

BRAND GUIDELINES

00

YEAR 2 OVERVIEW

- EVOLUTION
- SOCIAL CAMPAIGN
- SAMPLE UGC POST
- HASHTAG & CTA

01

LOGO

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

05

TYPOGRAPHY

- FONT FAMILY
- HIERARCHY

07

COLOR

- COLOR FAMILY

08

ILLUSTRATION

- STYLE

09

ASSETS

- INITIAL POSTS
- SUPPORTING POSTS
- SOCIAL BANNERS

12

MESSAGING

- PERSONALITY
- AUDIENCE
- HIERARCHY

00

INDEX

01

LOGO

05

TYPOGRAPHY

07

COLOR

08

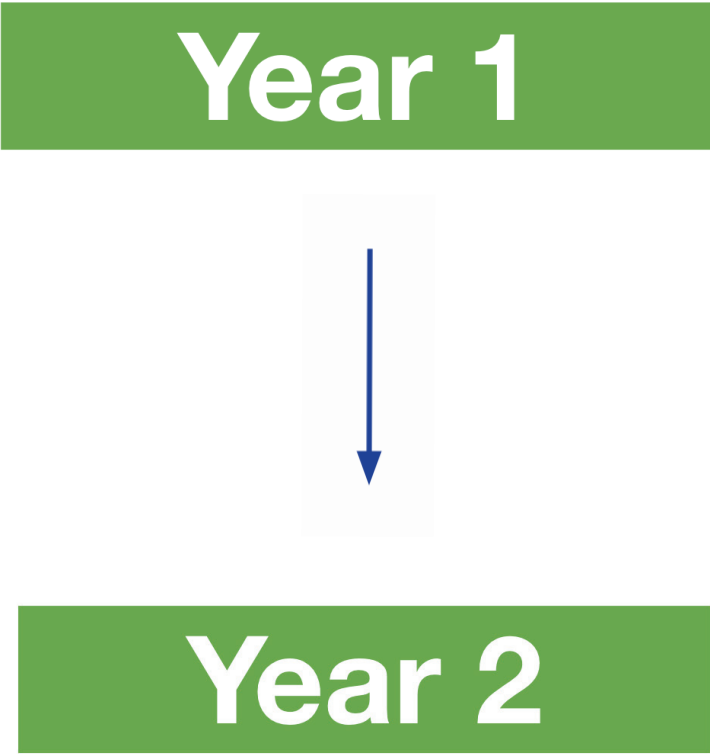
ILLUSTRATION

09

ASSETS

12

MESSAGING



YEAR 2 OVERVIEW

EVOLUTION

In year 1, we introduced the Don't Be The One campaign to raise awareness of stroke risks by leveraging the one in four statistic.

In year 2, we're building off the momentum of year 1 by using the same campaign but with a specific focus on exercise as a method of prevention.



00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	ILLUSTRATION
09	ASSETS
12	MESSAGING

YEAR 2 OVERVIEW

SOCIAL CAMPAIGN

We’re creating a global dance chain to activate WSO affiliates around the globe, well spreading our stroke prevention message in a fun, new way.

The only rule is you have to start your dance with the last move of the previous person’s dance and tag some friends.

Each participant will choose four moves. It could be the chicken dance, the floss, or the twist - it doesn’t matter, then the next person in the chain will start their 4 moves with the previous person’s last move.

Every dancer can interpret the previous move however is easiest and most comfortable for their ability.



I took the @WorldStrokeOrganization #1in4 challenge to stay active and prevent stroke. Let’s see your moves @laura.smith @jennyk @mikejones. Just start your dance with my last move, then add 3 of your own.

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	ILLUSTRATION
09	ASSETS
12	MESSAGING

YEAR 2 OVERVIEW

SAMPLE UGC POST

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	ILLUSTRATION
09	ASSETS
12	MESSAGING

HASHTAG

#1in4

CTA

Join the MoveMent

YEAR 2 OVERVIEW
HASHTAG AND CTA

PRIMARY



SECONDARY



LOGO
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	ILLUSTRATION
09	ASSETS
12	MESSAGING



ONE "E"
ALL CAPS
USED FOR
MINIMUM
PADDING



LOGO 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

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	ILLUSTRATION
09	ASSETS
12	MESSAGING



00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	ILLUSTRATION
09	ASSETS
12	MESSAGING

LOGO 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)

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

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	ILLUSTRATION
09	ASSETS
12	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 ILLUSTRATION

09 ASSETS

12 MESSAGING

TYPOGRAPHY 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 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	ILLUSTRATION
09	ASSETS
12	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

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

00

INDEX

01

LOGO

05

TYPOGRAPHY

07

COLOR

08

ILLUSTRATION

09

ASSETS

12

MESSAGING



ILLUSTRATION STYLE

Our illustrations are playful and warm. A diverse set of characters show the global reach of WSO and its affiliates, while the World Stroke Organization palette helps to unify the look and feel. The figures are expressive and also explanatory, helping to show the range of movement possible for our challenge and beyond.

Animated versions of the illustrations can be used as GIFs for social media or digital applications.

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	ILLUSTRATION
09	ASSETS
12	MESSAGING

CAMPAIGN ANNOUNCEMENT



Remember: Dance like nobody’s watching.

#1in4 adults will have a stroke, but being active can help decrease your risk. That’s why we’re encouraging people to Join the MoveMent and be a part of the world’s biggest dance chain.

Find out your individual risk and learn more at www.worldstrokecampaign.org

DANCE CHAIN EXPLAINER



Ready to make moves to reduce your risk of stroke?

Choose four moves. Any 4. The shuffle, the shimmy, you name it.

Tag 3 friends that are up for the challenge and ask them to start their chain with the last move from your dance.

And if you’re next in the chain, start your dance with your tagger’s last move.

Join the MoveMent #1in4.

ASSETS
INITIAL POSTS

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
08	ILLUSTRATION
09	ASSETS
12	MESSAGING

DANCE MOVE EXPLAINERS



ASSETS
SUPPORTING POSTS

- 00 INDEX
- 01 LOGO
- 05 TYPOGRAPHY
- 07 COLOR
- 08 ILLUSTRATION
- 09 **ASSETS**
- 12 MESSAGING

WEBSITE BANNER



FACEBOOK HEADER



TWITTER HEADER



ASSETS

SOCIAL 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	ILLUSTRATION
09	ASSETS
12	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.

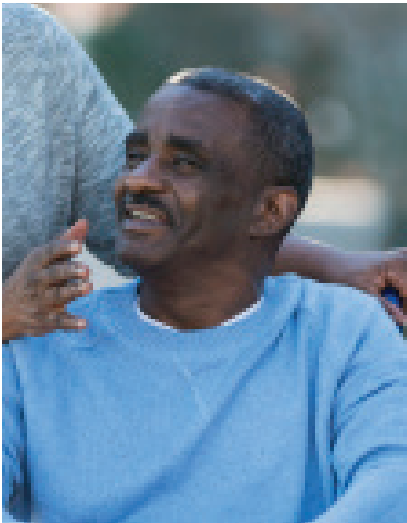
✗ WE AREN'T

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

MESSAGING PERSONALITY

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	ILLUSTRATION
09	ASSETS
12	MESSAGING



MESSAGING

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.

- 00 INDEX
- 01 LOGO
- 05 TYPOGRAPHY
- 07 COLOR
- 09 ILLUSTRATION
- 09 ASSETS
- 12 MESSAGING

MESSAGING HIERARCHY

00	INDEX
01	LOGO
05	TYPOGRAPHY
07	COLOR
09	ILLUSTRATION
09	ASSETS
12	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**