

BRAND GUIDELINES

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LOGO

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TYPOGRAPHY

- FONT FAMILY
- HIERARCHY

COLOR

- COLOR FAMILY

PHOTOGRAPHY

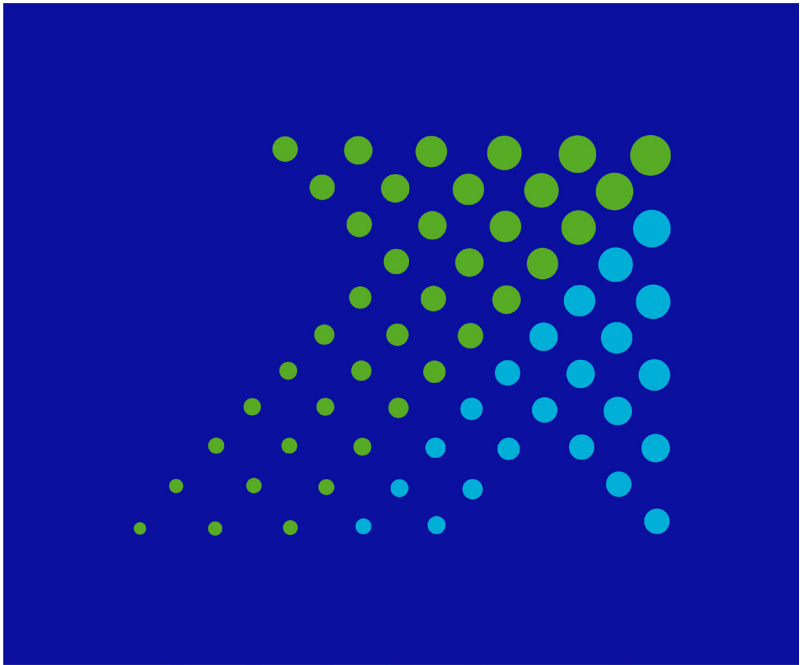
- STYLE & LIGHT
- SUBJECT(S)
- IN CONTEXT
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ASSETS

- GRAPHIC ELEMENTS
- SOCIAL POSTS

MESSAGING

- PERSONALITY
- AUDIENCE



PRIMARY

SECONDARY

LOGO 01
INTRO

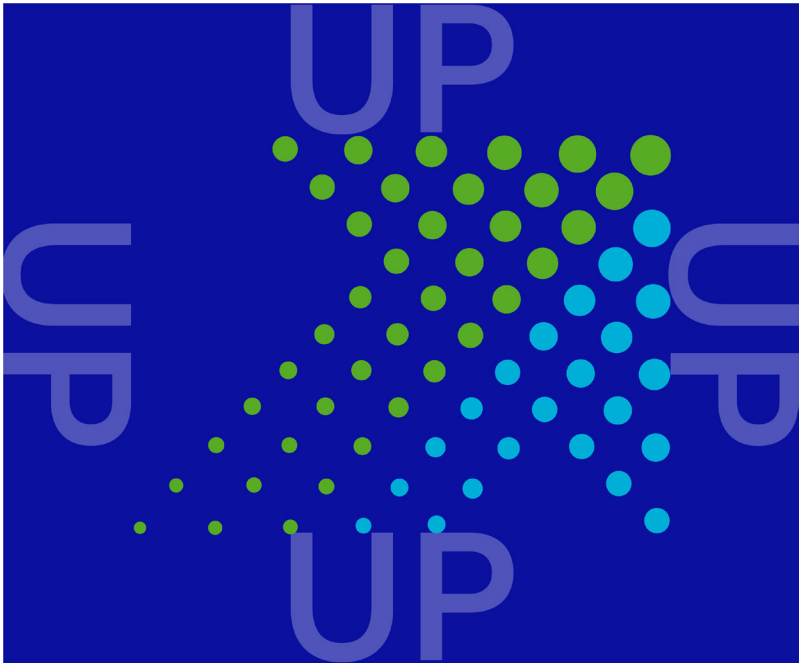
Whenever possible, the fullest expression of the logo lock-up (type + arrow) should be used. For more constrained applications (ie social media) the secondary logomark of the arrow may be used.

