World Obesity Day 4 March 2021

EVERY BODY NEEDS EVERYBODY

CAMPAIGN BRAND BOOK 2021

WORLD OBESITY DAY 2021

This World Obesity Day 2021, we are hugely excited to launch the *Every Body Needs Everybody* campaign to raise awareness of the roots of obesity and increase support for the WOF Manifesto.

About the campaign

2020 has shown that many aspects of our health are not only determined by ourselves, but are often shaped by the society we live in.

Obesity is no different, and COVID-19 has highlighted the threat it poses to our lives.

Together, we must recognise the range of root causes surrounding obesity, increasing our knowledge and empathy of the disease, empowering action to better our collective futures.

This World Obesity Day, we're driving full throttle towards a world of better understanding, support, and policies, building happier, healthier, longer lives for everybody.

To address the obesity health issue, we're calling on our global community to come together, because…

#EveryBodyNeedsEverybody.

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WHAT'S THIS DECK FOR...

This campaign brand book has been created for WOF members to showcase the creative vision for WOD 2021 and make it easy to engage with the campaign.

Along with guidelines on usage, we've also outlined assets that will be available for all partners from mid-January. These assets will come in a variety of formats; some that are simply downloadable as they are whilst others be editable.

Inside this brand book you'll find:

Style guidelines

Logos | Colour palette | Typography |
Illustrations | Icons | Photography

Asset concepts

Print | Digital | Social media | Editable assets

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Every body needs everybody

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World Obesity Day 4 March 2021 — EVERY BODY NEEDS EVERYBODY

World Obesity Day 4 March 2021 — EVERY BODY NEEDS EVERYBODY

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Main stamp:

Alternative stamp:

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LOGOS WORKING TOGETHER LAYOUT

Both logos should always appear in an asset. There are two options for how this is achieved as demonstrated below.

1 | Where the stamp is the focal point of the content the WOD logo will sit on its own in the bottom right.

2 | Where the stamp is not the main focal point, the stamp and the logo will sit together in the bottom right or left corner depending on content, with the stamp on a straight angle

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LOGOS WORKING TOGETHER IN COLOUR

Both logos should always appear in an asset. There are two options for how this is achieved as demonstrated below.

1 | When the logos are using on an asset with a neutral background such as grey as shown here they will be used in full colour. The stamp and the date of the WOD logo will take the dominant colour of the asset.
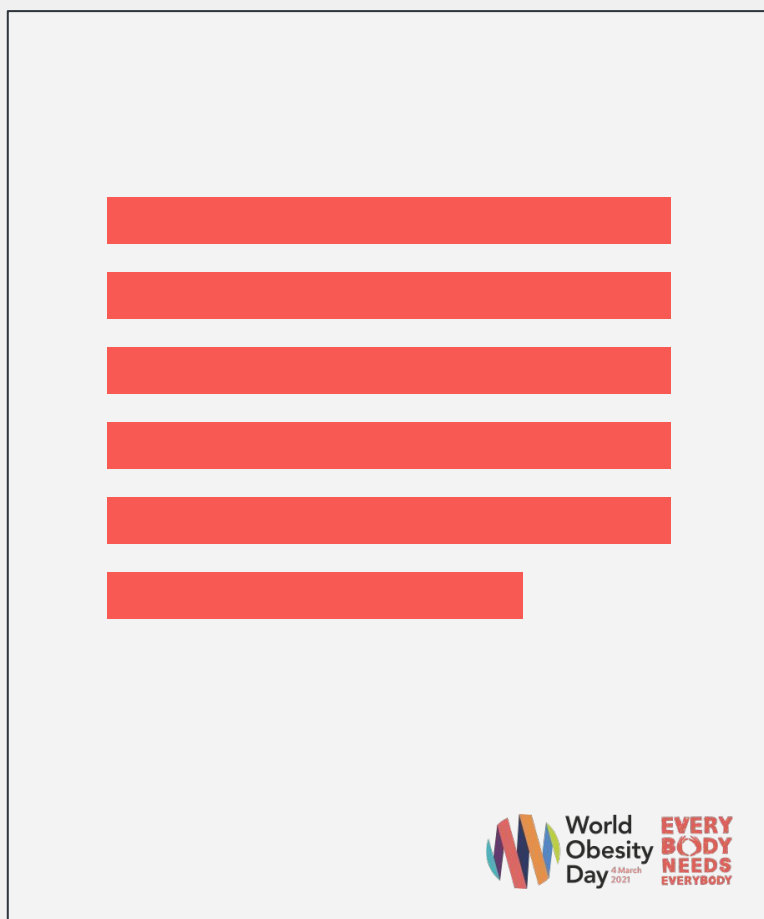
2 | When the logos sit on a block colour they will be in white to ensure legibility.

