

Act on NCDs branding

GLOBAL WEEK FOR ACTION ON NCDs

#ActOnNCDs



actonncds.org

Act on NCDs branding

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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 CAMPAIGN LOGO

The branding for the Global Week for Action on NCDs is fresh, constructive, optimistic, inclusive and energising. It's a call to action for everyone to do more to act on NCDs.

This is the general campaign logo to represent the Global Week for Action from 2020 to 2025. Each of the five years also has its own specially designed campaign logo.

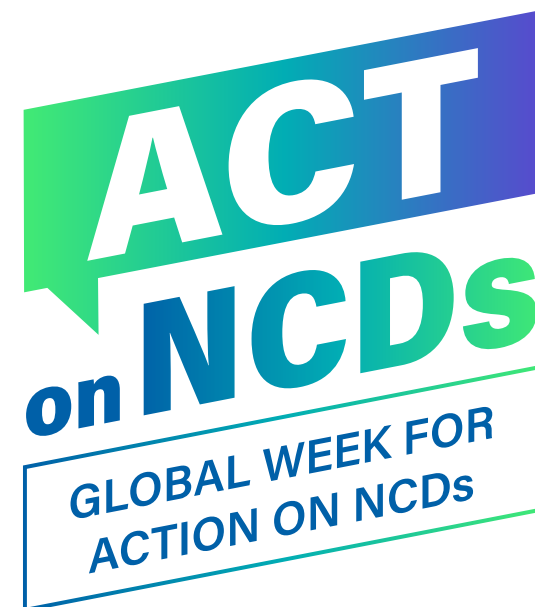
Download logo & campaign assets

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.

You can do this by linking to the Act on NCDs website at actonncds.org and by using the **#ActOnNCDs** hashtag.



Download logo here



Logo in languages

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



Download logo here



THE CAMPAIGN LOGO

Campaign logo gradient

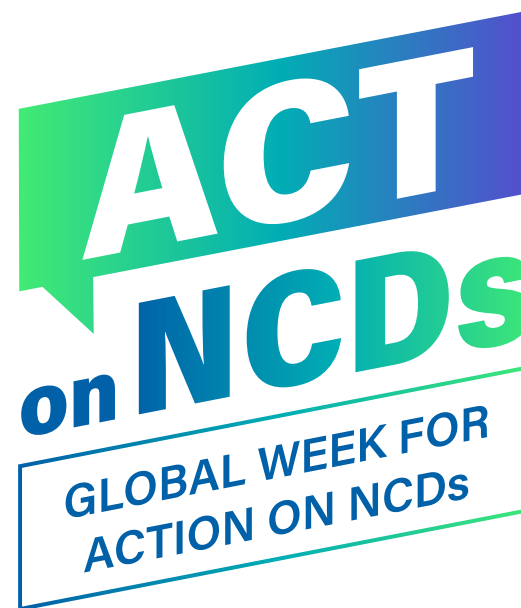
The logo focuses attention on the call to action – **act on NCDs**.

The 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.

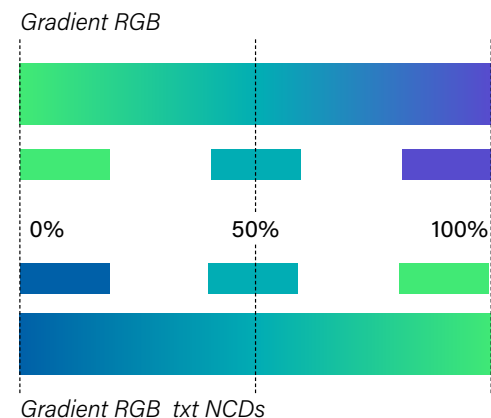
The speech bubble element around the word ‘ACT’ highlights the importance of many voices speaking up and out, and mobilising as part of the NCD movement.

