Brand GUIDELINES
GUIDELINES

PREFACE

As a general rule, the GCWA only issues statements, supports publications or lends its name or logo for matters related to women and girls in the response to the AIDS epidemic.

GCWA Secretariat is responsible for coordinating and clearing the content of any publication or statement where the GCWA logo or name appears. It may either approve directly or refer to the Steering Committee as a whole, or to the co-chairs for guidance.

Writing and editing style is not covered here and should follow the guidelines set out in the GCWA Editorial Style Guide.

For more information regarding the Brand Guidelines, the Editorial Style Guide, or to download our logos, please visit our website http://www.womenandaids.net or contact us at the number and email at the back of this publication.

LOGO DEFINITIONS

Please be aware that the logo of the GCWA is the emblem of two female figures and the AIDS red ribbon with the text “The Global Coalition on Women and AIDS” in any approved language version.

A simplified version of the logo, the emblem of two female figures and the AIDS red ribbon alone cannot be used except when the main logo is also used prominently in the same publication/support.

Both versions of the logo, as well as the brand guidelines, are the ownership of the GCWA and may not be used on any support, off-line or on-line without prior written permission from the GCWA Secretariat.

The only exception to this rule is the use of the logo by active partners to indicate their membership of the Coalition in off-line and on-line supports. In such cases it should clearly be stated “A partner of”, followed by the logo.
LOGO USAGE GUIDELINES

**GCWA Publications and GCWA led publications:** the GCWA logo should stand alone and other logos placed on a second level.

**Co-authored publications:** preferably use the alphabetical order criteria to establish position of logos.

**For publications in which the GCWA Secretariat has not participated but endorses the publication,** please add the following disclaimer:

“This is not a GCWA publication and its content has not been revised or approved by the GCWA or its partner organizations. The GCWA does not warrant that the information contained in this publication is complete and correct and shall not be liable for any damages incurred as a result of its use.”

Any other logo usage (special events, campaigns, merchandising, etc.) follows the general rule of case-by-case clearance with the Secretariat.

The logo may not be used for commercial purposes.

CLEARANCE PROCEDURES FOR USAGE OF LOGO

All organizations using the GCWA logo should comply with requisites of the brand guidelines.

Partners and other organizations should request clearance to use the logo by email to info@womenandaids.net or media@womenandaids.net, clearly indicating the purpose of the publication and the context of the logo use. They should include the full text of the publication for clearance of content.

Permission to use the logo may be withdrawn or denied if usage is deemed to prejudice the image of the Global Coalition on Women and AIDS, or in any way is judged to undermine the goals of the partners. As creator/commissioner of the logo, copyright remains the property of the GCWA.
The Global Coalition on Women and AIDS

SUPPORTING LOGO

- The supporting logo (without text) is only to be used when in the same publication/support the main logo is also used prominently.
- It should never be used in conjunction with logos from other organizations or stand alone as the main logo.
The supporting logo (without text) is only to be used when in the same publication/support the main logo is also used prominently.

- It should never be used in conjunction with logos from other organizations or stand alone as the main logo.
Single colour **LOGO**

**SINGLE COLOUR (BLACK AND WHITE)**

![The Global Coalition on Women and AIDS](image)

**SINGLE COLOUR (BLACK AND WHITE) VERSION OF SUPPORTING LOGO**

- The supporting logo (without text) is only to be used when in the same publication/support the main logo is also used prominently.
- It should never be used in conjunction with logos from other organizations or stand alone as the main logo.
**REVERSED OUT VERSION** for use on dark backgrounds

**USE OF SINGLE COLOR (BLACK AND WHITE - REVERSED OUT VERSION)**

The Global Coalition on Women and AIDS

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**REVERSED OUT VERSION OF SUPPORTING LOGO FOR USE ON DARK BACKGROUND**

- The supporting logo (without text) is only to be used when in the same publication/support the main logo is also used prominently.
- It should never be used in conjunction with logos from other organizations or stand alone as the main logo.
LANGUAGE versions

