

# BRAND GUIDELINES

**GIVE LOVE  NOT HPV**

01

07

11

14

18

LOGO

PHOTOGRAPHY

TYPOGRAPHY

MESSAGING

ASSETS

- × SCALE & SPACE
- × MARCH FOURTH
- × PADDING
- × COLOR
- × TRANSLATIONS
- × DON'T(S)

- × STYLE & LIGHT
- × SUBJECT(S)
- × IN CONTEXT
- × DON'T(S)

- × FONT FAMILY
- × HIERARCHY
- × IN CONTEXT

- × AUDIENCE
- × PERSONALITY
- × HEADLINES

- × SOCIAL POSTS
- × ILLUSTRATIONS

- 00 INDEX
- 01 LOGO
- 07 PHOTOGRAPHY
- 11 TYPOGRAPHY
- 14 MESSAGING
- 18 ASSETS

00INDEX

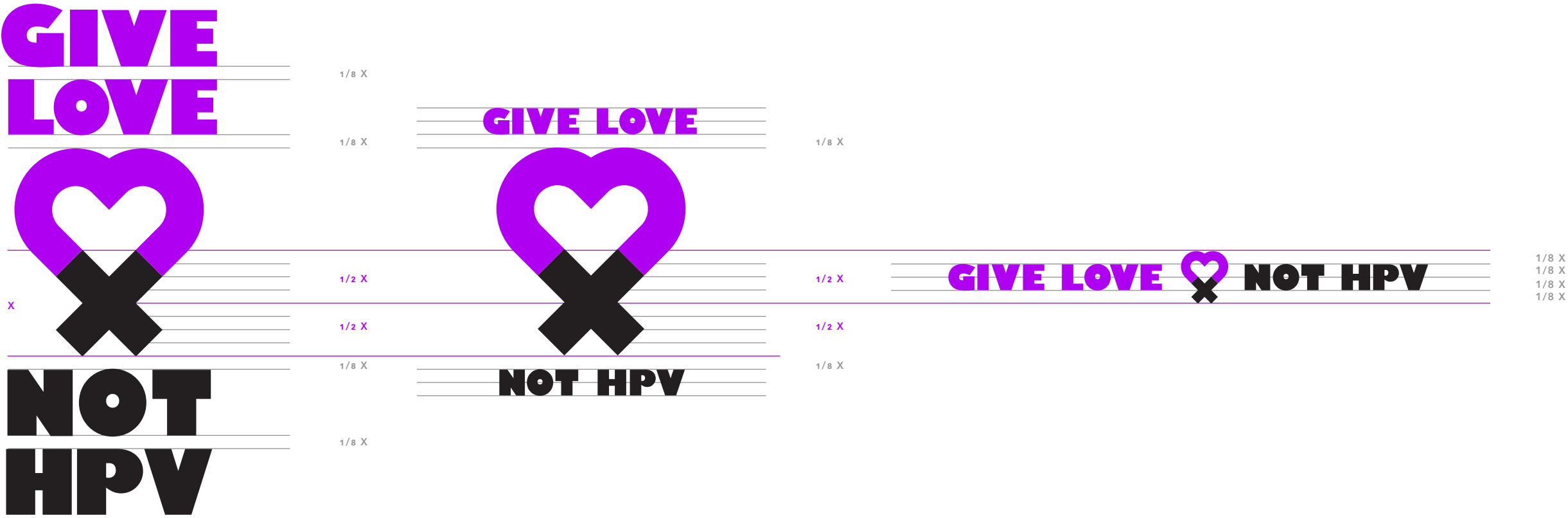
01LOGO

07PHOTOGRAPHY

11TYPOGRAPHY

14MESSAGING

18ASSETS

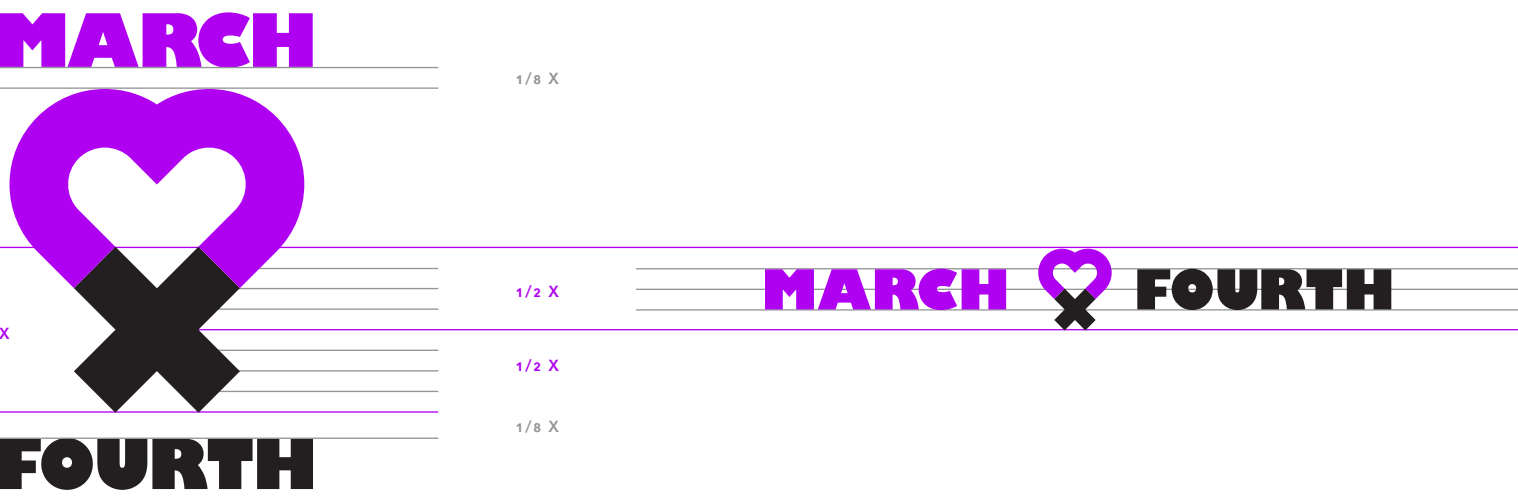


LOGO

SCALE & SPACE

01

There are three orientations of the logo that are acceptable for use, depending on the space, available. Formatting and spacing for each of these orientations are based on the “x height” of the logomark itself. Notice that in each logo, each line of text has an “eighth-of-an-x” vertical, padding. This will ensure legibility and consistent spacing.



LOGO

02

MARCH FOURTH

International HPV Awareness Day is held on March fourth. The logo can be adapted so as to emphasize the date. Scaling of the type and logomark correlate 1:1 with the original version.

