

CAMPAIGN BRAND BOOK 2023



World
Obesity
Day 4 March
2023

**CHANGING
PERSPECTIVES**



LET'S TALK ABOUT OBESITY

Welcome to the World Obesity Day 2023 Brand Book introducing the essential look and feel of the "Changing Perspectives" campaign!

This document is designed to help you plan ahead; it includes a showcase of the core messaging, logos and visuals that will be available to you during the campaign. The assets, including editable assets, plus a comprehensive Campaign Toolkit, will be released at the end of January.





**KEY
MESSAGING**

NARRATIVE

The theme for World Obesity Day 2023 is **Changing Perspectives: Let's Talk About Obesity**. Because when we talk, debate and share we can **change minds**, **shift norms** and **transform health outcomes**.

Between now and 2025, we have the opportunity to spotlight how obesity intersects across systems. With important conversations and real stories, we can help people to acknowledge obesity's many roots and dimensions and inspire them to take effective action for better health. This isn't going to be easy. The conversations we need to have will be tough ones - they will push the boundaries and seek to upend the ideas that have too long undermined efforts to create meaningful change in health and wider societal systems. But difficult conversations are the most powerful; to influence and mobilise policy initiatives; to upend misconceptions; to turn words into action.

Together we can create a better outlook for obesity and the billion people predicted to be living with it in 2030. Because this is one target we want to miss.

CAMPAIGN PILLARS

Encouraging conversations

Whether it is a healthcare professional, policymaker or a member of the public, a conversation can be all it takes to change perceptions.

This pillar is flexible and would work in a variety of regional and national contexts, with possible focus on the wider public, expanding the conversations of HCPs or sparking national conversations aimed at policymakers.



Making obesity a collective effort

We need to change the perception of obesity as an individual problem, educating people to acknowledge the role society and other factors play.



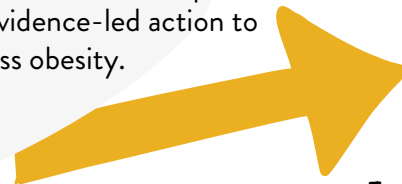
This pillar also reflects movement-building, as nobody can change their country on their own. To build a movement, we need to change the perspectives of those who can create impact, showing that this is a collective issue requiring a collective response.

Taking national action

Conversations and movement-building must ultimately lead to action.

National Action Plans can only be created by national policymakers, who have a whole host of priorities.

By channelling these new perspectives through the movements that have been built, we can influence policymakers to take proactive and evidence-led action to address obesity.





LOGOS

**PRIMARY
LOGO**

**CHANGING
PERSPECTIVES**



LET'S TALK ABOUT OBESITY

PRIMARY LOGO COLOURS

**CHANGING
PERSPECTIVES**

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**CHANGING
PERSPECTIVES**

LET'S TALK ABOUT OBESITY

+ many other brand
colour combinations

**PRIMARY
LOGO FULL**



**World
Obesity
Day** 4 March
2023

PRIMARY LOGO FULL



+ many other brand
colour combinations

PRIMARY LOGO IN USE

Primary logo

This is the primary campaign logo. It should be used on any approved materials for the 2023 campaign, along with the WOD 23 logo.

When the full WOD 23 logo lockup does not fit clearly on the asset you can use the primary campaign logo and the WOD 23 logo separately, for example one over the other.

Usage

Adequate clear space should surround the logo when it is used. The clear space should be no smaller than the capital 'C' in Changing (campaign) and 'W' in World (full). The logo may not be stretched or flipped.



PRIMARY LOGO IN USE

Where should I use the Primary Logo?

This is the logo to lead the campaign. It carries the core identity and should be used in the most prominent spaces.

