

BRAND GUIDELINES

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING

01

LOGO

- INTRO
- PADDING
- COLOR
- DON'T(S)

05

TYPOGRAPHY

- FONT FAMILY
- HIERARCHY

07

COLOR

- COLOR FAMILY

08

PHOTOGRAPHY

- STYLE & LIGHT
- ALIGNMENT
- IN CONTEXT
- DON'T(S)

12

ASSETS

- SOCIAL POSTS
- SOCIAL BANNERS

15

MESSAGING

- PERSONALITY
- AUDIENCE
- HIERARCHY

PRIMARY



SECONDARY



LOGO 01
INTRO

Whenever possible, the fullest expression of the logo lock-up (top left) should be used. For more constrained applications (i.e. social media, ad references) the secondary logomark of the “DON’T BE THE ONE” lock-up may be used.

- 00 INDEX
- 01 **LOGO**
- 05 TYPOGRAPHY
- 07 COLOR
- 08 PHOTOGRAPHY
- 12 ASSETS
- 14 MESSAGING



ONE "E"
ALL CAPS
USED FOR
MINIMUM
PADDING



LOGO

PADDING

02

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

LIGHT COLORS

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING



00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING

LOGO

03

KNOCKOUT

The brand color-system consists of two primary colors: BLUE & WHITE and the secondary color: GREEN. Only when the logo may be set against white, should full colors be used. If that is not possible, the knockout logo on this page is used over WSO BLUE.

DARK COLORS



DO NOT STRAY FROM
APPROVED COLOR
COMBINATIONS



DO NOT SHRINK OR
STRETCH LOGO



DO NOT PLACE
LOGO OVER
A GRADIENT



DO NOT CHANGE
THE ORIENTATION
OF LOGO WITH TYPE

LOGO

DON'T(S)

04

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

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING

Titling Gothic FB Com

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Helvetica Neue

MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Helvetica Neue

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

00 INDEX

01 LOGO

05 **TYPOGRAPHY**

07 COLOR

08 PHOTOGRAPHY

12 ASSETS

14 MESSAGING

TYPOGRAPHY 01 FONTS

“Titling Gothic FB Com” and “Helvetica Neue” are the fonts of choice. Within the “Helvetica Neue” font family, the weights of: Bold, Medium, and Light are used. As a general rule, the tracking remains zero and the leading should match the font size.

HEADLINE, TITLING GOTHIC FB COM BOLD

Don't Be The One

PARAGRAPH HEADER, HELVETICA NEUE MEDIUM

When it comes to stroke, don't be the one.

PARAGRAPH BODY, HELVETICA NEUE LIGHT

One of use will struggle to say “I love you” again. One in four of us will have a stroke in our lifetime, which can cause speech difficulties. However, most strokes are easily prevented with simple steps. When it comes to stroke, #DontBeTheOne.

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.

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

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING

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%

GREEN #58AB27

R:88

G:171

B:37

C:70%

M:0%

Y:100%

K:0%

PANTONE 369C

75%

50%

25%

75%

50%

25%

PRIMARY

SECONDARY

TERTIARY

COLOR01

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 tertiary as an accent. Tints of the colors are acceptable for legibility purposes.