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COLOUR PALETTE

We've taken the colours of the WOD logo to breathe life and
vibrancy into the campaign. As well as the main colour palette,
there's also the 25% tint option for each to create shadow effects, or
as backgrounds if preferred to light grey or white.

#32A3BA OCEANA	#A0619B PURPLE VELVET	#E9AC1B MUSTARD YELLOW	#F85A53 ROSY RED	#FF8600 TAN ORANGE	#9FCC3A LIME ZEST	#E6E7E8 LIGHT GREY	#FFFFFF PURE WHITE

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TYPOGRAPHY SIGNATURE FONTS

Primary
signature:

AA

HELV CHILDREN,
THE HEADLINE FONT.
THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG.

Secondary
signature:

Aa

Illuminate, Secondary Headline Font.

The quick brown
fox jumps over the
lazy dog.

PROTECTION
for EVERY BODY...

BETTER
NUTRITION
for EVERY BODY...

ACCEPTANCE
for EVERY BODY...

RESPECT
for EVERY BODY...

CARE
for EVERY BODY...

POLICY
for EVERY BODY...

...Means happier, healthier and
longer lives for EVERYBODY.

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RESPECT

for EVERY BODY...

Every body tells a story

Ofic te el ma qui ut evel eaquasit, ut qui a velliquiaero inctota tibearciis repe que nisci nos que venimenda quae ma nis non eos quidus iditem qui cor adi denihillatur molorum repudicat.

Rum eum, cumquatem essunt es mos dolupicia veliquat et lique venihit que voluptur seque nosae prat laboremque accae od quodia inis experspidus, qui quuntur autemped uta non excest est, conectibere secusae conectotae voluptat ad quaspie ndaeror magnist, solo et ullorpor aces nulla sinciento volupta temporume simus nossimi, sima con periorum nusa dolendipit pla ne quaes eaquas parum quo to modi con etur, sit, optur, nonsequunt.

This world obesity day we want everybody to unite for everybody.

Aa

Brandon Text,
SECONDARY HEADLINE FONT
The body copy font
The quick brown fox jumps over te lazy dog.

REGULAR
BOLD

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ILLUSTRATIONS

The illustration style is full of movement, vivacity, and emotion. These illustrations are a representation of the sentiment of WOD21 and will interact with different types of content to add a deeper level of insight into the emotion. These illustrations can be used as large or small groups, pairs or as individuals, and with or without the shadow effect.

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ILLUSTRATIONS

As well as working individually, there are also pairs of figures that are interlinked. This shows the relationship between the WOD21 campaign and the content.

As well as preset examples, partners can also create others to represent key attitudes towards photography or data, dependent on the context.

Below is an example of how they could be used to convey multiple pieces of information that give each point it's own personality, but also feel unified.

The mission of World Obesity Day

INCREASE AWARENESS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla nibh mauris, tincidunt eget elementum.

ENCOURAGE ADVOCACY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla nibh mauris, tincidunt eget elementum.

IMPROVE POLICIES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla nibh mauris, tincidunt eget elementum.

SHARE EXPERIENCES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla nibh mauris, tincidunt eget elementum.

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Icons will be primarily be used for categorising different types of content on the website. These will also be made available to be used on other assets.
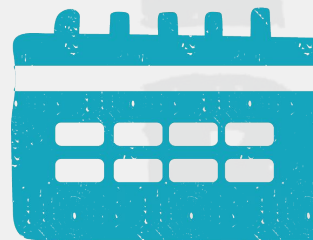
Healthcare
📍 City, Country

Obesity & Climate change: a local response

Nada India Foundation and Young India Network for Good health celebrated "World... Obesity Day" at Daulat Ram College at their Annual social festival "

Events
📍 City, Country

Obesity & Climate change: a local response

Nada India Foundation and Young India Network for Good health celebrated "World... Obesity Day" at Daulat Ram College at their Annual

People Stories
📍 City, Country

Obesity & Climate change: A local response

Nada India Foundation and Young India Network for Good health celebrated "World... Obesity Day" at Daulat Ram College at their Annual

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PHOTOGRAPHY

The campaign will be lead by empowering photography that is truly representative of our global community. Photography must make people with obesity feel visible, valued, and proud. Equally, we will use imagery that also shows the wider contextual challenges of obesity and that represent some of the roots of obesity. Images should feel natural, real, and vivacious. Images will also be available on the recently updated WOF image bank.

