



The Global Fund to Fight AIDS, Tuberculosis and Malaria Identity Guide

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VISION, MISSION AND VALUES

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INTRODUCTION

Each and every one of us at the Global Fund embodies our collective commitment to save lives. Our day-to-day work and actions define who we are as an organization.

The purpose of this identity guide is to help all staff express the Global Fund's identity with clarity and consistency.

The Global Fund is a partnership designed to accelerate the end of AIDS, tuberculosis and malaria as epidemics. Our organization is constantly learning and evolving as we challenge new barriers and embrace innovative approaches.

As a result, strengthening our identity and our culture is vital to achieving our mandate. An organization that presents a unified, strong and confident identity – whether in an email, a visual presentation, a press release or any Global Fund document – is one to be listened to, taken seriously and respected. By speaking with one voice, we will better serve the people and the communities affected by the three diseases.

This guide contains practical tools to help staff communicate who we are and how we talk about ourselves when we interact with external donors, partners, governments, civil society or among ourselves.

Part One includes our vision, mission and values. Part Two presents our visual identity. Part Three introduces the new core collateral materials. Fostering a strong culture and encouraging excellence and is up to each of us.

VISION

*“When I first mooted the idea
of the Global Fund, people said
I was dreaming... I love dreams.
It always starts with a dream.”*

KOFI ANNAN

former UN Secretary-General

VISION

A world free from the burden of AIDS, tuberculosis and malaria

Our vision – one that many thought was an impossible dream – has become a realistic goal. With a tremendous amount of hard work to erode inequalities in access to health, we are now moving steadily toward the achievement of a world free from the burden of AIDS, tuberculosis and malaria.

The dedication of health workers, scientists, world leaders, decision-makers, activists, people living with these preventable and treatable diseases, and Global Fund staff, has brought us closer and closer to this vision.

MISSION

Investing the world's money to defeat AIDS, tuberculosis and malaria

The cause that unites us – saving lives by defeating AIDS, tuberculosis and malaria as epidemics – can only be achieved with a clear sense of mission, a healthy amount of passion, and significant dedication. And only by working together.

People working in the field, in health clinics and hospitals, in homes and villages, in government offices, and supporting the work of raising and investing funds to support programs that keep people alive – all of them are collaborating to achieve this mission.

Our mission is what brings our vision to life. It is the reason we come to work every day.

VALUES

Integrity

Collaboration

Passion

Respect

Innovation

Effectiveness

At the Global Fund, we share one mission and one culture. Our organizational culture is based on the values we all embrace as people and as a team. These values greatly influence how we engage internally, as well as with partners outside the organization.

By really living the values in our day-to-day work, we all help to define the Global Fund's personality and shape the way people think about the organization. Our values also foster excellence and greater fulfillment in the workplace. Living our values make us a better Global Fund.

THE GLOBAL FUND'S PROMISE

To accelerate
the defeat of
AIDS, tuberculosis
and malaria

Driven by the conviction that we can accelerate progress and change the course of HIV, tuberculosis and malaria, our promise is what connects us with partners, intellectually and emotionally. Our promise gives us a baseline that affects decisions we make, gives coherence to the partnerships and relationships we cultivate, and sets out the high standards of talent that we recruit.

IN TWO SENTENCES

The Global Fund raises and invests nearly US\$4 billion a year to support local programs in more than 140 countries to accelerate the end of AIDS, tuberculosis and malaria as epidemics.

We are constantly evolving to better serve people affected by the diseases.

IDENTITY STATEMENT

The Global Fund is a 21st-century organization designed to accelerate the end of AIDS, tuberculosis and malaria as epidemics.

As a partnership between governments, civil society, the private sector and people affected by the diseases, the Global Fund mobilizes and invests nearly US\$4 billion a year to support programs run by local experts in more than 140 countries. By challenging barriers and embracing innovative approaches, we are working together to better serve people affected by the diseases.

The Global Fund was designed to continuously evolve. Defining and describing it can be a challenge, because it is not like other organizations and does not fit into a simple category. Often perceived as a hybrid — a financing organization with a humanitarian mission — the Global Fund is a partnership with many stakeholders.

The simple statement to the left defines who we are and what we do. It is intended to clarify the essential components of what characterizes and defines the Global Fund in a way that is resonant and inspiring. It sets out what differentiates us, what makes us effective, and why others should believe in us. It is the foundation upon which our internal and external communications are built.

BRAND ELEMENTS

01 Introduction

02 Global Fund Logo

03 Color Palettes

04 Typography

05 Signature Graphic Devices

GLOBAL FUND LOGO

The Global Fund logo is a critical part of our identity. It represents our fight against the three diseases: red symbolizes AIDS and HIV, blue tuberculosis and yellow malaria. In this way, our logo is unique to the Global Fund, and unmistakably signifies our organization.

The trefoil conveys dynamism and action, its three colors and tapering curves are a direct visual metaphor for the reduction and defeat of the three epidemics.



The Global Fund

FULL-COLOR LOGO

All logo colors are fixed and can not be altered. Only the CMYK (Cyan, Magenta, Yellow and Black) breakdowns provided can be used.



Global Fund Red

PMS 1795C
C:15 M:100 Y:100 K:0
HEX#CC2222
R:205 G:32 B:44

Global Fund Blue

PMS 293C
C:100 M:60 Y:0 K:0
HEX#0066BB
R:0 G:85 B:170

Global Fund Yellow

PMS 130C
C:0 M:37 Y:100 K:0
HEX#FFAA22
R:255 G:170 B:34

100% Black

C:0 M:0 Y:0 K:100
HEX#666666
R:30 G:30 B:30

BLACK OR WHITE LOGO

As with the color logo, black and white are fixed and cannot be altered in any way.

Note: Printing the full-color logo in greyscale should be avoided whenever practical. The black and white logo should be used when it is foreseen that a document will be printed in black and white.



100% Black

C:0 M:0 Y:0 K:100

HEX#666666

R:30 G:30 B:30



100% Black

C:0 M:0 Y:0 K:100

HEX#666666

R:30 G:30 B:30

LOGO LANGUAGE VARIANTS

The Global Fund logo is available in these languages:

English

 **The Global Fund**

Arabic

الصندوق العالمي 

French

 **Le Fonds mondial**

German

 **Der Globale Fonds**

Spanish

 **El Fondo Mundial**

Italian

 **Il Fondo globale**

Russian

 **Глобальный фонд**


Portuguese

 **O Fundo Global**

Chinese

 **全球基金**

Japanese

 **グローバルファンド**

LOGO LANGUAGE BAR

To reinforce the multicultural identity of the Global Fund, the logo language bar may be used on branded communications.

The logo language bar has been specifically designed so that the most-frequently used languages are the first to be picked up by the reader's eye. For this reason, the order in which the six language logos appear must remain as shown.



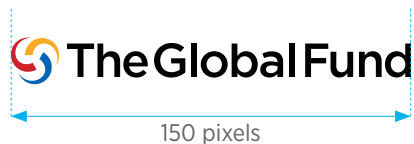
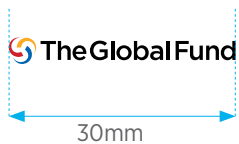
CLEAR SPACE GUIDELINES

A minimum clear space must surround the Global Fund logo. Graphic elements or text must not be placed in this space, which is equal in size to at least 2X cap-height of logo. Remember to follow the “2-X-T rule”.



LOGO USAGE: MINIMUM LOGO SIZE

The size of the logo lockup must never be smaller than 30mm (1.2in) in print or 150 pixels on screen.



BACKGROUND PLACEMENT GUIDELINES

Against these varied backgrounds only these variations are allowed. Note that the full-color version of the logo should only appear on white backgrounds.

White background



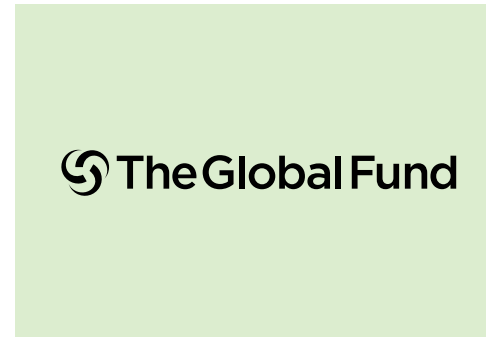
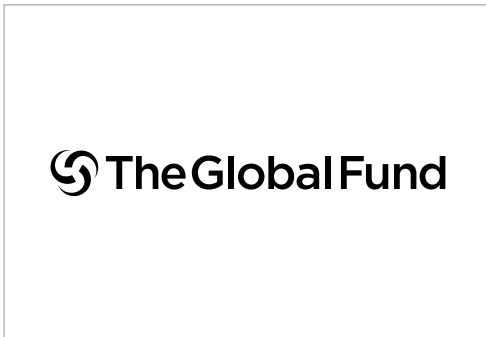
Dark color or photographic background



Light color or photographic background



DO NOT use full-color logo on color or photographic backgrounds



DISALLOWED ALTERATIONS

The logo, or the icon, must be used as described in this document, without any additional creative elements, highlights, drop shadows or frames. No alterations are to be made to the logo, as they alter its integrity and are detrimental to our trademark rights.

Do not stretch or compress the logo



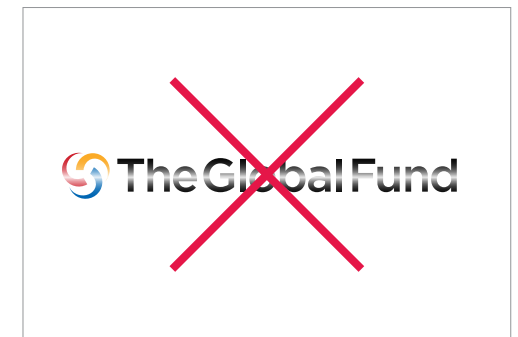
Do not alter configuration or the look of logo



Do not alter the color or letterforms of logo



Do not add drop shadows or other effects to logo



DISALLOWED ALTERATIONS

The logo, or the icon, must be used as described in this document, without any additional creative elements, highlights, drop shadows or frames. No alterations are to be made to the logo, as they alter its integrity and are detrimental to our trademark rights.

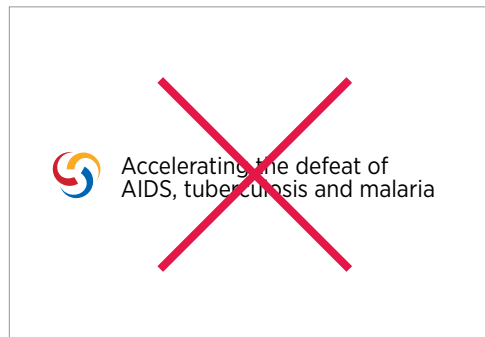
Do not use logotype or trefoil independently



Do not use trefoil in any other context



Do not alter lock-up of logotype and trefoil



DEPARTMENT-SPECIFIC AND SUB-BRANDING

This section provides guidance on creating a visual identity for an initiative, program, taskforce or event led or hosted by the Global Fund. With regards to the Global Fund identity, it is very important that initiatives and programs of the Global Fund should be seen as such. For this reason, any such program must be clearly identified with the Global Fund logo and not include any competing visual elements or logos. Programs, initiatives or departments can be branded by adding their name to the Global Fund logo as shown. This visual identity can be used for all internal and external initiatives and programs sponsored by the Global Fund, but not for teams or individuals.

Sub-brand configuration



Sub-brand examples



THIRD-PARTY USAGE: IMPLEMENTING PARTNERS

You may receive requests from external parties to use the Global Fund logo. These external parties broadly fall into two categories, Implementing Partners and Marketing Partners.

For “Implementing Partners” (Principal Recipients, Sub-Implementers, Country Coordinating Mechanisms, Local Fund Agents and other constituencies receiving Global Fund funding) use of our name and logo is subject to certain conditions. Implementing Partners are required to sign a legal agreement (a Trademark License Agreement) with the Global Fund which grants them permission to use the logo under certain restrictions. Templates for such agreement can be provided by the legal unit. Please contact the relevant Country Team Legal Officer.

Once the agreement has been signed, approved Implementing Partners can use the Global Fund logo preceded by the text “with the support of” to clearly designate that they are associated with and receive financing and support from the Global Fund. Use of the standard Global Fund logo is not permitted unless otherwise approved by the Global Fund.

The full terms of use of the Global Fund name or logo are outlined in the license agreements signed by Implementing Partners or agents.

If you have any questions about our logo terms and usage, please contact marketing@theglobalfund.org.

Note: whenever the logo is provided to an Implementing Partner the partner organization will be asked to provide a draft of the material where the logo will be used before being giving final permission.

Implementing Partner logo configuration



THIRD-PARTY USAGE: MARKETING PARTNERS

You may receive requests from external parties to use the Global Fund logo. These external parties broadly fall into two categories, Implementing Partners and Marketing Partners.

Marketing partners include individuals and organizations who are involved in raising awareness of and funds for the Global Fund. They are organizations working with the Global Fund, such as donors, partners in co-branding initiatives (such as PRODUCT (RED)[™]) and in-kind contributors. Other partners not providing a direct financial contribution – such as advocacy groups – may also be considered as marketing partners.

The use of the Global Fund name or logo by our partners requires specific license agreements depending on the type of use and relationship between the Global Fund and the partner.

While the content of this type of agreements is often context-specific, there are several conditions that apply. For guidance, please contact either marketing@theglobalfund.org or your team's focal point in the legal institutional unit team.

THIRD-PARTY USAGE: MARKETING PARTNERS

If you need to create a visual identity for a partnership with an external entity (i.e. an independent and equal partner of the Global Fund) where the logo is meant to indicate direct Global Fund participation such as in the sponsorship or organization of a meeting or event, a factual reference to Global Fund information, or a joint publication for which the Global Fund owns the copyright, here are the guidelines on how to do so. Other customizations must not be used.

Where there is only one partner, the logo should be on the right of and not below the Global Fund logo.

A draft of the proposed material showing the placement of the Global Fund logo with all accompanying branding, communications and situational context should be sent to marketing@theglobalfund.org for verification and approval.



Co-branded logo configuration examples



Where there is only one partner, the logo should be on the right of and not below the Global Fund logo.



Note that in a 3-logo setting, The Global Fund should appear in the center

THIRD PARTY USAGE: MARKETING PARTNERS CONFIGURATION FOR CO-BRANDING FOR ACTIVITIES IN SUPPORT OF THE GLOBAL FUND

If you need to create a visual identity for a partnership with an external entity where the awareness raising or fundraising event or activity is clearly in support of the Global Fund, partners are encouraged to use the Global Fund logo preceded by the text “In support of” to clearly designate that the Global Fund is the beneficiary.