00INDEX

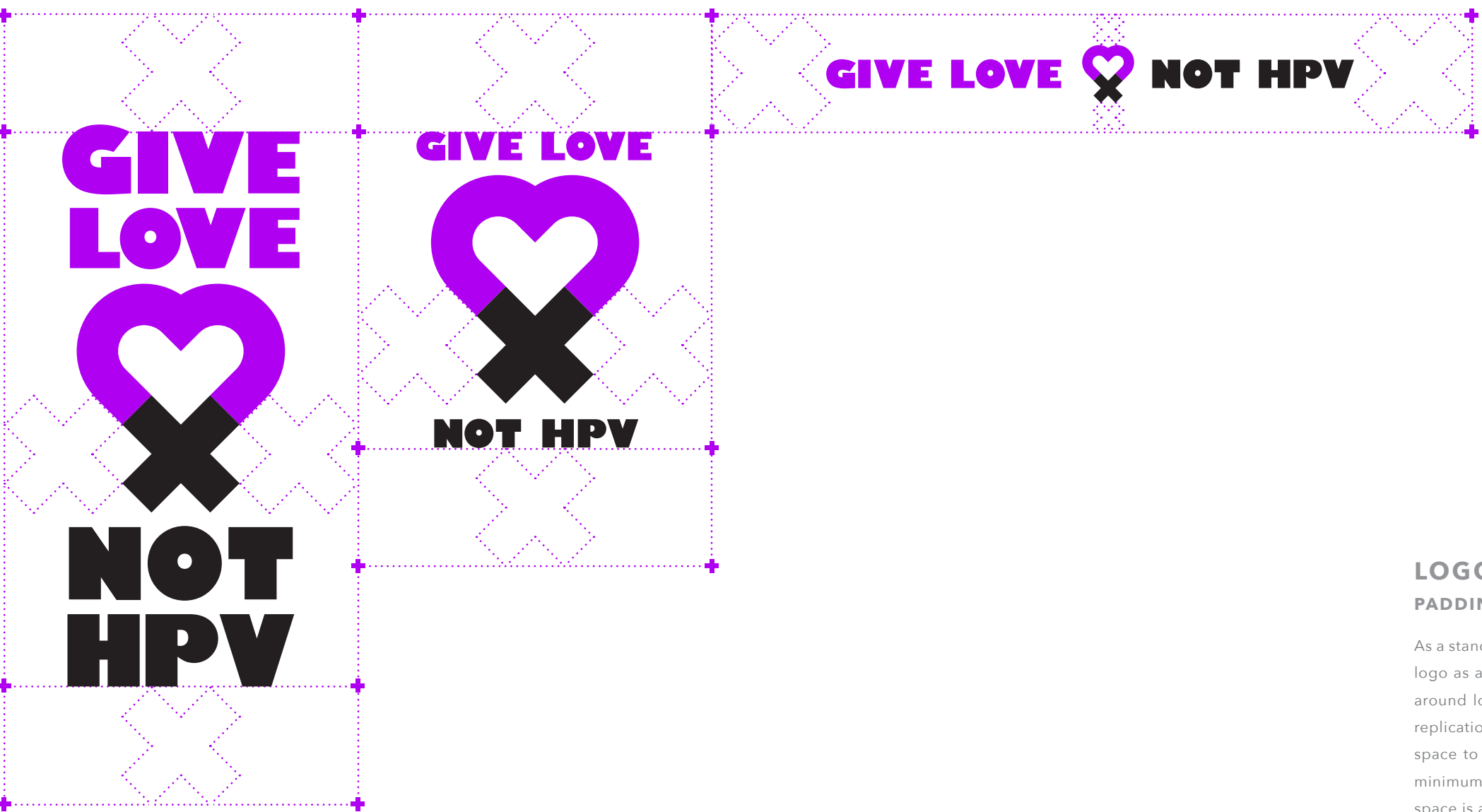
01LOGO

07PHOTOGRAPHY

11TYPOGRAPHY

14MESSAGING

18ASSETS



X-HEIGHT/ WIDTH  
USED FOR MINIMUM  
PADDING

LOGO

PADDING

03

As a standard rule, use the “X” from the logo as a guide for minimum padding around logo. Legibility and consistent replication of the logo requires space to breathe. Although this is the minimum padding required, more space is always preferred.