- Headers (print and digital)
- Social media banners / graphics
- Mail-outs / campaign emails
- Cards
- T-Shirts
- Stationery
- Posters



SECONDARY LOGOS SIMPLIFIED

**CHANGING
PERSPECTIVES**

**CHANGING
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**CHANGING
PERSPECTIVES**

+ many other brand
colour combinations

SECONDARY LOGOS FULL

**CHANGING
PERSPECTIVES**



**World
Obesity
Day** 4 March
2023

**CHANGING
PERSPECTIVES**



**World
Obesity
Day** 4 March
2023



**World
Obesity
Day** 4 March
2023

**CHANGING
PERSPECTIVES**



**World
Obesity
Day** 4 March
2023

**CHANGING
PERSPECTIVES**

+ many other brand
colour combinations

SECONDARY LOGOS SIMPLIFIED - IN USE

Where should I use the Simplified Logos?

The simplified logo does not include the tagline 'let's talk about obesity'. It should be used on digital and print graphics that already state the tagline elsewhere.

- Digital and print graphics
- Social media graphics
- Posters
- Cards





COLOURS

COLOUR CODES

PURE WHITE
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

ROSY RED
#E6504C
R231 G80 B76
C2 M80 Y65 K0

LIME ZEST
#A7C31F
R168 G196 B32
C43 M3 Y98 K0

**MUSTARD
YELLOW**
#EBAF00
R235 G175 B0
C8 M33 Y100 K0

**LIGHT
GREY**
#E5E5E5
R210 G0 B90
C12 M8 Y9 K0

**TAN
ORANGE**
#ED8000
R237 G129 B0
C2 M58 Y100 K0

**PURPLE
VELVET**
#9C3A8A
R157 G58 B138
C46 M88 Y4 K0

BRIGHT BLUE
#3F86C6
R63 G134 B199
C75 M39 Y0 K0

FONTS



HELV CHILDREN REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
LMNOPQRSTUVWXYZ
WXYZ !@()-?"
0123456789**

Helv Children should be used as a header font, primarily in black. It is the signature font for the campaign.

Illuminate Regular

ABCEDFGHHIJKLM
NOPQRSTUVWXYZ
abcdedfghhijklm
nopqrstuvwxyz

0123456789
!@#\$% &*)(-+[]:"'/?/\|~

Illuminate Regular is a secondary signature font. It should be used in support of Helv Children for key messaging and breakout text.

Brandon

Bold Copy Header

Regular Body Copy

ABCEDFGHHIJKLM

NOPQRSTUVWXYZ

abcedfghhijklm

nopqrstuvwxyz

0123456789

!@#\$%^&*)

(-+[]:"'?/\|~

Brandon is the standard body copy font. This should be used for the bulk of all communications to ensure clarity and readability.

CHANGING PERSPECTIVES USING TEXT

**OBESITY IS
#FOUR
RESPONSIBILITY**

There are scribbles to use to visually rub out words or letters to replace with a new perspective.

**CHANGE YOUR
POINT OF VIEW** 

Flipping small pieces of text upside down is another way to encourage changing perspective. Use this effect only sparingly and signpost with an arrow.



GRAPHICS

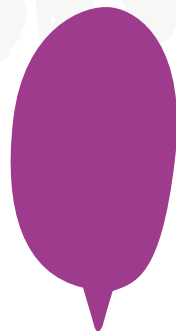


SPEECH BUBBLES

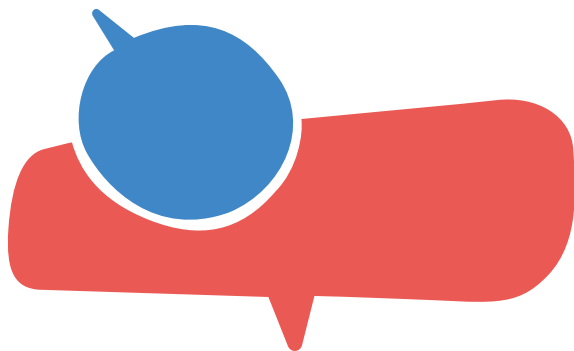


SPEECH BUBBLE GRAPHICS

There are a series of speech bubbles to be used on digital and print assets. They can have text on top to show what people are talking about or can stand alone as icons to depict collaboration, discussions and encouraging conversations.