Printed materials (i.e. event invitations, posters) should make it clear that the Global Fund is the beneficiary and distinguish the Global Fund logo from sponsors’ logos.

A draft of the proposed material showing the placement of the Global Fund logo with all accompanying branding, communications and situational context should be sent to marketing@theglobalfund.org for verification and approval.

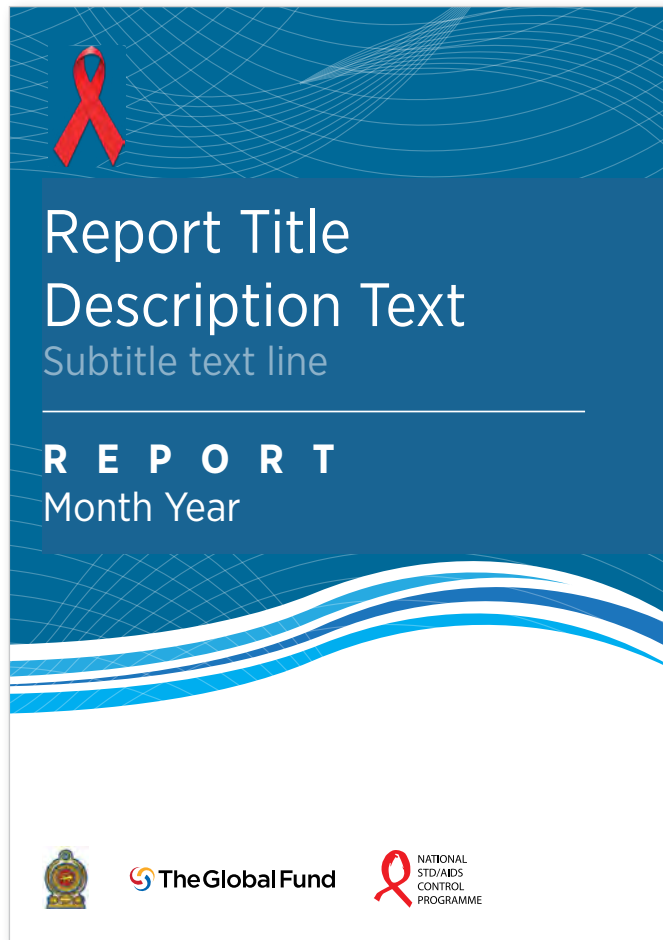
In support of logo configuration



PUBLICATIONS

Requests from external parties or organization to include the Global Fund's name or logo in printed publications should be directed to publications@theglobalfund.org in the Communications team.

We will provide the requesting organization with the appropriate logo files and guidelines. We will also ask to see a draft of the material where the logo will be used before giving final permission.



TALKING ABOUT THE GLOBAL FUND

The Global Fund’s name should always be spelled out in full [The Global Fund to Fight AIDS, Tuberculosis and Malaria] the first time it is referenced in written text, and can be written as “The Global Fund” thereafter.

“The Global Fund” is the only acceptable short form for the Global Fund to Fight AIDS, Tuberculosis and Malaria. Note that ‘the’ does not take an initial capital, unless it falls at the beginning of a sentence. The only exception to this rule concerns references, in which “The Global Fund” is the official short form for the organization as corporate publisher. Use initial capitals for Fight, Tuberculosis and Malaria when using the full title. Do not use the Fund, GF, TGF or GFATM. Do not add HIV to the title.

Complete name

The Global Fund to Fight
AIDS, Tuberculosis and Malaria

Short form of the name

The Global Fund

Do not use acronyms

~~GF
TGF
GFATM~~

Do not add HIV to the title

~~The Global Fund to Fight
HIV/AIDS, Tuberculosis and Malaria~~

PRIMARY COLOR PALETTE

All colors are fixed and must not be altered. Red symbolizes AIDS and HIV, blue tuberculosis and yellow malaria.



GF Red
PMS 1795C
C:15 M:100 Y:100 K:0
HEX#CC2222
R:205 G:32 B:44

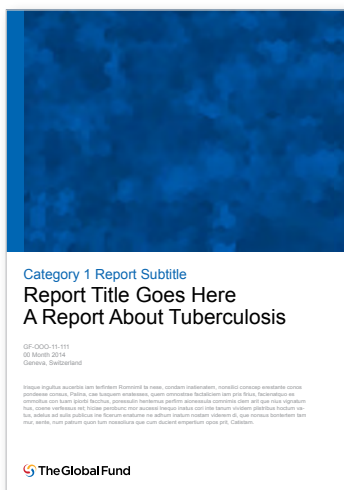
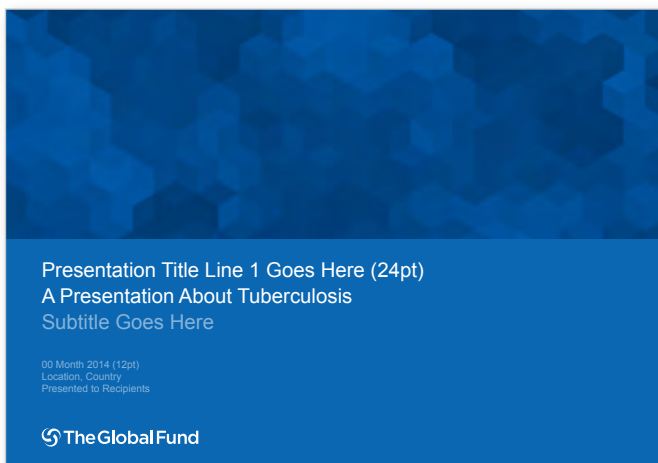
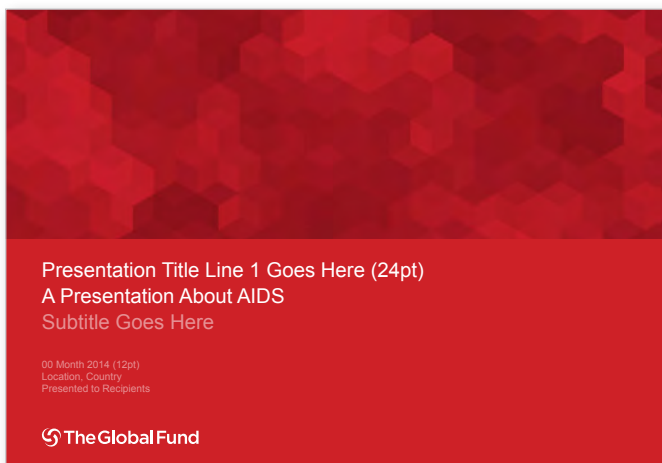
GF Blue
PMS 293C
C:100 M:60 Y:0 K:0
HEX#0066BB
R:0 G:85 B:170

GF Yellow
PMS 130C
C:0 M:37 Y:100 K:0
HEX#FFAA22
R:255 G:170 B:34

PRIMARY COLORS AND THE THREE DISEASES

Where possible, the three primary colors should be used only in relation to their respective diseases. Consistent use of this approach will reinforce the core operation of the Global Fund and elevate consistency and voice of Global Fund communications.

Color carries meaning — as such, usage of the primary colors should be considered and deliberate. Red symbolizes AIDS and HIV, blue tuberculosis and yellow malaria.



SECONDARY COLOR PALETTE

A secondary color palette is used as signature colors for different publication types, for different chapters of one publication, and for the color coding of graphs, etc. Additional colors can be selected if necessary as long as they harmonize with the primary color palette.

GF Dark Blue

CMYK 100 / 70 / 10 / 25
 RGB 0 / 63 / 114
 HTML 003F72
 PMS 541

GF Turquoise

CMYK 90 / 0 / 20 / 0
 RGB 0 / 176 / 202
 HTML 00B0CA
 PMS 3125

GF Light Blue

CMYK 60 / 0 / 0 / 0
 RGB 0 / 185 / 228
 HTML 00B9E4
 PMS 306

GF Purple

CMYK 55 / 100 / 10 / 25
 RGB 110 / 44 / 107
 HTML 6E2C6B
 PMS 255

GF Pink

CMYK 15 / 80 / 0 / 0
 RGB 218 / 57 / 175
 HTML DA39AF
 PMS 239

GF Orange

CMYK 0 / 70 / 90 / 0
 RGB 255 / 127 / 69
 HTML FF7F45
 PMS 164

GF Olive

CMYK 20 / 15 / 50 / 35
 RGB 154 / 153 / 110
 HTML 9A996E
 PMS 451

GF Green

CMYK 55 / 0 / 90 / 0
 RGB 105 / 190 / 40
 HTML 69BE28
 PMS 368

GF Gold

CMYK 5 / 10 / 100 / 15
 RGB 198 / 172 / 0
 HTML C6AC00
 PMS 103

A neutral palette is used for backgrounds and for text and for publications with black and white as the desired dominant color scheme.

GF Black

CMYK 0 / 0 / 0 / 100
 RGB 30 / 30 / 30
 HTML 666666
 PMS Black

GF Grey 25%

CMYK 0 / 0 / 0 / 25
 RGB 200 / 200 / 200
 HTML C7C8CA
 PMS Black / 25% Tint

GF Eggshell

CMYK 2 / 3 / 4 / 5
 RGB 224 / 222 / 216
 HTML E0DED8
 PMS Warm Grey 1

GF Grey 50%

CMYK 0 / 0 / 0 / 50
 RGB 150 / 150 / 150
 HTML 939598
 PMS Black / 50% Tint

GF Grey 75%

CMYK 0 / 0 / 0 / 75
 RGB 100 / 100 / 100
 HTML 636465
 PMS Black / 75% Tint

TINTS AND QUANTITIES

For the most part, primary and secondary colors should appear at their full-value, non-tints. However, there are numerous scenarios (for example, data visualization) in which using a tint is a necessity. The specific values and quantities used will vary by context, it is the designer’s responsibility to create harmonious and legible color composition.

Primary Palette

		75%	50%	25%
GF Red	75% Tint Text	50% Tint Text	25% Tint Text	
GF Blue	75% Tint Text	50% Tint Text	25% Tint Text	
GF Yellow	75% Tint Text	50% Tint Text	25% Tint Text	

Secondary Palette

		75%	50%	25%
GF Dark Blue	75% Tint Text	50% Tint Text	25% Tint Text	
GF Purple	75% Tint Text	50% Tint Text	25% Tint Text	
GF Olive	75% Tint Text	50% Tint Text	25% Tint Text	
GF Turquoise	75% Tint Text	50% Tint Text	25% Tint Text	
GF Pink	75% Tint Text	50% Tint Text	25% Tint Text	
GF Green	75% Tint Text	50% Tint Text	25% Tint Text	
GF Light Blue	75% Tint Text	50% Tint Text	25% Tint Text	
GF Orange	75% Tint Text	50% Tint Text	25% Tint Text	
GF Gold	75% Tint Text	50% Tint Text	25% Tint Text	
GF Black	75% Tint Text	50% Tint Text	25% Tint Text	
GF Eggshell	Tints for Text Overlay Not Recommended			

SYSTEM SERIF TYPEFACE: GEORGIA

Georgia is a serif font. Serif fonts have a warmer, more human typeface but do not translate as well into digital devices. This font is set as the default font in Word and Outlook.

To be used for the following languages: English, French, Spanish, Russian and Arabic.

Georgia must be used for

- **Email**
- **Word (Letters / Fax / Memos) Documents**
- **Reports**

Georgia

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$ # &

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$ # &

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$ # &

Georgia Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$ # &

SYSTEM SANS-SERIF TYPEFACE: ARIAL

Arial, a sans-serif font, has been chosen for PowerPoint ([page 61](#)), Excel, email signatures ([page 67](#)) and the website. To be used for the following languages: English, French, Spanish, Russian and Arabic.

Arial must be used for

- Digital Platforms
- PowerPoint
- Excel
- Email signatures

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$#&

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$#&

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$#&

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$#&

SPECIALIZED SANS-SERIF TYPEFACE: GOTHAM NARROW

Gotham Narrow is the primary specialized typeface. The letterforms carry a direct relation to those found in the Global Fund logo. Available in a versatile range of widths, Gotham Narrow may be supported with Gotham Regular and Gotham Condensed as needed.

As this is a specialized font, it is not available as part of the standard Microsoft package (“non-system font”) and must be purchased separately. The Communications team has purchased this font; however, it is not for general use. The font is reserved for publications and design usage.

Gotham must be used for

- **Publications**
- **Printed Collateral**

Gotham Narrow

Gotham Narrow Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$#&

Gotham Narrow Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$#&

Gotham Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$#&

Gotham Narrow Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$#&

Gotham Narrow Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$#&

Gotham Narrow Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():;@ \$#&

SPECIALIZED SERIF TYPEFACE: MERCURY

Mercury is our secondary specialized typeface. Its role is supportive to Gotham Narrow and is ideal for setting large amounts of text or in the contexts which require a more formal / traditional feel such as event invitations.

As this is a specialized font, it is not available as part of the standard Microsoft package (“non-system font”) and must be purchased separately. The Communications team has purchased this font; however, it is not for general use. The font is reserved for publications and design usage.

Mercury may be used for

- **Publications**
- **Printed Collateral**

Mercury

Mercury Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%()::@\$#&

Mercury Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%()::@\$#&

Mercury Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%()::@\$#&

Mercury Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%()::@\$#&

Mercury Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%()::@\$#&

Mercury Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%()::@\$#&

SYSTEM CHINESE TYPEFACE: SIMHEI (PC) / HEI (MAC)

SimHei (PC users)/Hei (Mac users) is the alternate system font used for Georgia in Chinese. It is to be used for email, letters, reports, fax and memos.

甲乙丙

一 二 三 四 五 六 七 八 九 十

甲 乙 丙 丁 戊 己 庚 辛 壬 癸 升 米 吨 瓦 特

1 2 3 4 5 6 7 8 9 0 “ ” { } 《 》 [] () , . : ! ?

ALTERNATE CHINESE TYPEFACE: DF SONG SIMPLIFIED CHINESE

DF Song Simplified Chinese is the alternate specialized font used for Mercury in Chinese. It is to be used for the website, audiovisual productions and printed collateral. DF Song is reserved for use by external design agencies.

甲乙丙

一 二 三 四 五 六 七 八 九 十

甲 乙 丙 丁 戊 己 庚 辛 壬 癸 升 米 吨 瓦 特

1 2 3 4 5 6 7 8 9 0 “ ” { } 《 》 [] () , . : ! ?

