

DUCHENNE

AWARENESS DAY

7 sept



STYLE GUIDE



Thank you for using the official materials for World Duchenne Awareness Day!

World Duchenne Organization has made the World Duchenne Awareness Day logo available to support your awareness raising activities for World Duchenne Awareness Day.

If you initiate your activity, please keep the logo in line with the rules. The logo should not be used for commercial purposes or illegal activities. It may only be used to support activities and initiatives that promote World Duchenne Awareness Day.

The logo, if used, should be in line with the formats described in this document. The logo cannot be altered in any way such as by changing the design, colors, proportions, cropping the logo, or merging it with another logo.

In case it is not possible to use the correct colors due to technical limitations, an alternative grayscale as shown in this document. A non-compliant use of the logo constitutes an infringement of the WDAD branding.

If you have any questions regarding the use of the logo, please contact info@worldduchenne.org.

A large, semi-circular red graphic of a globe is positioned in the bottom left corner of the page, partially cut off by the edge.

INTRODUCTION



World Duchenne Awareness Day logo do's and don'ts

- There are two versions: the full logo and rectangle globe image
- It can never be stretched or used in any other color
- It cannot be used on colored or busy backgrounds
- Diapositive white logo can only be used on black, light gray or Duchenne red background
- Full logo should not be used smaller than 70mm / 200 pixels wide, to ensure readability
- Grayscale / black & white is only allowed for printed materials and is not recommended
- Globe image cutout can only be used under specific conditions
- Exclusion zone around full logo should be size of the number 7 used in the logo



LOGO DO'S & DON'TS



Official logo, to be used in online and printed materials.



Negative logo, to be used on solid-color background in full black and Duchenne Red



Grayscale logo, to be used in printed materials when full color is not possible.



Negative logo, to be used on solid-color background in full black and Duchenne Red



LOGO APPLICATIONS



An empty space the size of the number 7 must be included surrounding the logo.



LOGO WHITESPACE

The World Duchenne Awareness Day is available in multiple languages. If you wish to add a translation, please contact info@worldlduchenne.org

ARAB



TURKISH



PORTUGUESE



RUSSIAN



SPANISH



SPANISH (LATAM)



LOGO VARIATIONS



Accepted applications of globe image in
to be used in online and printed media

30%

60%

100%



Transparency in % of globe image in full color



Maximum cutoff for globe image for both
full color and negative

30%

60%

100%



Transparency in % of globe image in negative



IMAGE APPLICATIONS

#WDAD2023



@DUCHENNEDAY

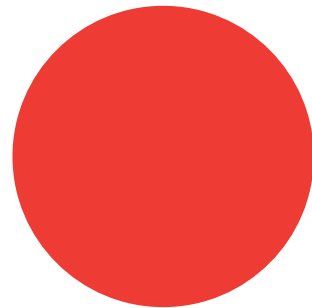


Stamp applications

- The globe can be put in a white arch, then it is called a stamp
- The stamp can have text with the official hashtag #WDAD[year] or @duchenneday mention
- They are placed in the top right corner with no margin on the top

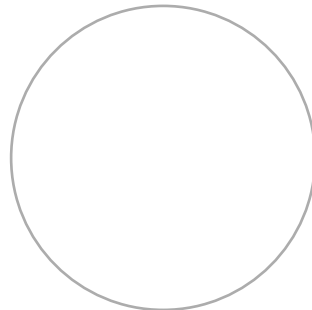
STAMP APPLICATION

DUCHENNE RED



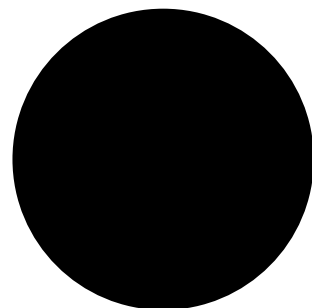
HEX #ee3b33
CMYK 0, 87, 78, 0
RGB 238, 59, 51

WHITE



HEX #ffffff
CMYK 0, 0, 0, 0
RGB 255, 255, 255

RICH BLACK



HEX #000000
CMYK 91, 79, 62, 97
RGB 0, 0, 0

HEADER

Amatic bold, 36p, all caps, Rich Black

SUBHEADER

Amatic bold, 36p, all caps, Duchenne Red

Copy: paragraph

Montserrat semibold, 10p minimum, Rich Black

Copy: text

Montserrat regular, 10p minimum Rich Black

Line spacing: 21p minimum

Additional tips

- Use American spelling (e.g. organization, color)
- Alternative if copy font is not available: Calibri
- Text should be lay language
- Black copy text only goes on white background
- White copy text can be applied for colored backgrounds with good readability



Thank you for using the official WDAD materials

If you have any questions or concerns, or if you wish to make the World Duchenne Awareness Day logo available in your language, please contact info@worldduchenne.org



WORLD DUCHENNE DAY.ORG