00

INDEX

01

LOGO

05

TYPOGRAPHY

07

COLOR

08

PHOTOGRAPHY

12

ASSETS

14

MESSAGING

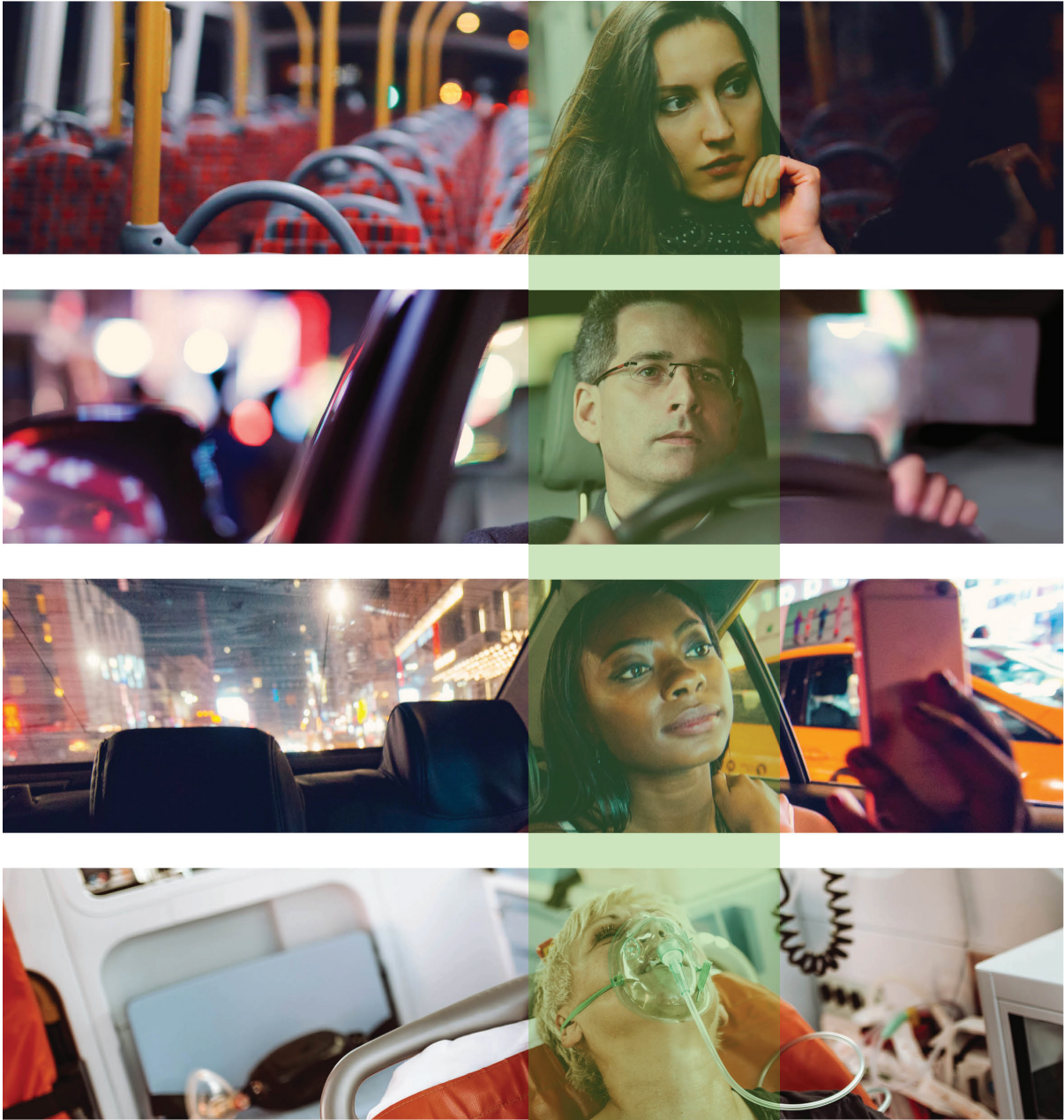


00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING

PHOTOGRAPHY 01

STYLE

The use of photography justifies the statistic that one in four people will have a stroke. Within the ads and social posts, people of varying ages are seen doing everyday activities and one of the photos shows someone who has had a stroke in a similar setting. The topic and layout of the photography will remain consistent within each collection (i.e. eating, transportation, spending time with loved ones).



00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING

PHOTOGRAPHY 02

ALIGNMENT

The use of photography justifies the statistic that one in four people will have a stroke. The topic and layout of photography will remain consistent within each collection of photos (i.e. eating, transportation, spending time with loved ones). The photos will live in four even windows, vertically stacked or in a quadrant.



DO NOT PLACE
TEXT OR LOGO
OVER AN IMAGE

PHOTOGRAPHY 03 IN CONTEXT

Here is an example of photography as it may appear in a poster ad. Choose images that match the headline topic and align correctly.

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING



DO NOT PLACE
TEXT OR LOGO
OVER AN IMAGE



DO NOT USE ANY
PHOTO-TREATMENTS



DO MIX
PHOTOGRAPHY
SUBJECTS



PHOTOGRAPHY 04
DON'T(S)