PRIMARY SPECIALIZED ARABIC TYPEFACE: FRUTIGER LT ARABIC

Frutiger LT Arabic is the alternate specialized font used for Gotham Narrow in Arabic. It is to be used for the website, audiovisual productions and printed collateral. Frutiger LT Arabic is reserved for use by external design agencies.

ن ح ج

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ . " ' # \$ % & * () ! ? { } \ , .

SECONDARY SPECIALIZED ARABIC TYPEFACE: GEEZA PRO

Geeza Pro is the alternate specialized font used for Mercury in Arabic. It is to be used for the website, audiovisual productions and printed collateral. Geeza Pro is reserved for use by external design agencies.

ن ح ج

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ . " ' # \$ % & * () ! ? { } \ , .

RECOMMENDED TYPOGRAPHIC HIERARCHY, SYSTEM TYPE

The hierarchy below should serve as a rough guideline for laying out text for reports and other internally produced business documents created via Word. The templates provided are built with the specifications set out below, for ease and simplicity. Individual documents can modify these guidelines, but should keep the general look and feel.

Level 1 Headings Are Set in Arial, 18 Points. They Should Have a Spacing of 12 Points Above and Below. Line Spacing is Exactly 22 points. They Should be Title Case.

Level 2 headings are set in Arial, 14 points. They should have a spacing of 6 points above and below. Line spacing is exactly 17 points. They should be sentence case.

Body copy is set in Georgia. Body copy size is single spaced 10 POINTS FOR REPORTS and 11 POINTS FOR ALL OTHER DOCUMENTS. In rae quis aliquo ex eiciaer untiam sunt por ad qui conet aut qui doluptus, tem ullaccate acearum excestis minctus aperum essit officimi, quatures abore sa quid mo magni odit hil inis moluptin erro blature mporererfero coribus sitaqui dolles siminul lorios eost officis ationec ulparum aut elest, offic torbus.

Paragraphs are set with no points above or below, and one blank line between each paragraph. It que rae pro molo bero omnihil laboribus. Por maximen ditatquid eaqui sum ne perum quatquo mincto estrum fugitatur? Quis comniet vellandis dolupta tusciurest, simus, soluptat. Turempo ssequo esequos evenihil ersped quateit la voluptatus es est, con corit, il est, officil moluptae pos ullest, temolut ut quunt et dolorpo recias et enis et, que receaque nonsenem labo. Nam et veruptatio.

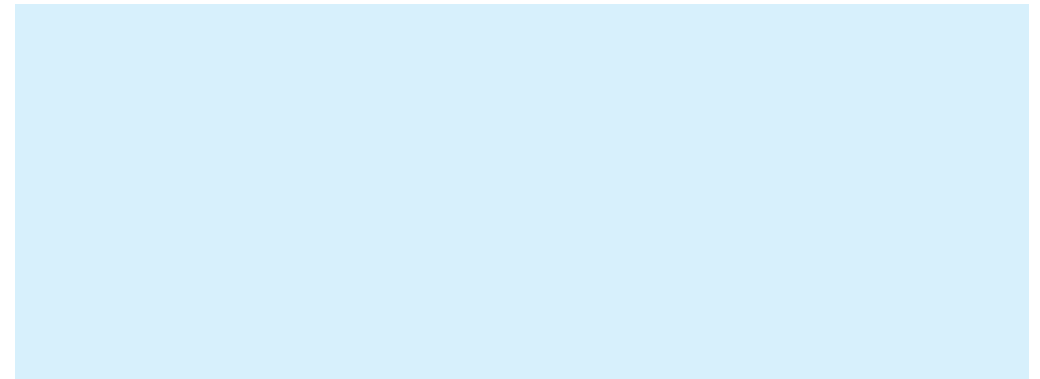


Image or chart captions may be set in either Georgia or Arial. Size is typically 8 points.

Italics may be used as needed to provide emphasis, te num sum hilluptate illabor erferor rorum int quo ma consequo consequis nosto ideniet moluptatur, quas derchici dunt.

Bold or CAPS may be used as needed to provide emphasis idus sum quaectur, vene nat omnis olupta tem qui nim inveles autat landae corem quam facia.

RECOMMENDED TYPOGRAPHIC HIERARCHY, SPECIALIZED TYPE

The hierarchy below should serve as a rough guideline for laying out text for externally produced materials such as publications and other printed collateral. Designers may make any adjustments required by content and format but the overall feel should be consistent with guidelines. Type sizes will vary by context, but leading (line-spacing) should be approximately 1.2 – 1.4 times type size. Note that, Gotham Narrow and Mercury are reserved for use by external design agencies.

Headings should be set in Gotham Narrow, typically 24-36 points.

Subheadings should be set in Gotham Narrow, size is typically 16-18 points.

Body copy may be set in Gotham Narrow. Body copy size is typically 9-12 points. In rae quis aliquo ex eiciaer untiam sunt por ad qui conet aut qui doluptus, tem llaccate acearum excestis minctus aperum essit officimi, quatures abore sa quid mo magni odit hil inis moluptin erro blature mporererfero coribus sitaqui dolles siminul lorios eost officiis ationec ulparum aut elest, offic toribus molorem que ipsam explabo. Apelendandem volut ipiet acil il etum res resti unt omnihiliti omnia quis et lam que qui tendandit, ium aut Nam, corroru mquodis utem hit qui tem eum fugit dio occabor ehendae officaecus simil inis aliqui as sit intium.

*Gotham Narrow Italics may be used as needed to provide emphasis, te num sum hilluptate illabor erferor rorum int quo ma consequo consequis nosto ideniet moluptatur, quas derchici dunt. **Gotham Narrow Bold or CAPS may be used as needed to provide emphasis idus sum quaectur, vene nat omnis olupta tem qui nim inveles autat landae corem quam facia.***

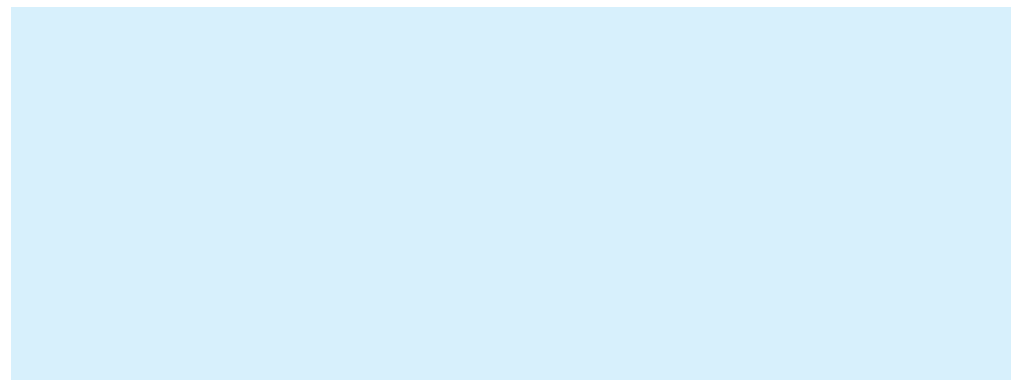


Image or chart captions are set in Gotham Narrow. Size is typically 8 points.

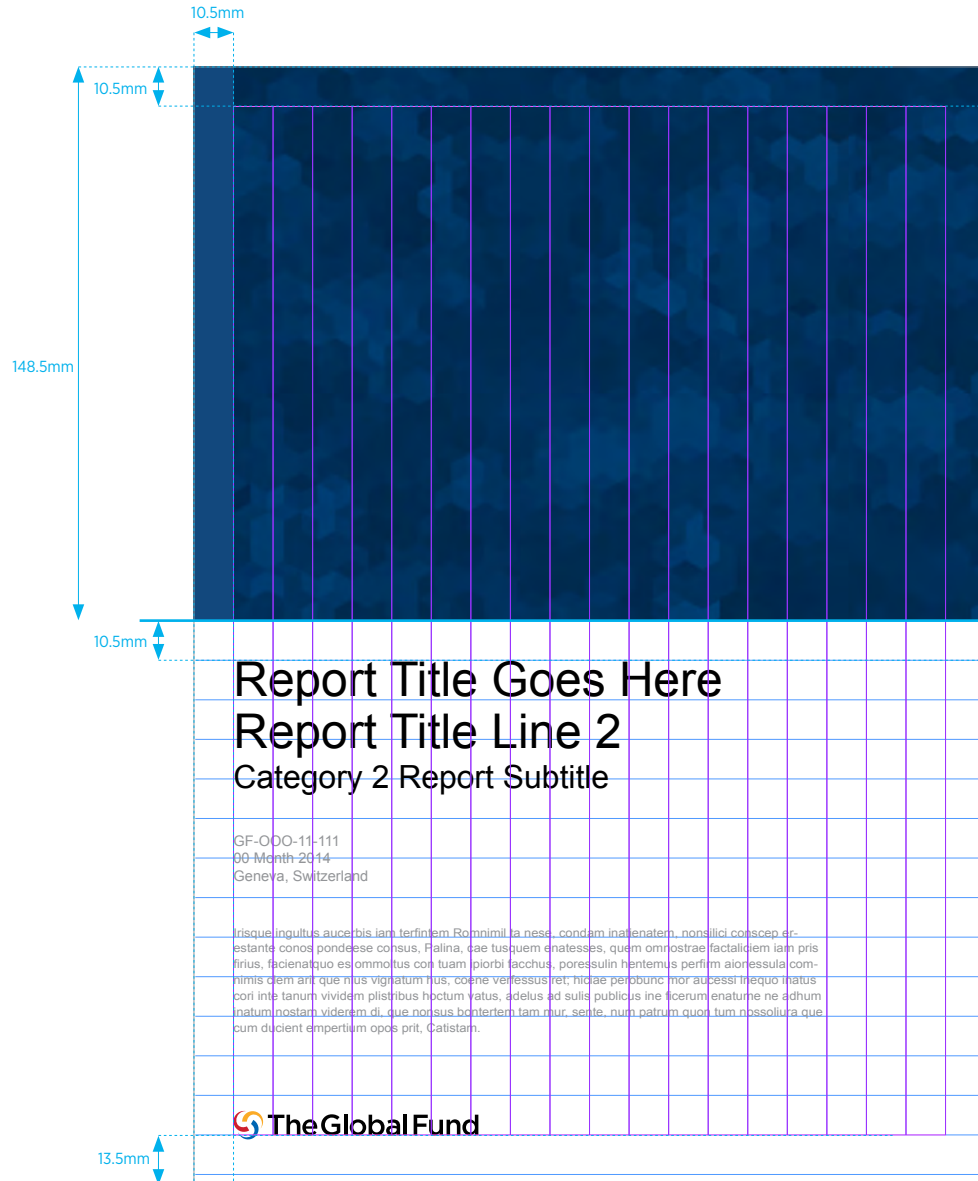
ALTERNATE SPECIALIZED TYPE

Body copy may also be set in Mercury — especially in the cases of very long quantities of text. Body copy size is typically 9-12 points. In rae quis aliquo ex eiciaer untiam sunt por ad qui conet aut qui doluptus, tem llaccate acearum excestis minctus aperum essit officimi, quatures abore sa quid mo magni odit hil occabor ehendae officaecus simil inis aliqui as sit intium.

*Mercury Italics may be used as needed to provide emphasis, te num sum hilluptate illabor erferor rorum int quo ma consequo consequis nosto ideniet moluptatur, quas derchici dunt. **Mercury Bold or CAPS may be used as needed to provide emphasis idus sum quaectur, vene nat omnis olupta tem qui nim inveles autat landae corem quam facia.***

RECOMMENDED GRID FOR A4 REPORT COVER

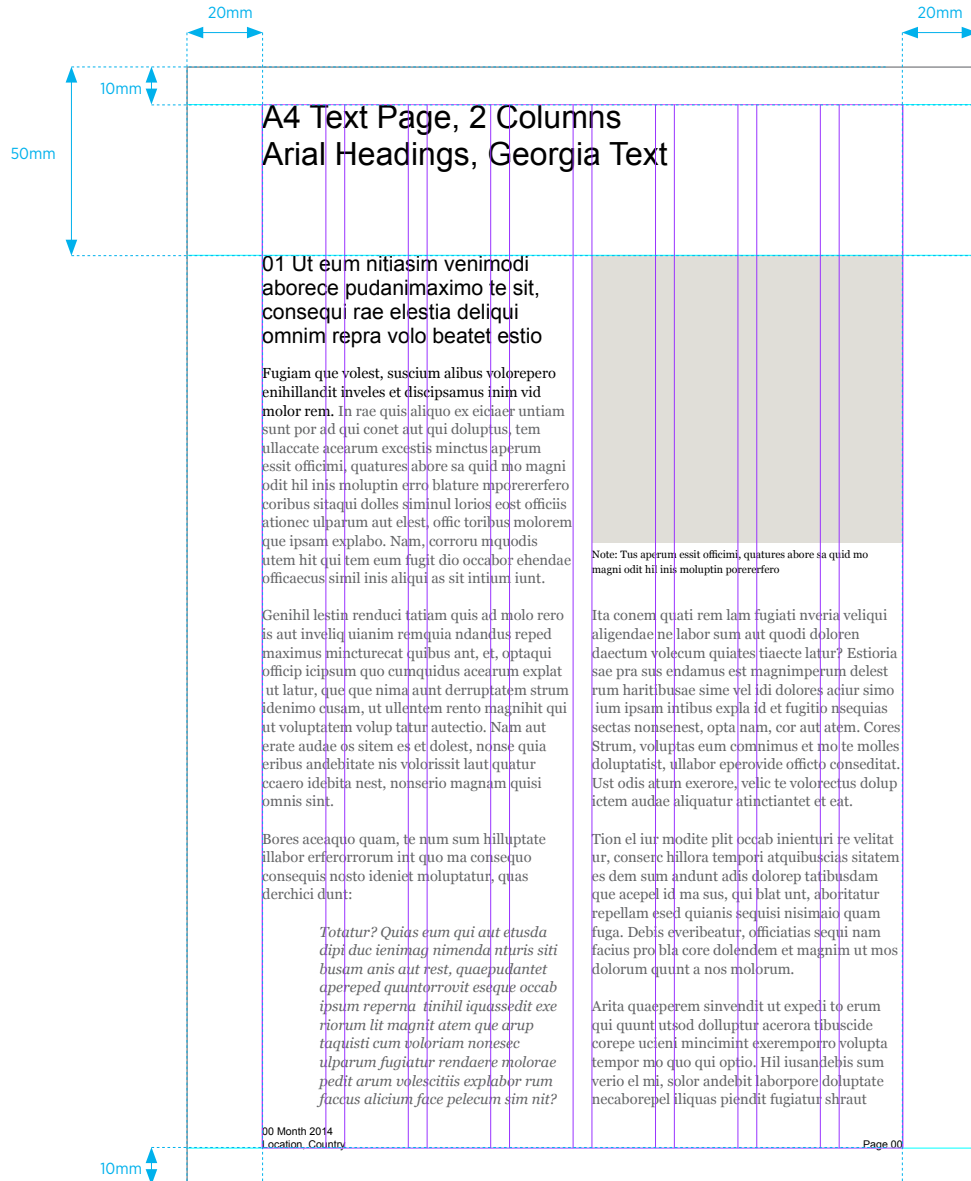
For cover treatments, an 18-column 10.5mm square grid provides a versatile platform for composition. The grid allows for flexibility and a broad range of unique and creative expressions which all strongly relate to a common system. Please do not alter the layout and respect the grid system as predefined in the report templates.



