

 **MEASLES  
& RUBELLA**  
INITIATIVE



**GLOBAL AND FIELD BRANDING GUIDELINES**



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# THE MEASLES & RUBELLA INITIATIVE

## GLOBAL AND FIELD BRANDING GUIDELINES (JUNE 2013)



**SUMMARY:** The Measles & Rubella Initiative is a global partnership that supports countries to implement the Global Measles & Rubella Strategic Plan 2012-2020, including funding and technical support for supplementary immunization activities. These guidelines aim to help the M&R Initiative partners including countries to use the correct Initiative name, acknowledge the Initiative and its partners, use its logo correctly, and offer artwork that can be used to promote immunization.

**PURPOSE OF THIS DOCUMENT:** This document aims to provide branding and acknowledgement guidelines, together with design elements and artworks that can be used by all partners including Governments working with or supported by the Measles & Rubella Initiative. High resolution design elements are available in a separate file titled **The Measles & Rubella Initiative - Brand Assets**. This file should accompany this document, or can be requested from [MeaslesRubellaInitiative@gmail.com](mailto:MeaslesRubellaInitiative@gmail.com).

**WHAT IS THE MEASLES & RUBELLA INITIATIVE?** The Measles & Rubella Initiative (M&R Initiative) is a global partnership committed to ensuring no child dies from measles or is born with congenital rubella syndrome. Founded originally as the Measles Initiative in 2001, it's led by the American Red Cross, the United Nations Foundation, the U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization.

Since 2001 the Initiative has supported **80 countries** to deliver more than **1.1 billion doses** of measles vaccine, helped to raise measles vaccination coverage to 84% globally, and reduced measles deaths by 71%. These efforts have contributed significantly to reduction in child mortality as per Millennium Development Goal 4. From 2012, the Initiative is combining measles with rubella control and elimination efforts and supports a new 2012-2020 Global Measles & Rubella Strategic Plan.

The Measles & Rubella Initiative works with countries to provide technical and financial support to improve routine immunization, conduct successful measles and rubella campaigns and strengthen surveillance and laboratory networks. **The Initiative aims to reduce measles mortality by 95% by 2015 and eliminate measles and rubella in at least five of six World Health Organization regions by 2020.**

**Key supporters** of the Measles & Rubella Initiative include countries and governments affected by measles, rubella and congenital rubella syndrome; the chapters of the American Red Cross; Anne Ray Charitable Trust; American Academy of Pediatrics; BD; the Bill and Melinda Gates Foundation; the Canadian International Development Agency (CIDA); the Church of Jesus Christ of Latter-day Saints; the GAVI Alliance; Global Payments, Inc.; Herman and Katherine Peters Foundation; International Federation of Pharmaceutical Manufacturers Association; International Federation of Red Cross and Red Crescent Societies; the International Pediatric Association; Izumi Foundation; Jeppesen; the Lions Clubs International Foundation; Japanese Agency for Development Cooperation (JICA); Merck Co. Foundation; the Norwegian Ministry of Foreign Affairs, ONE Campaign; the Rockefeller Foundation; Sabin Vaccine Institute; the Task Force for Global Health; United Kingdom Department for International Development; the Vodafone Foundation; the World Bank and the WNBA. The Measles & Rubella Initiative is also grateful to its many individual private donors.



# REFERENCING THE MEASLES & RUBELLA INITIATIVE

**HOW SHOULD THE MEASLES & RUBELLA INITIATIVE BE REFERENCED?** The Measles & Rubella Initiative was “the Measles Initiative” until April 2012 at which point it announced its name change, in keeping with the new global strategy aimed at eliminating measles, rubella and congenital rubella syndrome.

In the first instance in a text the Measles & Rubella Initiative should be referred to by its full name. In the second, it may be referred to as the “M&R Initiative”. A reference within the same paragraph or in a document where the meaning is clear may refer to “the Initiative”.