The Global Coalition on Women and AIDS

La coalición mundial sobre la mujer y el sida

La coalition mondiale sur les femmes et le sida

Глобальная коалиция по проблемам женщин и СПИДа
COLOURS

CMYK

BLACK: C = 0  GREY: C = 0  RED: C = 0  WHITE: C = 0
M = 0  M = 0  M = 0  M = 0
Y = 0  Y = 0  Y = 86  Y = 0
K = 100  K = 50  K = 0  K = 0

RGB

BLACK: R = 26  GREY: R = 156  RED: R = 229  WHITE: R = 255
G = 23  G = 158  G = 53  G = 255
B = 27  B = 159  B = 44  B = 255

WEB

BLACK: #000000  GREY: #9c9e9f  RED: #ff3333  WHITE: #ffffff

PANTONES

BLACK: Process  GREY: Process  RED: RED 032
Black  Black 50 %
Unacceptable USES OF THE LOGO

The logo should be used primarily on white. For any other uses, please contact the GCWA Secretariat.

No bright coloured background.

No dark or “busy” picture.

Must not impair the visibility of the logo: eg burgundy background and red symbol.

Use the logo in the right proportions.

Never change the colours of the logo.

You may not modify the logo, shape, or fonts.
The supporting logo (without text) is only to be used when in the same publication/support the main logo is also used prominently. It should never be used in conjunction with logos from other organizations or stand alone as the main logo.

Prioritize the readability of the text in the logo.

MINIMUM SIZE

MINIMUM SIZE OF SUPPORTING LOGO

• The supporting logo (without text) is only to be used when in the same publication/support the main logo is also used prominently.
• It should never be used in conjunction with logos from other organizations or stand alone as the main logo.
POSITIONING

LOGO POSITIONING AND DOCUMENT FORMATS

Poster 60 cm x 80 cm

A4 vertical

A5 vertical

A4 horizontal

A5 horizontal

The A4 may occasionally be replaced by the U.S. letter format.
Use of **FONT**S

**FONT FOR PRINTED MATERIALS: METAPLUS**

METAPLUS NORMAL

ABCDEFHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

METAPLUS BOLD

ABCDEFHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

METAPLUS NORMAL ITALIQUE

ABCDEFHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

METAPLUS BOLD ITALIQUE

ABCDEFHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

MetaPlus Normal is the font to be used for text in all printed materials. For titles, use the Normal or alternatively the Bold or both simultaneously. The use of capital associated with lower case and the association of different colours in the titles are welcome.

**Ex:** To consendit **MAGNA**

The use of italics should be avoided.

**FONT FOR WORD, POWERPOINT AND WEB: TREBUCHET**

TREBUCHET NORMAL

ABCDEFHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

TREBUCHET BOLD

ABCDEFHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

TREBUCHET NORMAL ITALIQUE

ABCDEFHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

TREBUCHET BOLD ITALIQUE

ABCDEFHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

The Trebuchet font is used for web media, Word Document, Powerpoint, etc.

In the same way as for MetaPlus, italics should be avoided. For titles, use the Normal or alternatively the Bold or both simultaneously. It is possible to use capital letters associated with lower case and combine different colours in the titles.

**Ex:** To consendit **MAGNA**
## Main COLOURS

### CMYK

<table>
<thead>
<tr>
<th>BLACK: C = 0</th>
<th>RED: C = 0</th>
<th>BURGUNDY: C = 54</th>
</tr>
</thead>
<tbody>
<tr>
<td>M = 0</td>
<td>M = 90</td>
<td>M = 100</td>
</tr>
<tr>
<td>Y = 0</td>
<td>Y = 86</td>
<td>Y = 86</td>
</tr>
<tr>
<td>K = 100</td>
<td>K = 0</td>
<td>K = 0</td>
</tr>
</tbody>
</table>

