

Branding Guidance & Policy Use of WordMark

GLOBAL PARTNERSHIP for Action to
Eliminate All Forms of HIV-Related
Stigma and Discrimination

JUNE 2022

CONTENTS

1. Introduction
2. Objectives
3. Ownership
 - 3.1 Remedial action
4. General Usage guidance
 - 4.1 Restrictions
5. Wordmark Miniguide

1. Introduction

The Global Partnership for Action to Eliminate All Forms of HIV-Related Stigma and Discrimination (Global Partnership) was launched 10 December 2018, on International Human Rights Day. The initiative focuses on translating global, regional, and national commitments into action in order to end the underlying stigma and discrimination barriers that marginalise vulnerable groups, limit their access to HIV and other essential services, and fuel the inequalities undermining both the AIDS response and the achievement of the Sustainable Development Agenda. The Global Partnership supports countries in this endeavour by harnessing the combined power of government, civil society, academia, bilateral and multilateral donors, UN agencies, and other key partners to accelerate the removal of HIV-related stigmatising and discriminatory laws, policies and practices across six settings:

- i) healthcare;
- ii) community (individual, household, and community);
- iii) justice;
- iv) workplace;
- v) education; and
- vi) emergency/humanitarian.

By bringing together key stakeholders, forging synergies, building community capacity to effectively lead the work at various levels, providing strategic guidance, and promoting targeted political advocacy for policy and legal change, the Global Partnership strives for a coordinated, multisectoral, community-driven and country-led response to effectively

eliminate HIV-related stigma and discrimination in all its forms. The Global Partnership's cross-cutting and partnership-based work thus advances many of the Sustainable Development Goals and the central promise of the 2030 Sustainable Development Agenda (SDG Agenda): that no one is left behind, and that all individuals can enjoy their human rights and reach their full potential in health, dignity, and wellbeing.

The Global Partnership is co-convened by the heads of the Joint United Nations Programme on HIV/AIDS (UNAIDS), the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), the United Nations Development Programme (UNDP), the Global Network of People living with HIV (GNP+), the Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund), and supported by the leadership of the UNAIDS Program Coordinating Board nongovernmental organization delegation (PCB NGO Delegation). It is also advised by a Technical Working Group comprised of 10 UN agencies (UNAIDS, UNDP, UNICEF, UNESCO, UNFPA, UNODC, UN Women, WFP, WHO, ILO) and 24 civil society members and supported by a "community of practice" at regional and country level. To date, 29 countries have joined it, committing to eliminate HIV-related stigma and discrimination across the six mentioned settings.

The Global Partnership Wordmark represents how the Global Partnership is presented, perceived, and recognized. It is the first step in the Global Partnership's relationship with the public and going global. This document aims to ensure consistent, clear, and appropriate application of the Wordmark so that the Global Partnership is recognized and understood for what it is: an innovative key platform to catalyse action, implement key commitments and hold accountability to eliminate all forms of HIV-related stigma and discrimination that undermine both the AIDS response and the achievement of the 2030 SDG Agenda.

This Guidance governs the use of the Global Partnership's Wordmark by co-conveners, donors, partners, and other stakeholders of the Global Partnership.

2. Objectives

The Global Partnership's Wordmark was adopted with the overall objective to create a distinct and recognizable visual identity that strengthens the partnership and enhances its cohesion, including at the country level. It provides visibility solidarity, allowing partners to have a shared identity and to be part of a global movement. The Wordmark was also designed to support the communication and media plan for 2021 onwards; facilitate the publication process by bypassing the logo clearance process of every single entity of the Global Partnership; and help creating campaigns, advocacy and global movements on stigma and discrimination.

3. Ownership

The official name (Global Partnership for Action to Eliminate All Forms of HIV-related Stigma and Discrimination), and the name and acronym used in all outreaches, marketing, and branded materials (The Global Partnership and GLOBAL PARTNERSHIP, respectively), and all wordmarks/logos associated therewith, are the property of the Global Partnership.