00 INDEX

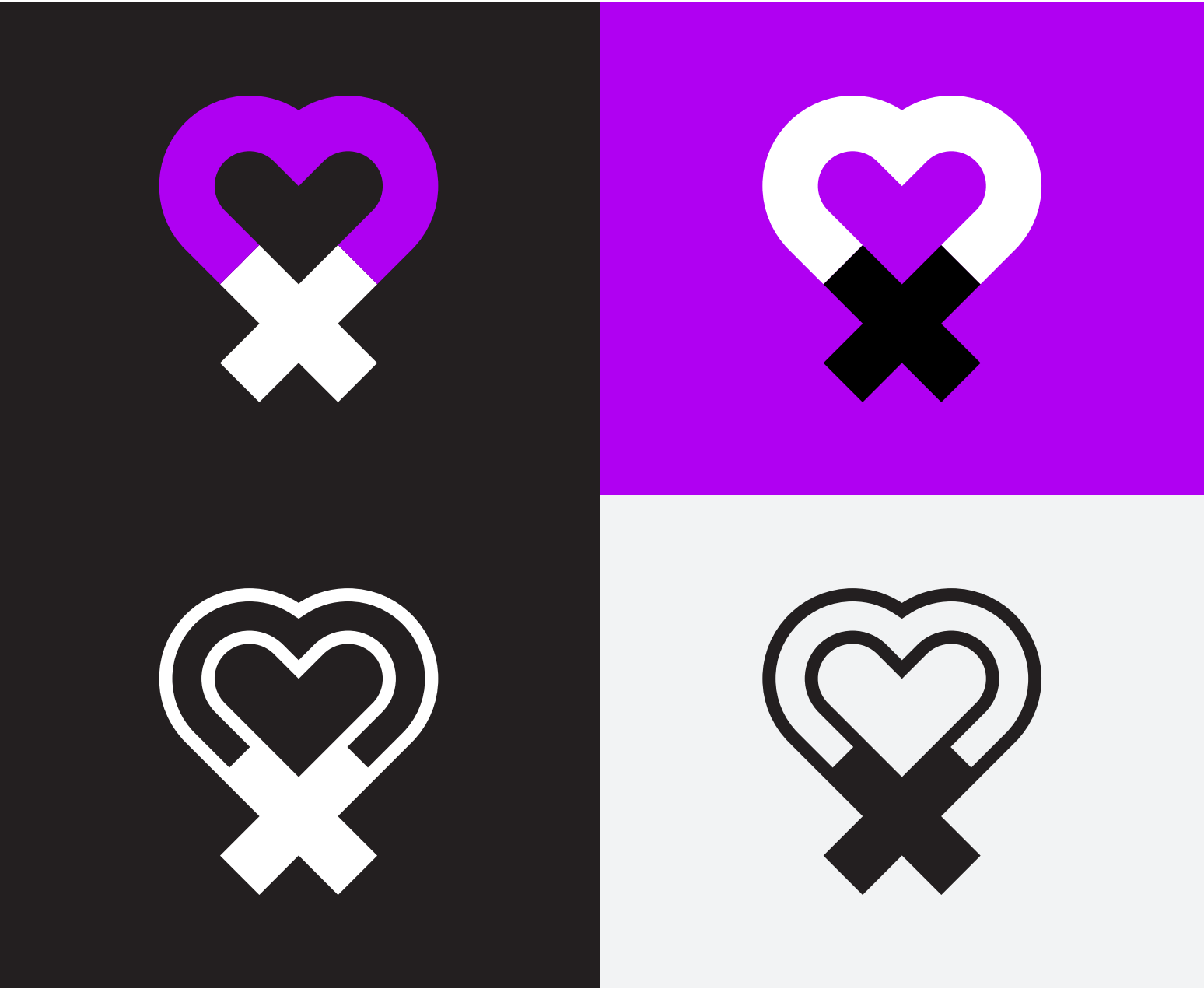
01 LOGO

07 PHOTOGRAPHY

11 TYPOGRAPHY

14 MESSAGING

18 ASSETS



PURPLE #af00f2

R: 176 G: 0 B: 242  
C: 51% M: 88% Y: 0% K: 0%

PANTONE COATED: 527 C

PANTONE UNCOATED: 7442 U

BLACK #000000

R: 0 G: 0 B: 0  
C: 0% M: 0% Y: 0% K: 100%

LOGO 04  
COLOR

The brand color-system consists of two primary colors: PURPLE & BLACK. This reinforces the binary voice in all messaging. The optimal color combination is a “PURPLE-HEART” and “BLACK-X,” displayed on a white background. If that is not possible, alternatives are provided here.