### RGB

<table>
<thead>
<tr>
<th>BLACK: R = 26</th>
<th>RED: R = 229</th>
<th>BURGUNDY: R = 139</th>
</tr>
</thead>
<tbody>
<tr>
<td>G = 23</td>
<td>G = 53</td>
<td>G = 35</td>
</tr>
<tr>
<td>B = 27</td>
<td>B = 44</td>
<td>B = 49</td>
</tr>
</tbody>
</table>

### WEB

<table>
<thead>
<tr>
<th>BLACK: #000000</th>
<th>RED: #ff0000</th>
<th>BURGUNDY: #8b2331</th>
</tr>
</thead>
</table>

### PANTONES

<table>
<thead>
<tr>
<th>BLACK: Process Black</th>
<th>RED: Red 032</th>
<th>BURGUNDY: 1815</th>
</tr>
</thead>
</table>

## Secondary COLOURS

### CMYK

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEIGE</td>
<td>28</td>
<td>39</td>
<td>50</td>
<td>0</td>
</tr>
<tr>
<td>PURPLE</td>
<td>32</td>
<td>25</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CREAM</td>
<td>9</td>
<td>10</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td>ROSE</td>
<td>18</td>
<td>59</td>
<td>57</td>
<td>0</td>
</tr>
</tbody>
</table>

### RGB

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEIGE</td>
<td>195</td>
<td>160</td>
<td>128</td>
</tr>
<tr>
<td>PURPLE</td>
<td>184</td>
<td>188</td>
<td>220</td>
</tr>
<tr>
<td>CREAM</td>
<td>236</td>
<td>229</td>
<td>217</td>
</tr>
<tr>
<td>ROSE</td>
<td>209</td>
<td>126</td>
<td>102</td>
</tr>
</tbody>
</table>

### WEB

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>HEX CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEIGE</td>
<td>#c3a080</td>
</tr>
<tr>
<td>PURPLE</td>
<td>#b8bcdc</td>
</tr>
<tr>
<td>CREAM</td>
<td>#ece5d9</td>
</tr>
<tr>
<td>ROSE</td>
<td>#d17e66</td>
</tr>
</tbody>
</table>

### PANTONES

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>PANTONE NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEIGE</td>
<td>729</td>
</tr>
<tr>
<td>PURPLE</td>
<td>270</td>
</tr>
<tr>
<td>CREAM</td>
<td>4685</td>
</tr>
<tr>
<td>ROSE</td>
<td>7522</td>
</tr>
</tbody>
</table>
The ribbon graphic will be used mainly in beige, or any of the other colours in the charter (preferably the secondary softer colours). The lines should be thin (0.25 pt). It may be used for front and inside pages as well as Word documents, Powerpoint, etc. It can also be used in white or as a watermark in front-cover photos. It must always remain as discreet and as elegant as possible.

Examples:
COLOURED LINES

The coloured lines may appear at the top of a page, under a title or logo, or in between 2 paragraphs... When several colours are used, always use the black, red and burgundy (mixture of two colours).

The broken line:

It is possible to use it mainly for cover-pages, first pages of documents, etc. It's thickness is 1.5 mm. It will complement most often a title or logo.

Examples:

![Broken lines on a cover page](image)

![Broken lines on a double inside page](image)
The continuous line:

This line is used, by example, for the header of documents. It is 1.5 mm thick.

The continuous coloured line:

This line is used between paragraphs. It has a thickness of 0.25 pt and can be used in any of the colours of the charter.

Examples:

MEMBERSHIP FORM

them to avoid exposure to HIV, to deal positively with their health if living with HIV, and to fulfill their role as the primary
caregivers in the HIV response. All women have the right to comprehensive sexual and reproductive health care and to the
protection of their sexual and reproductive health rights, enabling them to lead full and productive lives.