## PLEASE DO

- ✓ Refer to the “Measles & Rubella Initiative” rather than “The Measles Initiative” from April 2012
- ✓ Replace any evergreen references to “the Measles Initiative” on your website, boilerplates or other partnership documents with the Measles & Rubella Initiative

## PLEASE DO NOT

- ✗ Refer to the Measles & Rubella Initiative as “MRI” given the possible confusion with “magnetic resonance imaging”
- ✗ Change dated historical references to “The Measles Initiative” in documents published before April 2012 (eg. in news releases)



# THE MEASLES & RUBELLA INITIATIVE LOGO

There are two main forms of the logo: There are color variations on each of these including a full color, a black version, a reverse, and a reverse with 50% grey dots. For more information about usage please see the accompanying "logo specification" guidance.

- 1 The first references the Measles & Rubella Initiative accompanied by three red dots descending and shrinking on the left-hand side. These dots represent the elimination of measles and rubella. Partners in the field will mainly use this version of the logo.



- 2 The second is the logo with the tag line "a global partnership to stop measles & rubella". This version will mainly be used by the M&R Initiative partnership.



# THE MEASLES & RUBELLA INITIATIVE MESSAGES

The Measles & Rubella initiative has developed a set of messages aimed to capture the urgency, progress, possibility and imperative to attain the measles, rubella and immunization goals.

The main message is: "**Measles Moves Fast.**" and "**Measles and Rubella Move Fast.**"

This phrase is paired with the following action messages:

- We have committed to move faster.
- We must move faster.
- We know how to move faster.
- We can afford to move faster.
- Together, we move faster.

These phrases should be set in Vectora Bold, all caps, with 80pt tracking, and can be used within the M&RI arrows like this on a white background:



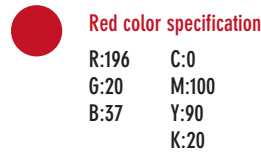
And like this on a colored background:



GRAPHIC FILE NAME: MandRI.Arrows.eps



Logotype with "disappearing dots"



Clear space to leave around logo



Logotype with strapline



MEASLES & RUBELLA INITIATIVE LOGO PLACEMENT, SIZING AND SHAPE

If you are using the logo, please bear the following in mind:

- The logo should be printed the same size as other contributing partners
- If printed with the logos of the founding partners it should appear before them
- If printed with other logos (government & other partners), it should be printed in the order deemed appropriate by the responsible committee (social mobilization or equivalent)
- If printing on a dark or busy background, use the reverse white logo
- Maintain adequate space around the logo to ensure legibility

PLEASE DO NOT

- ✗ Alter the color of the logo
- ✗ Pull the logo into different shapes or alter the width/length ratio
- ✗ Print the logo smaller than 18 mms in width



# HOW SHOULD THE MEASLES & RUBELLA INITIATIVE BE ACKNOWLEDGED IN COUNTRY IMMUNIZATION ACTIVITIES?

Decisions about how to acknowledge partners, what logos to use and in what order are usually made at national level by the social mobilization committee or its equivalent.

When the M&R Initiative has supported the activity (whether a supplementary campaign or other activity), materials associated with the activity should include acknowledgement of the Initiative. Where logos are used this should include use of the logo. Generally speaking, WHO and UNICEF will be able to confirm if the origin of funding or technical support is from the M&R Initiative, whose funding is commonly channeled through the UN Foundation.

Written acknowledgement of the M&R Initiative should be evident in documents including news releases describing or reporting on the activity. Here is sample language for written materials including news releases:

**Short:** "Funding and technical assistance for this campaign has been provided by the Measles & Rubella Initiative."

**Longer:** "Funding and technical assistance for this campaign has been provided by the Measles & Rubella Initiative, a global partnership committed to ensuring no child dies from measles or is born with congenital rubella syndrome. The Initiative is led by the American Red Cross, the United Nations Foundation, the U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization. Since 2001 the Initiative has supported 80 countries to deliver more than 1.1 billion doses of measles vaccine, helped to raise measles vaccination coverage to 84% globally, and reduced measles deaths by 71%."

The logo should be used on information, education and communication (IEC) and other printed materials including banners, leaflets, brochures and in materials destined for the media.