Except as otherwise provided herein, permission of the Global Partnership Co-conveners must be sought in advance and in writing prior to use of the Global Partnership's Wordmark. A sample of the media/document conforming to this Guidance should be provided at least 10 business days in advance, indicating placement of the Wordmark, to Simone Salem, Lead of the Global Partnership <salems@unaid.org>. The permission will be considered given upon agreement or no objection after the notice period.

Notwithstanding the foregoing, each partner shall ensure that the use of the Global Partnership's Wordmark conforms in every respect with United Nations rules and requirements and this Guidance. The terms and conditions under which partners of the Global Partnership may use the Global Partnership's Wordmark shall be governed in the agreements establishing or memorialising the relationship to the Global Partnership.

Remedial Action

The Global Partnership reserves the right to take appropriate action including, without limitation, removal from the list of Global Partnership supporters (delisting), commencement of legal proceedings with the appropriate authorities, or any of the rights and remedies provided in agreements documenting the relationship, in the event of a breach of this Guidance. The Global Partnership reserves the right to cease its partnership with any entity or organisation that misuses the Global Partnership's name and Wordmark.

4. General Usage Guidance

The Wordmark is mainly reserved for the official use of the Global Partnership. The Global Partnership may grant a limited right to donors, partners, or other stakeholders in the context of activities promoting the Global Partnership and its goals. Except as permitted hereunder, under no circumstances may any party use the Wordmark in a way that implies Global Partnership affiliation, endorsement, approval, or support, financial or otherwise, of any product, service, or activity. Any use of the Global Partnership's Wordmark without a clear connection to the mission, principles and/or activities of the initiative will not be permitted, unless otherwise previously agreed upon.

The Wordmark is to be used on flagship publications and other documents developed by the co-Conveners' Group or by the Technical Working Group, as well as on the official webpage.

It will also be used when members of the co-Conveners' Group are speaking on behalf of the Global Partnership, posting on social media about work/initiatives linked to the Global Partnership, and/or when developing tools and other documents, or when undertaking stigma and discrimination activities on their own.

Donors, partners - including Technical Working Group members, Country Partners, Civil society groups involved in the Partnership at the country and regional level - or other stakeholders shall use, whenever reasonable, the Global Partnership's Wordmark and/or name as specified in this document in their project activities including documents and banners of seminars and advocacy events, publications, promotional materials of the projects, correspondence, presentations and reporting with the prior authorisation of the Global Partnership. In case of doubts, they may contact the Global Partnership focal point, Charlotta Bauer <bauerc@unaids.org> with cc to Simone Salem <salems@unaids.org>.

Together with the use of the Wordmark, the Global Partnership's Co-conveners shall be acknowledged via development of a standard promotional statement that can accompany the Wordmark in text products, such as documents, banners, correspondences, etc., and social media products.

Restrictions

The Wordmark represents the work done under the aegis of the Global Partnership. As such, no logos from the Co-conveners should accompany it as it is meant to represent their work under this initiative. If a document, post, or product is led and copyrighted by one or more of the Co-conveners and does not fall under the Global Partnership, it should not include the Global Partnership's Wordmark. It should instead follow the agency/organisation's own logo requirements. Nevertheless, these materials could still be used by the Global Partnership as key points of reference or expert input.

Other in connection with duly authorised and approved Global Partnership events, products, and services, the wordmark may not be used by donors, partners, and stakeholders for advertising or promotional purposes of any of their products or services, or to imply Global Partnership's endorsement, or to promote or advertise events, meetings, or conferences in which the Global Partnership is not a, participant, organiser, or funder.

5. Wordmark Miniguide

WordMark miniguide

GLOBAL PARTNERSHIP for Action to Eliminate All Forms of HIV-Related Stigma and Discrimination

This miniguide presents the logo – WordMark in its various forms. Also provided here, to ensure full visual consistency, are guidelines on the use of colour, typography and imagery, as well as examples of correct and incorrect applications of the WordMark.



04	Colour variation
05	Black and White
06	Extended Colour variation
07	Language variation
08	Safety Zones
10	Colours
11	Typography
12	Use on images
13	Incorrect use on images
14	WEB banner
15	WEB banner
16	Publication cover page
17	Letterhead



WordMark – Basic

This is a basic version of WordMark designed primarily for use on a white background. All language mutations follow this example. The basic logotype combines all three corporate colours in a precisely defined order. It is not possible to change the order of the colours of the basic logotype.