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

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING

FACEBOOK POST
1200px : 1200px



FACEBOOK MOBILE POST
628px : 628px



ASSETS02 SOCIAL POSTS

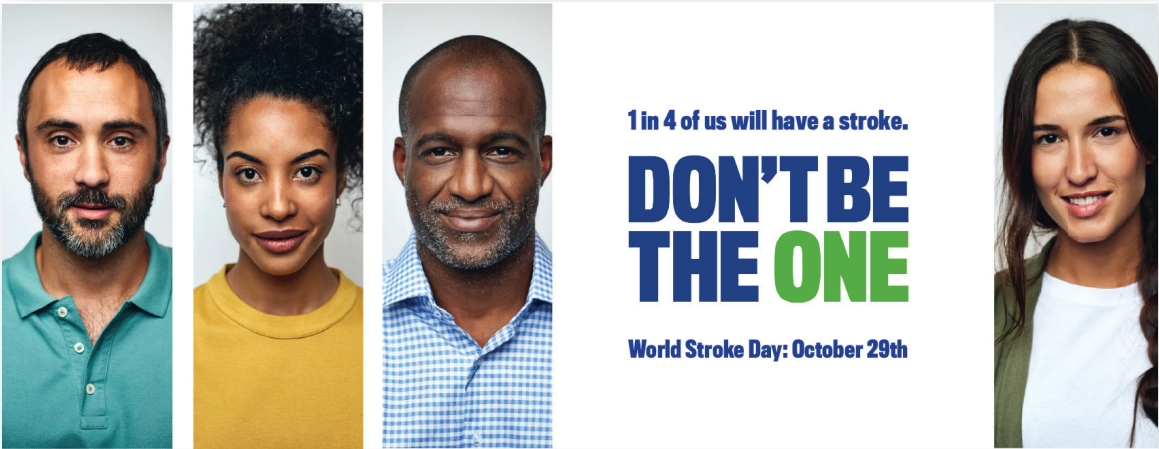
Instagram assets should follow either the strip or quadrant format, using images from the library and following the alignment systems outlined in the print ads.

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING

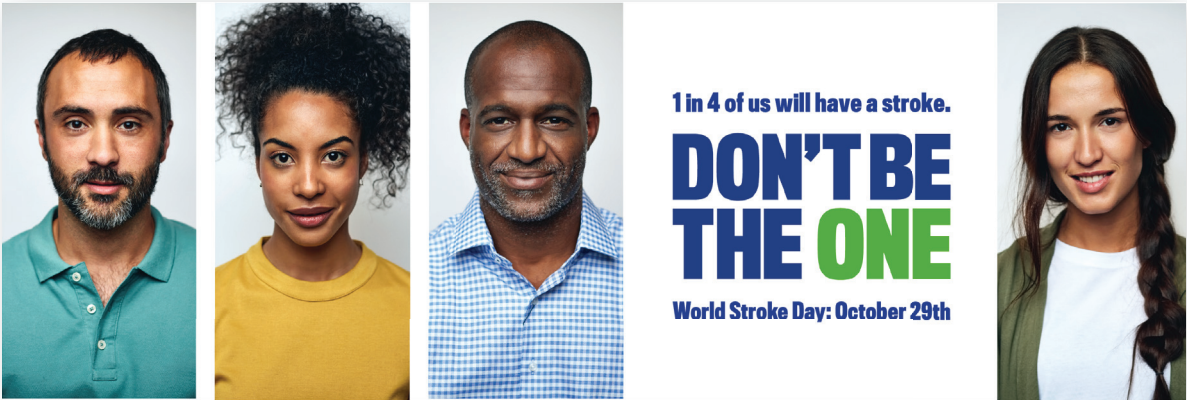
FACEBOOK PROFILE STICKER



FACEBOOK HEADER



TWITTER HEADER



ASSETS03SOCIAL PROFILES

All social channels should use the Don't Be The One profile picture overlay and cover photos structure.

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING

✓

WE ARE

1. Using urgency to highlight that everyone is at risk of a stroke.
2. Informative but our language is not overly scientific.
3. Empowering people to recognize that they can make changes to lessen their risk.

✕

WE AREN'T

1. Trying to make people feel hopeless.
2. Shaming people for unhealthy lifestyles.
3. Using hyperbole and sensationalism to communicate our message.

MESSAGING

PERSONALITY

01

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 consistent messaging across various mediums, platforms and cultures.

00 INDEX

01 LOGO

05 TYPOGRAPHY

07 COLOR

08 PHOTOGRAPHY

12 ASSETS

14 MESSAGING



MESSAGING02

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.

00INDEX

01LOGO

05TYPOGRAPHY

07COLOR

08PHOTOGRAPHY

12ASSETS

14MESSAGING

MESSAGING HIERARCHY

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	PHOTOGRAPHY
12	ASSETS
14	MESSAGING

1. STROKES AFFECTS US ALL	2. KNOW YOUR RISK	3. DON'T BE THE ONE
Strokes can happen to anyone, anywhere, anytime. Thinking that it won't happen to you won't reduce your risk.	A stroke can happen to anyone, but there are risk factors that increase your chances. It's important to understand your risk and the steps you can take to reduce it.	One in four of us will have a stroke in our lifetime, but most can be prevented. When it comes to stroke, Don't Be the One.

**DON'T BE
THE ONE**



**World Stroke
Organization**