



**The Global Coalition
on Women and AIDS**

Brand **GUIDELINES**

GUIDELINES

PREFACE

As a general rule, **the GCWA only issues statements, supports publications or lends its name or logo for matters related to women and girls in the response to the AIDS epidemic.**

GCWA Secretariat is responsible for coordinating and clearing the content of any publication or statement where the GCWA logo or name appears. It may either approve directly or refer to the Steering Committee as a whole, or to the co-chairs for guidance.

Writing and editing style is not covered here and should follow the guidelines set out in the GCWA Editorial Style Guide.

For more information regarding the Brand Guidelines, the Editorial Style Guide, or to download our logos, please visit our website <http://www.womenandaids.net> or contact us at the number and email at the back of this publication.

LOGO DEFINITIONS

Please be aware that the logo of the GCWA is the emblem of two female figures and the AIDS red ribbon with the text “The Global Coalition on Women and AIDS” in any approved language version.

A simplified version of the logo, the emblem of two female figures and the AIDS red ribbon alone cannot be used except when the main logo is also used prominently in the same publication/support.

Both versions of the logo, as well as the brand guidelines, are the ownership of the GCWA and may not be used on any support, off-line or on-line without prior written permission from the GCWA Secretariat.

The only exception to this rule is the use of the logo by active partners to indicate their membership of the Coalition in off-line and on-line supports. In such cases it should clearly be stated “A partner of”, followed by the logo.

LOGO USAGE GUIDELINES

GCWA Publications and GCWA led publications: the GCWA logo should stand alone and other logos placed on a second level.

Co-authored publications: preferably use the alphabetical order criteria to establish position of logos.

For publications in which the GCWA Secretariat has not participated but endorses the publication, please add the following disclaimer:

“This is not a GCWA publication and its content has not been revised or approved by the GCWA or its partner organizations. The GCWA does not warrant that the information contained in this publication is complete and correct and shall not be liable for any damages incurred as a result of its use.”

Any other logo usage (special events, campaigns, merchandising, etc.) follows the general rule of case-by-case clearance with the Secretariat.

The logo may not be used for commercial purposes.

CLEARANCE PROCEDURES FOR USAGE OF LOGO

All organizations using the GCWA logo should comply with requisites of the brand guidelines.

Partners and other organizations should request clearance to use the logo by email to info@womenandaids.net or media@womenandaids.net, clearly indicating the purpose of the publication and the context of the logo use. They should include the full text of the publication for clearance of content.

Permission to use the logo may be withdrawn or denied if usage is deemed to prejudice the image of the Global Coalition on Women and AIDS, or in any way is judged to undermine the goals of the partners. As creator/commissioner of the logo, copyright remains the property of the GCWA.

LOGO



SUPPORTING LOGO

- The supporting logo (without text) is only to be used when in the same publication/support the main logo is also used prominently.
- It should never be used in conjunction with logos from other organizations or stand alone as the main logo.



LOGO on dark background

REVERSED OUT VERSION



REVERSED OUT VERSION OF SUPPORTING LOGO

- The supporting logo (without text) is only to be used when in the same publication/support the main logo is also used prominently.
- It should never be used in conjunction with logos from other organizations or stand alone as the main logo.



Single colour **LOGO**

SINGLE COLOUR (BLACK AND WHITE)



SINGLE COLOUR (BLACK AND WHITE) VERSION OF SUPPORTING LOGO

- The supporting logo (without text) is only to be used when in the same publication/support the main logo is also used prominently.
- It should never be used in conjunction with logos from other organizations or stand alone as the main logo.



REVERSED OUT VERSION for use on dark backgrounds

USE OF SINGLE COLOR (BLACK AND WHITE - REVERSED OUT VERSION)



REVERSED OUT VERSION OF SUPPORTING LOGO FOR USE ON DARK BACKGROUNDS

- The supporting logo (without text) is only to be used when in the same publication/support the main logo is also used prominently.
- It should never be used in conjunction with logos from other organizations or stand alone as the main logo.