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



Primary colours
for web and social media
materials
gradient logo

	Gradient Logo 1	R=87 G=75 B=205	#574bcd
	Gradient Logo 2	R=1 G=173 B=180	#01adb4
	Gradient Logo 3	R=65 G=233 B=117	#41e975
	Gradient Logo 4	R=0 G=96 B=168	#0060a8



Campaign logo use

Logo full colour with campaign



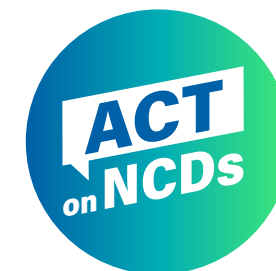
Logo reduced version in full colour

When it is not possible to use the full logo or for visual applications

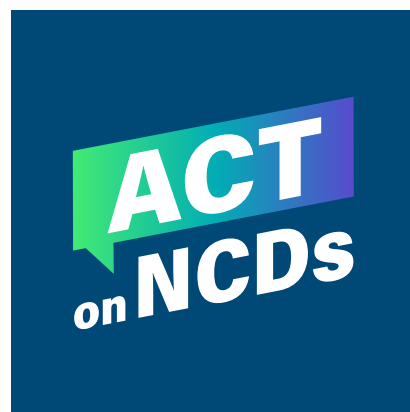
See examples in Applications page 15



Logo adaptation for social media



Logo full colour negative with campaign



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.

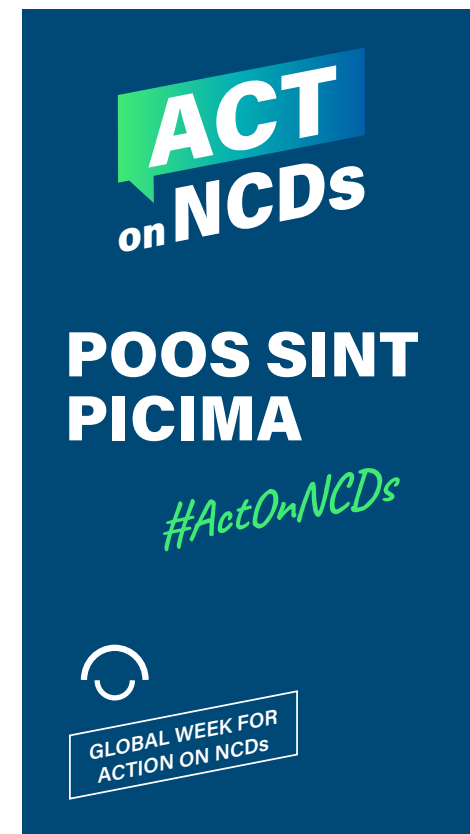
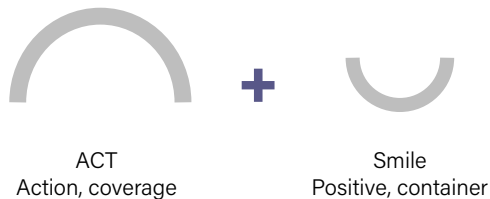
The logo can be used in any of the colours that appear in these guidelines.

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.

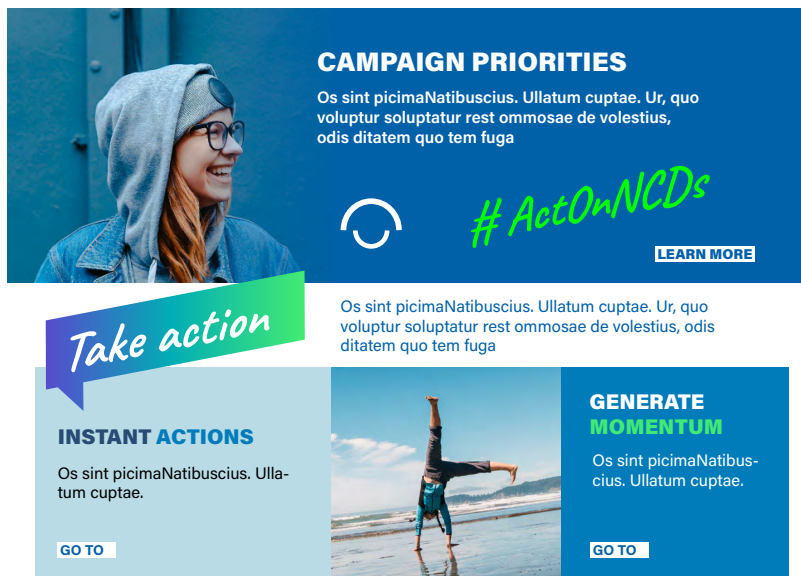
See other examples in Applications page 13



