



# World Obesity Day March 4

WORLD OBESITY DAY 2020  
COMMUNICATIONS TOOLKIT

**McCANN**  
GLOBAL HEALTH



## **Contents**

- Key visuals
- Key messaging
- Social/Newsletter graphics
- Design guidance

**All files can be downloaded from:**

**<https://www.webcargo.net/l/15NolrpJIZ/>**

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# Key Visuals

# THE ROOTS OF OBESITY RUN DEEP

Together we can create a healthier future.

People with obesity are constantly shamed and blamed for their disease. This is because many people – including doctors, policymakers, and others – do not understand that obesity is a chronic disease. They see it as a simple lack of willpower, laziness, or a refusal to “eat less and move more”. But like all chronic diseases, the root causes of obesity run much deeper.

They can be genetic, psychological, sociocultural, economic, and environmental. It is time we break the cycle of shame and blame and reevaluate our approach for addressing this complex, chronic disease that affects 650 million people worldwide.

Join us and organizations around the world for a new World Obesity Day on March 4, 2020, as we push for more comprehensive solutions, treatment, and collective responsibility for addressing this global epidemic. Together, we can address the far reaching personal, societal, and economic impacts of obesity. See how you can be a force for change at [www.worldobesityday.org](http://www.worldobesityday.org).



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# **Key Messaging**

# Cross-Audience Messaging

The following slides contain messages for use in cross-audience communications. The headline and subheading will live together on all campaign materials. The body copy can be used to support World Obesity Day partner communications, such as website copy, social media posts, etc.

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# Cross-Audience Messaging

**Headline**: The Roots of Obesity Run Deep

**Sub-heading**: Together we can create a healthier future.

## **Body Copy**

People with obesity are constantly shamed and blamed for their disease. This is because many people – including doctors, policymakers, and others – do not understand that obesity is a chronic disease. They see it as a simple lack of willpower, laziness, or a refusal to "eat less and move more". But like all chronic diseases, the root causes of obesity run much deeper. They can be genetic, psychological, sociocultural, economic, and environmental. It is time we break the cycle of shame and blame and reevaluate our approach for addressing this complex, chronic disease that affects 650 million people worldwide.

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# **Audience-Specific Calls to Action**

These messages can be tailored and used in audience-specific communications about World Obesity Day.

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# Audience-Specific Calls to Action

**HCP CTA**:The roots of obesity are complex. Learn more about your role in treating obesity as a serious chronic disease using evidence-based, non-stigmatizing, and person-centered approaches. Support the Obesity Day 2020 declaration.

**Researcher CTA**:The roots of obesity are complex. Further research, health systems monitoring, and surveillance are needed to address this chronic disease. Support the Obesity Day 2020 declaration.

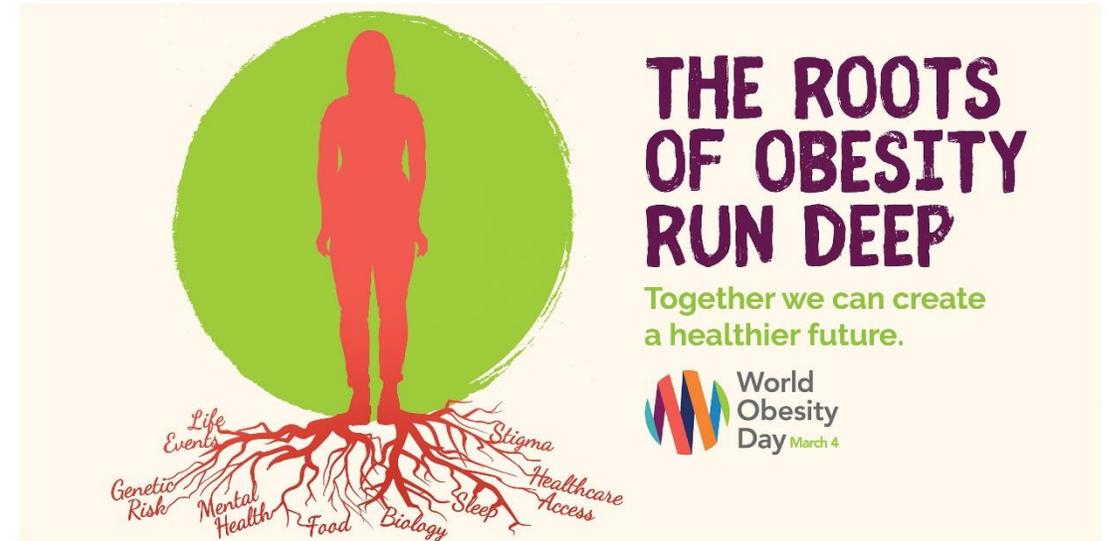
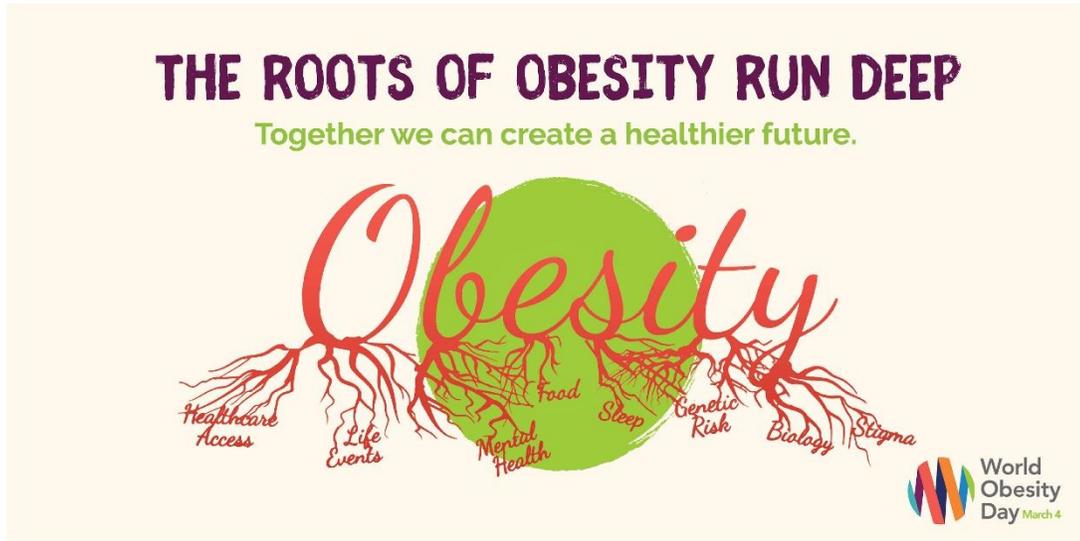
**Engaged People Living With Obesity CTA**: The roots of obesity are complex. You have the right to respectful treatment and support. Learn more and support the Obesity Day 2020 declaration to change the way obesity is managed.