Where possible, accentuate the center horizontal line.
This convention is a subtle reference to the collaborative nature of the Global Fund's relationship with its partners.

RECOMMENDED GRID FOR A4 REPORT INTERIOR

An 8-column grid with 5mm gutters provides both a functional, flexible and easy to use framework for most print applications. Adhering to consistent borders and grid structure creates cohesion and connection across Global Fund communications. Where possible, long documents should utilize 2 columns for body copy. Please do not alter the layout and respect the grid system as predefined in the report templates.



CURVES

Curves are reserved for top-tier Global Fund communications. Derived from the curves in the Global Fund's trefoil logo, the curves are an expression of collaboration, connection and dialogue and also of the reduction in the diseases. Available in the full set of primary and secondary colors as featured in the report, PowerPoint and other templates.



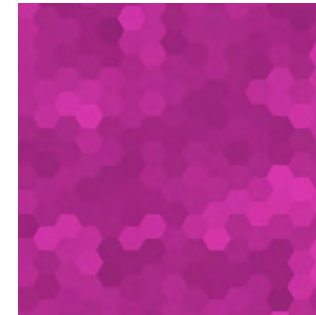
CUBE MOSAIC

The Cube Mosaic texture is available for use in typical Global Fund communications. The texture is a visual metaphor for key aspects of the Global Fund's operations: partnership, granularity and multifaceted approach to defeating the three diseases. Available in the full set of primary and secondary colors as featured in the report, PowerPoint and other templates.



HEXAGONAL MOSAIC

The Hexagonal Mosaic texture is available for use in typical Global Fund communications. The texture is a visual metaphor for key aspects of the Global Fund's operations: partnership, granularity and multifaceted approach to defeating the three diseases. Available in the full set of primary and secondary colors as featured in the report, PowerPoint and other templates.



CORE COLLATERAL

- 01 Introduction
- 02 Stationery and Word Templates
- 03 PowerPoint Templates
- 04 Electronic Communications
- 05 Report Templates
- 06 Event-related Materials
- 07 Posters

CORE COLLATERAL INTRODUCTION

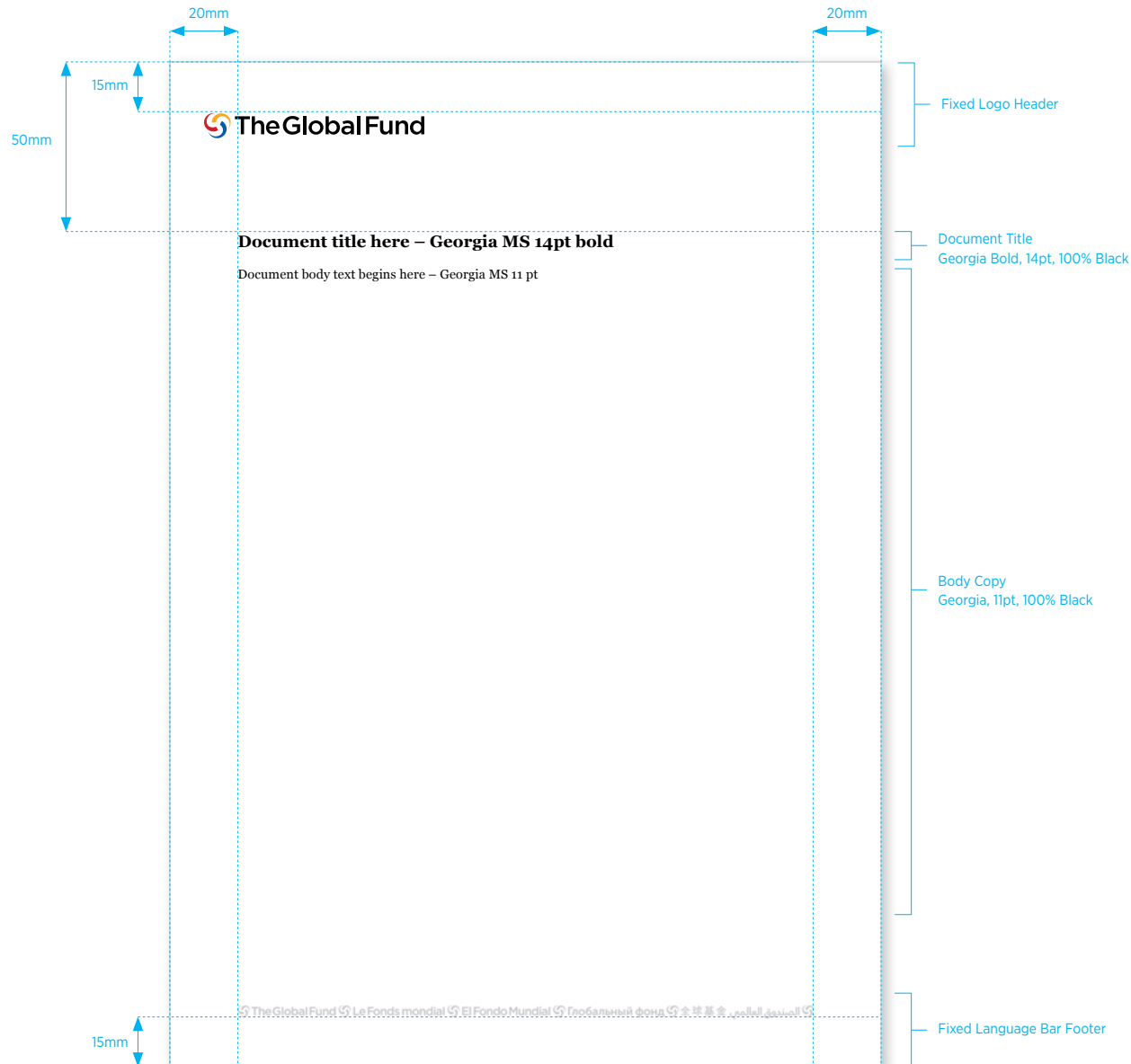
We have a set of standardized electronic templates and stationery to help improve consistency, and to bring a sharper and simpler look to our visual communications.

An organization that presents a unified, strong, confident identity – whether in an email, a visual presentation, a letter, a press release, or any Global Fund document – is one to be listened to, taken seriously and respected.

We ask that if you have any previous versions of the stationery, you recycle them and replace them with the versions show here.

STANDARD WORD TEMPLATE A4

A general Word template that includes a fixed Global Fund logo and language bar is available for download. This template can be used to create everyday documents in Word



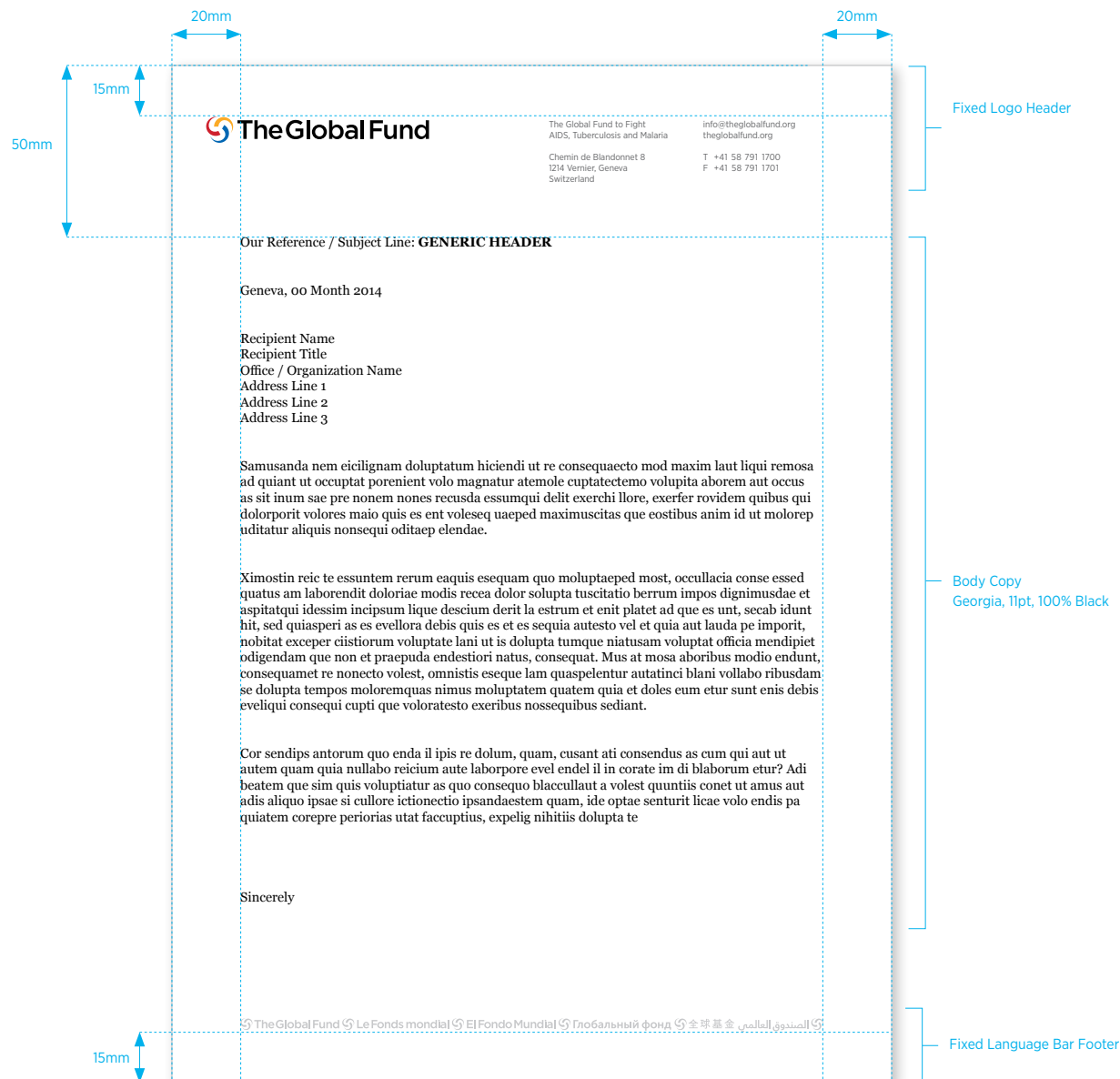
FORMATTED WORD TEMPLATE A4

A formatted Word template that includes a fixed Global Fund logo and language bar is available for download. This template includes a document category headline that can be used to create key documents such as media advisories, FAQs, staff bios and fact sheets.



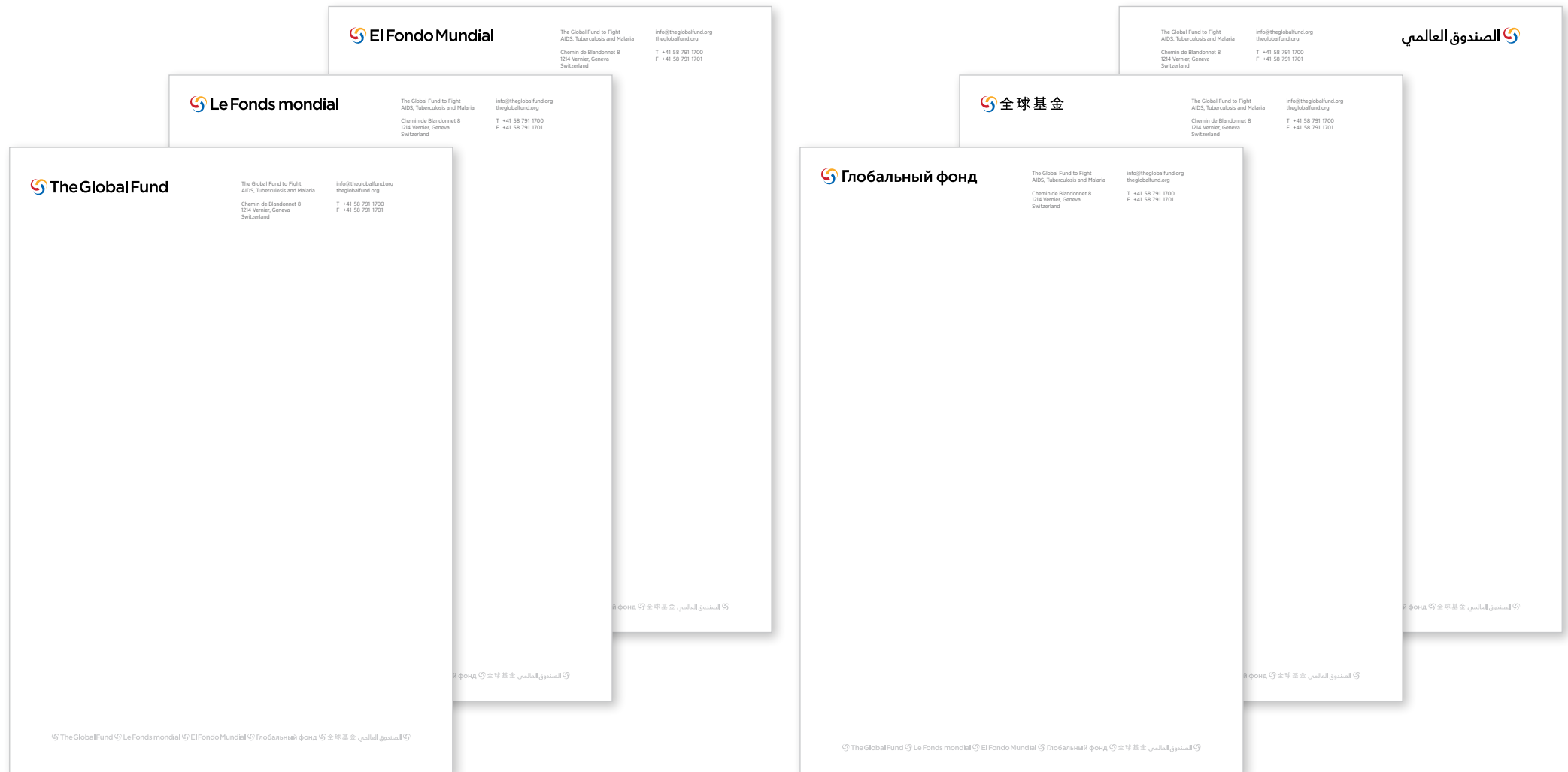
STANDARD LETTERHEAD A4

A standard Word letterhead template is available for download.