LANGUAGE versions



**The Global Coalition
on Women and AIDS**



**La coalición mundial sobre
la mujer y el sida**







**La coalition mondiale sur
les femmes et le sida**



**Глобальная коалиция по
проблемам женщин и СПИДа**

COLOURS

CMYK

 BLACK: C = 0	 GREY: C = 0	 RED: C = 0	 WHITE: C = 0
M = 0	M = 0	M = 90	M = 0
Y = 0	Y = 0	Y = 86	Y = 0
K = 100	K = 50	K = 0	K = 0

RGB

 BLACK: R = 26	 GREY: R = 156	 RED: R = 229	 WHITE: R = 255
G = 23	G = 158	G = 53	G = 255
B = 27	B = 159	B = 44	B = 255

WEB

 BLACK: #000000	 GREY: #9c9e9f	 RED: #FF3333	 WHITE: #FFFFFF
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PANTONES

 BLACK: Process Black	 GREY: Process Black 50 %	 RED: RED 032
--	---	--

Unacceptable **USES OF THE LOGO**

The logo should be used primarily on white. For any other uses, please contact the GCWA Secretariat.



No bright coloured background.



No dark or "busy" picture.



Must not impair the visibility of the logo: eg burgundy background and red symbol.



Use the logo in the right proportions.



Never change the colours of the logo.



You may not modify the logo, shape, or fonts.

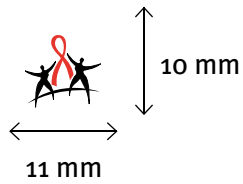
FORMATS

MINIMUM SIZE



Prioritize the readability of the text in the logo.

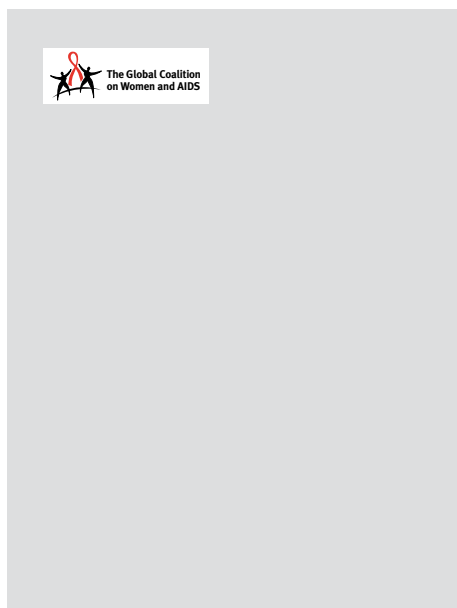
MINIMUM SIZE OF SUPPORTING LOGO



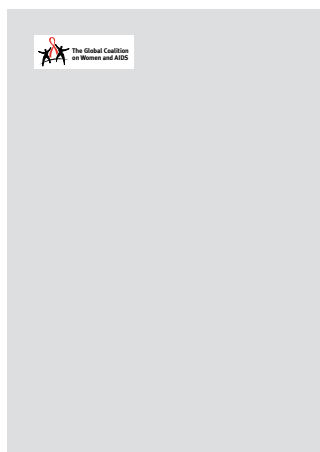
- The supporting logo (without text) is only to be used when in the same publication/support the main logo is also used prominently.
- It should never be used in conjunction with logos from other organizations or stand alone as the main logo.

POSITIONING

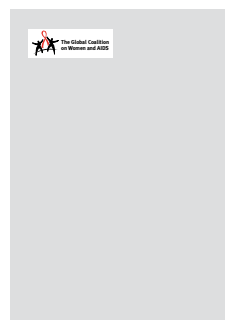
LOGO POSITIONING AND DOCUMENT FORMATS



Poster 60 cm x 80 cm



A4 vertical



A5 vertical



A4 horizontal



A5 horizontal

The A4 may occasionally be replaced by the U.S. letter format.