Achieve gender equality and protect human rights

The promotion, protection and realization of women’s human rights are fundamental to an effective AIDS response.
Coalition partners aim to bring attention and action to laws, policies, practices, and mechanisms that undermine
the rights of all women and girls. Women’s rights must continue to be articulated clearly and discrimination and violations of the human
rights of all women and girls.

Engage men and boys

Men and boys can and must serve as positive forces in changing gender inequalities. GCWA recognizes that addressing
gender inequalities which impinge on HIV prevention, treatment and care will require collaboration from all stakeholders,
and it is committed to involving men and boys in its efforts to realize effective HIV strategies that work for all.

Invest in women and girls

Investing in women and girls is an investment in society. To create change that will bring about women’s empower-
ment and greater access to HIV services, national AIDS responses must give priority to allocation of resources for
prevention, treatment and care, and research programmes that address the realities of women’s lives.

Take action to bring about societal transformation

Given sufficient attention, commitment, and resources, the factors that make women vulnerable to HIV can be
changed. The GCWA is committed to raising awareness about the actions necessary to bring about change, to taking
action to catalyse change, and to holding leaders accountable. By working in strength, GCWA partners commit to
supporting the transformation, both within our own organizations and in society, which is critical to improving the
lives of all women and girls, and men and boys, in communities across the globe.

STATEMENT OF ENDORSEMENT

By becoming a partner of the Global Coalition on Women and AIDS, (name of organization) endorses
the mission and principles of the GCWA, and agrees wherever possible to lend its expertise and experience to common
initiatives and to the GCWA advocacy efforts. Furthermore, (name of organization) agrees to follow the
principles in the NGO Code of Good Practice (including the Women and AIDS checklist). By signing this statement,
(name of organization) agrees to be identified publicly as a partner of the Global Coalition on
Women and AIDS for the period 2009-2010.

ORGANIZATION

ORGANIZATION WEBSITE

DIRECTOR (ON BEHALF OF THE ORGANIZATION)

ADDRESS (IN FULL)

E-MAIL AND TELEPHONE

NAME, TITLE AND CONTACT INFORMATION FOR FOCAL POINT

E-MAIL AND TELEPHONE

Kindly complete this form and return to the attention of: Judith Polsky, Programme Advisor, Global Coalition on
Women and AIDS by email: polskyj@unaids.org or fax 41 22 791 4188. Please don’t hesitate to contact us by email or
telephone for additional information.
GRAPHIC Elements

**ROUNDED CORNER**

Pages must include a rounded corner in the bottom right corner of each page, preferably as on this page. The rounded block may be more or less wide (see example below). The height of side blocks is free but must be in harmony with the layout.

The rounded corner should not saturate the layout, which should remain ventilated. Its colour should preferably be cream but any of the secondary colours may also be used.

In addition, some images may have one rounded corner (or all) but not in a systematic way.

Example:
PHOTOGRAPHS and ILLUSTRATIONS

Photos and illustrations should show primarily women of any age or race. All photo with men or boy should contain women or girls. The attitude of the characters will be friendly, warm and caring. The pictures used are of sufficient quality and most aesthetic possible.

All publications of the Coalition must respect the privacy of individuals. People living with HIV and identifiable in one of our publications, stories or photographs, must be read and signed the consent form of the Coalition. Special precautions should be taken regarding the children carry the virus. For more information and to download the book style of the Coalition and the consent form, please visit our website: www.womenandaids.net

You can also use black and white photos if needed. The photo-montages are accepted. The framing is free but in harmony with the general mise-en-pages of the document. The frames are either rectangular or round the corners or in one corner.

Examples:

- Photo with four square corners
- Illustration with four rounded corners
- Photo with one single rounded corner
General information about the **LAYOUT**

**PRINTED DOCUMENTS**

The layout must be ventilated, with lots of white. The titles and subtitles must stand out from the rest of the text.

The layout should not be saturated with photos, graphics, or colours.

The number of columns as well as the margins are free as long as they respect the cleanliness and elegance of the document.

