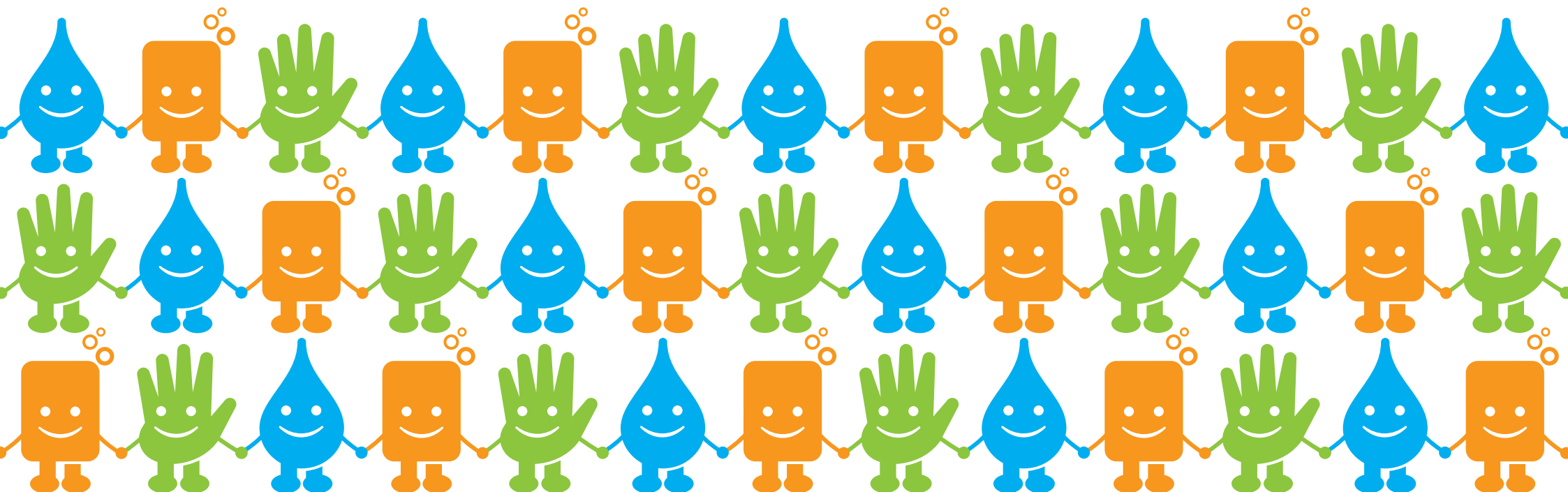


Global Handwashing Day

15 October

Brand Identity Standards
Pre-release, Version 1





**Washing
Hands
Saves
Lives**

4 **The Global Handwashing Day story**

5 **The Identity**

The Identity
Character personalities
Basic lockups, full color
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Logo do-nots

10 **The visual system**

Using the characters as supergraphic
Using text as graphic
The solid character pattern
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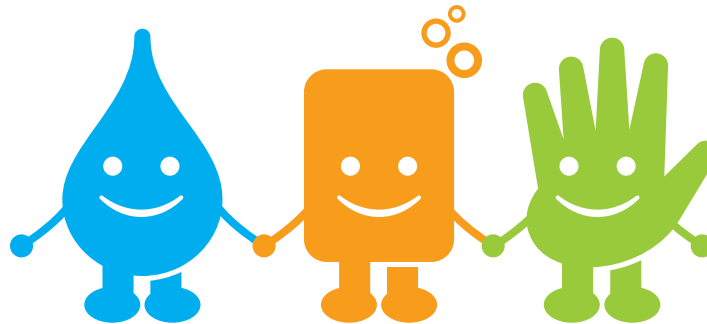
16 **Application inspiration**

Vertical signage
Multi-panel horizontal signage
Using the identity in jewelry
Outdoor signage

The power to save the lives of millions is in your hands. And theirs. The simple act of washing one's hands – with soap – can dramatically reduce the incidence of diarrheal diseases and pneumonia, which together account for the majority of deaths of children around the world. The challenge is to make people aware that such prevention can be so simple and inexpensive, and yet so effective. That realization is the goal of the first Global Handwashing Day, the centerpiece of weeklong activities mobilizing millions of people in more than 20 countries across five continents: to encourage everyone to wash their hands – with soap.

The three characters are the cornerstone of the Global Handwashing Day Identity. They are an exuberant expression of what is necessary for hand hygiene. The characters holding hands symbolize that, when water and hands are brought together with soap, health is the result—and health is worth smiling about.