Use of FONTS

FONT FOR PRINTED MATERIALS: METAPLUS

METAPLUS NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

METAPLUS NORMAL ITALIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789*

METAPLUS BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789**

METAPLUS BOLD ITALIQUE

***ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789***

MetaPlus Normal is the font to be used for text in all printed materials.

For titles, use the Normal or alternatively the Bold or both simultaneously. The use of capital associated with lower case and the association of different colours in the titles are welcome.

Ex: To consendit **MAGNA**

The use of italics should be avoided.

FONT FOR WORD, POWERPOINT AND WEB: TREBUCHET

TREBUCHET NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

TREBUCHET NORMAL ITALIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789*

TREBUCHET BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789**

TREBUCHET BOLD ITALIQUE

***ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789***


The Trebuchet font is used for web media, Word Document, Powerpoint, etc.


In the same way as for MetaPlus, italics should be avoided. For titles, use the Normal or alternatively the Bold or both simultaneously. It is possible to use capital letters associated with lower case and combine different colours in the titles.


Ex: To consendit **MAGNA**

Main COLOURS


CMYK

 BLACK: C = 0
M = 0
Y = 0
K = 100


 RED: C = 0
M = 90
Y = 86
K = 0

 BURGUNDY: C = 54
M = 100
Y = 86
K = 0

RGB

 BLACK: R = 26
G = 23
B = 27

 RED: R = 229
G = 53
B = 44

 BURGUNDY: R = 139
G = 35
B = 49


WEB

 BLACK: #000000

 RED: #ff0000

 BURGUNDY: #8b2331

PANTONES





 BLACK: Process Black

 RED: Red 032





 BURGUNDY: 1815

Secondary COLOURS





CMYK

 BEIGE: C = 28	 PURPLE: C = 32	 CREAM: C = 9	 ROSE: C = 18
M = 39	M = 25	M = 10	M = 59
Y = 50	Y = 0	Y = 15	Y = 57
K = 0	K = 0	K = 0	K = 0


RGB

 BEIGE: R = 195	 PURPLE: R = 184	 CREAM: R = 236	 ROSE: R = 209
G = 160	G = 188	G = 229	G = 126
B = 128	B = 220	B = 217	B = 102

WEB

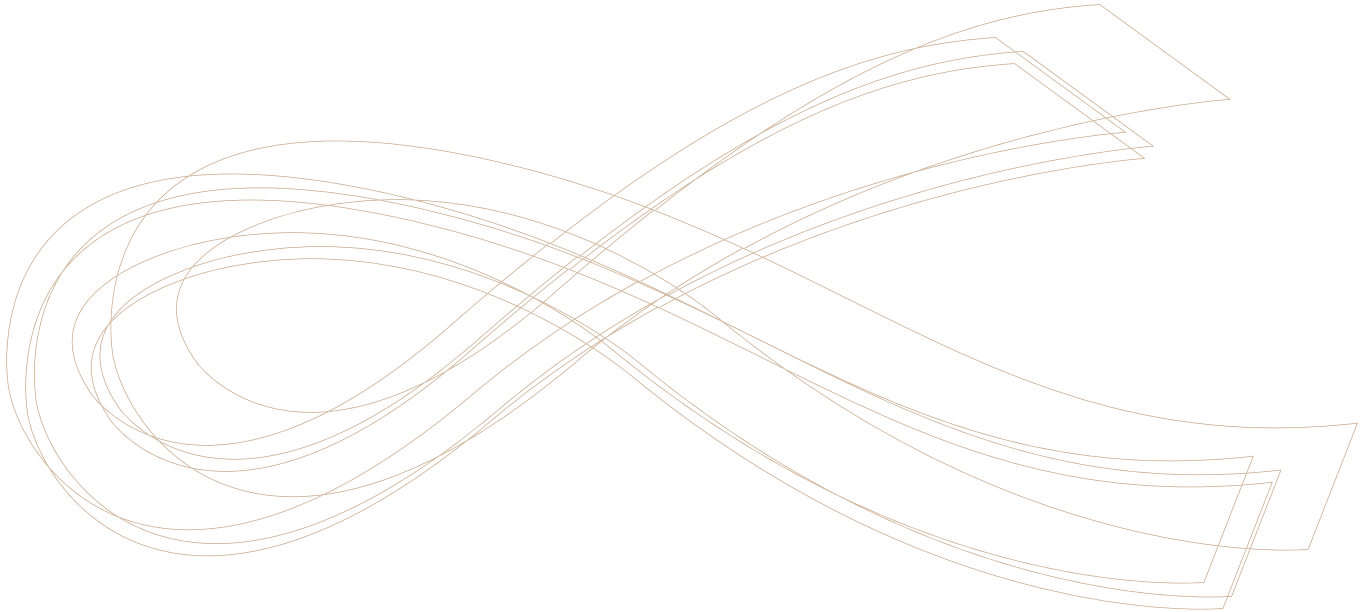
 BEIGE: #c3a080	 PURPLE: #b8bcdc	 CREAM: #ece5d9	 ROSE: #d17e66
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PANTONES

