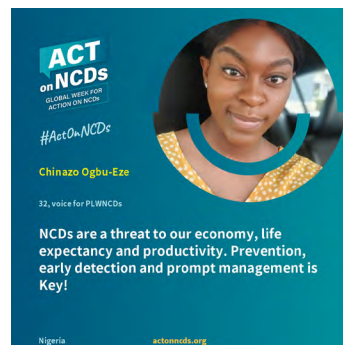
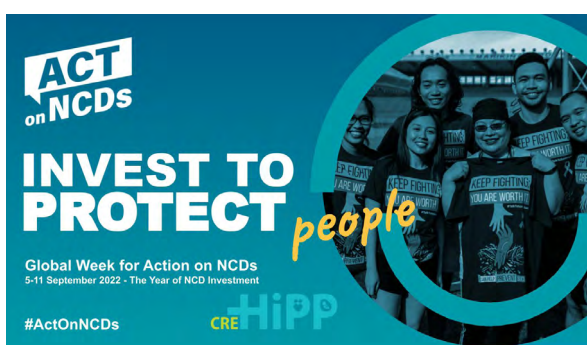
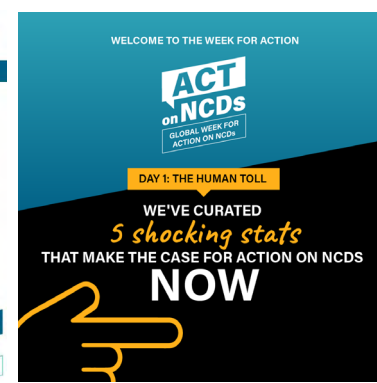
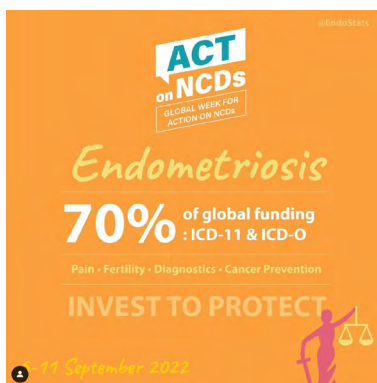
#ActOnNCDs



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NCD Alliance members in action

Here are some examples of online branding and communications from members NCD Alliances in 2022



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





Contact
info@actonncds.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.



ncdalliance.org



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