The tone of the visual identity system is upbeat, positive, and empowering. The colors of the characters are bright, cheery, and energetic, and in application they create an ownable, joyful expression of a powerful and important message.



Global Handwashing Day
15 October

The Identity: Character personalities

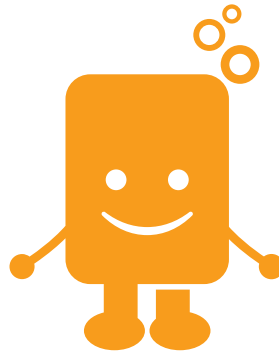
Global Handwashing Day
15 October

Brand Identity
Standards

Each character carries with it its own unique personality and set of traits, which are to be maintained at all times in order to allow for continuity through the brand.

Personality Type: Calm Nurturer

Cool, calm and collected, a well-needed balance to our fabulous team. Guided by intuition, she is the perfect ambassador of goodwill and compassion. Not to be pushed aside, she has an incredible inner strength and a stout confidence. An overwhelming protective spirit makes her an extremely valuable friend.



Personality Type: Enthusiastic Leader

Always looking for adventure, our enthusiastic leader follows a trail of excitement. With a strong awareness of his surroundings and an agile mental balance he makes the right decisions, and leads by example more than by words. The core to our group, he is a perfect combination of brawn and benevolence.



Personality Type: Courageous Entertainer

Quick witted and eager, he is always good for a laugh. With an incredible sense of humor and unending bravery, he can jump into anything and see the sunny side of the situation. When things get tough and his friends need help, he will be the first one on the scene. Although he is usually the life of the party, his impulsive decision making can sometimes lead to trouble.

The Identity: Basic lockups, full color

Global Handwashing Day
15 October

Brand Identity
Standards

Signature lockup

The various elements of the Identity can be arranged in three unique ways. The signature lockup consists of the iconic figures centered above the signature. Appropriate clear space is to be left within and around the logo as outlined below.

Horizontal lockup

In the horizontal lockup the figures and signature are scaled down appropriately and placed side by side. Appropriate clear space is to be left within and around the logo as outlined below.

Supergraphic lockup

In the supergraphic lockup, the characters are to be scaled up so as to inhabit the full width of the format. The signature is to then be scaled down so as not to exceed 1/3 of the width of the viewing surface and placed within the top right corner as shown below. Appropriate clear space is to be left within and around the logo as outlined below.

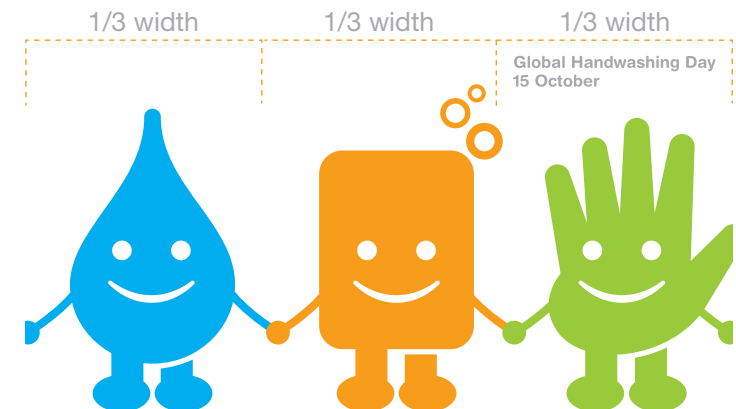
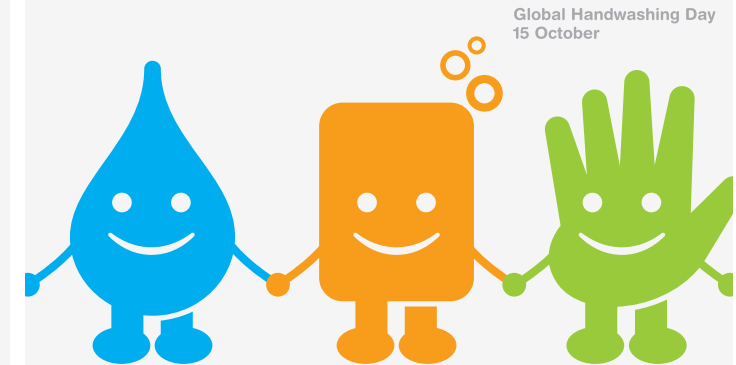
Signature lockup



Horizontal lockup



Supergraphic lockup



The Identity: Basic lockups, one-color

Global Handwashing Day
15 October

Brand Identity
Standards

Signature lockup

The one-color signature lockup consists of the iconic figures centered above the signature. These elements can be displayed either in black on white, or reversed in white on one of the Identity colors or from a photograph, given significant contrast and clear legibility.