PHOTOGRAPHY

We're also keen to source imagery from both partners and the public. Below are the types of shots we are looking for pre-campaign. The **full photography guidelines** are available upon request. .
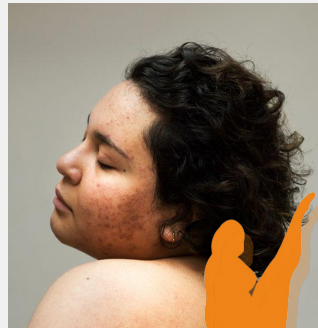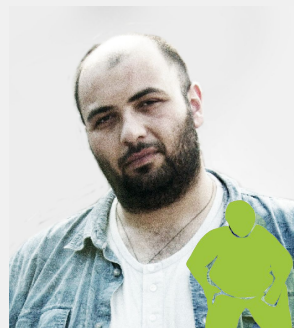
Full body	**Full body**	**Portrait**	**Portrait**	**Portrait**	**Group shot**
Static	Active	Not looking at camera	Looking at camera	O with your hands pose	Natural together

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PHOTOGRAPHY WITH ILLUSTRATIONS

The illustrations can be used in their own right or to house
photography as demonstrated. There is an option to use a white outline
or tint at an offset to create a sense of movement.

18x`

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PHOTOGRAPHY WITH ELEMENTS

To help give a more international representation photography will feature people in various environments from all around the world. Images should feel natural and real. Photography can be left untouched and layered with the illustrations or with a duotone, if we want to pay closer attention to the copy. .

sign the declaration

promote your event

tell your story
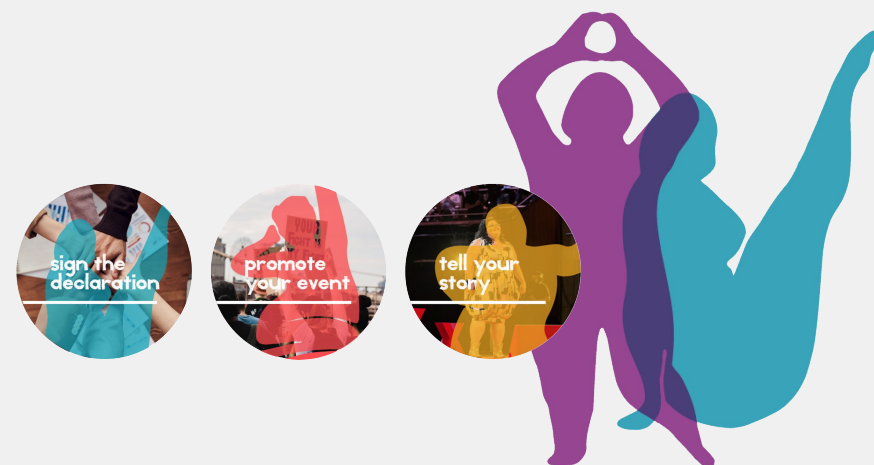
Image in shape

Duotone image

Full colour image with shape overlayed

Print assets from letterheads to posters and flyers that utilise the brand to different levels.
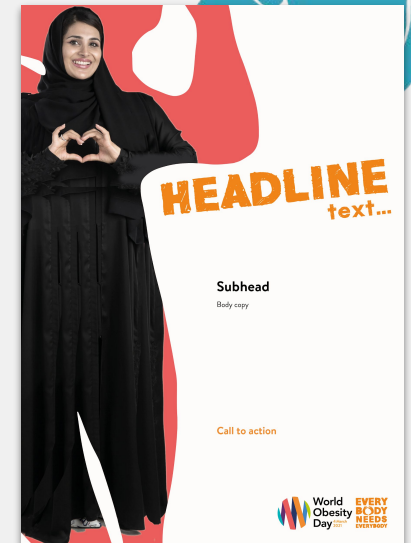
WEBSITE

We've gone for a blue accent colour throughout the homepage, using some of the other colours throughout the other pages for clear user journeys. We want to **strike the balance between being energetic and positive enough to engage a wider audience, whilst having the credibility and professionalism to inspire confidence within the health sector.** We're also bringing through the illustrative elements of the campaign for consistency, and really emphasising the O hand symbol.