Preferred formats are A4 and A5. They may be used vertically or horizontally. When standard A4 and A5 sizes are not available or possible, use U.S. letter.

For posters, the preferred format will be 40x60 cm.

Colour frames may be used to highlight certain elements. The colours for these frames must be soft.

**WEB BLOG AND NEWSLETTER**

Layout for web pages, newsletter and blogs should follow the same indications as for printed materials.

The graphic elements as well as the colour scheme are also the same.
Examples of brochures:

- Reminder of colours in continuous lines
- Spaced layout with big photos preferably of women. Men and boys should preferably be accompanied by women
- Rounded corners
- Reminder of the symbol
- Highlighted data
- Reminders of the symbol
- Rounded corners
- Legible signature, contact details and website
Examples of brochures:

**MOBILIZE  ACT  EMPOWER**

**Examples of brochures:**

1. **MOBILIZE  ACT  EMPOWER**
   - Use primary colours in the title
   - Dashed line and title at the top
   - Reminder of the symbol
   - Rounded corners
   - Spaced layout
   - Structured layout of text. Use subtitles and coloured lines.

**GCWA PARTNERS ARE COMMITTED TO THESE KEY PRINCIPLES:**

**WHAT WE DO**

The Global Coalition on Women and AIDS (GCWA) is a worldwide alliance of civil society groups, networks of women living with HIV, women’s organizations, and national and international organizations committed to strengthening AIDS programming for women and girls.

**Why we do what we do**

- Our mission is to mobilize leadership and existing networks to change the lives of women and girls affected by HIV.
- By working together, we can change the trajectory of the epidemic and achieve gender equality.
- The GCWA partners are committed to these key principles:

**MOBILIZE  INFLUENCE  ACT  EMPOWER**

**Examples of brochures:**

1. **MOBILIZE  ACT  EMPOWER**
   - Use primary colours in the title
   - Dashed line and title at the top
   - Reminder of the symbol
   - Rounded corners
   - Spaced layout
   - Structured layout of text. Use subtitles and coloured lines.
Examples of Powerpoint:
Examples of Word documents or internal documents:

La coalición mundial sobre la mujer y el sida

Velent nostrud dolobortio dolore consequat

Velent nostrud dolobortio dolore consequat

Date

March 31st, 2009
**EMAIL signature**

Example of Email signature:

**John Smith**  
Communication Officer

**The Global Coalition on Women and AIDS (GCWA)**

20 Ave Appia, CH-1211 Geneva 27, Switzerland  
Tel.: +41 22 791 2699 – Fax: +41 22 791 4188  
Email: smithj@womenandaids.net  
Web: www.womenandaids.net

The Global Coalition on Women and AIDS (GCWA) is a worldwide alliance of civil society groups, networks of women living with HIV, women’s organizations, AIDS service organizations, and the United Nations system, committed to strengthening AIDS programming for women and girls. Our mission is to mobilize leadership and political will to influence laws, policies, programmes, and funding to promote action that gives girls and women the power to prevent HIV infection, and to live fulfilling and productive lives when living with HIV.

To avoid emails being blocked by spam filters and anti-virus software, the use of jpeg is prohibited in the signature. The signature consists of plain text that uses the colours and fonts of the Coalition (Trebuchet).
CD-ROM and badge

The CD cover should always mention the main editor(s), highlight the GCWA website and include the contact telephone, email and address.

Examples of cover CD-Rom and badge:
LANYARD

Example of Lanyard:

Tee-SHIRT

Example of tee-shirt:
The Global Coalition on Women and AIDS (GCWA) is a worldwide alliance of civil society groups, networks of women living with HIV, women's organizations, AIDS service organizations, and the United Nations system, committed to strengthening AIDS programming for women and girls. Our mission is to mobilize leadership and political will to influence laws, policies, programmes, and funding to promote action that gives girls and women the power to prevent HIV infection, and to live fulfilling and productive lives when living with HIV.