



ROOTS OF OBESITY

CAMPAIGN IMPLEMENTATION GUIDE

PRIMARY GRAPHIC ELEMENTS

All Roots of Obesity campaign imagery should include one of two primary visual options: 1) obesity wordmark, 2) figure of a person. The green circle should always be included, no matter which primary visual is being used. The roots are not to be separated from the primary visual unless space is limited.



PRIMARY GRAPHIC 1:

Primary graphic wordmark with roots over graphic circle.



PRIMARY GRAPHIC 2:

Primary graphic human figure with roots over graphic circle.

HEADLINES

FIBRE VINTAGE FULL

SUBHEADS

Raleway Bold

BODY COPY

Raleway Medium

ROOT LABELS

Dancing Script OT

PRIMARY COLORS

The Primary Colors consist of three colors from the logo. These colors are used in the logo, and should be used as graphic, iconography, and text colors.

Specific guidance on how to use each color is included on the colors to the right.

USE CASE: sub-heading, secondary graphic element

CMYK 44, 0, 100, 0
RBG 156. 205. 42

PANTONE 375C
#9CCD2A

Use case: primary graphic element

CMYK 2, 80, 59, 0
RBG 235. 91. 92

PANTONE 178C
#EB5B5C

Use case: headline, body copy

CMYK 69, 95, 27, 13
RBG 100. 47. 108

PANTONE 520C
#642F6C

USE CASE: background color

CMYK 0, 2, 6, 0
RBG 255. 248. 273

#FFF8ED

STANDARD LOGO

The World Obesity Day logo consists of a seven color globe.



USAGE

The Standard Logo should be the main logo used throughout print and digital creative. Adequate clear space should surround the logo when it is used.

CLEAR SPACE

The clear space should be no smaller than the capital W in World. No text or graphics should overlap the clear space.



LOGO DO'S

The World Obesity Day logo must be overlayed on all Roots of Obesity campaign imagery. This includes social media, web, print, newsletter, and all other platforms. It should be included in the bottom right corner on top of a solid color.



LOGO DO NOT'S

The World Obesity Day logo can not be changed in any way. Changing colors, deconstructing the logo, and tilting the logo are examples of improper usage.





**THANK
YOU**