

# BRANDING GUIDELINES

# **World Glaucoma Week**







# World Glaucoma Week

March 7 - 13, 2021

**Awareness Ribbon**

The green colored ribbon is designed to create public awareness to health, medical conditions, disability, and other issues. The Awareness ribbons are defined as short pieces of colored ribbon folded into a loop, or representations of such, which are used in the United States, Canada, Australia, UK and other parts of the world as a way for wearers of the ribbon(s) to make a statement of support for a cause or issue.



# World Glaucoma Week

March 7 - 13, 2021

**Wordmark**

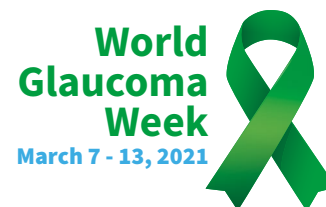
The full name of the congress should always be written completely

**Date**

Is always marked in a different color



**DO NOT**  
Rotate the logo at any  
degrees



**DO NOT**  
place the logomark or logo  
text on the other side



**DO NOT**  
Add any additional text or  
artwork



**DO NOT**  
Change the color or font of  
the logo



**DO NOT**  
Have a transparent logo  
(png or eps file) on a colored  
background



**DO NOT**  
Change the logo's aspect  
ratio

**CLEAR SPACE**

Clear space is defined as the space that no other element explicit or implicit shall cross in relation to the World Glaucoma Week Logo

Minimum size: 60mm

**MINIMUM SIZE**

To make sure the logo is always clear and legible, there is a minimum size requirement.

**ALTERNATE APPEARANCE**

The World glaucoma week logo should always be presented on a White background. But when not possible, On photo images, make sure to use the logo with the white borders around it and that it's clearly to read. It should be placed on an open space with sufficient contrast. Do not place logo on people, busy colorfull background or objects.

On an color background, the text should be white including the white border ribbon.

The examples shown here are exceptions that have specific usage allowances.





## SOURCE SANS PRO

Typography plays an important role in communication and overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all World Glaucoma Week communications.

**Please note:** Source Sans Pro is used as main font type

Source Sans Pro ExtraLight

*Source Sans Pro ExtraLight Italic*

Source Sans Pro Light

*Source Sans Pro Light Italic*

Source Sans Pro Regular

*Source Sans Pro Italic*

**Source Sans Pro Semibold**

***Source Sans Pro Semibold Italic***

**Source Sans Pro Bold**

***Source Sans Pro Bold Italic***

abcdefghijklmnopqrstuvwxyz1234567890

*abcdefghijklmnopqrstuvwxyz1234567890*

abcdefghijklmnopqrstuvwxyz1234567890

*abcdefghijklmnopqrstuvwxyz1234567890*

abcdefghijklmnopqrstuvwxyz1234567890

*abcdefghijklmnopqrstuvwxyz1234567890*

**abcdefghijklmnopqrstuvwxyz1234567890**

***abcdefghijklmnopqrstuvwxyz1234567890***

**abcdefghijklmnopqrstuvwxyz1234567890**

***abcdefghijklmnopqrstuvwxyz1234567890***

**Aa**

## SKETCH ROCKWELL

Typography plays an important role in communication and overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all World Glaucoma Week communications.