## **SHOULD A COUNTRY ACKNOWLEDGE WHO AND UNICEF IN ADDITION TO THE MEASLES & RUBELLA INITIATIVE DURING COUNTRY ACTIVITIES?**

The American Red Cross, the Centers for Disease Control, the UN Foundation, UNICEF and the World Health Organization are founding partners of the Initiative. If the Initiative has supported the activity it should be acknowledged. Other founding partners should decide with the social mobilization committee (or equivalent) on additional acknowledgement.

## HOW SHOULD OTHER M&R INITIATIVE PARTNERS BE ACKNOWLEDGED IN COUNTRY IMMUNIZATION ACTIVITIES?

It is good practice to acknowledge partners who have provided support to measles & rubella immunization activities. This includes M&R Initiative partners such as the GAVI Alliance, the International Red Cross, the Lions Clubs and the Church of LDS if they are involved. Their organization names and logos should be added to materials in consultation with the national office.

Example of logo placement on printed materials including banners:



### SUMMARY POLICIES

The Measles & Rubella Initiative founding partners have the following policies for use of their logos on products linked to measles and rubella activities:

Red Cross: Logo use requires agreement nationally. Contact the national Red Cross/ Red Crescent society.

CDC: Logo use requires permission from CDC HQ. Contact Alan Janssen: [axj3@cdc.gov](mailto:axj3@cdc.gov). Note that acquiring such permission may take several weeks.

UNICEF: Logo use requires agreement nationally. Contact the national UNICEF office.

UNF: Logo use requires permission from UNF HQ. Contact Andrea Gay: [agay@unfoundation.org](mailto:agay@unfoundation.org) or Eric Porterfield: [eporfield@unfoundation.org](mailto:eporfield@unfoundation.org).

WHO: Logo use requires agreement nationally. Contact the national WHO office.

# MEASLES & RUBELLA INITIATIVE TYPOGRAPHY AND COLOR PALETTE

The Measles & Rubella Initiative has created an overall branded look and feel, that incorporates specific typefaces and colors. The Initiative is also honored to be working with acclaimed illustrator Sophie Blackall, who is providing beautiful artworks for our collective use. When using these artworks, they may be paired with a Sophie Blackall style typeface as explained below.

## MEASLES & RUBELLA INITIATIVE TYPEFACES

### VECTORA ROMAN, BOLD, BLACK

Set in ALL CAPS, this font to be used as main titling typeface for Measles & Rubella Initiative materials. Use of all caps, kerned out 60-100 is recommended for headers. Vectora is available for purchase on <http://www.myfonts.com/fonts/linotype/vectora/> If you don't already have the Vectora font, and are not in a position to purchase it, you may use Arial Roman, Bold, Black as an alternative.

### Vectora Light and Roman

Set in upper/lower case, this font to be used as body text for longer blocks of text. If a web-safe font option is required, please use Arial Light or Roman.

### Sophie Blackall Regular and Alternates

A secondary font based on the handlettering of Measles & Rubella Initiative Artist Sophie Blackall. This font can be used together with Sophie's artwork used in exhibits and consumer goods (...) and not in technical documents. This font is available for download and use as part of **The Measles and Rubella Initiative - Brand Assets** package.

