BRAND GUIDELINES

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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 refrences) the secondary logomark of the "DON'T BE THE ONE" lock-up may be used.

ONE "E"
ALL CAPS
USED FOR
MINIMUM
PADDING

LOGO   02
PADDING

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

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   04

DON'T(S)

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

BOLD

Titling Gothic FB Com

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

MEDIUM

Helvetica Neue

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

LIGHT

Helvetica Neue

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

TYPOGRAPHY   01
FONTS

"Titling Gothic FB Com" and "Helvetica Neue" are the fonts of choice. Wihtin 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.
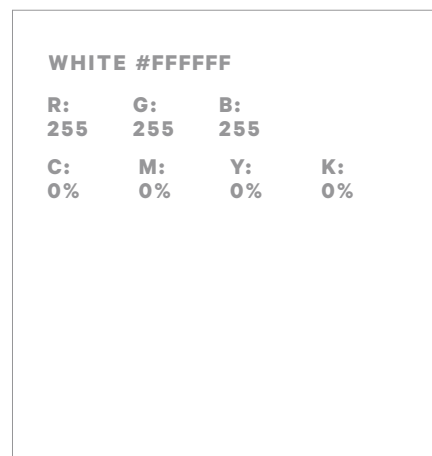
PARAGRAPH BODY, HELVETICA NEUE LIGHT

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.
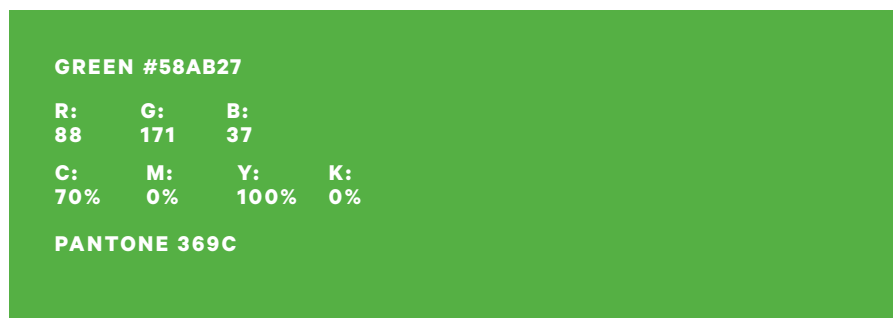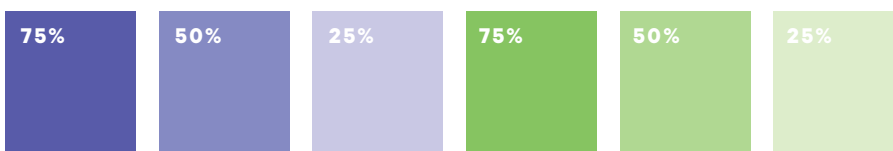
TYPOGRAPHY   02
HIERARCHY

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.

BLUE #00119F

R:	G:	B:
0	17	159

C:	M:	Y:	K:
100%	84%	0%	0%

PANTONE 072C

WHITE #FFFFFF

R:	G:	B:
255	255	255

C:	M:	Y:	K:
0%	0%	0%	0%

PRIMARY

GREEN #58AB27

R:	G:	B:
88	171	37

C:	M:	Y:	K:
70%	0%	100%	0%

PANTONE 369C

SECONDARY

COLOR   01
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.

75%	50%	25%	75%	50%	25%

TERTIARY

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).

PHOTOGRAPHY   02
ALLIGNMENT

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 allign correctly.
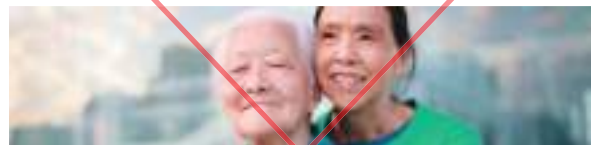
**DO NOT PLACE
TEXT OR LOGO
OVER AN IMAGE**

**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.

FACEBOOK POST
1200px : 1200px

FACEBOOK MOBILE POST
628px : 628px

ASSETS   02
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.

FACEBOOK PROFILE STICKER

FACEBOOK HEADER
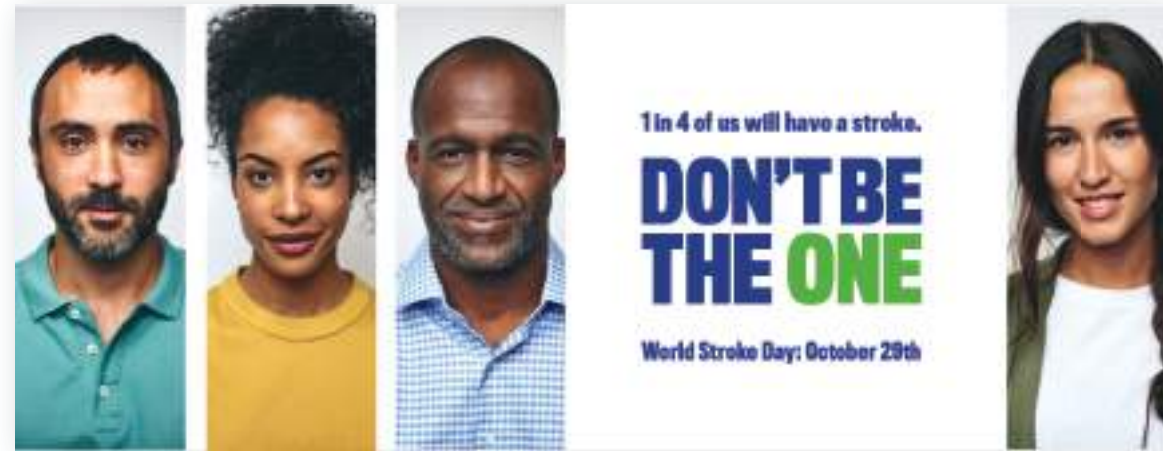
TWITTER HEADER

ASSETS   03
SOCIAL PROFILES

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

✔ WE ARE

✘ WE AREN'T

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.

1.   Trying to make people feel hopeless.

2.   Shaming people for unhealthy lifestyles.

3.   Using hyperbole and sensationalism to communicate our message.

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.

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.

MESSAGING HIERARCHY

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.