A4 LETTERHEAD LANGUAGE VARIANTS

The Global Fund letterhead template is available in English, French, Spanish, Russian, Arabic and Chinese.



A4 BUSINESS DOCUMENT TEMPLATES

Business document templates including memorandum and fax templates are available for download.



The Global Fund

The Global Fund to Fight
AIDS, Tuberculosis and Malaria

info@theglobalfund.org
theglobalfund.org

Chemin de Blandonnet 8
1214 Vernier, Geneva
Switzerland

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theglobalfund.org

Chemin de Blandonnet 8
1214 Vernier, Geneva
Switzerland


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F +41 58 791 1701

Memorandum

Date	00 Month 2014
To	Recipient Name
Cc	Cc Recipient Names
From	Sender Name
Department	Department Name
Subject	Subject Name

1.0 Heading
 Expliciquae arunt aut alignis quidem labore is dolupta tiatias accaborum, erit ut repenam quis vellorepe natus as nobis nimpellabo. Et dolorpo stibea conecera doles excerum que nonesti umquam aperem vellisqui vidercim ipit hil eum reium est ea serrum ius prestio. Andis magnim quae. Alignime sit, volenis pla corumqui anim atum esciliquae nus quiatem.

The Global Fund | Le Fonds mondial | El Fondo Mundial | Глобальный фонд | 全球基金 | الصندوق العالمي



The Global Fund

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1214 Vernier, Geneva
Switzerland

T +41 58 791 1700
F +41 58 791 1701

Fax

Date	00 Month 2014
To	Recipient Name
Cc	Cc Recipient Names
From	Sender Name
Department	Department Name
Subject	Subject Name

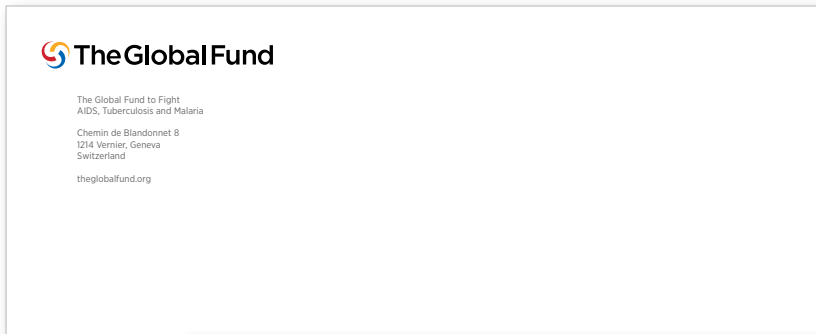
1.0 Heading
 Expliciquae arunt aut alignis quidem labore is dolupta tiatias accaborum, erit ut repenam quis vellorepe natus as nobis nimpellabo. Et dolorpo stibea conecera doles excerum que nonesti umquam aperem vellisqui vidercim ipit hil eum reium est ea serrum ius prestio. Andis magnim quae. Alignime sit, volenis pla corumqui anim atum esciliquae nus quiatem.

The Global Fund | Le Fonds mondial | El Fondo Mundial | Глобальный фонд | 全球基金 | الصندوق العالمي

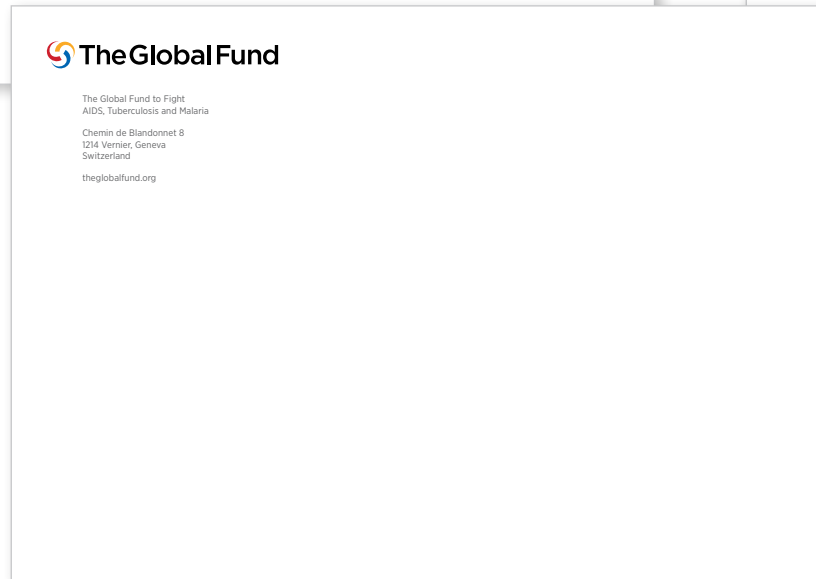
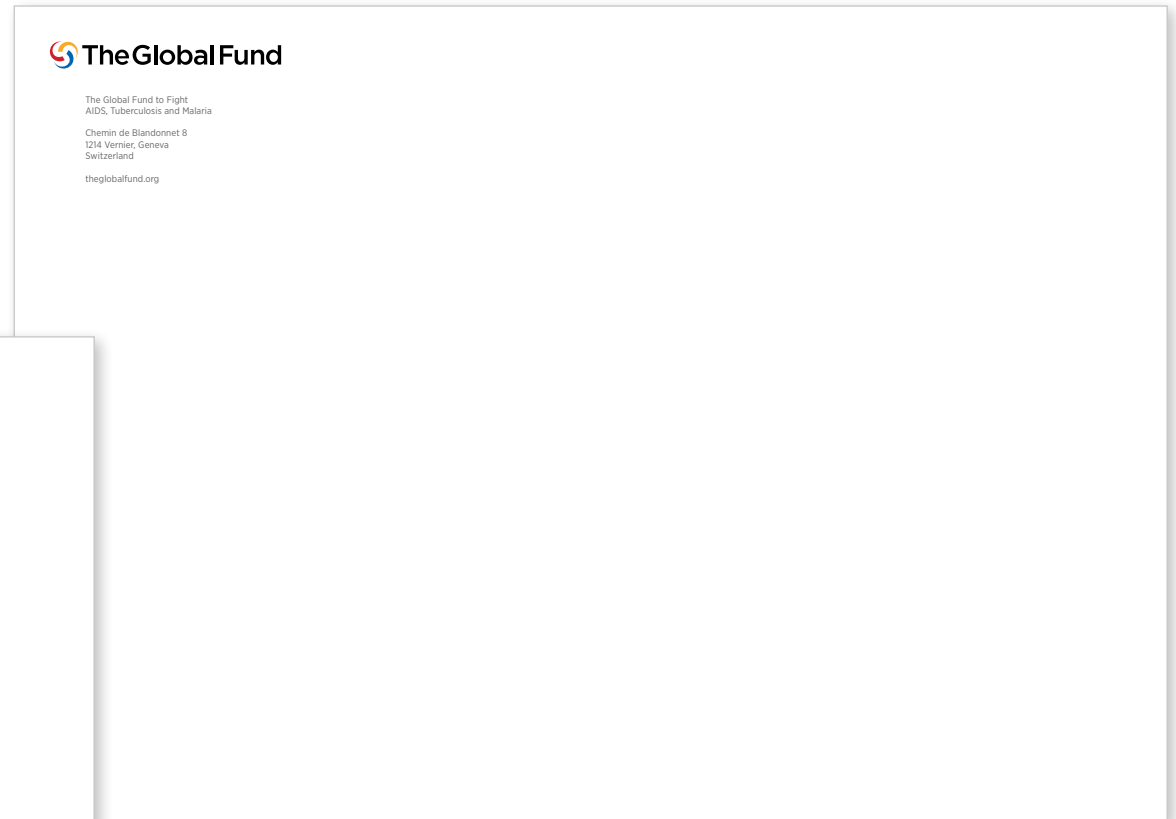
ENVELOPES

Envelopes available in the following sizes:

C5/6 : 229mm x 114mm
(with and without window)



C4 : 324mm x 229mm
(with and without window)

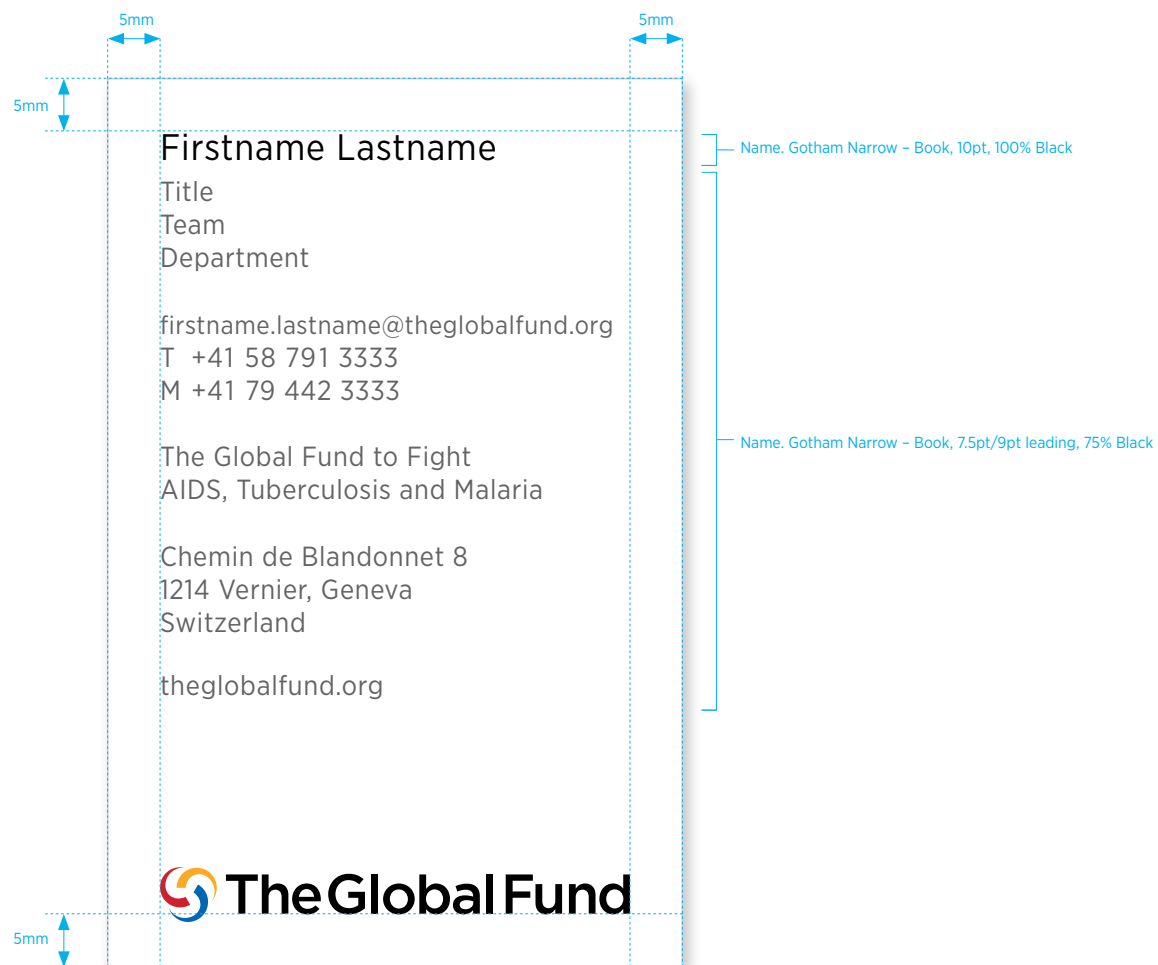


C5 : 229mm x 162mm
(with and without window)

STANDARD BUSINESS CARD

If you need business cards, please send an email to reception@theglobalfund.org with the information you need on the business card (title, team, department, email address and phone numbers) — you can use your email signature. It is possible to have your business card in two languages (one on either side), so please submit your preferred language(s).

You will receive a template by email that you will need to check and agree or modify through our new Lyreco software. Once the order is placed, it takes approximately five working days to be delivered. Quicker deliveries are possible if needed.