## MEASLES & RUBELLA INITIATIVE COLOR PALETTE

### CORE COLORS:



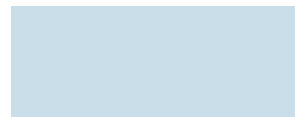
C100 M90 Y0 K20 / R196 G20 B37



C84 M47 Y36 K10 / R48 G110 B133



C38 M8 Y65 K0 / R165 G196 B126



C20 M5 Y5 K0 / R201 G222 B232

### SECONDARY COLORS:



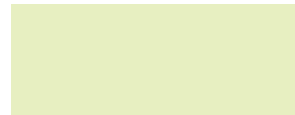
C100 M90 Y0 K0 / R237 G27 B47



C20 M10 Y100 K0 / R213 G205 B39



C0 M47 Y93 K0 / R247 G152 B42



C10 M0 Y30 K0 / R231 G239 B193



# MEASLES & RUBELLA INITIATIVE DESIGN ELEMENTS AND PATTERNS

## SPOT MOTIF

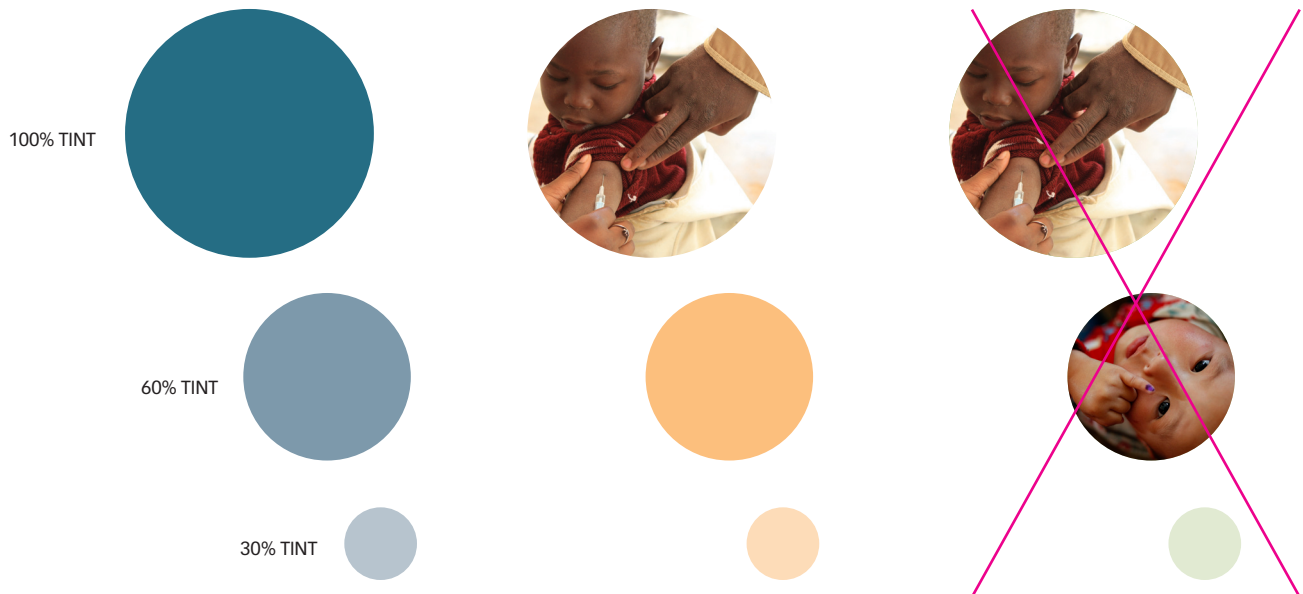
The spot or dot is the core visual motif for the Measles & Rubella Initiative. When placing photographs or creating graphic elements for print or web applications, circular picture boxes are ideal to tie back to the logo.

Photographs and artwork can be placed in circular picture boxes as full-color images. Photographs can also be placed as monochrome or duotone:



## DISAPPEARING DOT MOTIF

The disappearing dot can be used as an ornament, an embellishment to artwork and/or photographs, or as the basis of a pattern. Any color from the palette can be applied to the painted dot/spot as needed. See specifics re: tints below. The largest dot in the motif can hold a photograph, but there should be no more than one photograph used in each instance the motif appears. The motif can be rotated or scaled as needed to work in each instance, but the proportions and spacing of the dots should not be adjusted.

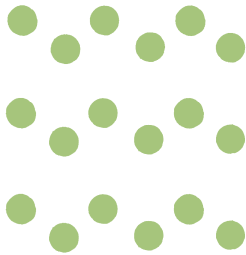


## PAINTED DOT ARTWORK/PATTERNS

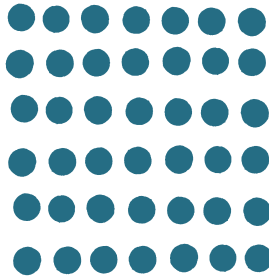
The more organic-edged painted dot can be used as a bullet, design motif, or as the basis of a pattern (see examples of repeat patterns below). The preferred color for the painted dots is one of the two reds from the color palette, but can be colored in any of the colors from the official palette.