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“UP” ALL CAPS
USED FOR MINIMUM
PADDING

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LOGO

PADDING

02

As a standard rule, use the “UP” from the logo as a guide for minimum padding around logo. Legibility and consistent replication of the logo requires space to breathe. Although this is the minimum padding required, more space is always preferred.



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LOGO

COLOR

03

The brand color-system consists of two primary colors: BLUE & WHITE and two secondary colors: TURQUOISE & GREEN. Only when the logo may be set against blue should full colors be used. If that is not possible, alternatives are provided here.



DO NOT STRAY FROM
APPROVED COLOR
COMBINATIONS



DO NOT CHANGE
THE ORIENTATION
OF LOGO WITH TYPE



DO NOT STRETCH
LOGO

LOGO

04

DON'T(S)

Here are several examples of what NOT to do when handling the logo.

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Calibre

SEMIBOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Calibre

MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Calibre

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

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TYPOGRAPHY 01 FONT FAMILY

“Calibre” is the font-family of choice. There are assorted weights that will be used in particular instances. As a general rule though, the heavier weights of this family should have decreased tracking as well as decreased leading.

HEADLINE, CALIBRE SEMIBOLD

Up Again After Stroke

PARAGRAPH HEADER, CALIBRE MEDIUM

My stroke zapped my energy,
but not my passion.

PARAGRAPH BODY, CALIBRE LIGHT (TRACKING 50)

Sometimes the hardest part of surviving a stroke is facing it alone. We’re here to help you get #UpAgainAfterStroke. Join us at UpAgainAfterStroke.org

CTA, CALIBRE MEDIUM (TRACKING 75)

DOWNLOAD PRESS KIT

WATCH OUR VIDEO

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TYPOGRAPHY 02 HIERARCHY

As a general rule, headlines should be 50% more in size and weight than paragraph headers which should again be 50% more in size and weight than body copy. Except for the logo and CTAs, caps are too aggressive for headlines and should not be used.

Here you will see a paragraph header utilizing the two brand colors, BLUE & TURQUOISE, for greater emphasis.

Body copy should always be BLUE, 100% white, or 50% grey. Generous leading and tracking should be applied to all body copy. This will reinforce the “light” quality of the type.

CTAs should be all caps with generous tracking.

PRIMARY

BLUE #00119F

R: 0 G: 17 B: 159
C: 100% M: 84% Y: 0% K: 0%

PANTONE 072C

WHITE #FFFFFF

R: 255 G: 255 B: 255
C: 0% M: 0% Y: 0% K: 0%

SECONDARY

TURQUOISE #00B0D6

R: 0 G: 175 B: 215
C: 94% M: 0% Y: 24% K: 0%

PANTONE 638C

GREEN #58AB27

R: 88 G: 171 B: 37
C: 70% M: 0% Y: 100% K: 0%

PANTONE 369C

TERTIARY

75%

50%

25%

75%

50%

25%

75%

50%

25%

COLOR

COLOR FAMILY

The color palatte is a reflection of the World Stroke Organization's colors. The blue or green should always be present as dominant colors, with turquoise as an accent. Tints of the colors are acceptable for legibility purposes.

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PHOTOGRAPHY 01
STYLE & LIGHT

All photography should be full-color and shot with as minimal a background as possible. Natural light is preferred, but not mandatory. If shot indoors or in studio, use a single-sourced, soft light, evoking the warmth and “humanity” of each subject. Subjects should always be in focus and cropped as large as possible, while still maintaining adequate negative space.



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PHOTOGRAPHY 02
SUBJECT(S)

Content of photography will vary, but approximately two thirds of subjects should be stroke survivors (mostly 50 & over but a percentage of those in their 20s-40s as well) and the other third caregivers & survivors. Tone of images should feel uplifting and optimistic, with subjects looking upward, looking forward and/or engaged in an activity. Backgrounds should be as minimal as possible to allow for typography.

