World Glaucoma Week
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March 6 - 12, 2022
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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.

Wordmark
The full name of the congress should always be written completely.

Date
Is always marked in a different color.
HOW NOT TO USE

- DO NOT rotate the logo at any degrees.
- DO NOT add any additional text or artwork.
- DO NOT have a transparent logo (png or eps file) on a colored background.
- DO NOT place the logomark or logo text on the other side.
- DO NOT change the color or font of the logo.
- 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
To make sure the logo is always clear and legible, there is a minimum size requirement.

Minimum size: 60mm
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.
Tyography 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

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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.
THE WORLD IS BRIGHT, SAVE YOUR SIGHT
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