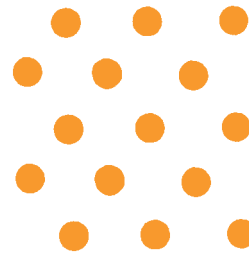
painteddots.tif



painteddottzigzag.tif



painteddotgrid.tif



painteddotdiamonds.tif

## OTHER PATTERNS

These patterns can be used as backgrounds to add interest/texture to designs. The paintedbackground.tif file can be used instead of a solid color background - if a more organic/hand-done color is desired.



diagonallines.tif



disappearingdots.tif



paintedbackground.tif

## DUAL ARROW MOTIF

This motif is meant to illustrate the idea that 'Measles is fast - we must move faster'. This motif is useful to bring energy to type-heavy pages, and to call attention to important headers, etc. Arrows can be placed horizontally, pointing left or right, and can be placed vertically, pointing up or down. On a colored background, the larger (faster) arrow should appear white. On a white background, the larger/faster arrow should appear in light blue or light green. Arrows can be scaled as needed for each project.



MeaslesandRubella.arrows.eps

## ICONIC PERSON

This graphic/icon should be used only in context of infographics/maps/in small scale. The Iconic person can be colored in any of the colors from the palette.



MeaslesandRubella.iconicperson.eps

# MEASLES & RUBELLA INITIATIVE SOPHIE BLACKALL ART ASSETS

Sophie Blackall is a renowned, award-winning illustrator who is a champion for the Measles & Rubella Initiative. She has travelled to countries, including the Democratic Republic of the Congo and India to witness immunization activities and talk to health workers and families. These trips have resulted in a collection of beautiful artwork which M&R Initiative partners may use, and forms the basis for much of the Initiative's branding.

The artwork includes a full exhibit illustrating a measles campaign, individual children who are "stopping" measles, and some stand-alone paintings. Some of the work has been designed into products including note cards, posters, and presentation templates. M&R Initiative partners are encouraged to use these.

## The artworks can be used in many ways. Some ideas:

- Display the "Let Every Child Have a Name" exhibit at partner or fundraising events, or in government or organization buildings
- Print the panels as posters to use in health posts for IEC and social mobilization
- Print and frame individual pieces to offer as gifts to stakeholders
- Print the artworks on communication products such as greeting cards, calendars, t-shirts, mugs or bags for fundraising or to offer as gifts
- Use the art to illustrate your presentations, manuals or other literature

## Some guidelines:

- The work should be used to promote immunization against measles and rubella, and other vaccine preventable diseases whether in routine immunization or campaigns.
- The artworks should be credited to Sophie Blackall, courtesy of the Measles & Rubella Initiative.
- Artwork should be printed by high-quality printers using accurate colors. Individual pieces for display can be mounted on foam core or framed.
- The "Let Every Child Have a Name" exhibit was designed for printing in size 30"x40" (76 x 101 cms). It can be scaled up or down in size provided the proportions are maintained. If the proportions are not maintained, the artwork will be distorted.
- In general, all printing should be to the highest standard possible depending on the usage. For example, the artworks look especially beautiful on greeting cards printed on quality textured paper. However mass production of posters for health posts would require a different quality of printing.
- Use the illustrations in their entirety—please do not crop or otherwise alter, rotate or distort them.

**ART ASSETS - SILHOUETTED PEOPLE ON WHITE BACKGROUNDS**

Silhouette artwork can be placed on a colored background if needed, but works and looks best on a plain white background, or pale blue/pale green. Artwork must not be altered in any way.