Horizontal lockup

In the one-color horizontal lockup, the characters and signature are scaled down appropriately and placed side by side. These elements can be displayed either in black on white, or reversed in white on one of the primary colors.

Supergraphic lockup

In the supergraphic lockup, the characters are to be scaled up so as to each inhabit 1/3 of the total width of the format. The signature is to then be scaled down appropriately and placed within the space of the final icon as shown below. These elements can be displayed either in black on white, or reversed in white on one of the primary colors.

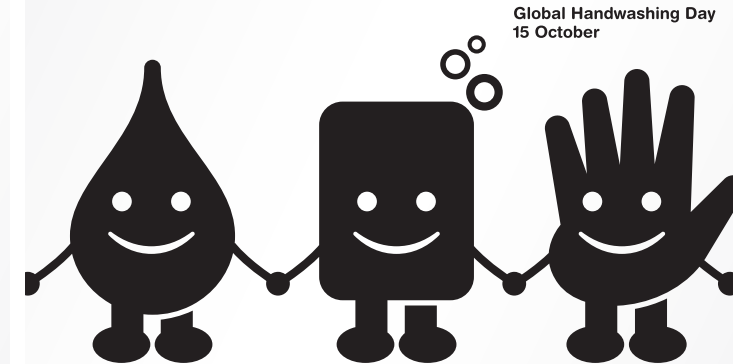
Signature lockup, black on white



Horizontal lockup, black on white



Supergraphic lockup, black on white



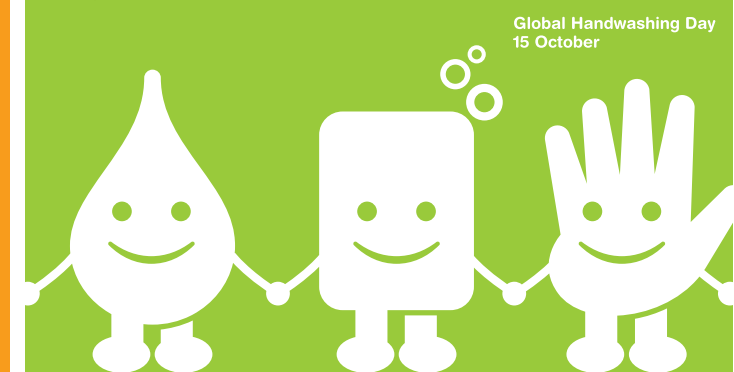
Signature lockup, reversed in white



Horizontal lockup, reversed in white



Supergraphic lockup, reversed in white



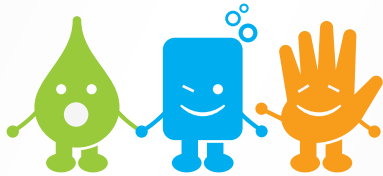
9 The Identity: Logo do-nots

Global Handwashing Day
15 October

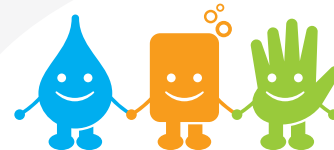
Brand Identity
Standards

To uphold the strength and consistency of the Global Handwashing Day Brand Identity, avoid improper treatment of the brand's elements. They must never be used or modified in any way that is not explicitly shown as acceptable within these guidelines.

Do not change the colors, positions, expressions, or any other characteristics of any of the characters.



Do not enclose the identity in any type of holding or containing shape.



Global Handwashing Day
15 October



It is not necessary to use more than one impression of the identity on a single viewing surface.



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G: (828) 247-1233
N: (548) 839-4290

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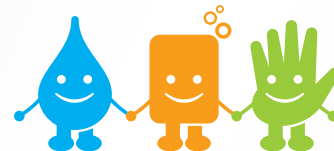
Global Handwashing Day
October 15



Do not alter the placement, scale, angle, or relationship of any of the established identity lockups.



Do not alter the typographic rules, text alignment rules, or typefaces. Doing so will dilute the brand.



Global Handwashing Day
15 OCTOBER



The Visual System: Using the Characters as a supergraphic


Global Handwashing Day
15 October

Brand Identity
Standards

Using the Identity as a supergraphic is a powerful way to establish registration of the Identity. It is a great choice for vertically oriented applications, as the edge-to-edge character art still allows plenty of room for the Identity, the date, and the title of the document.