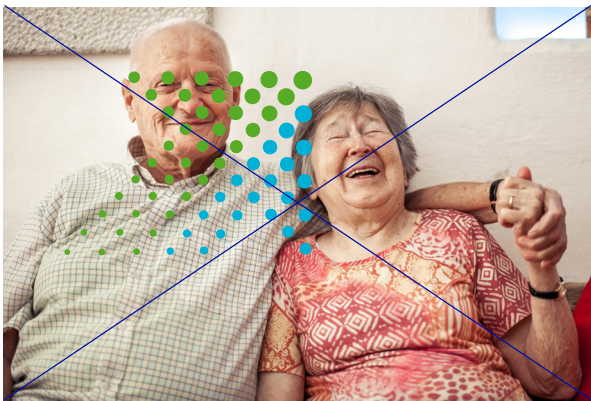


NEGATIVE SPACE

PHOTOGRAPHY 03
IN CONTEXT

Here is an example of photography as it may appear in a poster. Choose background images with enough negative space to allow the typography and logo to breathe.

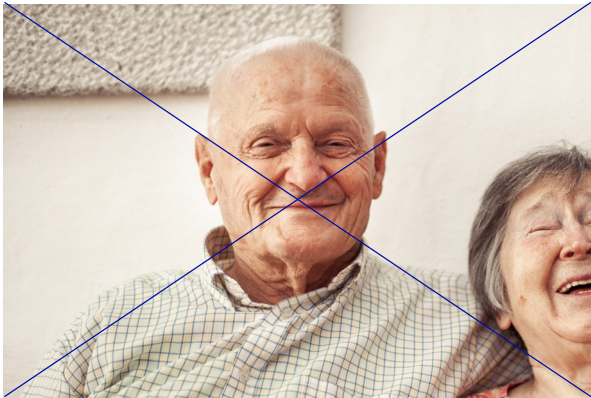
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**DO NOT PLACE TYPE
OR LOGO OVER
A SUBJECT**



**DO NOT USE ANY
PHOTO-TREATMENTS;
ONLY USE FULL-COLOR
& NATURAL LIGHT**



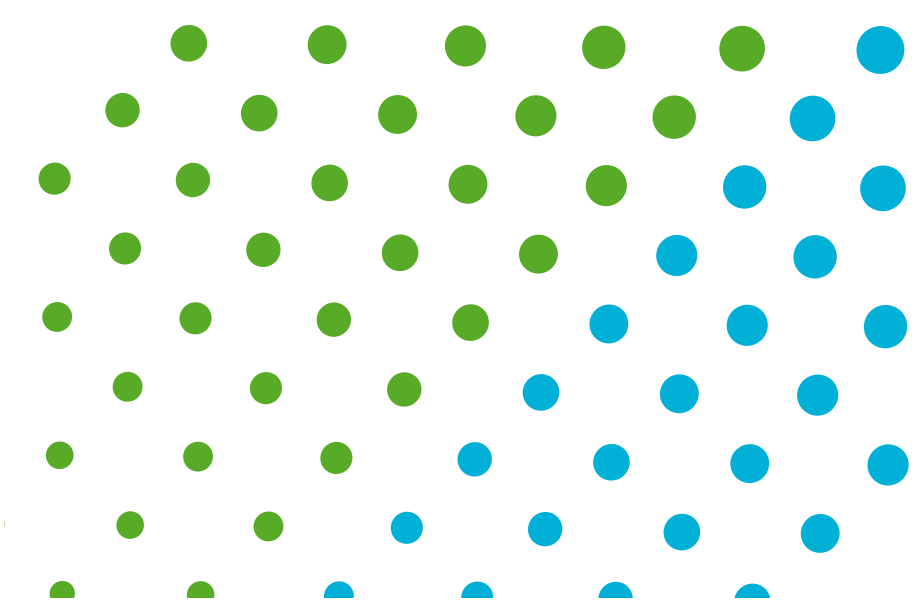
**DO NOT CROP
SUBJECTS OUT OF
PROPORTION TO
ONE ANOTHER**

PHOTOGRAPHY 04
DON'T(S)

Here are several examples of what NOT to do when handling photography.