butterflynet800.REV.tif



Myanmar\_Blackall.tif



Sweep800.REV.tif



EMROkite800.tif



EMROflick800.tif



EMROSweep800.tif



EMROtrap800.tif



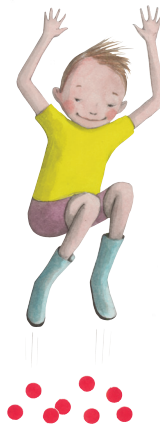
EMROstomp800.tif



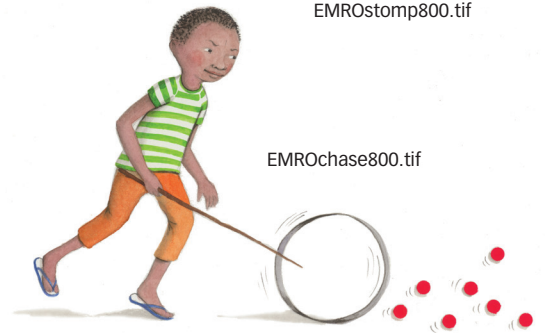
measles.mother&baby.REV.tif



chase800.REV.tif



stomp800.REV.tif



EMROchase800.tif



## ART ASSETS - GRAPHIC SILHOUETTES OF CHILDREN

Graphic silhouette artwork can be used in places where more 'universal' representations of children are desired, or where something more subtle than full-color artwork is desired. Graphic silhouettes are based on the original artwork by Sophie Blackall and should not be altered in any way.



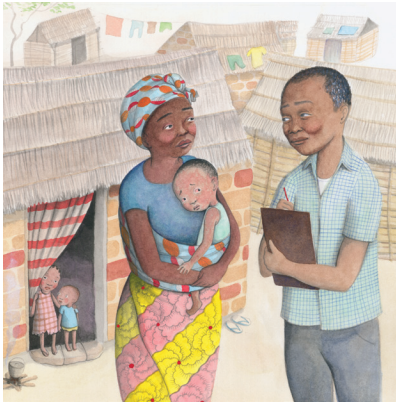
MeaslesandRubella.GraphicSilhouettes.eps

**ART ASSETS - FULL SCENE PAINTINGS**

Full scene paintings can be used in a variety of applications. Please do not place type over full-scene paintings. If type area is desired, created band of color on top or bottom of painting.