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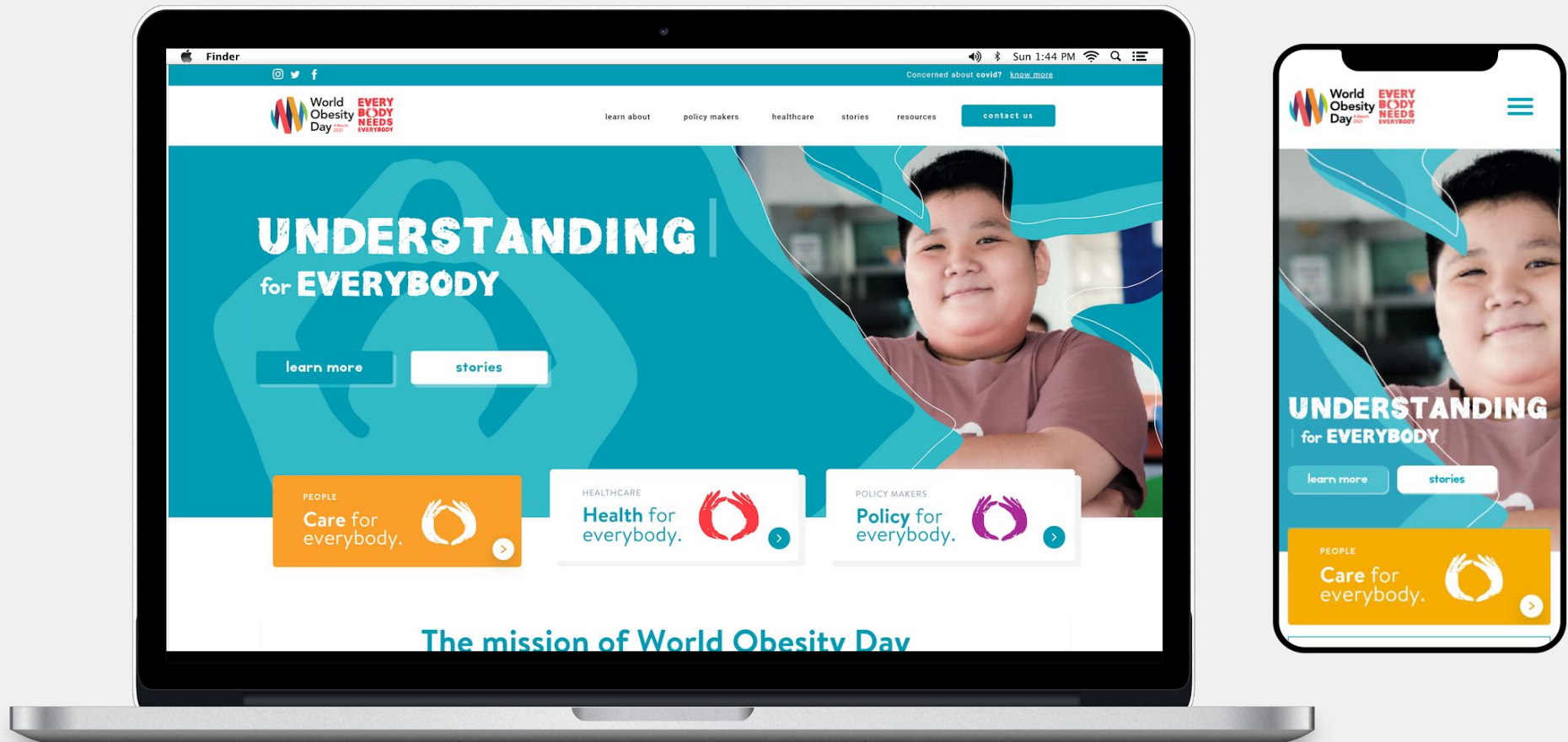
DIGITAL