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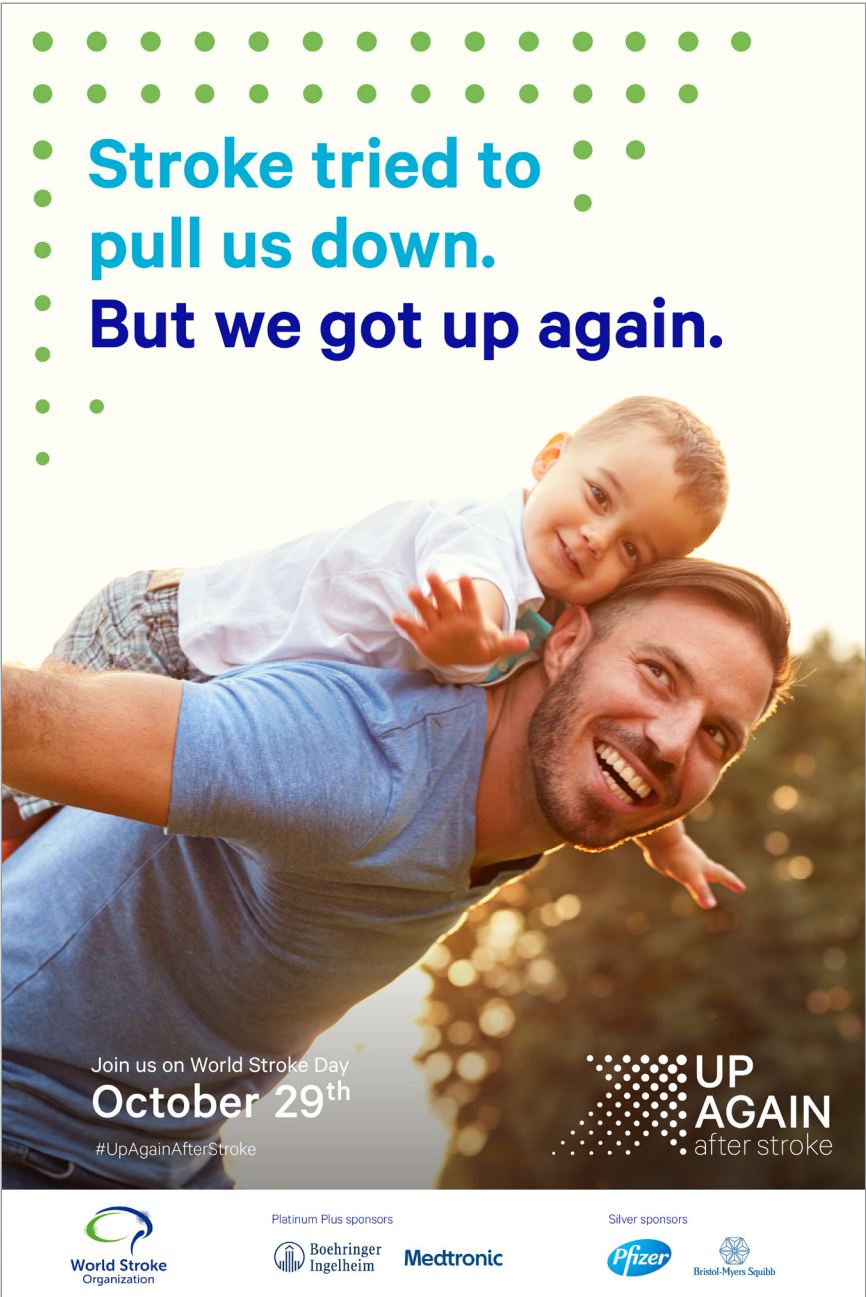
CIRCLE GRAPHICS



