Overview

This pack contains simple guidelines and material for the approved usage of the VISION 2020: The Right to Sight identity, wherever it may be used or seen throughout the world.

Please refer to the information in this document as a guide to the production of all VISION 2020-related material.

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What is VISION 2020: The Right to Sight?

VISION 2020 is the global initiative for the elimination of avoidable blindness, a joint programme of the World Health Organization (WHO) and the International Agency for the Prevention of Blindness (IAPB) with an international membership of NGOs, professional associations, eye care institutions and corporations.

The many successes of VISION 2020: The Right to Sight have been achieved through a unique, cross-sector collaboration, which enables public, private and non-profit interests to work together, helping people to see, all over the world.

MISSION
To eliminate the main causes of avoidable blindness by the year 2020 by facilitating the planning, development and implementation of sustainable national eye care programmes based on the three core strategies of disease control, human resource development and infrastructure and technology, incorporating the principles of primary health care. This will be achieved by mobilising the will and passion for action through advocacy and by mobilising resources.

VISION
A world in which no one is needlessly blind and where those with unavoidable vision loss can achieve their full potential.

The overall aim is to eliminate the main causes of avoidable blindness and to prevent the projected doubling of avoidable vision impairment between 1990 and 2020. From the outset, it has been clear that the goal of eliminating avoidable blindness would best be achieved by integrating an equitable, sustainable, comprehensive eye-care system into every national health system. The VISION 2020 initiative is intended to strengthen national health-care systems and facilitate national capacity-building.
Why a Logo?

Public relations and reputation management, are valid and important elements of business strategy and an organisation’s good name – its corporate brand – plays an important role in competing in the marketplace for goods, services, ideas, equity capital and employees. A logo provides a unifying ‘brand’ which encourages recognition and credibility. In the case of VISION 2020: The Right to Sight, the logo also serves to distinguish organisations and activities that are aligned with the IAPB/WHO Global Initiative.

What can the Logo do?

The VISION 2020 logo is one of our most valued assets. It is a registered trademark that we must protect. When used in conjunction with key messages, the logo can help to portray a positive image of the initiative. The appropriate use of the logo by Members is essential.

It is important that we use the logo with clear, simple and consistent messages to promote VISION 2020, its activities, aims and its members. Working collectively at an international level, coupled with regional and country activities will work toward raising the importance of eye health to the global community.

NB: Where written, the VISION 2020 Global Initiative is described precisely as “VISION 2020” (in ALL CAPS), or as “VISION 2020: The Right to Sight” (Title Case After the Colon).
VISION 2020 Logo Options

Logotype reproduction in colour on white background within full colour documents

Logotype reproduction in mono (black only)

Logotype reproduction reversed out for use on dark backgrounds

Logotype reproduction on VISION 2020 textured (but not overly patterned) blue background

Redrawing of the logo should never be attempted

The logo should NEVER:
- bleed off the edge of the page
- be split into separate elements
- be placed on an overly patterned background
Who can use the logo?:

**Use the VISION 2020 logo in accordance with the following guidelines:**

- World Health Organization (WHO) – may use the VISION 2020 logo freely, and lend same to known associates in accordance with WHO/IAPB Memorandum of Understanding.
- IAPB Regional Offices – may use regional or global version of VISION 2020 logo.
- VISION 2020 official National Bodies – may use national version of VISION 2020 logo.
- IAPB member organisations – may use VISION 2020 logo to indicate support.
- IAPB corporate members – may use VISION 2020 logo to indicate support in accordance with guidelines.
- The logo must never be used to imply endorsement of any product or service.
- Supporting organisations – may not use VISION 2020 logo except with express permission from IAPB or WHO.

Three forms of the VISION 2020 logo:

- International (global)
- Regional – addition of the IAPB/WHO region at the bottom following guidelines below
- National – addition of the country at the bottom.

**National and Regional logos must be generated by IAPB.** Please request any new versions from communications@iapb.org

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**Logos within member stationary**

When using the VISION 2020 logo please follow the specified layout options as below:

- VISION 2020 logo should NOT be bigger than the member logo
- VISION 2020 logo should be placed on the bottom right-hand corner of the letterhead and compliment slip with 10mm exclusion zone
- The following wording or layout can be used: - Partner in
  to be set in 10pt Helvetica Neue 55 Regular
Where can the Logo be used?