SBArtwork\_intro.tif



SBArtwork\_1.tif



SBArtwork\_2.tif



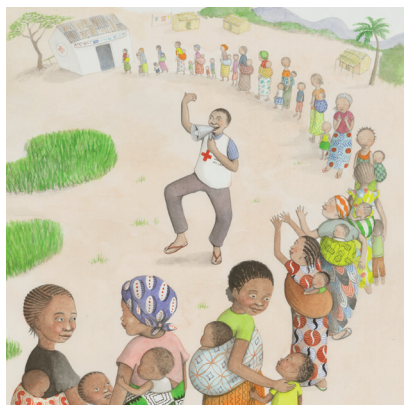
SBArtwork\_3.tif



SBArtwork\_4.tif



SBArtwork\_5.tif



SBArtwork\_6.tif



SBArtwork\_7.tif



SBArtwork\_8.tif

**ART ASSETS - FULL SCENE PAINTINGS CONTINUED**



SBArtwork\_9.tif



WesternPacific.tif

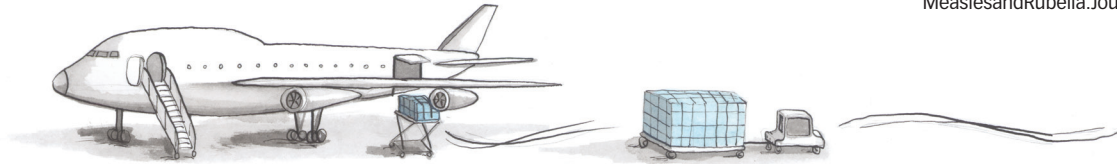


SBArtwork\_10.tif

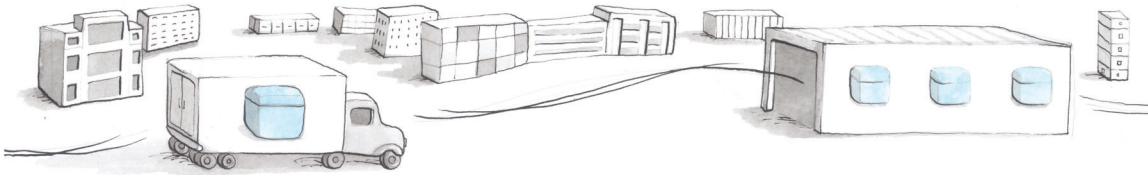


# ART ASSETS - VACCINATION JOURNEY ILLUSTRATIONS

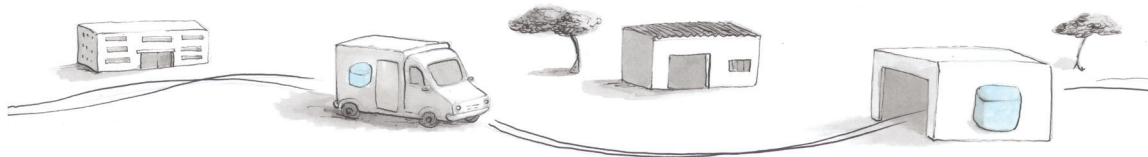
MeaslesandRubella.Journey.1.tif



MeaslesandRubella.Journey.2.tif



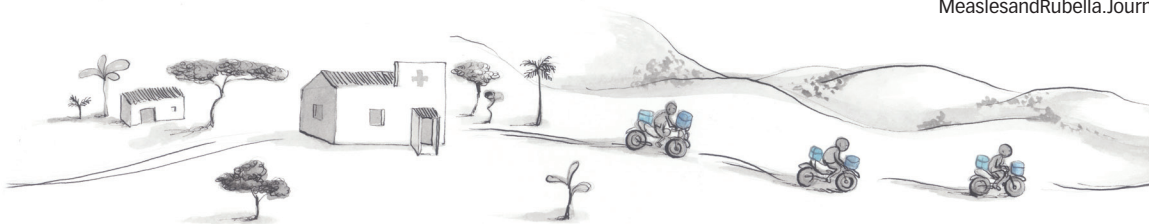
MeaslesandRubella.Journey.3.tif



MeaslesandRubella.Journey.4.tif



MeaslesandRubella.Journey.5.tif

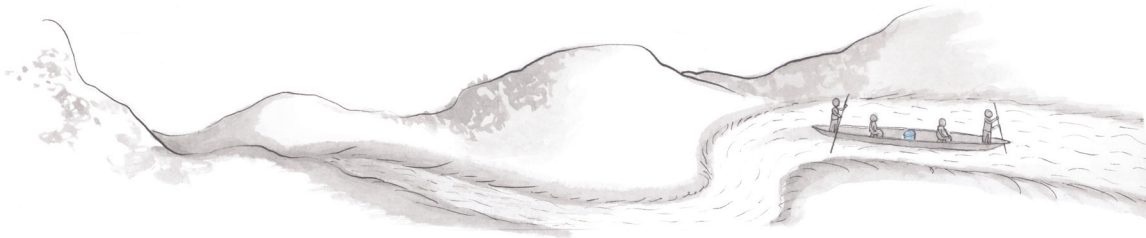


**ART ASSETS - VACCINATION JOURNEY ILLUSTRATIONS CONTINUED**

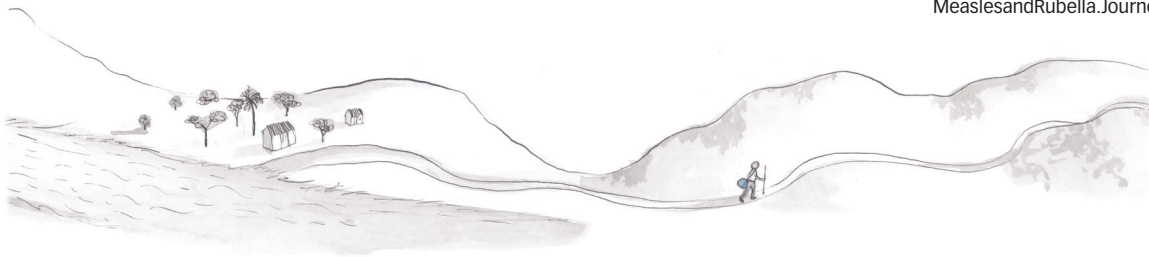
MeaslesandRubella.Journey.6.tif



MeaslesandRubella.Journey.7.tif



MeaslesandRubella.Journey.8.tif



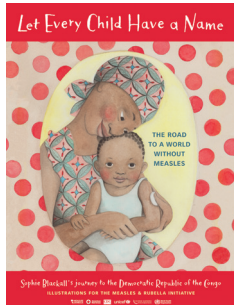
MeaslesandRubella.Journey.9.tif





# ART ASSETS - LET EVERY CHILD HAVE A NAME: THE ROAD TO A WORLD WITHOUT MEASLES EXHIBIT

Banner designs were created for the *Let Every Child Have a Name* exhibit in 2012. Editable design layout files, and hi rez PDFs are available for reproduction.