 BEIGE: 729	 PURPLE: 270	 CREAM: 4685	 ROSE: 7522
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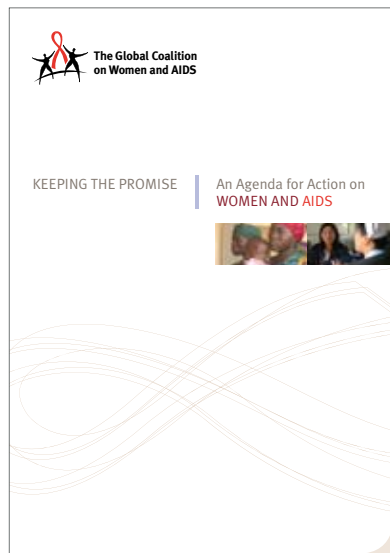
GRAPHIC Elements

RIBBON



The ribbon graphic will be used mainly in beige, or any of the other colours in the charter (preferably the secondary softer colours). The lines should be thin (0.25 pt). It may be used for front and inside pages as well as Word documents, Powerpoint, etc. It can also be used in white or as a watermark in front-cover photos. It must always remain as discreet and as elegant as possible.

Examples:



GRAPHIC Elements

COLOURED LINES

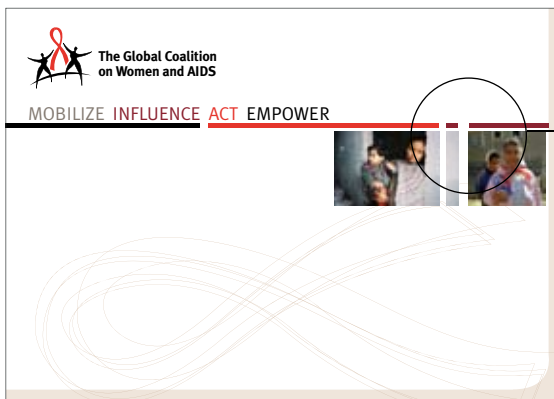
The coloured lines may appear at the top of a page, under a title or logo, or in between 2 paragraphs... When several colours are used, always use the black, red and burgundy (mixture of two colours).

The broken line:



