



United Against Malaria

Identity guidelines, basic elements, usage and application

Our identity

An overview

Our identity is built with these two distinct elements



The circle of life

The circle of life, constructed of 32 dots in 7 individual tones represents our united cause. The circular form reminds us of the world, communities and football, whilst the colors provide the link to Africa. For full breakdowns and specifications of these colors please see page 8.

The typography

United Against Malaria is set in a strong sans serif font, Helvetica Neue; the heavier weight is given to the word 'Malaria' to add emphasis and stand out.

The combination of the bold type and the circle of life gives our identity a stamp-like quality, conveying the urgency of our message and making it a useful tool for endorsing our partners.

Just as an individual's signature is unique to him/her, the United Against Malaria identity is unique to us. As such it should never be redrawn, modified, added to or distorted (see page 11, Our identity – please do not.)

Our identity

The family

Our identity family consists of 4 versions: full-color, single color, grayscale and black. All 4 versions should be used on a white background only.



FULL COLOR



SINGLE COLOR
(PMS 1815)



GRAYSCALE



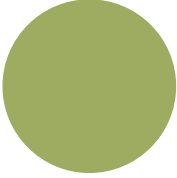
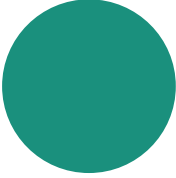
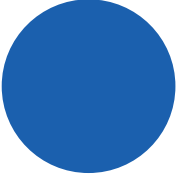
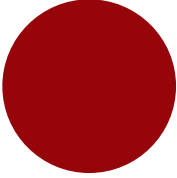
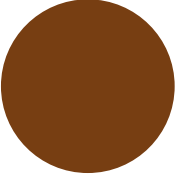
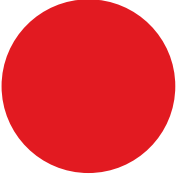
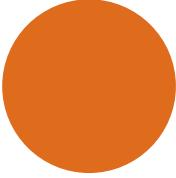

BLACK

We prefer to use the full-color version whenever possible, however due to print restrictions and available technologies across regions this is not always possible. In these instances we should select the single color (PMS 1815), grayscale or black version; this will also be necessary when one-color printing is the only option as in newsprint.

Our identity

The color palette and specifications

Our colors have been carefully chosen to provide a memorable and relevant palette for United Against Malaria. They echo the compelling diversity of our partners and sponsors and the richness of African culture and landscape.

							
Pantone® 391	Pantone® 569	Pantone® 653	Pantone® 1815	Pantone® 4705	Pantone® 1797	Pantone® 159	Pantone® 143
.....
C 25%	C 90%	C 96%	C 18%	C 24%	C 2%	C 1%	C 0%
M 3%	M 9%	M 59%	M 98%	M 75%	M 98%	M 74%	M 36%
Y 100%	Y 58%	Y 4%	Y 86%	Y 70%	Y 85%	Y 100%	Y 87%
K 35%	K 17%	K 19%	K 56%	K 64%	K 7%	K 7%	K 0%
.....
R 156%	R 0%	R 33%	R 120%	R 119%	R 196%	R 199%	R 238%
G 154%	G 133%	G 87%	G 35%	G 74%	G 38%	G 91%	G 175%
B 0%	B 118%	B 138%	B 39%	B 57%	B 49%	B 18%	B 48%
.....
Web safe	Web safe	Web safe	Web safe	Web safe	Web safe	Web safe	Web safe
#9C9A00	#008576	#21578A	#782327	#774A39	#C42631	#C75B12	#EEAF30
.....

Always use the specifications above. We have created RGB, CMYK and Web safe colors for you to use. The breakdowns provided here are for your reference when color matching.