00	INDEX
01	LOGO
07	PHOTOGRAPHY
11	TYPOGRAPHY
14	MESSAGING
18	ASSETS

00

INDEX

01

LOGO

07

PHOTOGRAPHY

11

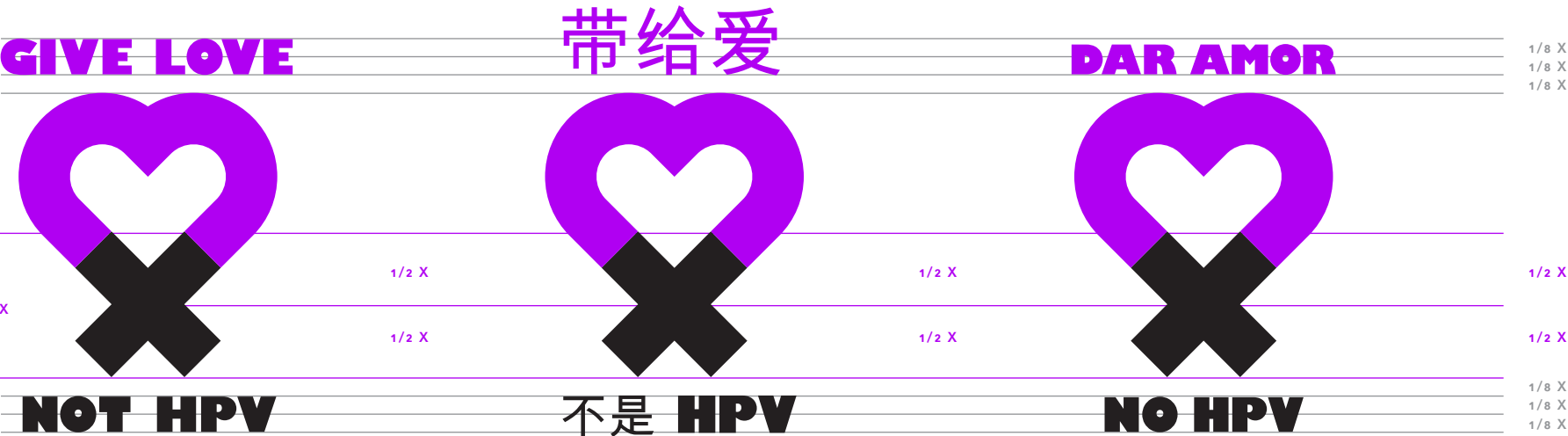
TYPOGRAPHY

14

MESSAGING

18

ASSETS

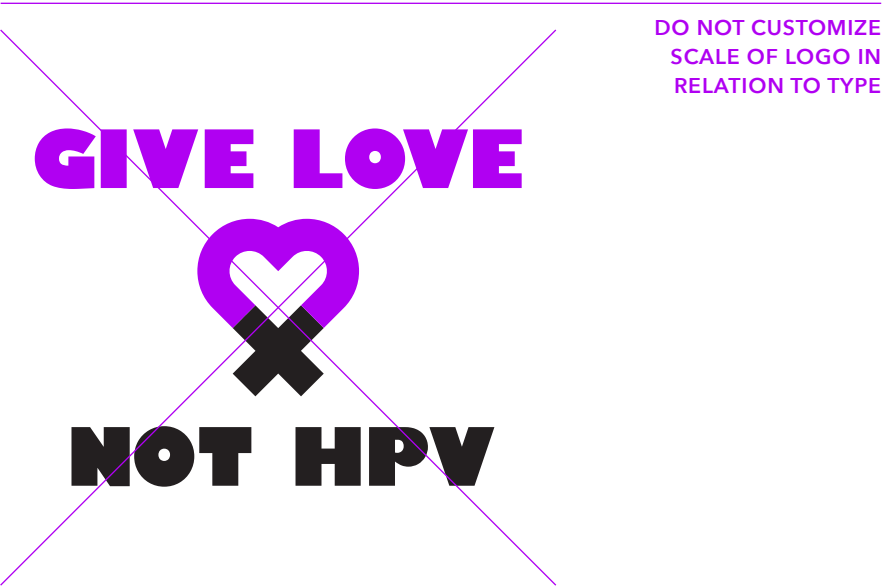
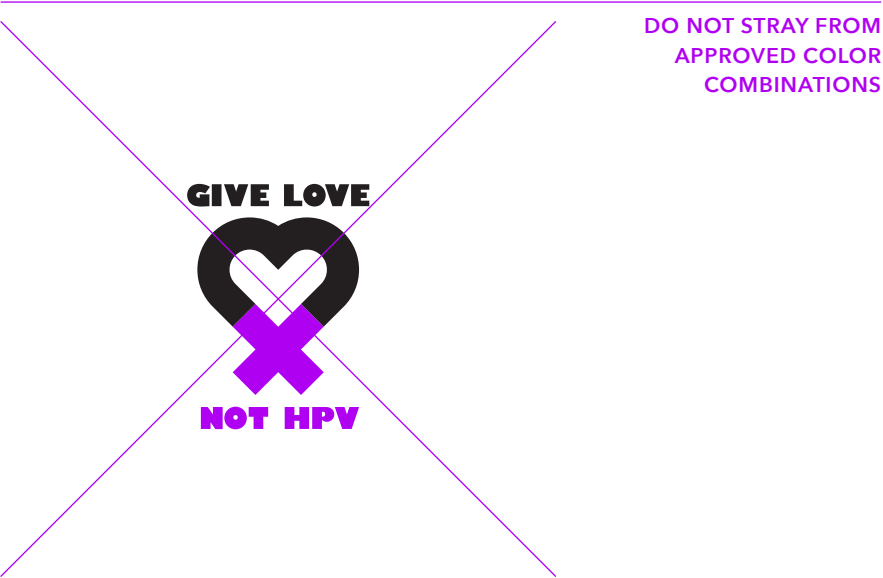


LOGO

TRANSLATIONS

05

Here are several examples illustrating how the logo may be translated while remaining consistent with the brand guidelines. These are the orientations that best lend themselves to translation.



00	INDEX
01	LOGO
07	PHOTOGRAPHY
11	TYPOGRAPHY
14	MESSAGING
18	ASSETS

LOGO

DON'T(S)

06

Here are several examples of what NOT to do when handling the logo.





00	INDEX
01	LOGO
07	<b>PHOTOGRAPHY</b>
11	TYPOGRAPHY
14	MESSAGING
18	ASSETS

## PHOTOGRAPHY    01

### STYLE & LIGHT

All photography should be full-color and shot with as minimal a background as possible. Natural light is preferred, but not mandatory. If shot indoors or in studio, use a single-sourced, soft light, evoking the warmth and “humanity” of each subject. Subjects should always be in focus and cropped as large as possible, while still maintaining adequate negative space.



00 INDEX

01 LOGO

07 **PHOTOGRAPHY**

11 TYPOGRAPHY

14 MESSAGING

18 ASSETS

PHOTOGRAPHY 02

SUBJECT(S)

Content of photography will vary, but whenever possible, use two subjects to emphasize the duality of the brand. It takes two to love and it takes two to spread HPV. Shots should be as candid as possible with subjects either looking at each other or away from the camera. Backgrounds do not have to be solid white, but should be extremely muted compared to subjects.