The digital assets will really blend the different executions of the brand, some focusing more heavily on powerful photography, others using the illustrative elements to bring vibrancy and dynamism to the campaign's digital footprint.
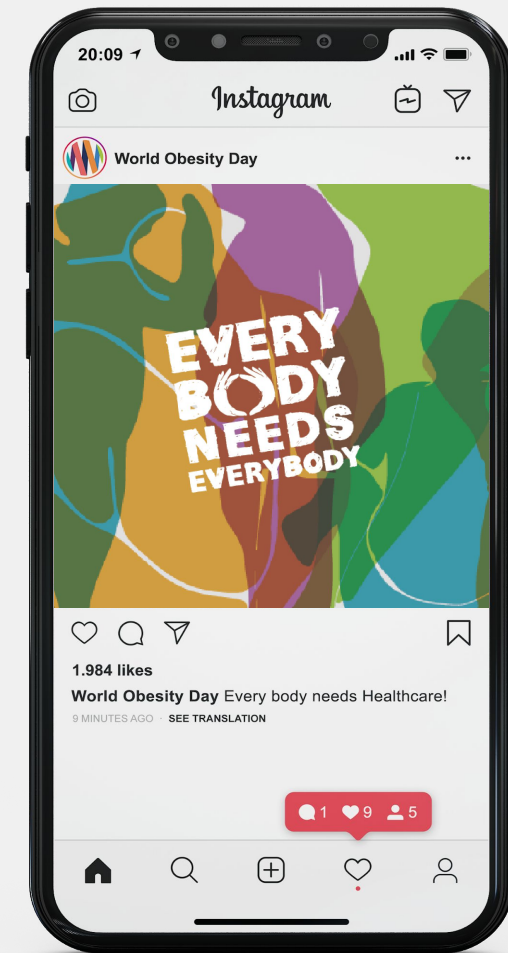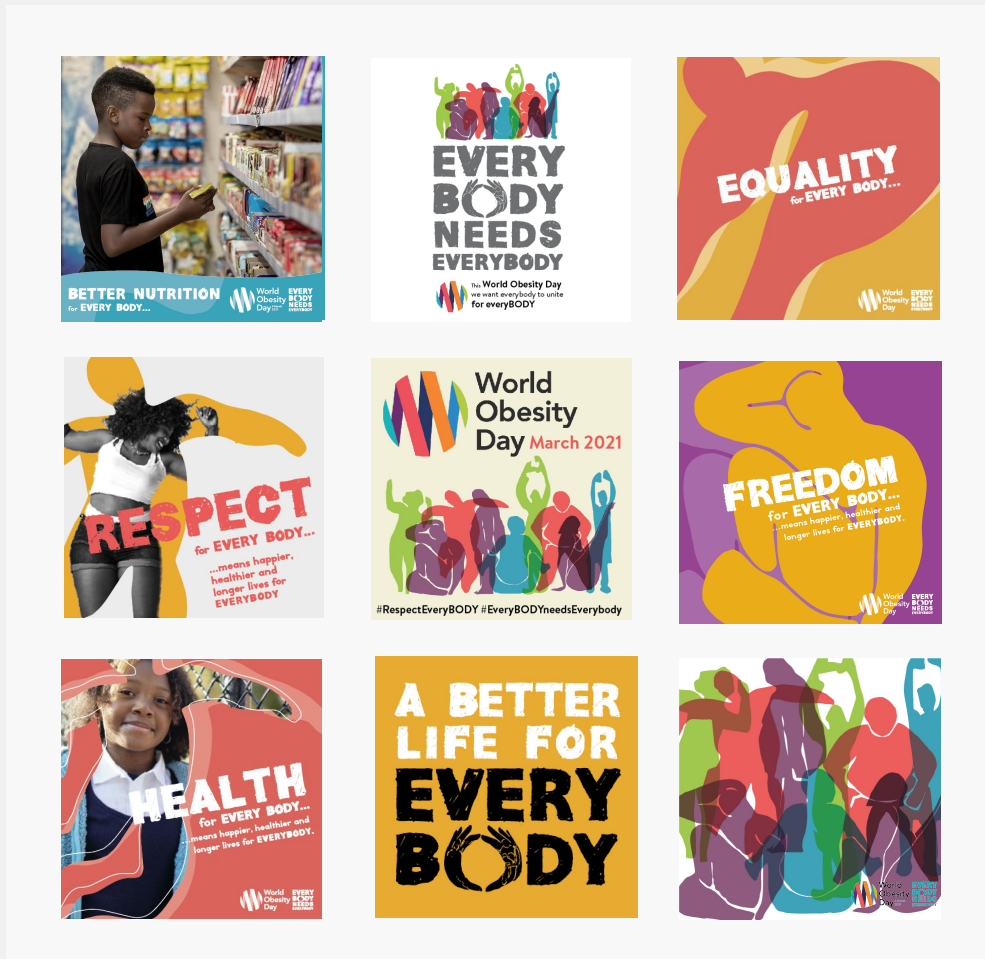
SOCIAL MEDIA