WordMark – Colour variation

In addition to the basic three-colour logotype, it is possible to use one-colour variations – in orange or purple.



WordMark – Black and White

For special applications, there are B&W positive and negative versions of the WordMark. Their use should be reserved for cases where, from an artistic point of view, it is not possible to use the basic colour version or where the production technology does not allow it – for example for a stamp.





WordMark – Extended Colour variation

In cases when the logo is placed on a full-color background of some of the corporate colours, it is possible to modify the colours of the WordMark using exclusively corporate colours.

English



French



Portuguese



Spanish



Russian



WordMark – Language variation

WordMark exists in five language versions, with all colour versions ready for each language.

recommended size for A4 letterhead, agenda



minimum size



recommended size for A4 publication covers



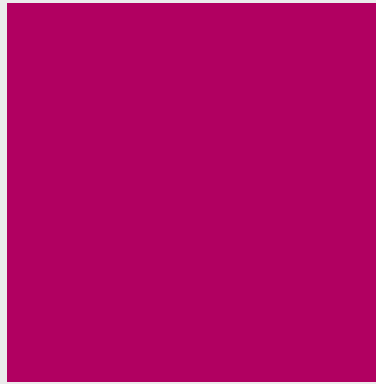
WordMark – size variations

The WordMark can be used in various sizes as shown in the course of this manual.

The standard recommended size for the cover of the A4 publication is 170 mm in width, while for other common A4 documents as letterhead or agenda it is 70 mm.

The minimum size of the WordMark for products intended for printing is 40 mm in width. Only with such a size is it still possible to guarantee good legibility of the logotype.

It is important that the logo won't be used below the recommended minimum sizes.



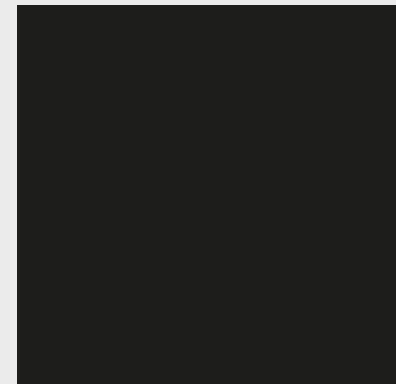
CMYK 0 / 100 / 0 / 30
RGB 177 / 0 / 97
web b10061



CMYK 0 / 80 / 85 / 0
RGB 233 / 79 / 45
web e94f2d



CMYK 0 / 35 / 76 / 0
RGB 249 / 180 / 77
web f9b44d



CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
web 000000

WordMark – Corporate Colours

The three main corporate colours are Purple, Orange and Yellow. The use of the proposed three colours ensures good readability both in printed materials and in online media. We complement the basic colours with neutral Black.

Avenir LT Std 35 Light.

Avenir LT Std 45 Book.

Avenir LT Std 55 Roman.

Avenir LT Std 65 Medium.

Avenir LT Std 85 Heavy.

Avenir LT Std 95 Black.

**Avenir LT Std – primary corporate
type family**

The font family Avenir is used in all UNAIDS corporate materials. It is a widely available and compatible type family which is well suited for its modern and elegant look as well as for its variability.



**Correct use of logo on images
(secondary placement)**

On rare occasions, and when necessary, the logo may be placed on a photograph.

In this case, only the positive or negative Black or White versions can be used. In such instances, the logo should be placed on a calm and uncluttered space of the image, paying attention to the required safety zone around the logo.