SBExhibitionPanels\_1.tif



SBExhibitionPanels\_2.tif



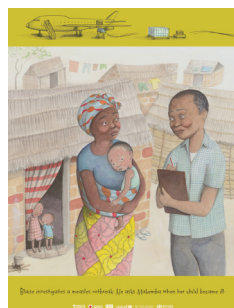
SBExhibitionPanels\_3.tif



SBExhibitionPanels\_4.tif



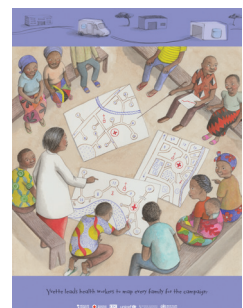
SBExhibitionPanels\_5.tif



SBExhibitionPanels\_6.tif



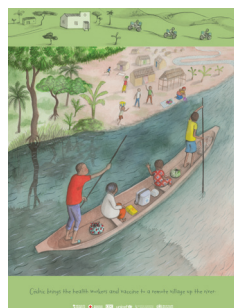
SBExhibitionPanels\_7.tif



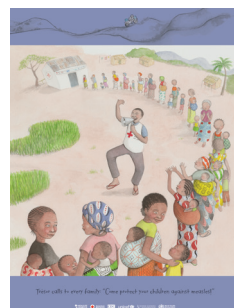
SBExhibitionPanels\_8.tif



SBExhibitionPanels\_9.tif



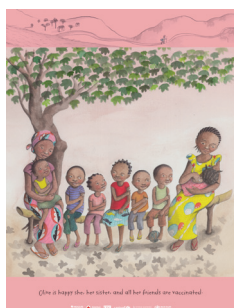
SBExhibitionPanels\_10.tif



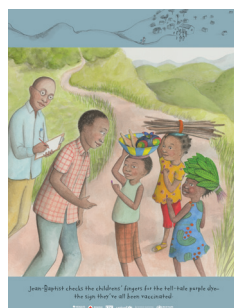
SBExhibitionPanels\_11.tif



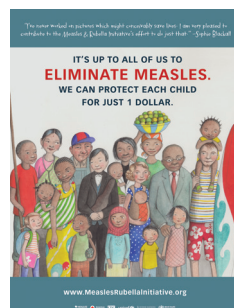
SBExhibitionPanels\_12.tif



SBExhibitionPanels\_13.tif



SBExhibitionPanels\_14.tif



SBExhibitionPanels\_15.tif





# THE MEASLES AND RUBELLA INITIATIVE INFORMATION/CONTACTS

To learn more about the Measles & Rubella Initiative or to contact us:

**EMAIL:** [MeaslesRubellainitiative@gmail.com](mailto:MeaslesRubellainitiative@gmail.com)

**WEBSITE:** [www.MeaslesRubellainitiative.org](http://www.MeaslesRubellainitiative.org)

**THE BLOG:** <http://stopmeaslesrubella.org>

**TWITTER:** @MeaslesRubella

**E-NEWSLETTER:** <http://bit.ly/ICQGJf>

**THE STRATEGIC PLAN:** <http://bit.ly/IHKuCo>

**IN IPAD FORMAT:** <http://bit.ly/meas-ru>

**THE 2012 ANNUAL REPORT:** <http://bit.ly/Z9yTTU>