The messages of Global Handwashing Day are critical, and a great way to communicate them clearly and boldly is by using the Global Handwashing Day “text as graphic” approach. In this application, text is used large, left-aligned, and is meant to fill the viewing surface, visually reinforcing its importance. The number of text lines must furthermore be a multiple of three, so that when they are colored in the Identity colors, there will be an even number of lines of text in each color.



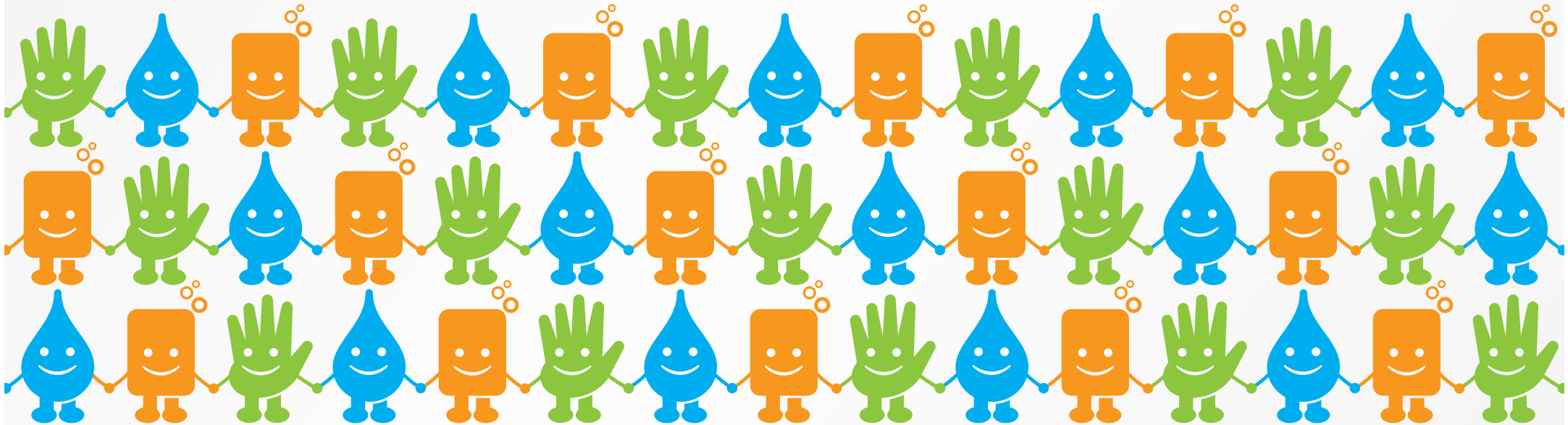
The power to save the lives of millions is in your hands. And theirs. The simple act of washing one's hands – with soap – can dramatically reduce the incidence of diarrheal diseases and pneumonia, which together account for the majority of deaths of children around the world. The challenge is to make people aware that such prevention can be so simple and inexpensive, and yet so effective. That realization is the goal of the first Global Handwashing Day, the centerpiece of weeklong activities mobilizing millions of people in more than 20 countries across five continents: to encourage everyone to wash their hands – with soap.

The visual system: The solid character pattern

Global Handwashing Day
15 October

Brand Identity
Standards

The Solid Character Pattern works well in horizontal formats and is a great alternative to using the Identity as a supergraphic. The sheer quantity of characters gives the application a feeling of diversity and global unity. The signature text would be applied similarly to how it is used when paired with Identity supergraphics (text width should not exceed 1/3 the width of the viewing surface).