SUBJECT #1

LOGO AND COPY CENTER-JUSTIFIED

FLAT-WHITE BACKGROUND

SUBJECT #2

## PHOTOGRAPHY 03

### IN CONTEXT

Here is an example of photography as it may appear in a poster. The background is flat-white, which complements the two-dimensionality of the logo and allows the photography to pop forward. Minimal typography is given generous padding and is locked in the negative space of the photography, creating a powerful juxtaposition.

00	INDEX
01	LOGO
07	PHOTOGRAPHY
11	TYPOGRAPHY
14	MESSAGING
18	ASSETS



DO NOT PLACE TYPE  
OR LOGO OVER  
A SUBJECT



DO NOT USE ANY  
PHOTO-TREATMENTS;  
ONLY USE FULL-COLOR  
& NATURAL LIGHT



DO NOT CROP  
SUBJECTS OUT OF  
PROPORTION TO  
ONE ANOTHER

## PHOTOGRAPHY 04

### DON'T(S)

Here are several examples of what NOT to do when handling photography.

- 00 INDEX
- 01 LOGO
- 07 PHOTOGRAPHY
- 11 TYPOGRAPHY
- 14 MESSAGING
- 18 ASSETS

**GILL SANS**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**  
**PpQqRrSsTtUuVvWwXxYyZz**

ULTRABOLD

**GILL SANS**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**  
**PpQqRrSsTtUuVvWwXxYyZz**

BOLD

**GILL SANS**  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz

REGULAR

**GILL SANS**  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz

LIGHT

## TYPOGRAPHY 01

### FONT FAMILY

“Gill Sans” is the font-family of choice. There are assorted weights that will be used in particular instances. As a general rule though, the heavier weights of this family should have decreased tracking as well as decreased leading. Also:

1. Ultrabold must always be ALL CAPS
2. Light must never be less than 13 pt.

00	INDEX
01	LOGO
07	PHOTOGRAPHY
11	TYPOGRAPHY
14	MESSAGING
18	ASSETS

HEADLINE, GILL SANS ULTRABOLD (ALL CAPS)

# INTERNATIONAL HPV AWARENESS DAY

PARAGRAPH HEADER, GILL SANS BOLD

**Love is everywhere. Unfortunately, so is HPV.**

PARAGRAPH BODY, GILL SANS LIGHT

Over 80% of the world's population will be affected by the 150+ types of HPV.

00	INDEX
01	LOGO
07	PHOTOGRAPHY
11	TYPOGRAPHY
14	MESSAGING
18	ASSETS

## TYPOGRAPHY 02 HIERARCHY

For headlines and paragraph headers, Gill Sans should be tracked in as close as possible without disrupting legibility. Paragraph headers should never be set in "All Caps," only Gill Sans - Ultrabold headlines. Body copy should always be a 50% tint of black or 100% white. Generous leading should be applied to all body copy. This will reinforce the "light" quality of the type.

# Love is everywhere. Unfortunately, so is HPV.

Over 80% of people will be affected by HPV at some point in life. While some types of HPV may not have any visible signs, there are a few that can harm us and our loved ones.

The most harmful HPV types cause cervical, anal, oral, penile and other deadly cancers.

Download Press Kit

Watch Our Video

PARAGRAPH HEADER  
GILL SANS BOLD 23 PT

PARAGRAPH BODY  
GILL SANS LIGHT 13 PT  
&  
BODY HIGHLIGHT  
GILL SANS REGULAR 13 PT

CALL TO ACTION (HOVER)  
GILL SANS SEMIBOLD

## TYPOGRAPHY 03 IN CONTEXT

Here you will see a paragraph header utilizing the two brand colors, BLACK & PURPLE. Whenever “Love” is mentioned, always use the purple. Black or white should be used when mentioning HPV, depending on background color. Body copy is highlighted using Gill Sans - Regular. Never use bold or Ultrabold in body copy as it will contrast too much.

