

BRANDING GUIDELINES

World Glaucoma Week





World Glaucoma Week

March 10 - 16, 2024



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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.



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Wordmark

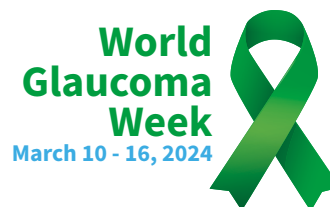
The full name of the congress should always be written completely

Date

Is always marked in a different color



DO NOT
Rotate the logo at any
degrees



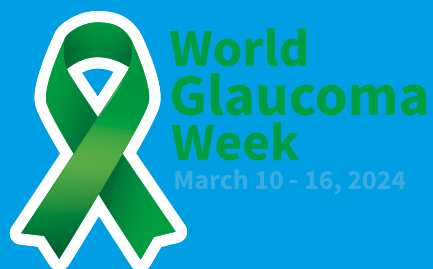
DO NOT
place the logomark or logo
text on the other side



DO NOT
Add any additional text or
artwork



DO NOT
Change the color or font of
the logo



DO NOT
Have a transparent logo with
coloured font (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

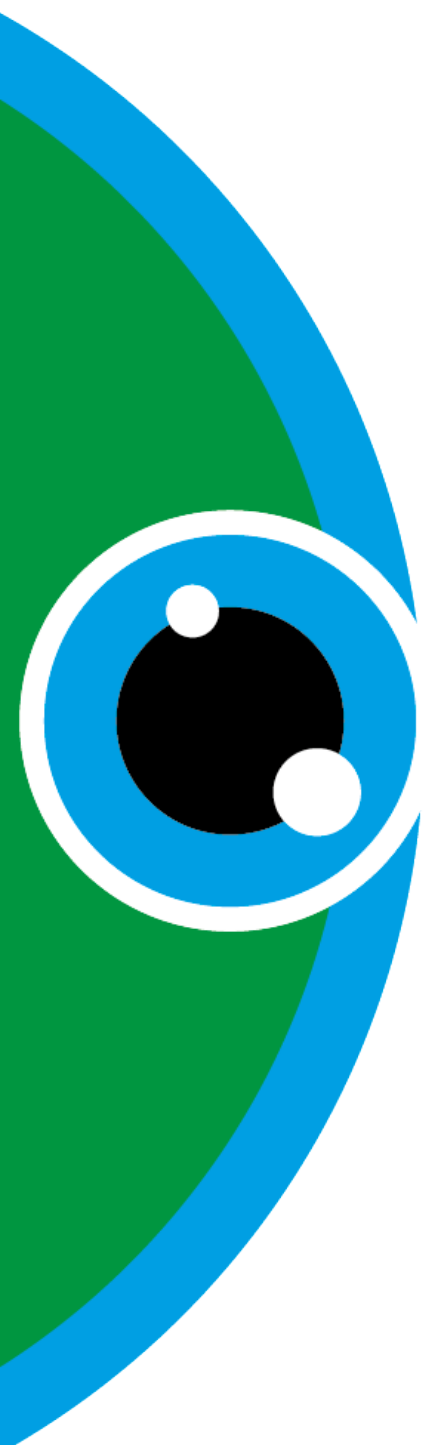
abcdefghijklmnopqrstuvwxyz1234567890

abcdefghijklmnopqrstuvwxyz1234567890

abcdefghijklmnopqrstuvwxyz1234567890

abcdefghijklmnopqrstuvwxyz1234567890

Aa

A stylized eye logo on the left side of the slide. It features a large green circle with a blue border. Inside the green circle is a blue circle with a white border. Inside the blue circle is a black circle with two white dots, resembling an eye. The logo is partially cut off by the left edge of the slide.

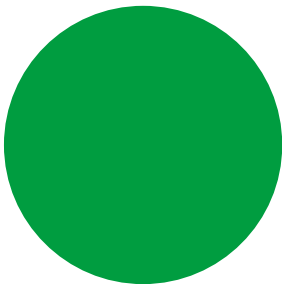
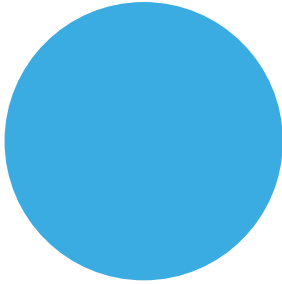
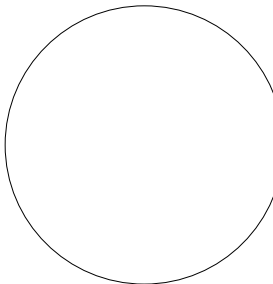
Uniting for a Glaucoma-Free World

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	