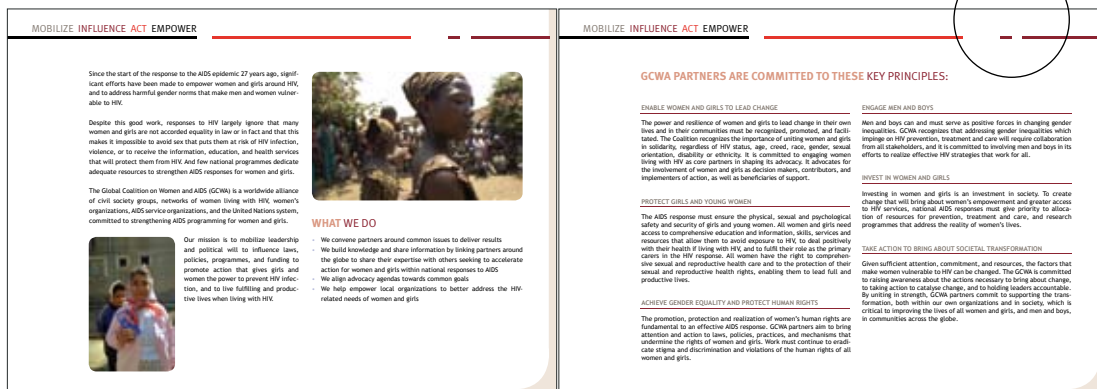
It is possible to use it mainly for cover-pages, first pages of documents, etc. It's thickness is 1.5 mm. It will complement most often a title or logo.

Examples:



Broken lines on a cover page

Broken lines on a double inside page



GRAPHIC Elements

COLOURED LINES

The continuous line:



This line is used, by example, for the header of documents. It is 1.5 mm thick.

The continuous coloured line:



This line is used between paragraphs. It has a thickness of 0.25 pt and can be used in any of the colours of the charter.

Examples:

MEMBERSHIP FORM

them to avoid exposure to HIV, to deal positively with their health if living with HIV, and to fulfil their role as the primary carers in the HIV response. All women have the right to comprehensive sexual and reproductive health care and to the protection of their sexual and reproductive health rights, enabling them to lead full and productive lives.

Achieve gender equality and protect human rights
The promotion, protection and realization of women's human rights are fundamental to an effective AIDS response. Coalition partners aim to bring attention and action to laws, policies, practices, and mechanisms that undermine the rights of women and girls. Work must continue to eradicate stigma and discrimination and violations of the human rights of all women and girls.

Engage men and boys
Men and boys can and must serve as positive forces in changing gender inequalities. GCWA recognizes that addressing gender inequalities which impinge on HIV prevention, treatment and care will require collaboration from all stakeholders, and it is committed to involving men and boys in its efforts to realize effective HIV strategies that work for all.

Invest in women and girls
Investing in women and girls is an investment in society. To create change that will bring about women's empowerment and greater access to HIV services, national AIDS responses must give priority to allocation of resources for prevention, treatment and care, and research programmes that address the reality of women's lives.

Take action to bring about societal transformation
Given sufficient attention, commitment, and resources, the factors that make women vulnerable to HIV can be changed. The GCWA is committed to raising awareness about the actions necessary to bring about change, to taking action to catalyse change, and to holding leaders accountable. By uniting in strength, GCWA partners commit to supporting the transformation, both within our own organizations and in society, which is critical to improving the lives of all women and girls, and men and boys, in communities across the globe.

STATEMENT OF ENDORSEMENT

By becoming a partner of the Global Coalition on Women and AIDS, (name of organization) endorses the mission and principles of the GCWA, and agrees wherever possible to lend its expertise and experience to common initiatives and to the GCWA advocacy efforts. Furthermore, (name of organization) agrees to **check** toward the principles in NGO Code of Good Practice (Including the Women and AIDS checklist). By signing this letter, (name of organization) agrees to be identified publicly as a partner of the Global Coalition on Women and AIDS for the period 2009-2010.

ORGANIZATION _____

ORGANIZATION WEBSITE _____

DIRECTOR (ON BEHALF OF THE ORGANIZATION) _____

ADDRESS (IN FULL) _____

E-MAIL AND TELEPHONE _____

NAME, TITLE AND CONTACT INFORMATION FOR FOCAL POINT _____

E-MAIL AND TELEPHONE _____

Kindly complete this form and return to the attention of: Judith Polsky, Programme Advisor, Global Coalition on Women and AIDS by email: polskyj@unaids.org or fax 41 22 791 4188. Please don't hesitate to contact us by email or telephone for additional information.