CONCEPT



Campaign logo typography



Typeface for logo

Aa

Acumin Variable Concept

Typeface: Black, Semibold, Semi-Condensed Black



DOWNLOAD

Typeface for visuals and web

Aa

Caveat

Regular and Bold

Secondary typeface to highlight and emphasise elements



DOWNLOAD

Aa

Source Sans Pro

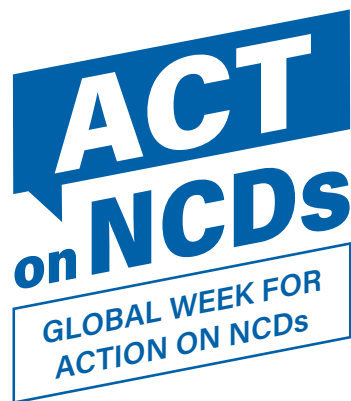
Alternative typeface for text and web



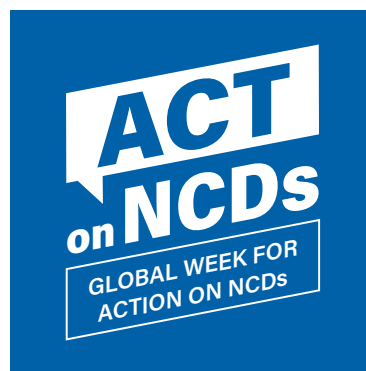
DOWNLOAD

Generic logo solid colour

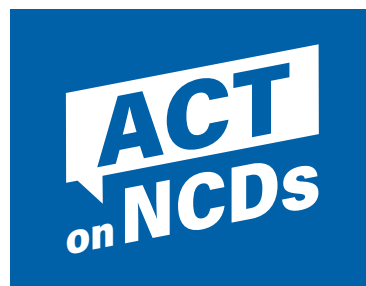
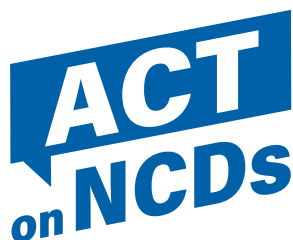
When it is not possible to use the generic logo in gradient, use the logo in solid blue.