00	INDEX
01	LOGO
07	PHOTOGRAPHY
11	TYPOGRAPHY
14	MESSAGING
18	ASSETS





- 00 INDEX
- 01 LOGO
- 07 PHOTOGRAPHY
- 11 TYPOGRAPHY
- 14 MESSAGING
- 18 ASSETS

MESSAGING

01

AUDIENCE

We are speaking to people of various nationalities, ages and levels of education. This means use simple, straightforward language.

**Always remember: Love is a universal language, use it to your advantage.**





**WE ARE**

1. Empathetic and inclusive but never sappy.
2. Informative and accurate but not overly scientific.
3. Communicating to our audience that protection, prevention and treatment are acts of love.



**WE AREN'T**

1. Using fear or hyperbole to scare our audience to pay attention.
2. Shaming people for their sexual behavior.
3. Leaving people feeling hopeless.

## **MESSAGING** **02**

### **PERSONALITY**

Knowing what we are is just as important as knowing what we are not. Here we illustrate the personality and tone ALL of our communications will adhere to. This will ensure consistent messaging across various mediums, platforms and cultures.

00	INDEX
01	LOGO
07	PHOTOGRAPHY
11	TYPOGRAPHY
14	<b>MESSAGING</b>
18	ASSETS

00	INDEX
01	LOGO
07	PHOTOGRAPHY
11	TYPOGRAPHY
14	MESSAGING
18	ASSETS

# MESSAGING PILLARS

1.

HPV can affect anyone. All races, nationalities, ages, genders and sexual orientations.
2.

Protecting yourself and people you care about from HPV is an act of love.
3.

There are 150+ HPV types. Most have no visible signs, some cause genital warts. The most deadly cause cervical, penile, oral and anal cancers.
4.

Many people with HPV have no visible signs and may still be at risk for getting cancer.
5.

Getting tested and vaccinated are the two best ways to protect from HPV related cancers.
6.

Screening for cervical cancer among women above the age of vaccination protects people from HPV caused cancers.
7.

Condoms might be helpful at preventing the spread of HPV.
8.

Reducing the number of sexual partners decreases your chances of getting HPV.

MESSAGING

03

PILLARS

These 8 pillars make up our core messaging strategy. Please try and keep all messaging themes around these pillars.

LOREM IPSUM

IPSUM LOREM

FIRST LINE IS ALWAYS SOMETHING  
POSITIVE ABOUT LOVE

SECOND LINE LEVERAGES THE TONE  
OF THE FIRST, BUT BRINGS THE  
CONVERSATION BACK TO HPV

00INDEX

01LOGO

07PHOTOGRAPHY

11TYPOGRAPHY

14MESSAGING

18ASSETS



HEADLINE EXAMPLES

MESSAGING04

WRITING HEADLINES

All headlines should have a one-two cadence. The first line is always something positive or relatable about love. The second line contrasts the first with the harm or the need to prevent harm of HPV. Headlines should be a minimum of two lines and absolute maximum of three. Any more than this, the design will become cluttered.



INSTAGRAM POST PSD FILE  
AVAILABLE WITH GUIDES  
1080px : 1080px



FACEBOOK POST PSD FILE  
AVAILABLE WITH GUIDES  
1200px : 628px

00	INDEX
01	LOGO
07	PHOTOGRAPHY
11	TYPOGRAPHY
14	MESSAGING
18	ASSETS

ASSETS

01

SOCIAL POSTS

Photoshop files are available for both Instagram and Facebook. Note that the headline must always be 2-3 lines. The logo should be placed and scaled consistently on every post. Choose background images with enough negative space to allow the typography and logo to breathe.



00	INDEX
01	LOGO
07	PHOTOGRAPHY
11	TYPOGRAPHY
14	MESSAGING
18	ASSETS

ASSETS

ILLUSTRATIONS

02

Our illustration style leverages the 2 primary brand-colors and utilizes vector artwork to allow maximum flexibility. Our core message is that HPV affects everyone. To further communicate this in our illustrations, a library of various ethnicities, ages and characters has been created.