Each channel has an opportunity to reach and include different audiences. Dependent on content and region, there will be assets that can be deployed across Facebook, Twitter, Instagram and even LinkedIn. More information about content usage across channels can be found in the campaign strategy deck.
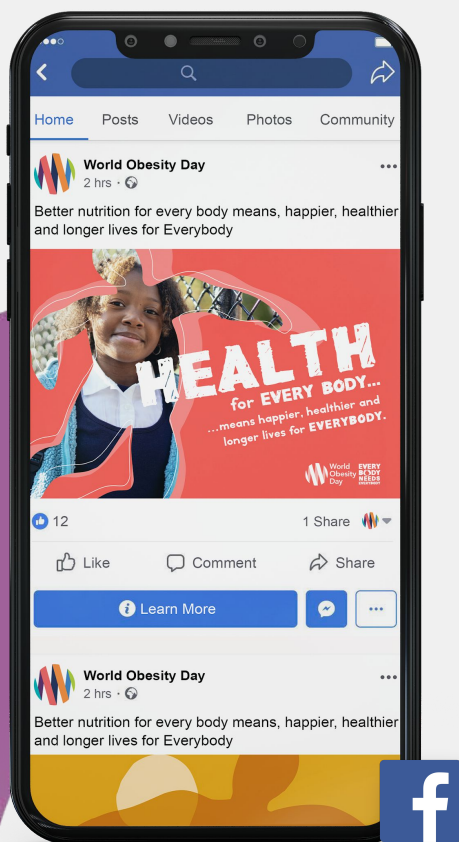
**Facebook** for more Global South content as that is the primary channel.

Instagram will be an important channel to engage younger audiences in and tap into youth activism momentum.

Twitter will be more conversational and thought-provoking

SOCIAL MEDIA

Through Instagram stories or carousels, we can really start to tell a story and build a narrative, particularly with young audiences. Using emotive headline imagery, informative stats, and tailored content CTAs, we can build a clear user journey on the channel. Instagram stories is the
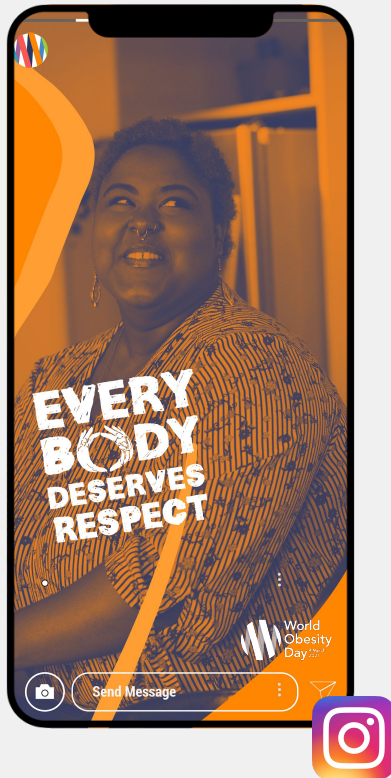
Emote | grab attention with powerful imagery either about a case study or one of the roots.
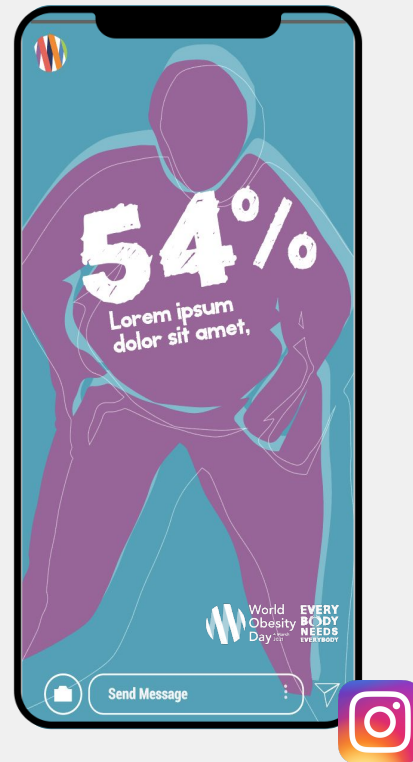
Educate | give data that starts to build knowledge of the roots of obesity.