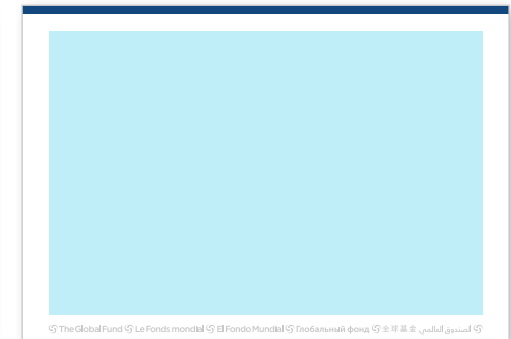
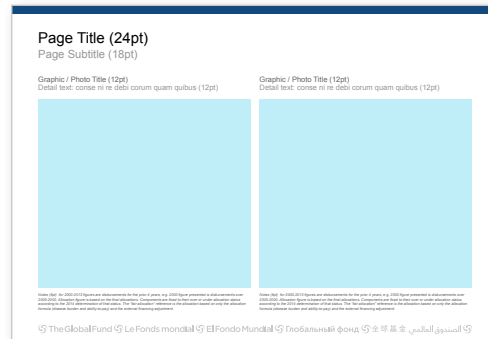
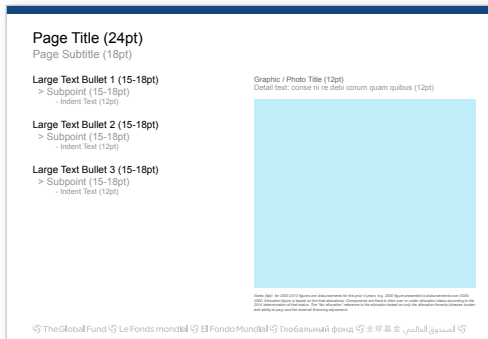
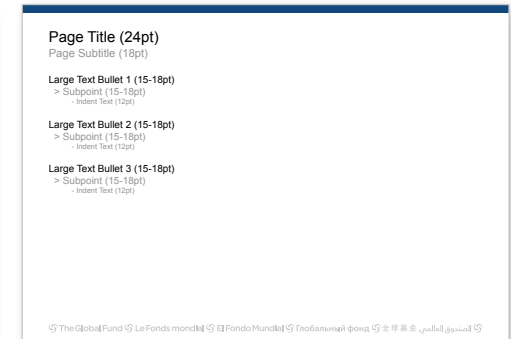
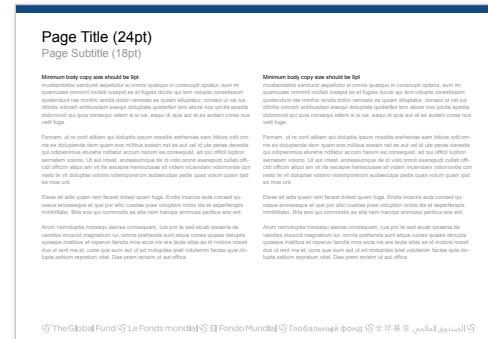


POWERPOINT TEMPLATES

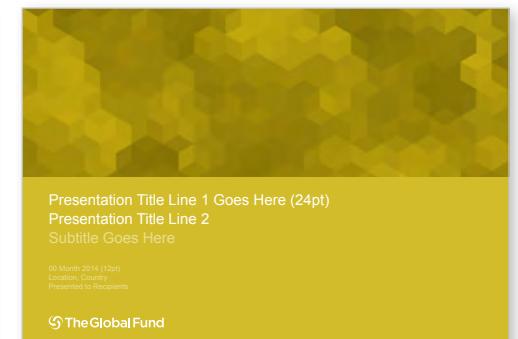
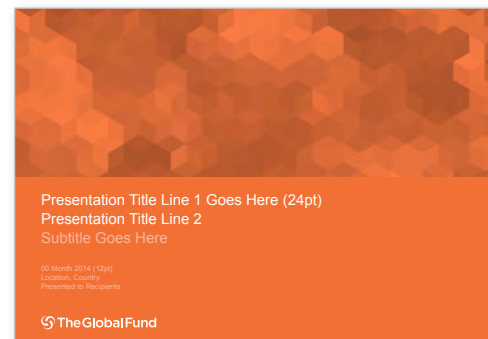
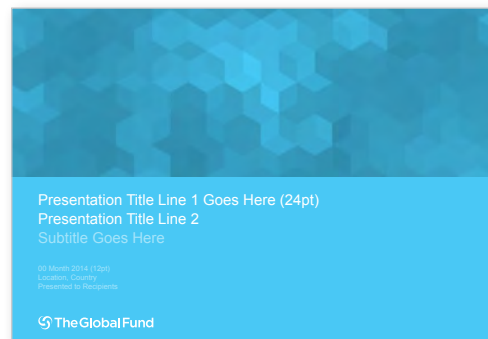
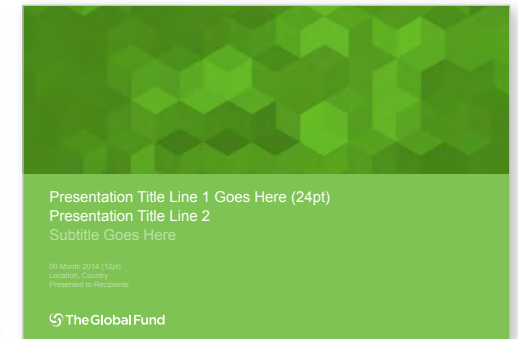
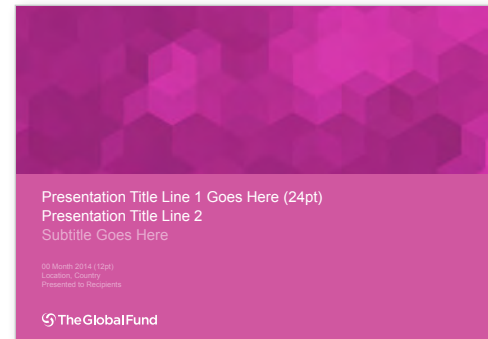
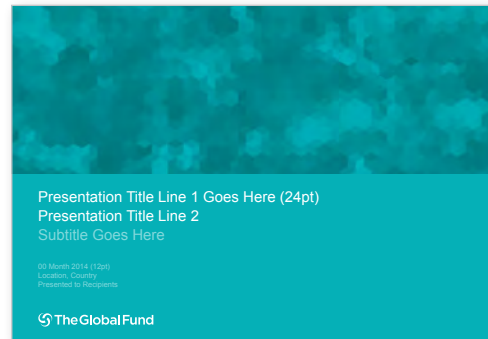
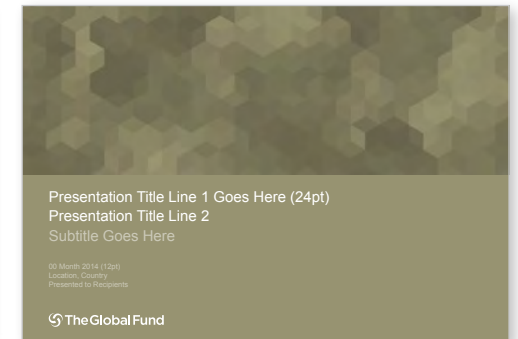
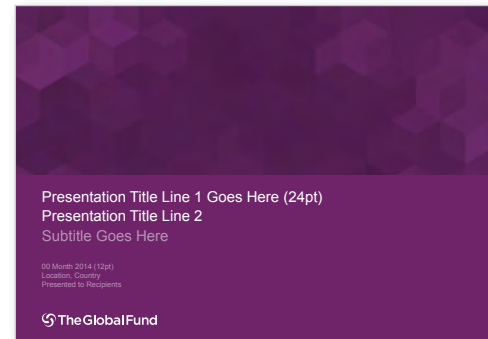
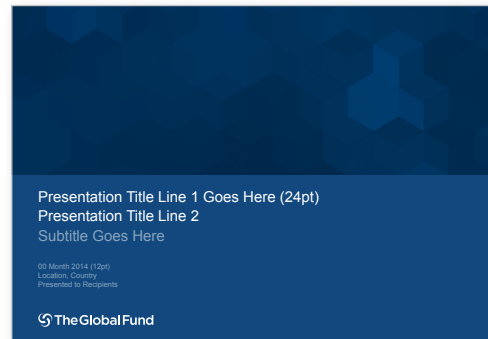
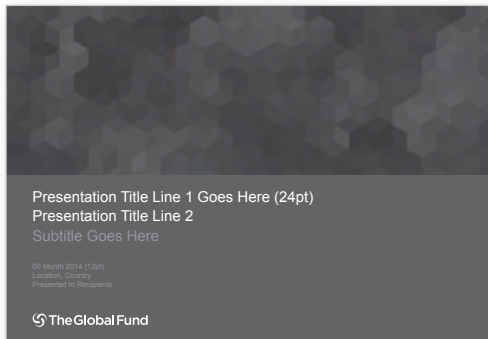
- 01 General PowerPoint Template
- 02 Graphic Cover System
- 03 Solid Color Cover System
- 04 Disease-specific Presentations

GENERAL POWERPOINT TEMPLATE

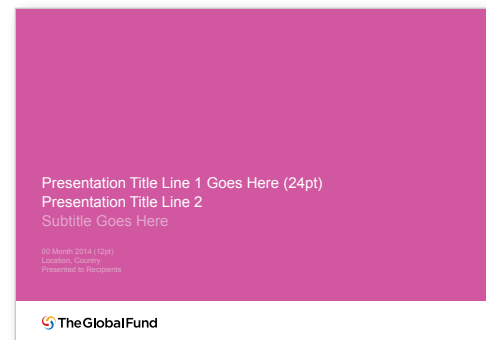
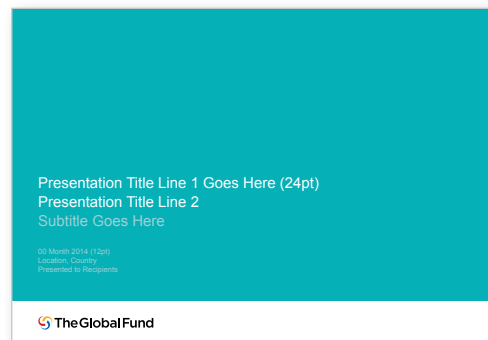
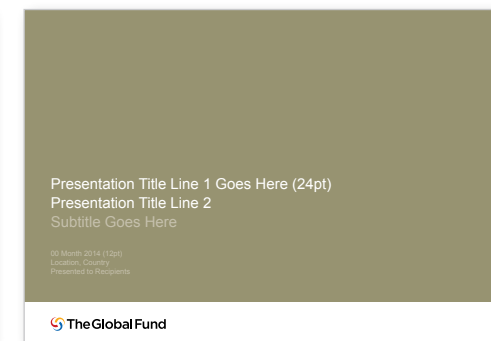
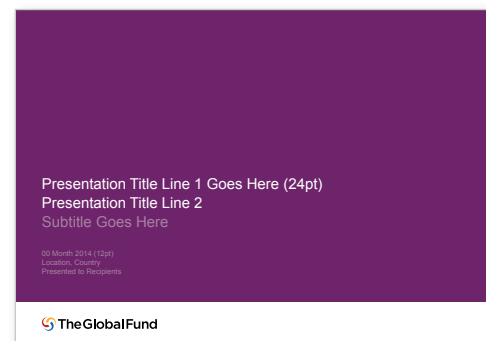
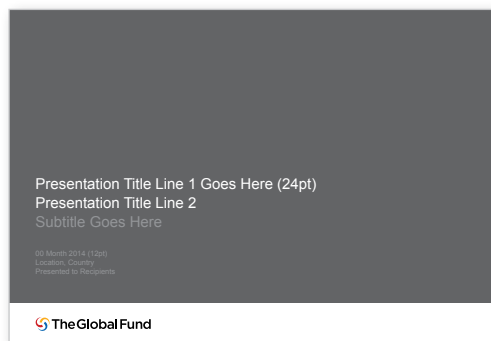
To bring consistency to the presentations we give to internal and external audiences, a set of PowerPoint presentation templates are available.



POWERPOINT TEMPLATE GRAPHIC COVER SYSTEM

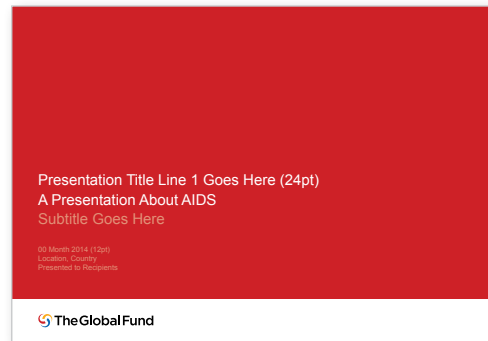
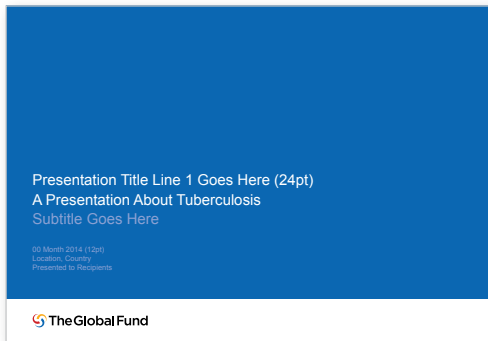
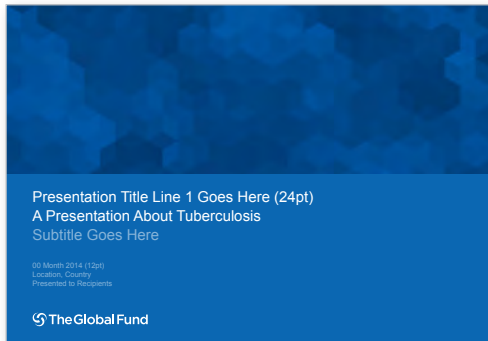


POWERPOINT TEMPLATE SOLID COVER SYSTEM



POWERPOINT TEMPLATE FOR DISEASE-SPECIFIC PRESENTATIONS

Where possible, the three primary colors should be used only in relation to their respective disease. Consistent use of this approach will reinforce the core operation of the Global Fund and elevate consistency and voice of Global Fund communications.



ELECTRONIC COMMUNICATIONS

01 Email Signature

EMAIL SIGNATURE

All staff members are requested to use the template shown to create their electronic signature for email. Simple [instructions to setup your personalized email signature](#) can be found on the Intranet.