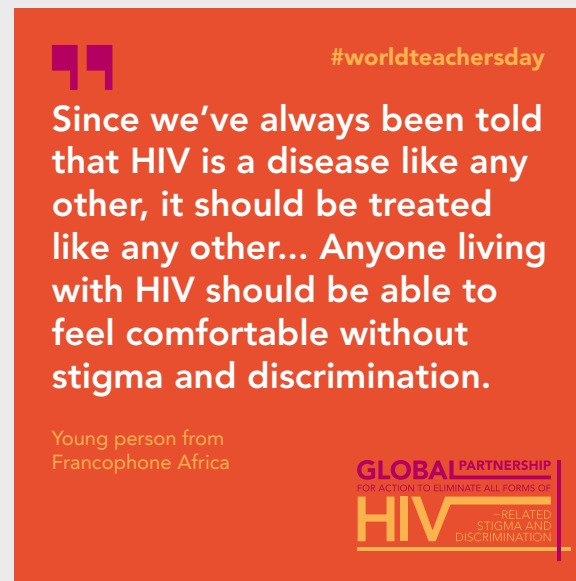
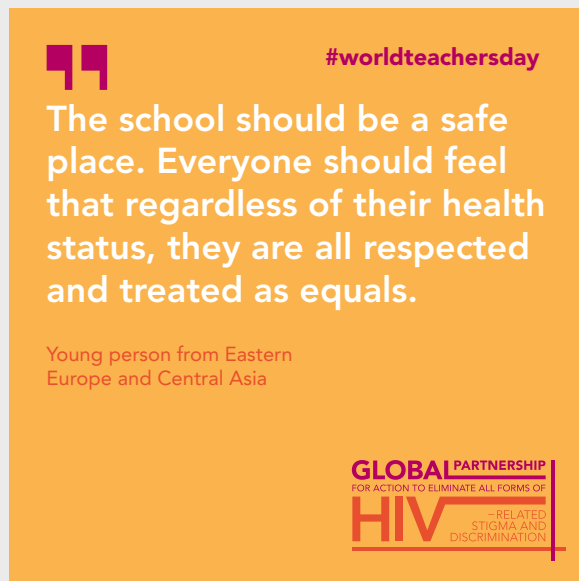
DON'T X



Incorrect use of logo on images

The logo in all its versions cannot be placed onto a photograph or graphic background in any other way than prescribed previously. This page shows examples of the incorrect use of the logo on different backgrounds.

web banner 1080 x 1080 px



WordMark – on-line use

The minimum size of the WordMark for online materials is 400 px in width. Place the WordMark always in the corner of the banner, it can be left or right, top or bottom.

In cases, when the logo is placed on a full-colour background of some of the corporate colours, it is possible to modify the colours of the WordMark using exclusively corporate colours.

minimum size including safe zones



twitter web banner 1200 x 675 px



WordMark – on-line use

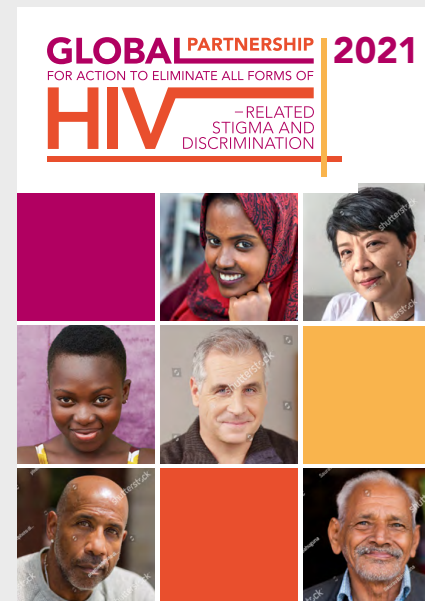
The minimum size of the WordMark for online materials is 400 px in width. Place the WordMark always in the corner of the banner, it can be left or right, top or bottom.

In cases, when the logo is placed on a full-colour background of some of the corporate colours, it is possible to modify the colours of the WordMark using exclusively corporate colours.

minimum size including safe zones



publication cover page examples



WordMark – publication cover page

The standard recommended size of the Wordmark for the cover of the A4 publication is 170 mm in width. Place the WordMark always in the top corner, it can be left or right. The space next to the WordMark can be left empty or can be used for additional information – such as a year.

The lower two thirds of the format are dedicated to specific visual content – it can be an abstract motif, a photograph, a collage or other text.

letterhead example



WordMark – Letterhead

The standard recommended size of the Wordmark for the A4 documents such as Letterhead or Agenda is 70 mm in width. Place the WordMark always in the top corner, it can be left or right.

Additional text information may use corporate colors and should be from the Avenir corporate font.