An important note on color

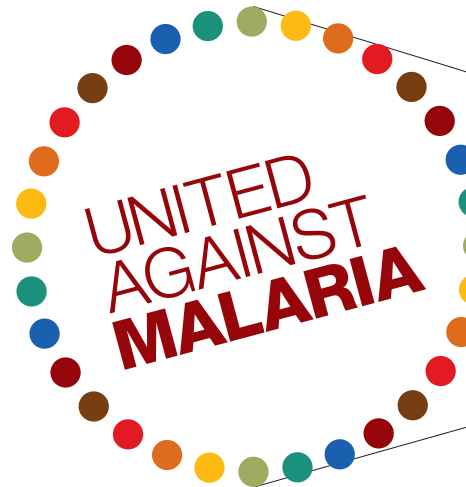
The aim of any color system is to achieve consistency in color regardless of the medium used. The reality is, however, that the same color will differ optically from medium to medium. For example: if you put a business card (printed in CMYK) next to a sign (rendered in paint and vinyl) the color will not match identically but the overall

impression will be the same. The same color will look different on monitors, projectors, plasma screens, when painted on steel, enamelled on signs, silk-screened on banners, produced in 3M vinyls or rendered in perspex. Therefore the primary objective is to maintain consistent color across the same application technique.

Our identity

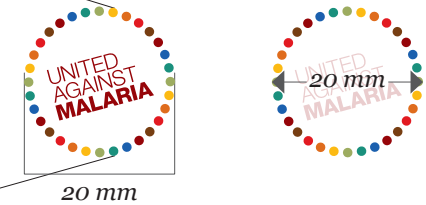
Minimum clear space and small size usage

To enable our identity to stand out it needs room. For this reason we have specified a minimum clear space rule which protects the area around our identity. The clear space guide should not be used as a positioning guide.



Small size usage

The size of the identity is always measured across the entire diameter of the circle of life, from edge to edge. The smallest reproduction sizes permissible are illustrated here.



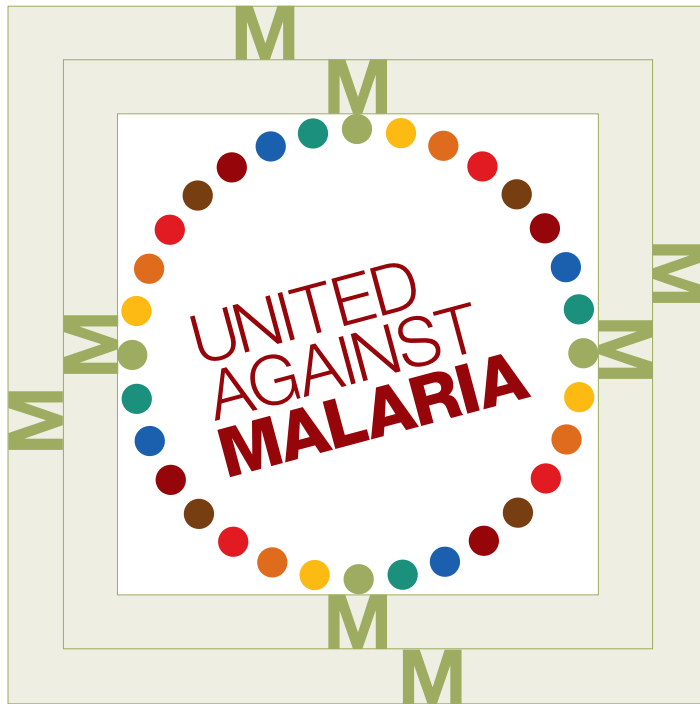
The smallest recommended sizes were established by using litho print with a screen equivalent to 175 dpi on a good quality coated paper stock. Less sophisticated methods of printing on more absorbent material will not produce such good results; therefore, minimum sizes will have to be adjusted upwards.

The minimum clear space to be used around all versions of our identity is defined by one full height of the 'M' character of 'Malaria' (as shown above.) No other graphic images or typographic elements should appear within this area. If you can allow for additional space, greater than the specified minimum, then this is preferable. The clear space guide should not be used as a positioning guide.