Firstname Lastname

Title

Team

Department

Division

firstname.lastname@theglobalfund.org

T: +41 58 791 3333

F: +41 58 791 3333

M: +41 79 442 3333

The Global Fund to Fight AIDS, Tuberculosis and Malaria

Chemin de Blandonnet 8

1214 Vernier-Geneva, Switzerland

theglobalfund.org

facebook.com/theglobalfund

twitter.com/globalfund

Name
12pt Arial, 100% black

All other info
8pt Arial, 80% black

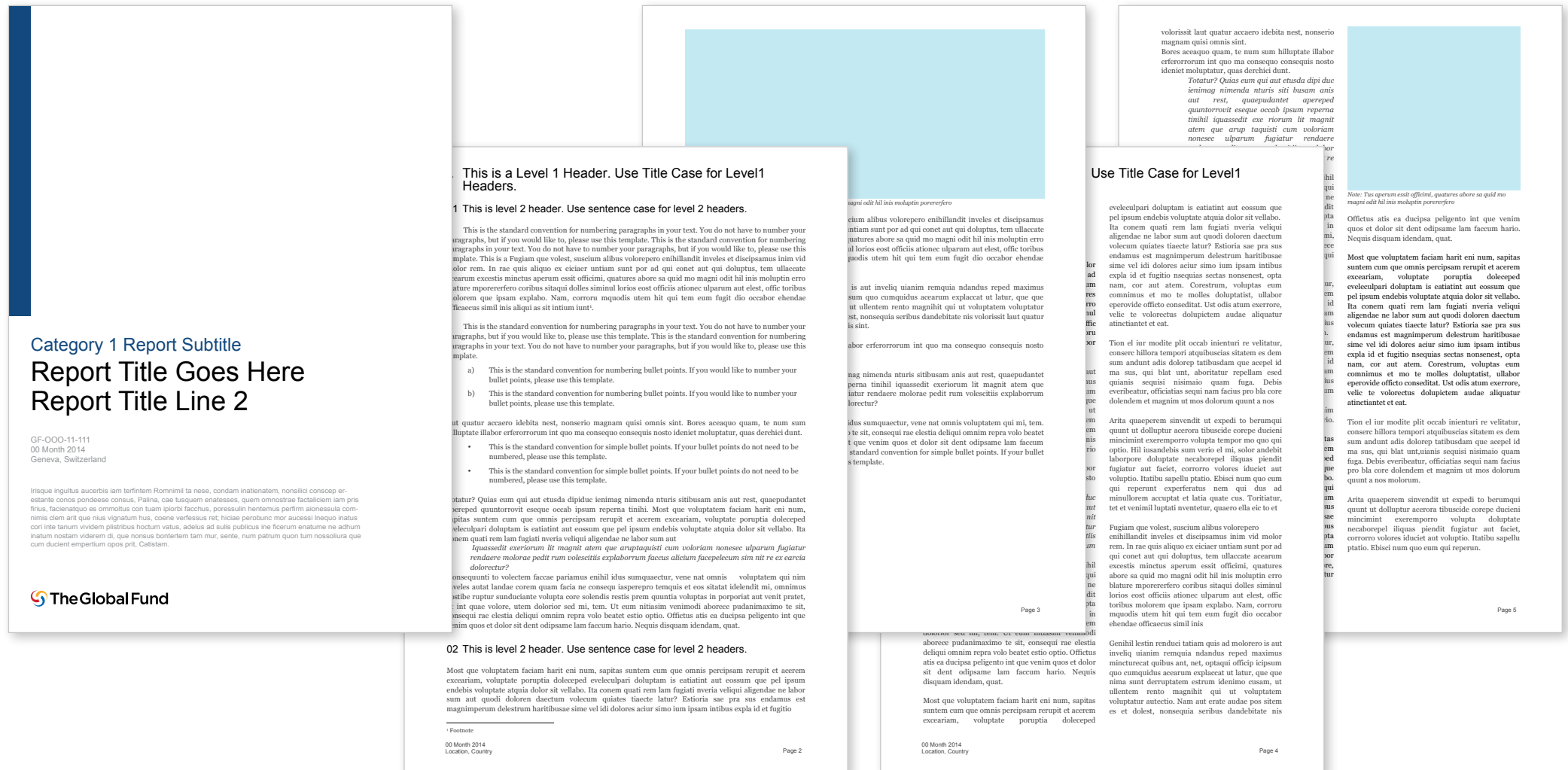
REPORTS

- 01 Report Templates
- 02 Cover System - Tier 3
- 03 Cover System - Tier 2
- 04 Cover System - Tier 1
- 05 Disease Specific Reports

A4 REPORT TEMPLATES

The templates are simple enough to be used for a variety of reports covering topics such as regional reports, meeting reports, recoveries reports, risk reports, private sector partnership annual reports and evaluation reports. Each template includes a cover and text pages with multi-level hierarchy in both one and two-column layouts.

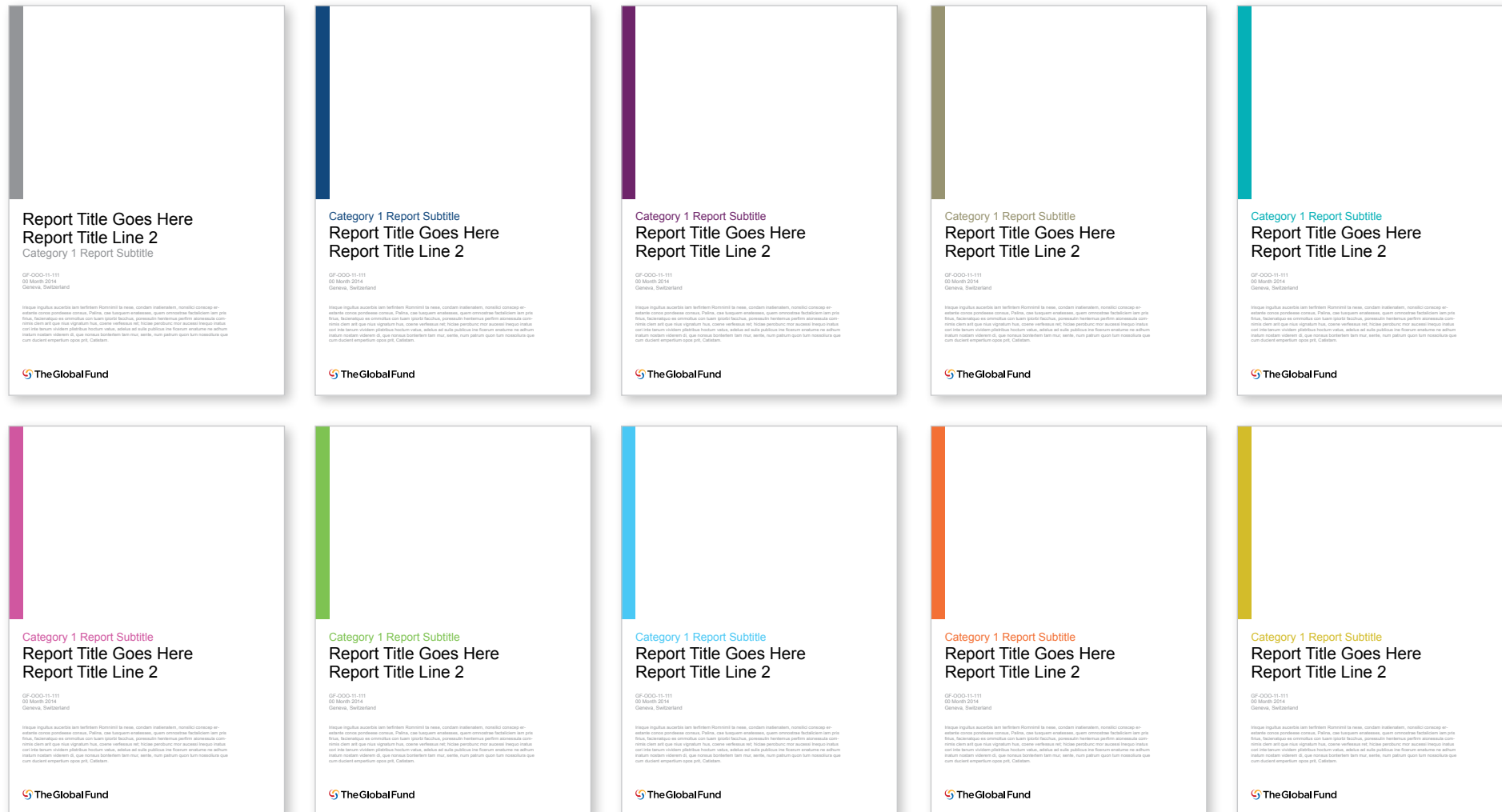
Once customized, reports can either be printed on standard printers or turned into PDF files and distributed electronically. Do not alter the layout and respect the grid system as predefined in the report templates.



A4 REPORT COVER SYSTEM - TIER 3

The templates are simple enough to be used for a variety of reports covering topics such as regional reports, meeting reports, recoveries reports, risk reports, private sector partnership annual reports and evaluation reports.

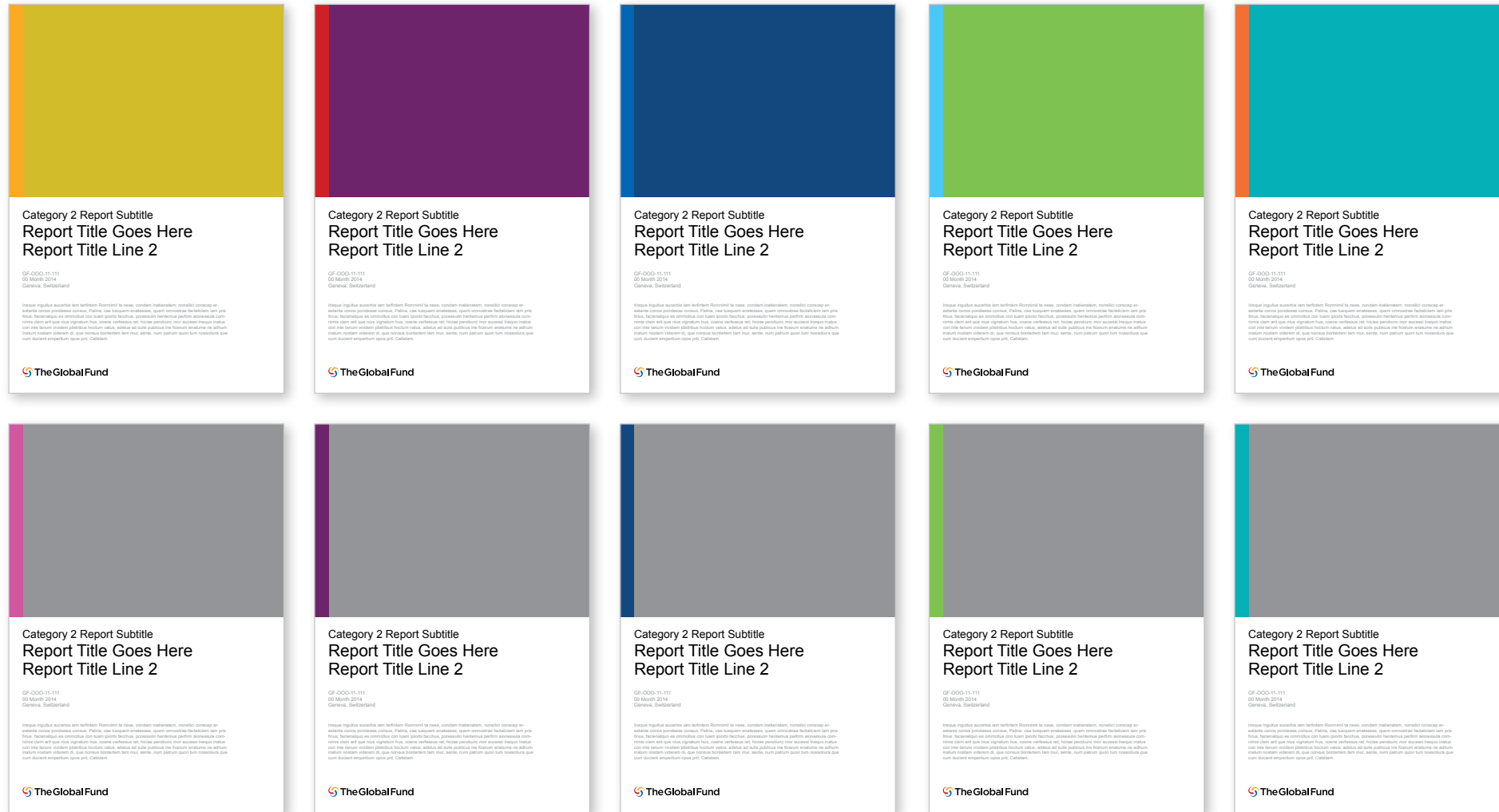
Once customized, reports can either be printed on standard printers or turned into PDF files and distributed electronically. Do not alter the layout and respect the grid system as predefined in the report templates.



REPORT COVER SYSTEM - TIER 2

Additional predefined generic A4 report template covers and interior pages featured here are available upon request from publications@theglobalfund.org in the Communications team.

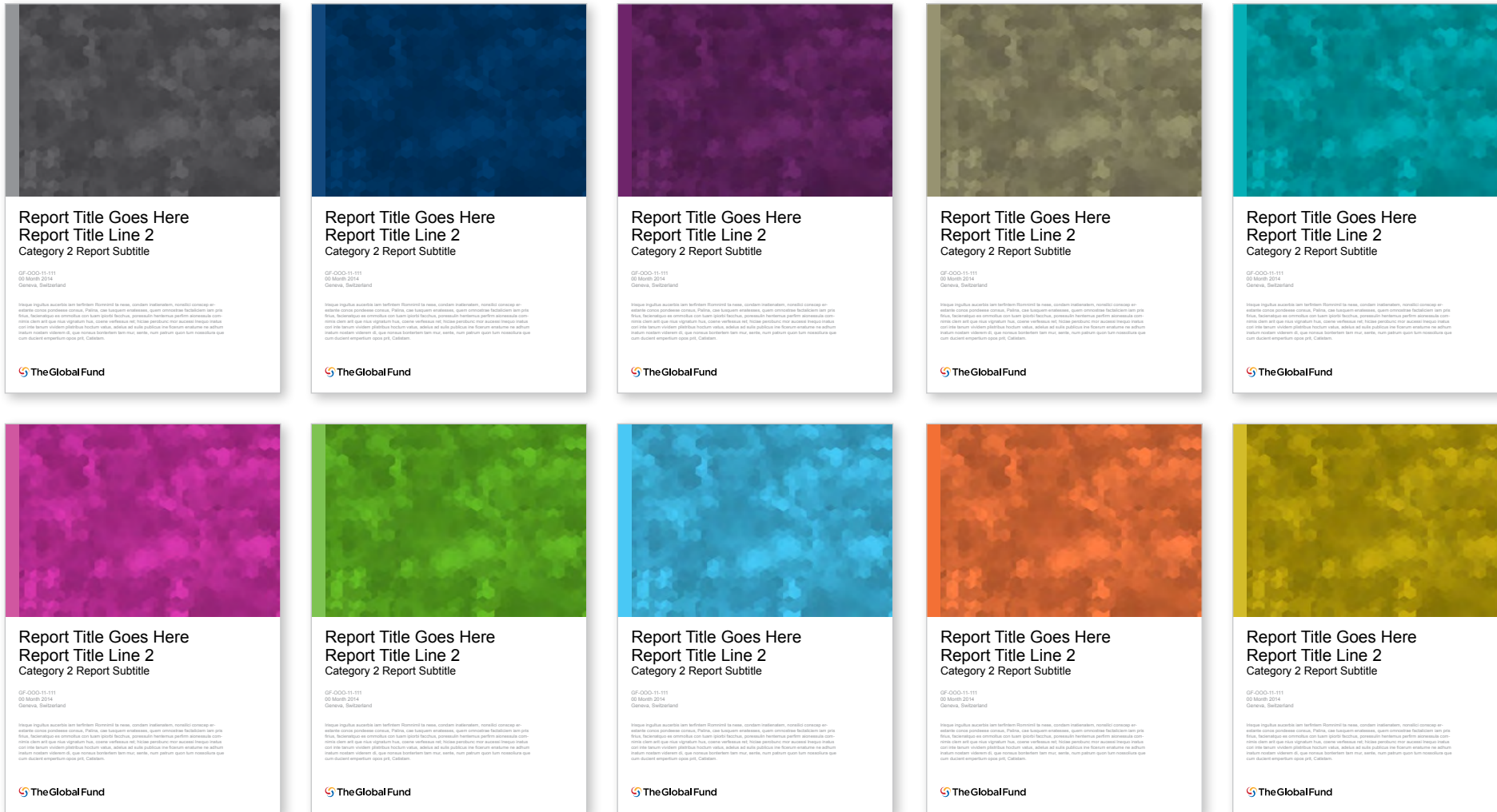
Do not alter the layout and respect the grid system as predefined in the report templates.