SPEECH
BUBBLES



CHANGING PERSPECTIVES



CHANGING PERSPECTIVES GRAPHICS

These graphics are designed to visually show the changing of perspectives. Use the arrows to help show how a word or idea has changed, or to point to new perspectives.

CHANGING PERSPECTIVES



CALL TO ACTION

A stylized blue outline of a smartphone is positioned vertically on the left side of the page. Two speech bubbles are attached to the screen area: a yellow one at the top and a green one at the bottom. The text 'CALL TO ACTION' is written in a large, bold, black, hand-drawn font across the top of the phone's screen.

CALL TO ACTION GRAPHICS

These graphics represent our key calls to action of talking about obesity and playing our card game. They show both digital and physical discussions. Use them with 'lets talk about obesity' CTAs.

CALL TO
ACTION

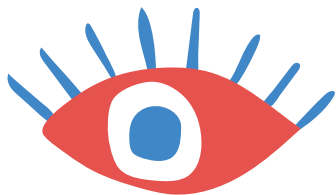




MOVEMENT BUILDING GRAPHICS

These graphics represent collective action, listening and seeing, and building a movement to address obesity together. They can be used with movement building or event CTAs and working together assets.

MOVEMENT
BUILDING



TEXTURED GRAPHICS



TEXTURED GRAPHICS

Additionally to our flat graphics seen above, there are versions with a hand drawn effect. These can be used in place of the other relevant icons to add texture to digital or printed assets. Do not place text over the textured graphics for readability.



SILHOUETTES



SILHOUETTE GRAPHICS

These human silhouette graphics can be used to bring a human element to assets when not using photographs. They can be used alongside speech bubbles to show people talking, or as visual elements and shapes on simple assets.

SILHOU ETTES



PHOTOGRAPHY



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 positive. Images will also be available on the recently updated World Obesity Federation **image bank**. Additional image resources can be found in this extensive **gallery** from ECPO.



PHOTOGRAPHY IN USE

Photography should be framed with colourful borders which support the image content. They should feel bright, vibrant and have energy.

You can also frame the photo using the silhouette graphics to show two human perspectives in one.

You should not cover any face with graphics or crop images too tightly. Please also avoid using hand imagery that seems to point to, single out or otherwise draw attention to an individual - this can be seen as stigmatizing.

Celebrate the picture, celebrate the person!



ASSETS YOU CAN USE NOW

Here you'll find examples of the assets we have created for your use so far. There will be many more coming in January 2023!



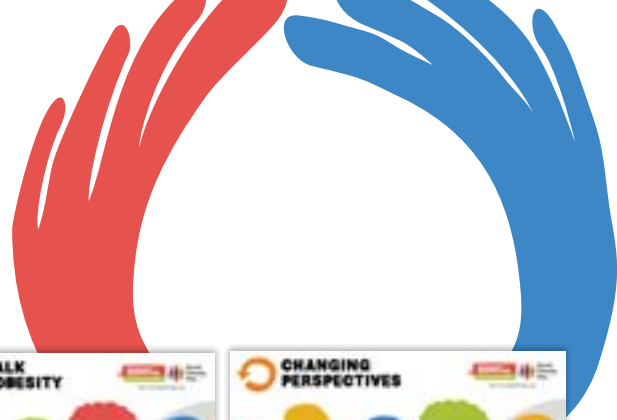
WOD 23 EMAIL SIGNATURE

How to use:

Download the email signatures from the google drive folder (there are lots of colour combinations to choose from!) Go to your email account settings and down to signature. Click the insert image icon and upload the file from your computer. Make sure it is the correct size to go underneath your signature. Then highlight the image and click the add link icon. Please link to the WOF website as the World Obesity Day website is not yet live (<https://www.worldobesity.org/>)



WOD 23 ZOOM BACKGROUNDS



WOD 23 ZOOM BACKGROUNDS

How to use:

Download the zoom background of your choice from the google drive folder.

To make one your zoom background, start a zoom call then click on the small arrow next to your video icon and choose 'virtual background' from the list. Then click the plus icon next to choose virtual background and click add image, you can then upload the zoom background from your computer.



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