Our identity

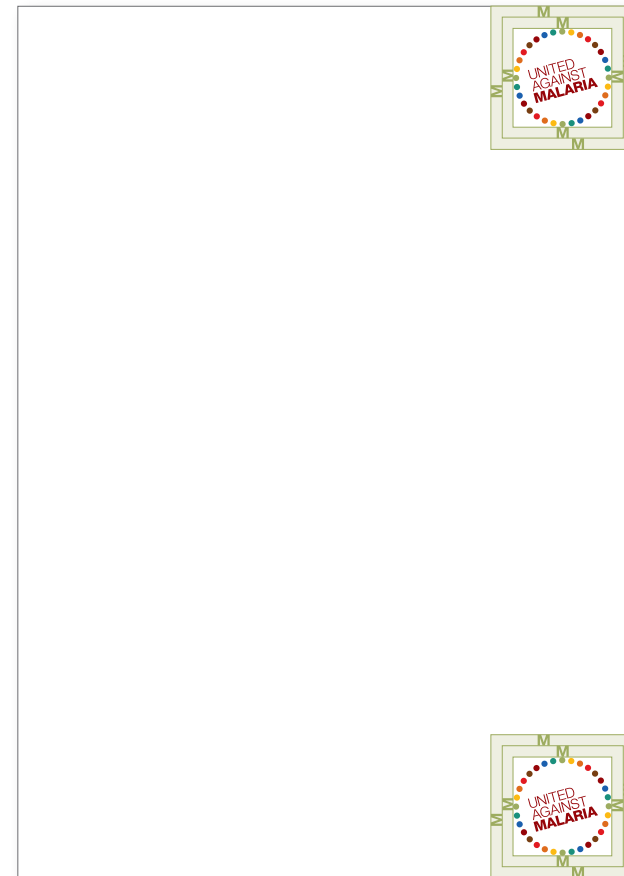
Identity positioning guide

For stationery, brochure covers, leaflets and advertising we prefer the United Against Malaria identity to be positioned top or bottom right, as this provides a more pleasing composition.



The positioning guide to be used around all versions of the identity is defined by two times the width of the 'M' from the logo edge.

To ensure consistency when producing a series of brochures, leaflets or advertising templates, always try to position the logo in the same place.



Business cards, due to their limited size, and envelopes, due to print restrictions issued by individual postal services, do not follow the rule of 2 'k' widths for positioning.

Our identity

Please do not



Never place any version of the identity on a non-white background.



Never use the identity with copy or imagery that breaks the minimum clear space.



Never distort or stretch the identity.



Never change the color of all or any element of the corporate identity.



Never add prefixed or suffixed text within the circle of life.



Never enclose the identity in another shape, in print or on screen.



Never alter the position of the type or change its relationship with the circle of life.



Never add any effects to the corporate brand identity, i.e., drop shadows, embossing, de-bossing or graduated tints.



Never rotate or skew all or any part of the identity.

Our identity

The United Against Malaria holding device for multiple partners and sponsors

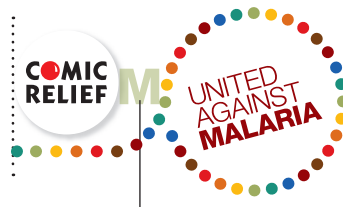


Our identity

The United Against Malaria holding device

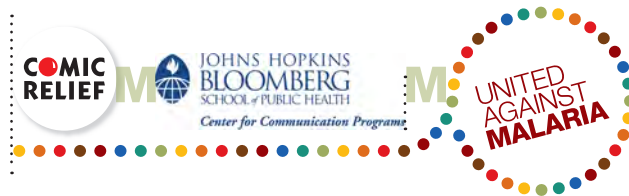
This is how it works for partners:

Single partners



Use the 'M' of Malaria so the space between each partner is consistent.

Dual partners



Multiple partners

This arrangement can extend to hold all 8 partners.



Our identity

The United Against Malaria holding device

This is how it works for sponsors:

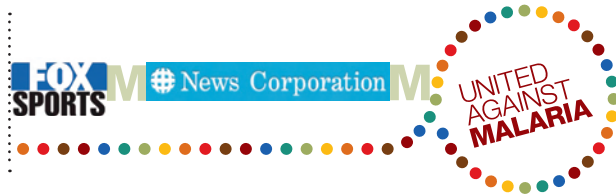
The principles as explained on page 14 are followed when using sponsor identities.

Single sponsors



Use the 'M' of Malaria so the space between each sponsor is consistent.

Dual sponsors



Multiple sponsors

This arrangement can extend to hold multiple sponsors.



Our identity

The United Against Malaria holding device – vertical format

The United Against Malaria identity has the versatility to become a graphic holding device vertically, visually uniting partners and sponsors under United Against Malaria. This may be used on items such as letterheads where space is limited.

This is how it works:

This example shows all partners within the United Against Malaria holding device.