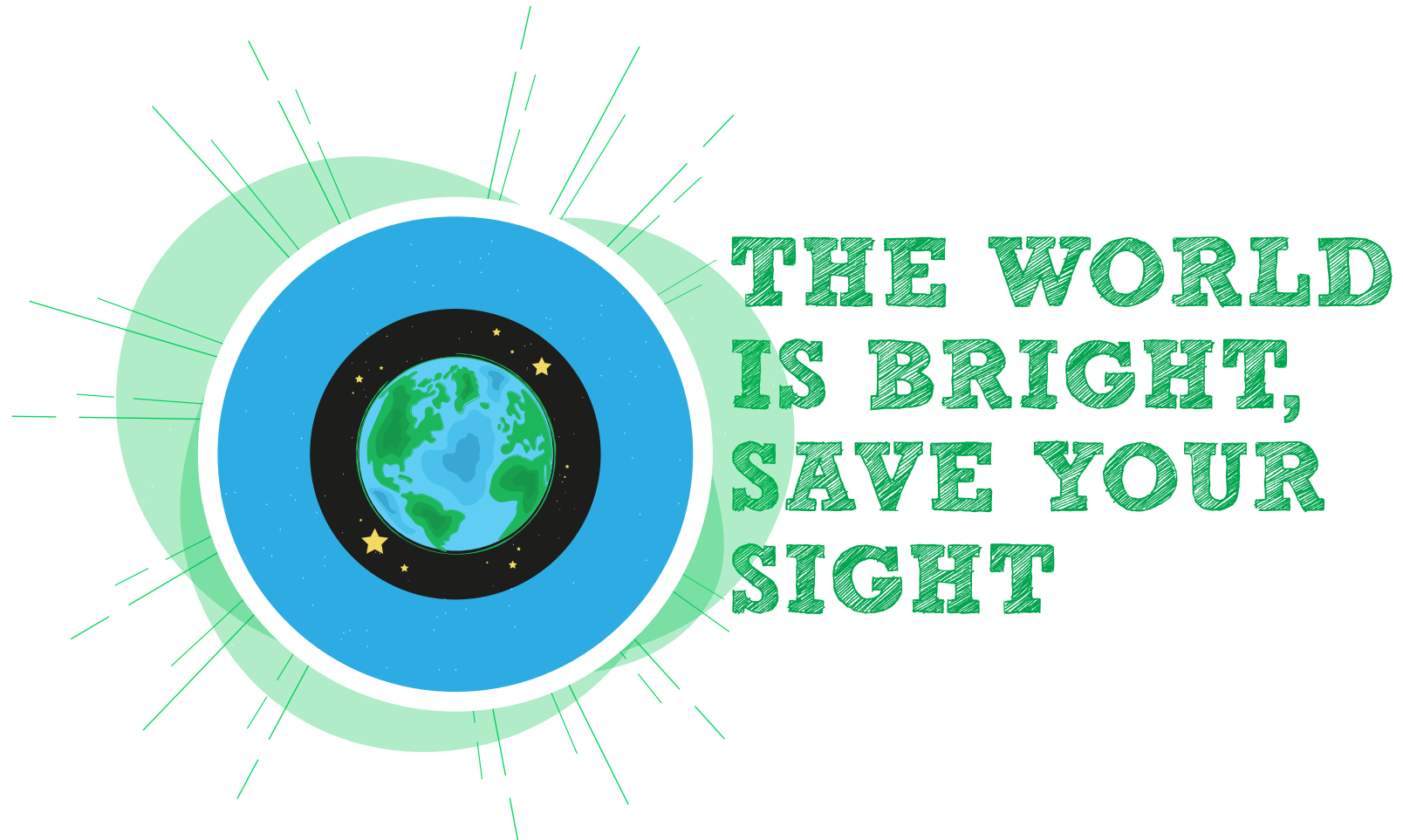
**Please note:** Sketch Rockwell is only used in the image of the World Glaucoma Week theme

## Sketch Rockwell Regular

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

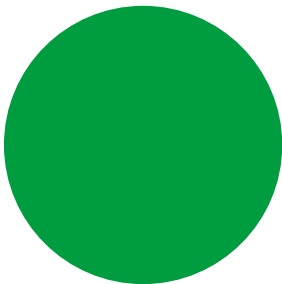
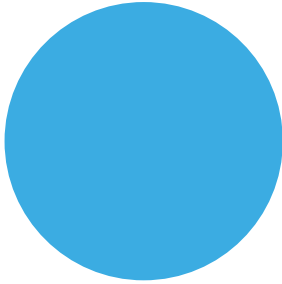
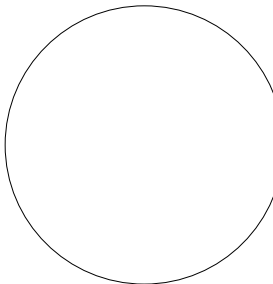


Consistent use of these 3 colors will contribute to the cohesive and harmonious look of the World Glaucoma Week brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will always be consistent.

**CMYK** color should be used when designing for 4 color printing

**RGB** color should be used when designing for desktop printing (digital artwork)

**HEX** color should be used when designing for web

| MAIN COLORS   |       |   |       |   |       |
|---|-------|---|-------|---|-------|
| GREEN   |       | BLUE  |       | WHITE   |       |
|  |       |  |       |  |       |
| C 83  | R 0   | C 69  | R 44  | C 0   | R 255 |
| M 6   | G 165 | M 14  | G 172 | M 0   | G 255 |
| Y 96  | B 78  | Y 0   | B 227 | Y 0   | B 255 |
| K 1   |       | K 0   |       | K 0   |       |
| Hex: #00A54E  |       | Hex: #2CACE3  |       | Hex: #FFFFFF  |       |