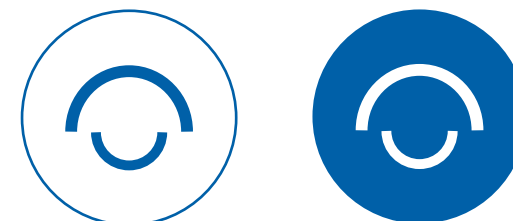
Logo blue negative



Logo version social media



Smile icon



Blue logo



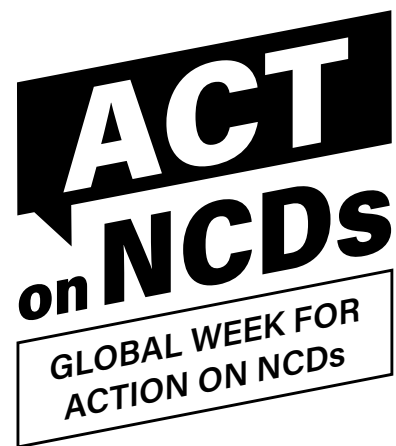
Blue 1

R=0 G=96 B=168

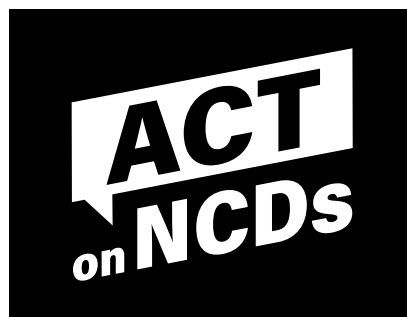
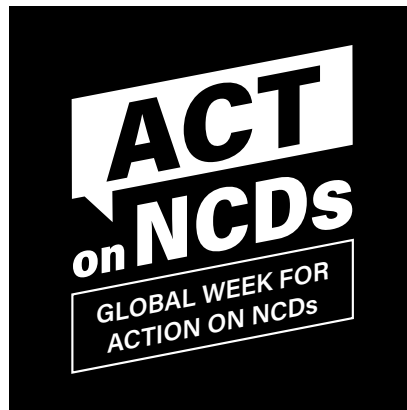
#0060a8

PANTONE 300 C

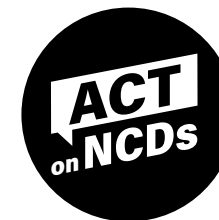
Logo in black and white



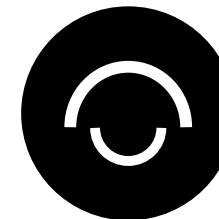
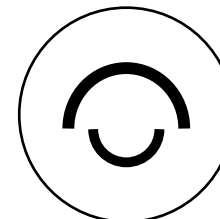
Logo black negative

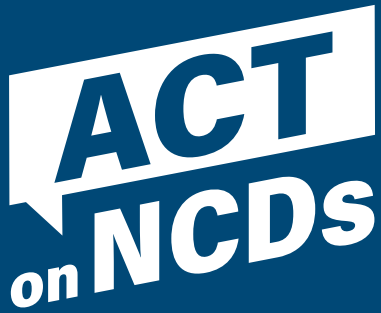


Logo adapted for social media use



Smile icon





APPLICATIONS

#ActOnNCDs



actonncds.org

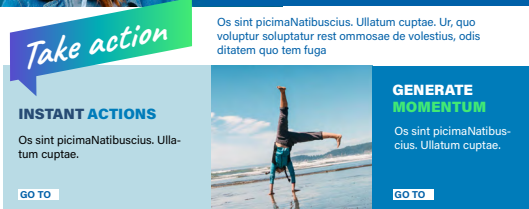
APPLICATIONS

In addition to encouraging activities on the community engagement and raising community and leaders' voices, NCD Alliance updated the campaign website (actonncds.org) to support the coming years of this campaign.



Global Week for Action on NCDs OS SINT PICIMA

Os sint picimaNatuscius. Ullatum cuptae. Ur, quo voluptur soluptatur rest ommosae de volestius, odis ditatem quo tem fuga. Ditiio blaborit est ea dolorianimPitas deliquatur, ipsa volestie ipis noneceatur aut fugiani hiliium id es aliquid essequis quo vendendae vovendigant volenis desitte et, libere pudita inc-tati sunt, tenimus exlberum ea dit offic tem re non eria anihita tissequam exere, conet labores etur, tecta dolupta tectur audi temquatur? Um si optatur, sunt.