HORIZONTALLY-ORIENTED FACEBOOK POST



VERTICALLY-ORIENTED POSTER



ASSETS 01
GRAPHIC ELEMENTS

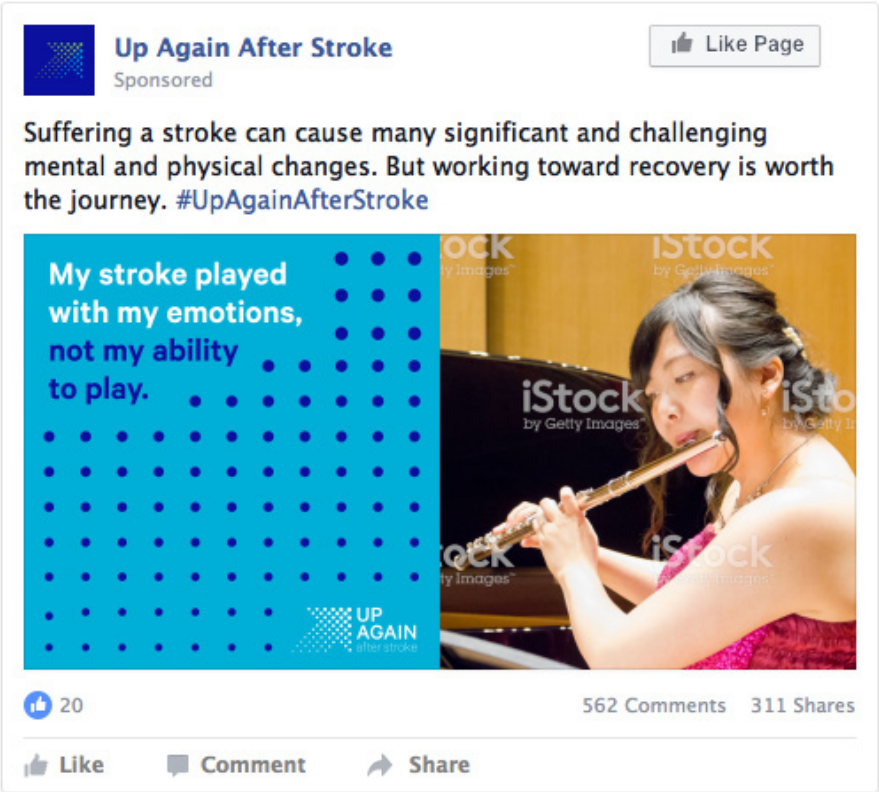
As in the arrow of the logo, circles gradually increase in size & proximity to one another as they move forward & up, reflecting the experience of rehabilitation for stroke survivors.

In vertically-oriented pieces such as posters, photography should have the most prominence, careful to choose photos that have negative space to give room for graphic elements and typography. Circle graphics can be arranged in a triangular shape, tucked into the top left corner, with the headline emerging from it, knocking out circles in its way. Note that the headline must always be 2-3 lines.