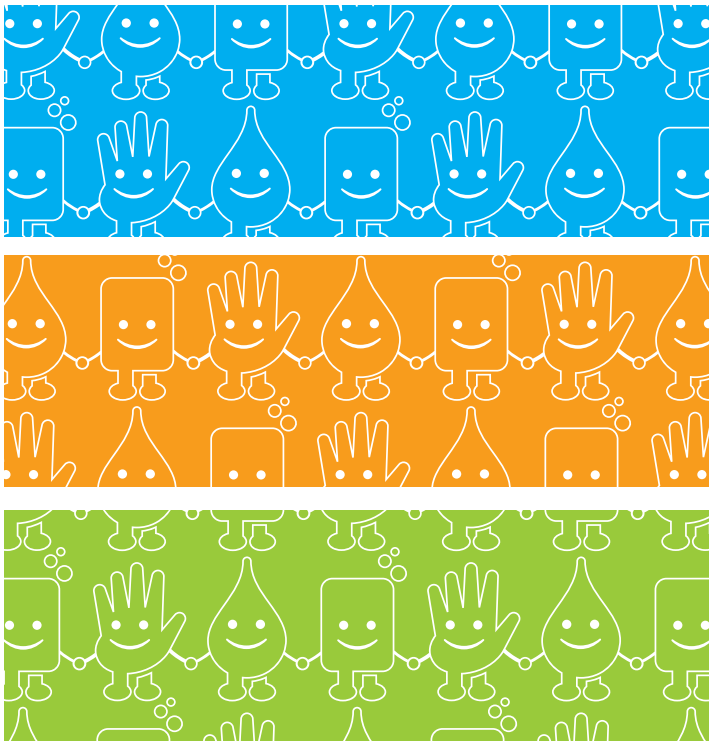


The visual system: The outlined character pattern

Global Handwashing Day
15 October

Brand Identity
Standards

A special graphic has been created of the outlined characters holding hands in repetition. Using the characters in repetitions gives a sense of boundless unity and a sea of smiling faces. The outlined character pattern works well when a texture is needed. It is a great alternative to using a solid flood of color. Consider it for the inside of envelopes, the back sides of letterheads, or the front inside cover of a brochure or a report.



The chosen color palette is one that effectively communicates the ideas and characteristics of the handwashing campaign and its figures. Blue is meant to stand for water. Orange represents the energy and freshness of soap and acts as a compliment to the other colors. Green acts as a complement to blue, and together they create a global feeling of unity. Gray works as a neutral balance between all the colors.



	PMS	CMYK	RGB	HEX
Water Blue	Process Cyan	100 0 0 0	0 166 214	00A6D6
Light Blue	2985	65 0 0 0	42 175 219	2AAFDB
Soap Orange	144	0 45 100 0	229 131 36	E58324
Light Orange	124	0 27 100 0	240 171 32	F0AB20
Hand Green	376	45 0 100 0	127 187 50	7FBB32
Light Green	381	25 0 100 0	186 209 41	BAD129
Dark Gray	Cool Gray 11	0 0 0 40	140 142 142	8C8E8E
Light Gray	Cool Gray 7	0 0 0 80	59 61 60	3B3D3C

Helvetica Rounded Bold and Helvetica Neue 55 Roman are the primary and secondary typefaces that make up the Identity, respectively. The rounded Helvetica supports the friendly and joyful characteristic of the Identity, while Helvetica Neue 55 Roman acts as an ideal complement.

ABCDGHIJKLMNOPQ
RSTUVWXYZabcd
efghijklmnopqrstu
vwxyz1234567890

Helvetica Rounded Bold

The rounded nature and clarity of the characters evoke a sense of friendliness and make for an inviting typeface.

ABCDGHIJKLMNOPQ
RSTUVWXYZab
cdefghijklmnopqrst
uvwxyz123456789
0ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Zabcdefghijklmnopqrstuvwxyz
qrstuvwxyz123456

Helvetica Neue 55 Roman

The sans serif nature of the Roman characters allows for increased legibility while at the same working as an excellent complement with its rounded counterpart.

Application inspiration: Vertical signage

Global Handwashing Day
15 October

Brand Identity
Standards

Shown is a great example of how information can be parsed into multiple panels of a single viewing experience. The name and the date are split onto separate vertical banners, but the communication is not sacrificed. If separate panels are displayed together, consider the entire viewing experience as a single composition.



Application inspiration: Multi-panel horizontal signage

Global Handwashing Day
15 October

Brand Identity
Standards



Using the characters on their own can create a powerful impression of the Global Handwashing Day Identity. Consider your audience when determining how much information is necessary in the applications. Signage used in this context could make a great introduction or reminder of the larger program.

Application inspiration: Using the Identity in jewelry

Global Handwashing Day
15 October

Brand Identity
Standards

If the identity is to be used as jewelry—such as a lapel pin (shown) or in cuff links, pendants, etc., it should be die-cut if possible and used in full color. The preferred metals to accompany the Global Handwashing Day Identity are silver, white gold, platinum, stainless steel, or aluminum. These silvery metals do not distract from the bright colors of the characters, and reinforce the choice of gray as a support color for the Identity.



In this example, the characters are able to be split up into individual panels since they are all viewable in the same experience. Using the characters in ways such as this creates visual rhythm among the applications of the Identity, rather than each application using the same graphic approach.



Contact information

Any communications containing the Global Handwashing Day signature must be submitted to the Global Handwashing Day brand team for review and approval.

Follow the standard Global Handwashing Day routing process to receive approval. If you have questions about how to use our Identity, or how to submit your communication pieces to the Global Handwashing Day routing process, please submit an inquiry to info@globalhandwashingday.org.

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