Three-coloured continuous line at the top of a document

Continuous-colour line under a section title

GRAPHIC Elements

ROUNDED CORNER

Pages must include a rounded corner in the bottom right corner of each page, preferably as on this page. The rounded block may be more or less wide (see example below). The height of side blocks is free but must be in harmony with the layout.

The rounded corner should not saturate the layout, which should remain ventilated. Its colour should preferably be cream but any of the secondary colours may also be used.

In addition, some images may have one rounded corner (or all) but not in a systematic way.

Example:

KEEPING THE PROMISE: AN AGENDA FOR ACTION ON WOMEN AND AIDS

MOVING AHEAD

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MOVING AHEAD

One rounded corner

Rounded bottom-right

Variable height

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- 75 % vulla acin erat wis eu
- 1,5 feugatt acidulphim
- 3 750 000 dolum acin enim

PHOTOGRAPHS and ILLUSTRATIONS

Photos and illustrations should show primarily women of any age or race. All photo with men or boy should contain women or girls. The attitude of the characters will be friendly, warm and caring. The pictures used are of sufficient quality and most aesthetic possible.

All publications of the Coalition must respect the privacy of individuals. People living with HIV and identifiable in one of our publications, stories or photographs, must be read and signed the consent form of the Coalition. Special precautions should be taken regarding the children carry the virus. For more information and to download the book style of the Coalition and the consent form, please visit our website: www.womenandaids.net

You can also use black and white photos if needed. The photo-montages are accepted. The framing is free but in harmony with the general mise-en-pages of the document. The frames are either rectangular or round the corners or in one corner.

Examples:



Photo with four square corners



Illustration with four rounded corners



Photo with one single rounded corner

General information about the **LAYOUT**

PRINTED DOCUMENTS

The layout must be ventilated, with lots of white. The titles and subtitles must stand out from the rest of the text.

The layout should not be saturated with photos, graphics, or colours.

The number of columns as well as the margins are free as long as they respect the cleanliness and elegance of the document.

Preferred formats are A4 and A5. They may be used vertically or horizontally. When standard A4 and A5 sizes are not available or possible, use U.S. letter.