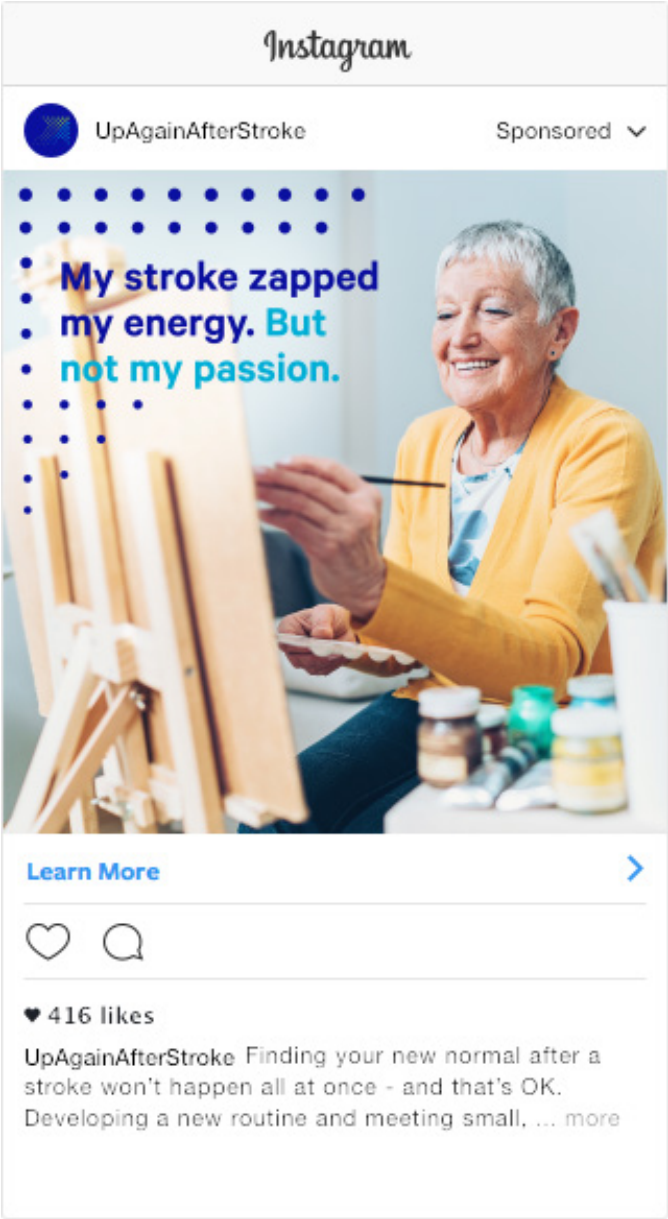
This graphic element can also be used horizontally in this way (facebook posts & billboards), but for greater variety, horizontal pieces should be half photo, half blue background, and fuller coverage of circles arranged as a grid.

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FACEBOOK POST
1200px : 628px



INSTAGRAM POST
1080px : 1080px



ASSETS
SOCIAL POSTS 02

Instagram should be focused on a single image, accented with a corner of circle graphics and header. Choose background images with enough negative space to allow the typography and logo to breathe.

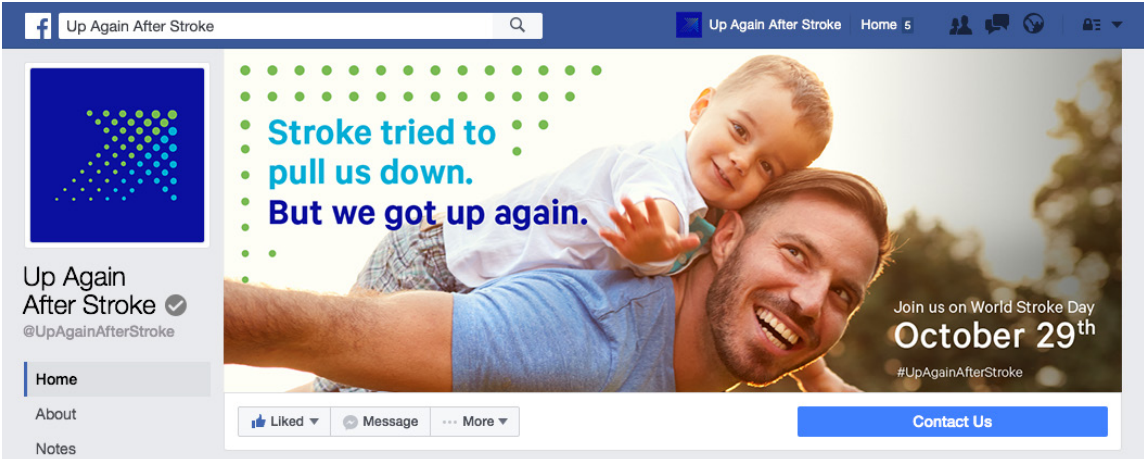
Facebook should be half photo and half blue background, headline and fuller coverage of circles. Note that the headline must always be 2-3 lines.

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FACEBOOK PROFILE STICKER



FACEBOOK PROFILE



TWITTER PROFILE



ASSETS03SOCIAL PROFILES

All social channels should use the Up Again After Stroke arrow as the profile picture and cover photos should include the World Stroke Day date, dots in the right corner, as well as headline copy over the image.