**Policymaker CTA**: The roots of obesity are complex. Your leadership can reduce health inequities and promote prevention and care for all. Support the Obesity Day 2020 declaration.

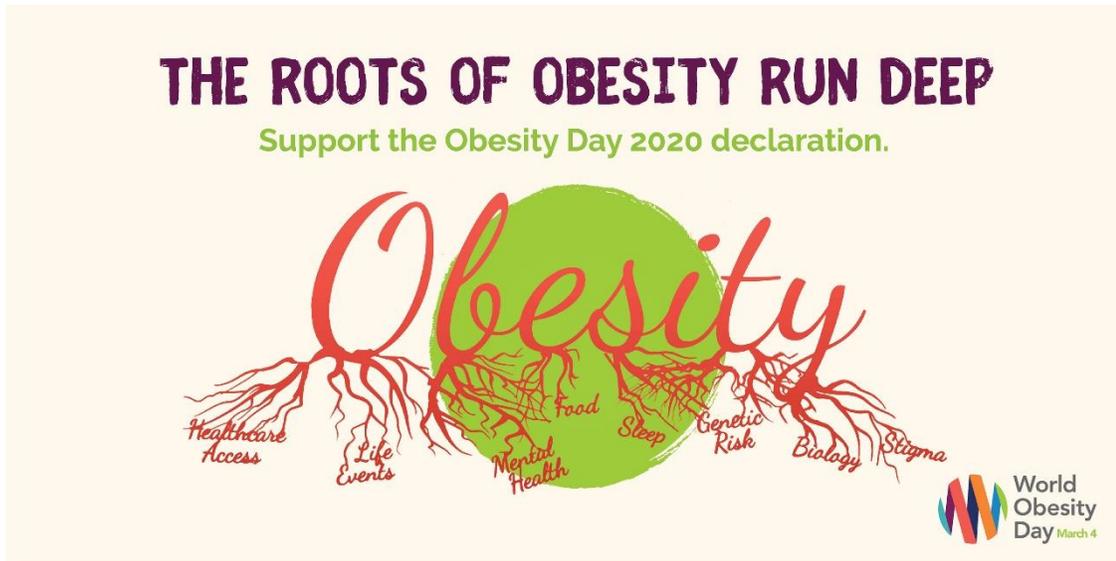
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**Social/Newsletter graphics**

# Graphics: social media #1, #2



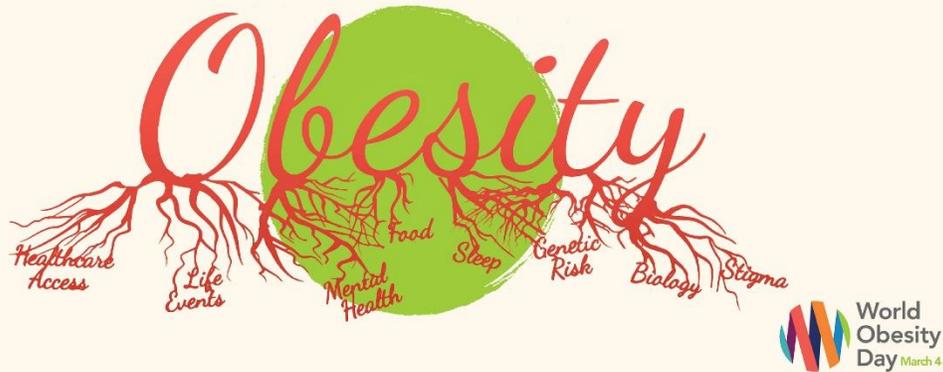
# Graphics: social media #3, #4



# Graphics: social media #5, #6

650 MILLION PEOPLE ARE LIVING WITH OBESITY

Be a force for change.



650 MILLION PEOPLE ARE LIVING WITH OBESITY

Be a force for change.



# Newsletter



# Design Guidance

## 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 overlaid 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**