Action | bring in campaign language to inspire audiences to take affirmative action.

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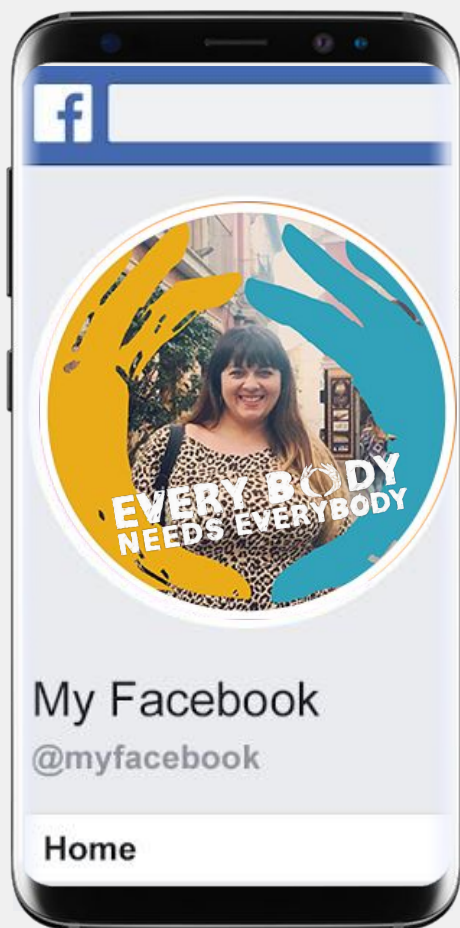# EDITABLE ASSETS ADVANCED SKILL REQUIRED

To take full advantage of these assets, you will **require skill in either indesign/photoshop**. We will make design files available for editing into different languages, with space for alternative copy to either be used to highlight local events, or to make core asset messages translatable.

EDITABLE ASSETS BASIC SKILL REQUIRED

This will also include photo-frames for social media channels and 'badges'
to add to photography.
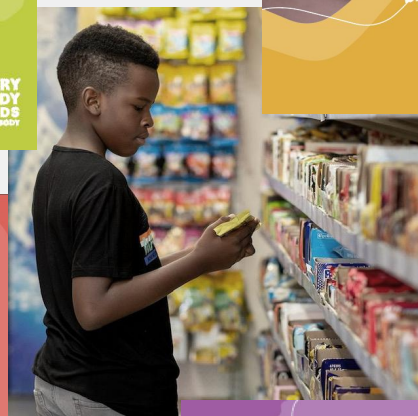
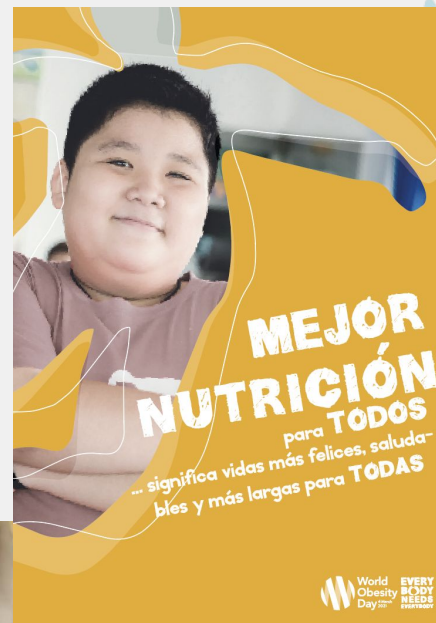# EDITABLE ASSETS BASIC SKILL REQUIRED

A series of templates such as quote cards, presentation slides and posters
that only need the ability to edit or add text to the images.

N.B. graphics are example mock-ups only.

EDITABLE ASSETS BASIC SKILL REQUIRED

All graphic templates can be easily translated - fonts will also be provided upon request. Statement stamps will be provided in English, Spanish & French.

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