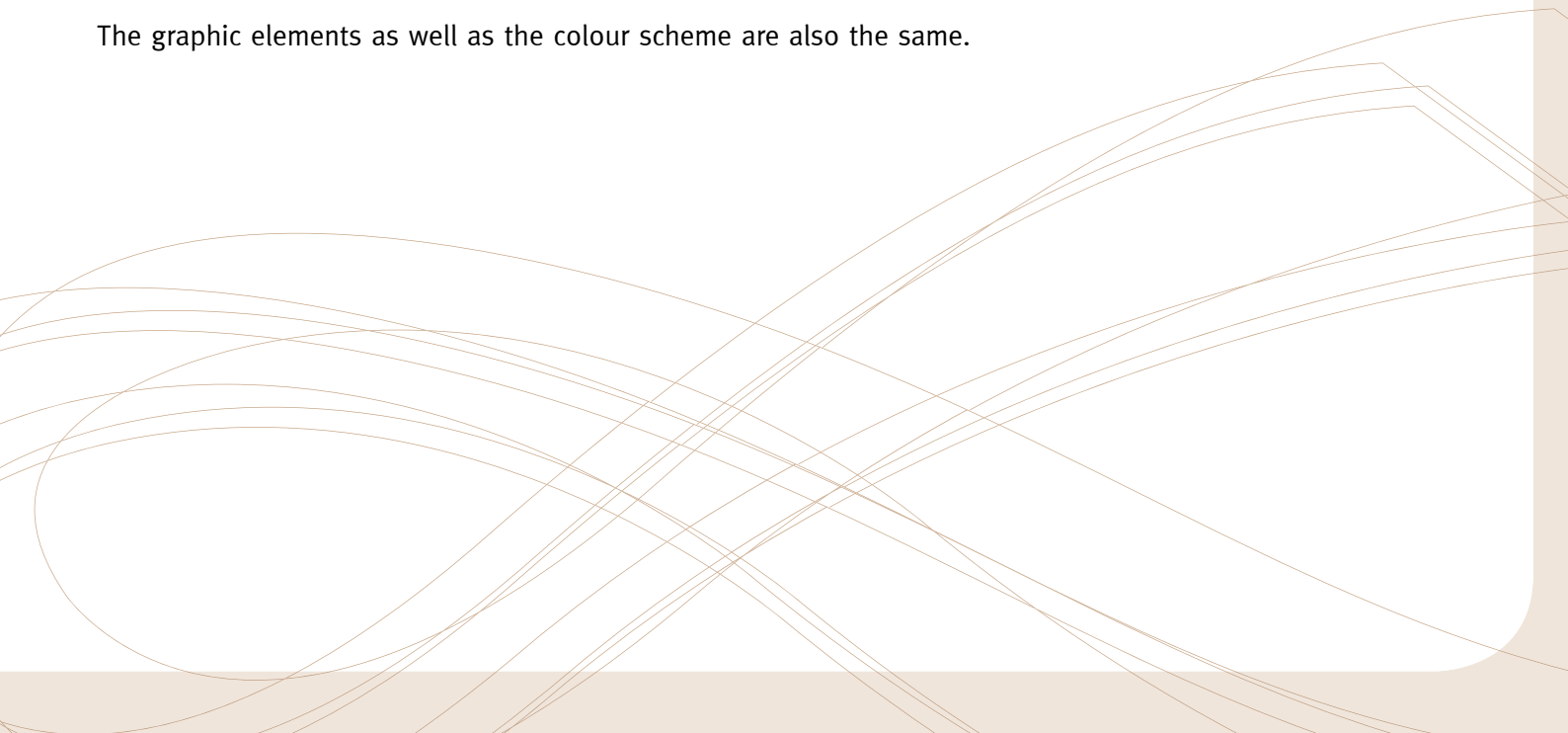
For posters, the preferred format will be 40x60 cm.

Colour frames may be used to highlight certain elements. The colours for these frames must be soft.

WEB BLOG AND NEWSLETTER

Layout for web pages, newsletter and blogs should follow the same indications as for printed materials.

The graphic elements as well as the colour scheme are also the same.



BROCHURES

Examples of brochures:

Reminder of colours in continuous lines

Spaced layout with big photos preferably of women. Men and boys should preferably be accompanied by women

Rounded corners



Reminder of the symbol

Highlighted data

Reminder of the symbol

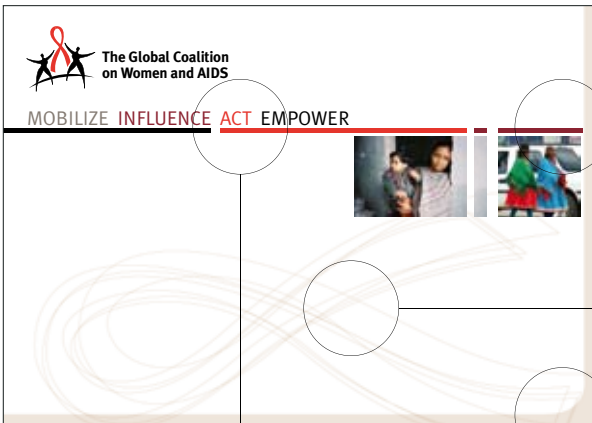


Rounded corners

Legible signature, contact details and website

BROCHURES

Examples of brochures:



Dashed line and title at the top

Reminder of the symbol

Use primary colours in the title

Rounded corners



Spaced layout

Structured layout of text. Use subtitles and coloured lines.

