Act on NCDs 2020 Brand Guidelines

GLOBAL WEEK FOR ACTION ON NCDs
7-13 SEPTEMBER 2020

#ActOnNCDs
Act on NCDs 2020 branding

GLOBAL WEEK FOR ACTION ON NCDs

7-13 SEPTEMBER 2020

The campaign
How to use the campaign name?

The generic logo
Generic logo gradient
The generic logo use
Smile icon
Generic logo typography
Generic logo solid colour
Logo in black and white

The logo 2020: Accountability
Solid colour

Applications
From 2020 onwards, the Global Week for Action on NCDs will draw from the outrage, energy, inspiration, and determination generated since its first year, keeping the same four goals set in 2018 and adding an extra dose of action-oriented optimism. The goals for 2020 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

**How to use the campaign name?**

Hashtag: #ActOnNCDs

At the beginning of a sentence: Act on NCDs

In the middle of a sentence: act on NCDs

In visuals for website and social media platforms: ACT on NCDs
**THE GENERIC LOGO**

The Global Week for Action on NCDs campaign branding transitions from ENOUGH, which defined advocacy around two UN HLMs, to fresh constructive, optimistic, inclusive, energising Act on NCDs.

The brand is a call to action, for everyone to do more to **act on NCDs**.

This is the generic logo to represent the Global Week for Action from 2020 to 2025. The campaign calls on everyone committed to reducing the impact of NCDs on people’s lives to act on NCDs.

**5 years to 2025:** 4th UN High-Level Meeting on NCDs in 2025.

**5 gaps in NCD prevention and control** identified by civil society: accountability, leadership, investment, care, community engagement.

**Download logo & campaign assets**

The ACT on NCDs campaign logo and resources are available for use by the NCD community. We only ask that you link to the ACT on NCDS website at actonncds.org and give us credit when using them.

Download logo here

**Coming soon!**

Logo will be available in multiple languages

Generic logo solid colour

When it is not possible to use the generic logo in gradient, use the logo in solid blue
THE GENERIC LOGO

Generic logo gradient

The logo focuses attention on the call to action – act on NCDs.

The refreshed Global Week for Action on NCDs ‘Act on NCDs’ logo utilises colour and direction to invoke movement and momentum.

The colour palette reflects optimism and positivity and a focus on change, and the shades of colour reflect diverse actions and stakeholders.

The speech bubble element of the ENOUGH. campaign is retained around the word ‘ACT’, and highlights the importance of many voices speaking up and out, and mobilising as part of the NCD movement.

The block shape and text confers strength, solidarity, and motion, and continues the tone of making a stand and demanding action.

Primary colours for web and social media materials gradient logo

<table>
<thead>
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<th>G</th>
<th>B</th>
<th>Hex</th>
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<td>75</td>
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</table>
The generic logo use

Full colour campaign logo

Logo reduced version in full colour
When it is not possible to use the full logo or for visual applications
See examples in Applications page 14

Logo full colour negative

Logo adaptation for social media
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 14
Generic logo typography

**ACT on NCDs**

GLOBAL WEEK FOR ACTION ON NCDs

Logo

Aa

**Acumin Variable Concept**

Black, Semibold, Semi-Condensed Black

Typeface for visuals and web

Aa

**Caveat**

Regular and Bold

Secondary typeface to highlight and emphasise elements

Aa

**Source Sans Pro**

Alternative typeface for text and web

DOWNLOAD

DOWNLOAD

DOWNLOAD
In 2020, the first year of this new phase of the Global Week for Action, the campaign will focus on pushing for progress by accelerating action on accountability. This theme will be associated with the colour purple.

The Week for Action is an opportunity to talk to each other, to leaders, to media, to crowds, to the world about the importance of turning the tide on NCDs, to give voice to those shouldering the global burden of NCDs, to strengthen the NCD movement, to celebrate leadership, but also to put a spotlight on the urgent action needed to bridge the gaps in the NCD response.

We are reiterating the need for governments to act on commitments to improve health for all through NCD prevention and control.
THE LOGO 2020
ACCOUNTABILITY

ACT on NCDs
GLOBAL WEEK FOR ACTION ON NCDs

Logo colour negative

Icon colour versions

Primary

<table>
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<tr>
<th>Logo</th>
<th>RGB Value</th>
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<td>Gradient Logo 2</td>
<td>R=130 G=51 B=197 #8233c5</td>
</tr>
<tr>
<td>Gradient Logo 3</td>
<td>R=233 G=99 B=253 #e963fd</td>
</tr>
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</table>

Gradient RGB

0% 50% 100%

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APPLICATIONS

In 2020, in addition to encouraging activities on the theme of accountability and raising community and leaders' voices, NCDA is updating the campaign website (actonncds.org) to support the coming years of this campaign.
Applications
Posters and displays

#ActOnNCDs

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ActOnNCDs.org

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Contact

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