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✓ WE ARE

- 1. Empathetic to people affected by stroke, but not patronizing.
- 2. Informative but our language is not overly scientific.
- 3. Advocates for a life after stroke, helping people get up again.

✗ WE AREN'T

- 1. Using fear or hyperbole to communicate our message.
- 2. Shaming people for not feeling like themselves after a stroke.
- 3. Trying to make people feel hopeless.

MESSAGING 01 PERSONALITY

Knowing what we are is just as important as knowing what we are not. Here we illustrate the personality and tone ALL of our communications will adhere to. This will ensure consistant messaging across various mediums, platforms and cultures.

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MESSAGING

02

AUDIENCE

We are speaking to people of various nationalities, races, ages and levels of education -- this means that we need to use simple and straightforward language.

Always remember: everyone wants to feel hopeful about the future, make sure your messaging delivers on this premise.

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MESSAGING BY AUDIENCE

Support

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SURVIVORS

Though it may feel isolating, you don’t have to be alone after a stroke.

There are organizations around the world dedicated to connecting you to the care, resources and support you need when you need it.

Connecting with others who have experienced a stroke and reading stories about survival are some of the most powerful things you can do during recovery.

CAREGIVERS

It’s equally as important to focus on care for yourself while caring for someone else.

Keep helpful contact information handy—especially in the early days—if you feel like you need support from others or if your role as a carer seems to be changing.

Caring for someone is a major commitment — create a network and connect with other people who are going through the same situation as you so you have them when times get hard.

POLICY MAKERS/DECISION MAKERS

Education is key to increasing chances of recovery; it’s also important to increase education and awareness surrounding risk factors.

Stroke education is a community led effort, and there needs to be more clearly defined pathways from prevention to rehabilitation.

Long term commitment and attention to mental health resources can lead to positive outcomes for stroke survivors. Access to different technologies and programs can change how patients find their new normal.

MESSAGING BY AUDIENCE

Recovery

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SURVIVORS

Suffering a stroke can cause many significant and challenging mental and physical changes; but, continuing to work toward recovery is important.

Finding your new normal after a stroke won't happen all at once—and that's OK. Developing a new routine and tracking small, step-by-step goals will help.

Your medical team is there to help. Keep them informed of progress, concerns and changes to how you can support your own therapy.

CAREGIVERS

Times can be difficult after a stroke, but you play a crucial role in helping your loved one find a new normal. Long-term commitment to the process of recovery is the key to making a difference.

Helping your new loved one find a new normal can require a whole team with varied resources—let their medical team know your role as a carer so you can help in the most effective ways.

Progress made after a stroke can feel slow; but, appreciating the small bits of progress is key to supporting your loved one.

POLICY MAKERS/DECISION MAKERS

Survivors and patient organizations should be actively involved in research and consultation on strategies and services that will improve support available to stroke survivors and care-givers.

While resources available to both survivors and careers vary by organization, the key to rehabilitation is uniting under one common goal of empowering people to live their fullest lives.

Expanding available resources and encouraging people to share stories of survival is a crucial element in the rehabilitation process.

MESSAGING BY AUDIENCE

Stigma

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SURVIVORS

Accepting your new normal and focusing on what you still have, rather than what you may have lost is critical to your emotional well-being after a stroke.

After having a stroke, you’re still you.

CAREGIVERS

Stroke affects everyone differently—there is no perfect or expected path that people follow after they experience one.

Stroke survivors face a lot of challenges—it can be difficult to see them struggle. It’s important to help survivors keep their spirits high in the face of misunderstanding and stigma.

POLICY MAKERS/DECISION MAKERS

Stigma can create a roadblock to rehabilitation. It’s critical that people are able to access positive support after the stroke and during their care.

Ensuring people know the signs of a stroke is critical to mitigating its impact—starting the process of care when it is vitally important

Recognizing and safeguarding the human rights of stroke survivors is fundamental to addressing stigma.



**UP
AGAIN**
after stroke