Washing Hands Saves Lives
4  The Global Handwashing Day story

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

10  The visual system
    Using the characters as supergraphic
    Using text as graphic
    The solid character pattern
    The outlined character pattern

14  Color palette

15  Typography

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.
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

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.
The Identity: Basic lockups, one-color

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.
The Identity: Logo do-nots

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 alter the placement, scale, angle, or relationship of any of the established identity lockups.

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

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

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

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

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

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

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

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.
Application inspiration:
Outdoor signage

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 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.

Usage rights disclaimer

All Elements of Materials in any format prepared by Landor Associates must not be used or applied in any way other than the original format created and supplied by Landor. These Elements include but are not limited to: still images, design components, artwork, video footage, audio components, language, print or electronic representation, or any other product protected by copyright, trademark, patent or other intellectual property rights, including that of third-party suppliers. Reproduction, publication or distribution of the whole or a part of any Element in any form is prohibited, and includes the distortion or manipulation of the whole or a part of the Element (for example, by computer, electronically, digitally by an artist or by any other means), even though the resulting work may not appear to a reasonable person to be derived from the original Element.

Use of any Elements in a manner not expressly authorized by Landor Associates (i) may constitute an infringement of the proprietary rights of Landor or a third party and (ii) may result in incurring or being responsible for any damages resulting from any such use, including any damages resulting from any claims for infringement of the intellectual property or proprietary rights of Landor or a third party.