POWERPOINT


Examples of Powerpoint:



La coalition mondiale sur les femmes et le sida

IM VEL EUGUE DOLOREET LORE ENDREM


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VELENT NOSTRUD DOLOBORTIO DOLORE

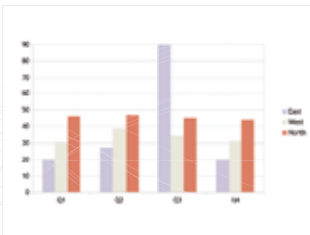
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- It alit, suscidunt veraesed diti
- It lutatum inci blan hent la feugiam dolorer aestisi
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VELENT NOSTRUD DOLOBORTIO DOLORE

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Category	East	West	North
Q1	20	30	40
Q2	30	40	50
Q3	40	50	60
Q4	50	60	70



VELENT NOSTRUD DOLOBORTIO DOLORE

It lutatum inci blan hent la feugiam dolorer aestisi. Uptat at illamet lutpat.



WORD and INTERNAL documents

Examples of Word documents or internal documents:

La coalición mundial sobre la mujer y el sida

Velent nostrud dolobortio dolore consequat irit LUPTAT ALIT LORE min hendre

ERCIN ULLANDIT WISIT IPIS ALIT ALIQUISI

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ATUM DOLENT INNISSECTET NOS DIAM VELIT INIAM

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The Global Coalition on Women and AIDS

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The Global Coalition on Women and AIDS

The Global Coalition on Women and AIDS
 20 Ave Appis, CH-1211 Geneva 27, Switzerland
 Tel: +41 22 791 3770
 Email: info@womenandaids.net
 Web: www.womenandaids.net

The Global Coalition on Women and AIDS (GCWA) is a worldwide alliance of civil society groups, networks of women living with HIV, women's organizations, AIDS service organizations, and the United Nations system, committed to strengthening AIDS programming for women and girls. Our mission is to mobilize leadership and political will to influence laws, policies, programmes, and funding to promote action on how girls and women can prevent the power to prevent HIV infection, and to be leading and productive lives free from HIV and AIDS.

La coalición mundial sobre la mujer y el sida

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Date March 31st, 2009

The Global Coalition on Women and AIDS

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EMAIL signature

Example of Email signature:

John Smith

Communication Officer

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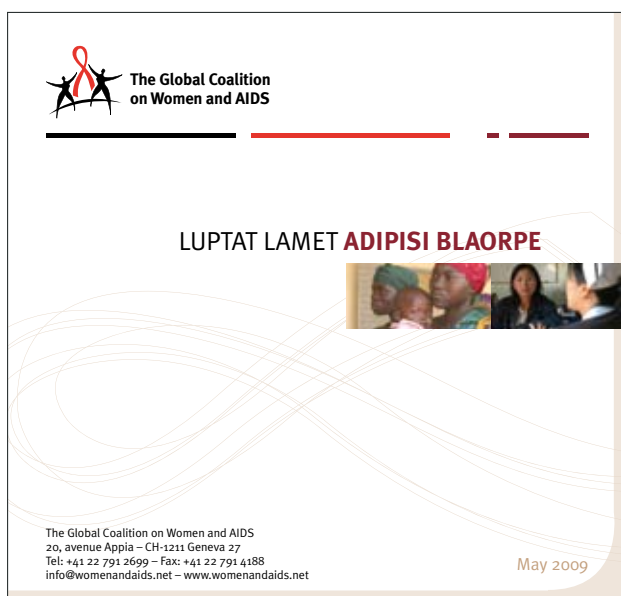
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To avoid emails being blocked by spam filters and anti-virus software, the use of jpeg is prohibited in the signature. The signature consists of plain text that uses the colours and fonts of the Coalition (Trebuchet).

CD-ROM and badge

The CD cover should always mention the main editor(s), highlight the GCWA website and include the contact telephone, email and address.

Examples of cover CD-Rom and badge:



LANYARD

Example of Lanyard:



Tee-SHIRT

Example of tee-shirt:





**The Global Coalition
on Women and AIDS**

The Global Coalition on **Women and **AIDS** (GCWA)**

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