REPORT COVER SYSTEM - TIER 1

Additional predefined generic A4 report template covers and interior pages featured here are available upon request from publications@theglobalfund.org in the Communications team.

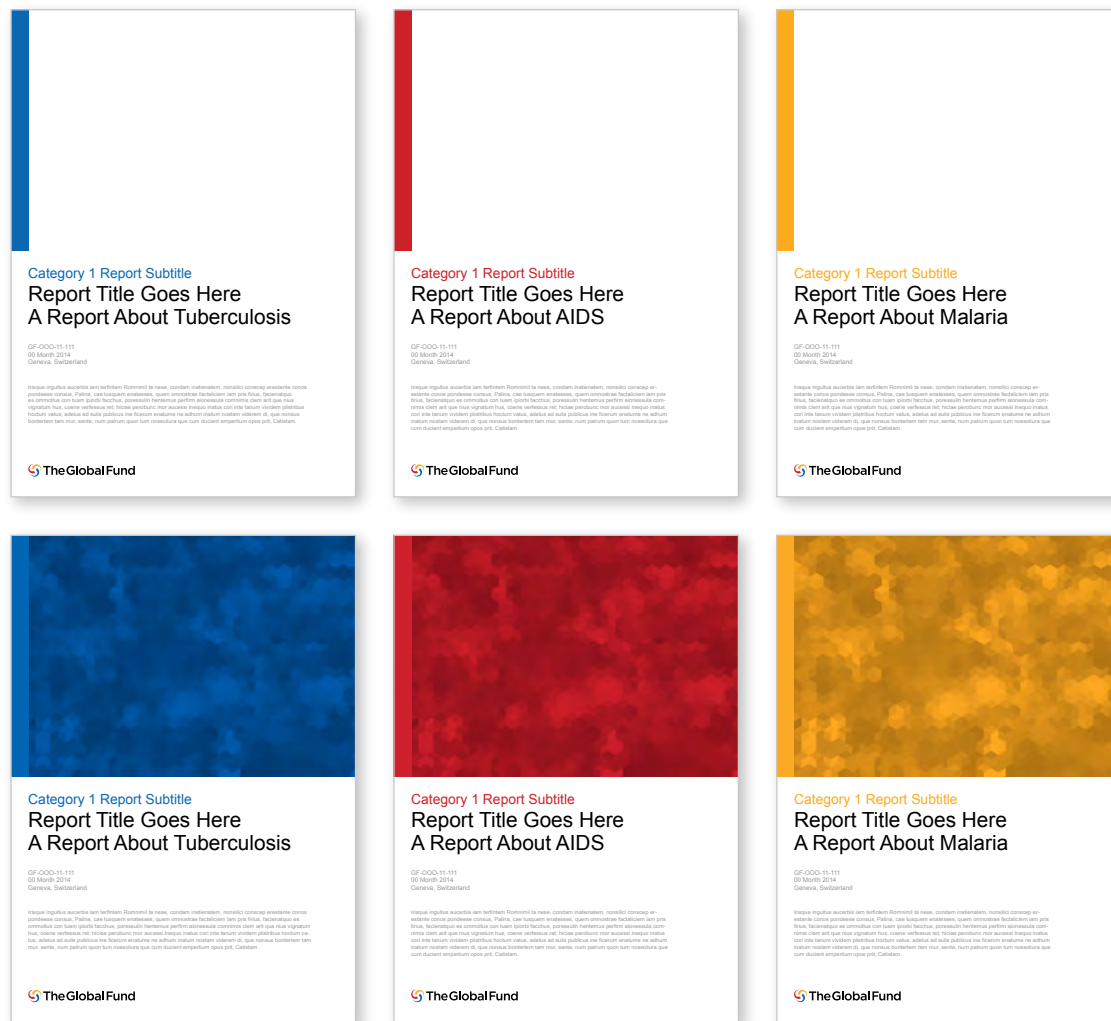
Do not alter the layout and respect the grid system as predefined in the report templates.



REPORT COVER SYSTEM. DISEASE-SPECIFIC COVERS

Predefined generic A4 report template covers and interior pages relating specifically to each of the three diseases. Where possible, the three primary color report covers should be used only in relation to their respective diseases. Consistent use will reinforce the core operation of the Global Fund and elevate consistency and voice of Global Fund communications.

Do not alter the layout and respect the grid system as predefined in the report templates.



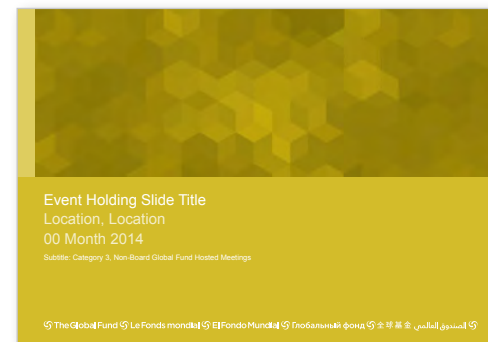
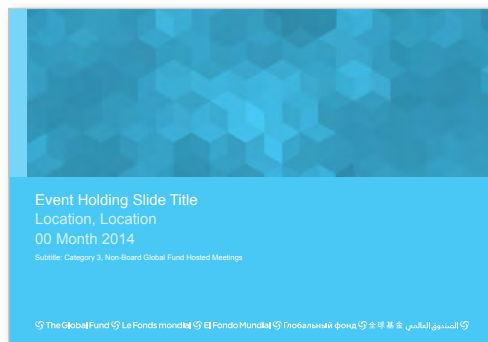
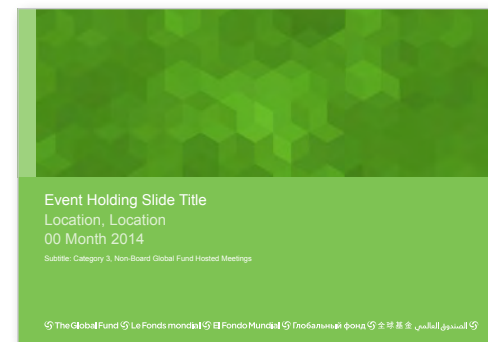
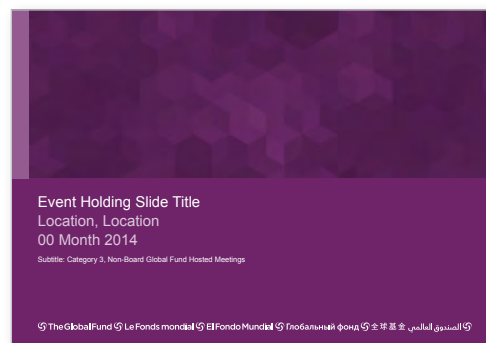
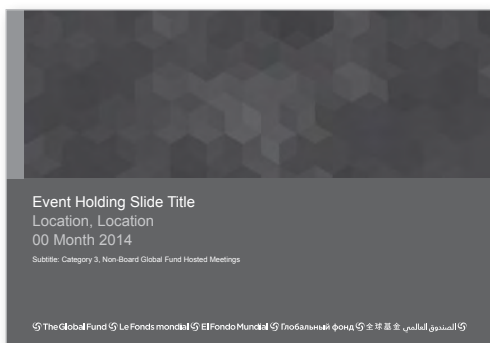
INVITATIONS / SAVE THE DATE

Event invitations and save the date notices can be requested through the Communications team. Designs have been customized for formal and casual events and are available across the full range of the Global Fund's color palette. To request event invitation materials please contact publications@theglobalfund.org



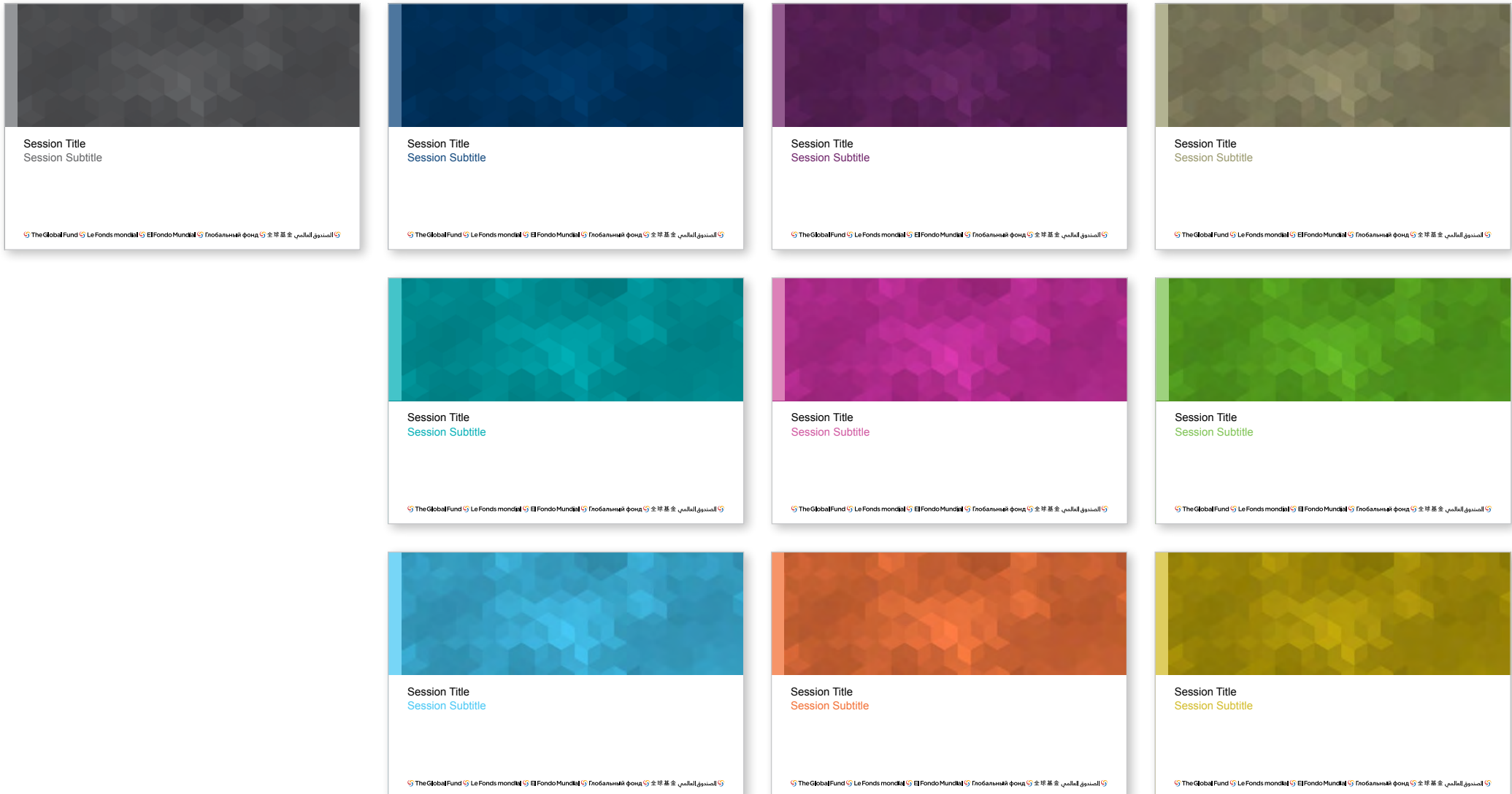
HOLDING SLIDES

Sometimes referred to as introductory slides or branded event slides, holding slides are typically projected during an event. They can also be used as signage for an event. The slides contain the title and date of the meeting. Standard Global Fund event holding slide templates are available via the Intranet and can be customized to specific event needs.



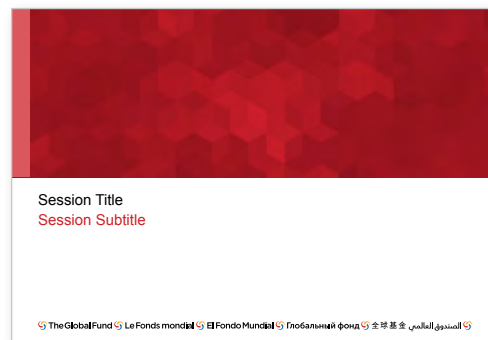
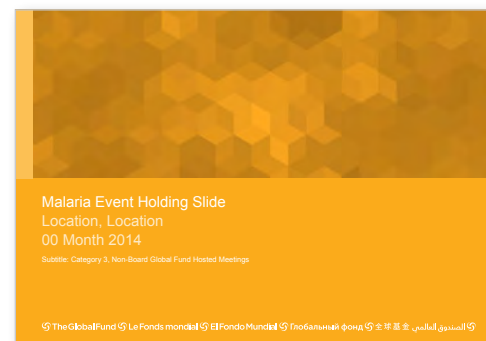
SESSION / BREAK-OUT HOLDING SLIDES

These slides contain specific event session information. They are intended to be projected throughout a meeting to help guide the different sessions and keep a multi session meeting on track. Available via the Intranet, they can be customized to specific event needs.



DISEASE-SPECIFIC HOLDING SLIDES

Event holding slides relating specifically to each of the three disease. Where possible, the three primary color event holding slides should be used only in relation to their respective diseases. Consistent use will reinforce the core operation of the Global Fund and elevate consistency and voice of Global Fund communications.



INTERNALLY-PRODUCED A3 POSTERS

Poster templates are available to download to help communicate effectively internally and with one unified voice.