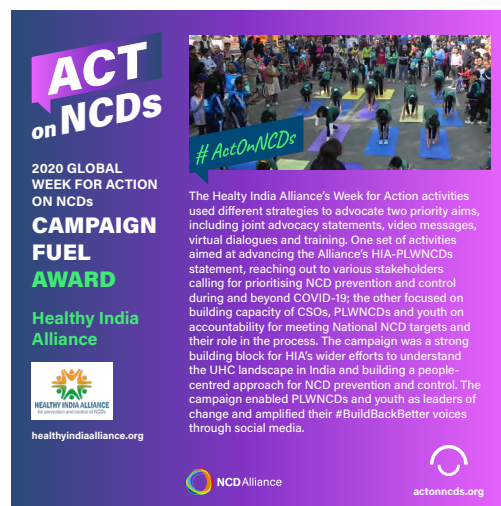
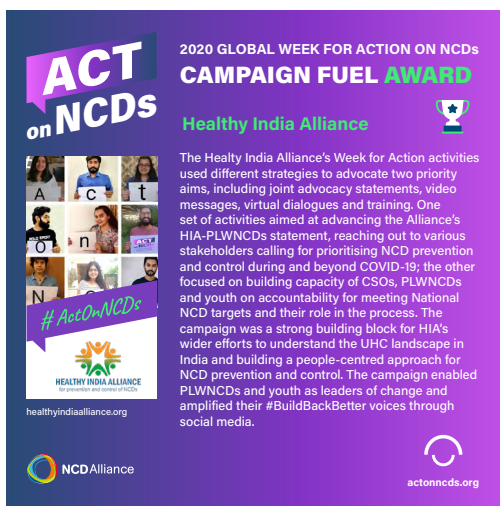
Applications

Amplify your message by using the Global Week for Action on NCDs posters!



Applications 2020

Here is an example of how you can incorporate the campaign logos, in your messaging. This could be through quote cards, personalized posters and more!



Examples from 2020

Here are some examples of online branding and communications from our national and regional NCD Alliances in 2020



ACT on NCDs
GLOBAL WEEK FOR ACTION ON NCDs

JOIN THE MOVEMENT

Accountability: Meaningful Involvement of Persons Living with NCDs

Activities:

- 7 days 7 messages social media campaign
- WEBINAR: Meaningful involvement of Persons Living with NCDs
- Media Engagement - Interviews and Opinion Edition

#ActOnNCDs
#TuongeeNCDs

www.ncdak.org | NCD Alliance Kenya | NCD Alliance Kenya

GLOBAL WEEK FOR ACTION ON NCDs
7-13 SEPTEMBER 2020

ActOnNCDs.org



ACT on NCDs
GLOBAL WEEK FOR ACTION ON NCDs

HEALTHY INDIA ALLIANCE
for prevention and control of NCDs

3rd Global Week for Action on NCDs
September 7-13, 2020

TIME TO ACT ON NCDs

HCC and partners are calling on CARICOM to prioritise childhood prevention policies

1

- HIGH IN SUGAR
- HIGH IN FAT
- HIGH IN SODIUM
- CONTAINS TRANS FAT
- CONTAINS ARTIFICIAL SWEETENERS
- HIGH IN SATURATED FATS

MANDATORY 'HIGH IN' FRONT OF PACKAGE NUTRITION WARNING LABELLING

NONE of the 20 CARICOM Countries have implemented this policy!

GLOBAL WEEK FOR ACTION ON NCDs

As a PLWNCD (T1D), I would like access to healthcare providers, diabetes education and a community for everyone living with diabetes. I urge the Indian government and other stakeholders to encourage, empower grassroots organizations working to create awareness about diabetes

Rohan Arora,
Blue Circle Diabetes Foundation and Healthy India Alliance

#ActOnNCDs
#NextGenNCDs

www.actonncds.org
www.healthindiaalliance.org

ACT on NCDs
GLOBAL WEEK FOR ACTION ON NCDs

#TuongeeNCDs
#ActOnNCDs

"I DEMAND COUNTY GOVERNMENTS TO INCLUDE #NCDs IN THEIR HEALTH BUDGETS & ALLOCATE RESOURCES FOR NCD PREVENTION & REHABILITATION"

actonncds.org

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](#)

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ncdalliance.org



actonncds.org