**The logo can be used on the following:**

- Stationery – letterheads, business cards, compliment slips, envelopes
- Corporate material – brochures, leaflets, annual reports
- Websites, Blogs and electronic documents
- Public relations – press releases, articles in newspapers and magazines, videos, slides, photos, presentations
- Fundraising & Events – banners, posters
- VISION 2020: The Right to Sight projects and programme materials

The logo can only be used when it is in the interests of the initiative and its members. It must be associated with activities that are consistent with and do not compromise the international objectives, strategies and values of the initiative. The logo must not be misused, such as in relation to a non-member organisation or activity, or to imply endorsement of any product or service.

**Stationery**
IAPB will use the logo on all company letterhead, business cards, compliments slips, envelopes and other stationery.

**Corporate Material**
IAPB will use the logo on all international materials relating to the initiative.

**Website – www.VISION2020.org**
The VISION 2020 logo is featured on the website, which also includes links to members’ websites. Members are asked to provide reciprocal links to VISION2020.org. The Website will link to Members’ websites.

**Public Relations**
The VISION 2020 Communications team at IAPB will use the logo on all international public relations materials, after approval has been given by IAPB and WHO. This may include articles (e.g. newspapers and magazines), videos and images. IAPB has responsibility for clearing all public relations materials that relate to the activities of VISION 2020 globally. The communications team develops key messages and statements, which will be used with the name VISION 2020: The Right to Sight.

A key example is the catchphrase “Working together to eliminate avoidable blindness”. Use of these messages by members will help to create a message of cooperation and support eye health as a basic human right.

The VISION 2020 Communications team will develop resources such as images and video footage. Members will be able to use these approved resources with appropriate acknowledgement.
Colour Guidelines

- Headlines should be in either:
  - blue and black (light background)
  - white and yellow (dark background).

Colour Palette

VISION 2020 Blue:
100C, 65M, 0Y, 30K
Pantone: 288

VISION 2020 Light Blue:
100C used at 60% shade

VISION 2020 Yellow:
100C, 25M, 0Y, 25K
Pantone 120

Text Point Size

- Text point size should be minimum 12 for accessibility

Typography Guidelines

- The typeface to be used is Helvetica Neue – one or a combination of the following weights.
- An alternative in restricted areas is Helvetica Neue Condensed.
- All headlines must be kerned manually to ensure even letter spacing.
- Ascenders and descenders should not overlap.
- Always use the proper fonts – never use ‘faux’ bold or italics by clicking the ‘I’ or ‘B’ buttons in Word or QuarkXpress.

For use in headlines
Helvetica Neue Light (45)

For use in body copy
Helvetica Neue Roman (55)

For use in body copy when standout is required
Helvetica Neue Roman Italic (56)

For use in headlines and subheads
Helvetica Neue Bold (75)

For use in areas where space is restricted
Helvetica Neue Light condensed
Helvetica Neue condensed
Helvetica Neue condensed oblique
Helvetica Neue Bold condensed

Secondary typeface

- If Helvetica Neue is unavailable on your computer or operating system, please substitute with Arial using the following weights and adhering to the guidelines above

Arial Light
Arial
Arial Italic
Arial Bold
Example VISION 2020 promotional materials. These are shown as a general style guide.

- Style of ads should follow a ‘blue’ theme, in accordance with the colour guidelines.
- Logo, web address, contact details (if applicable) and call to action should only ever appear in the lower third of the ad.
- Wherever possible, the main images used should feature one main focal point, which should be on the eyes of the main subject.
- Supplementary images should follow a ‘square-up’ grid, with no keyline but with equal space between images and a drop shadow in 75 per cent black.
- Messages in the text should be short, concise and to the point and should be in white, black or VISION 2020 Light Blue.
Supporting Material – Six-Page Brochure with pocket

- Please use this document as a typical style guide when designing pages, brochures, flyers etc. Using a rigid grid with equal space between square imagery, ensure that there is an equal balance of imagery from different territories.
Supporting Material – Web Banner

- Supporting Web Banners can help to communicate the Vision 2020 message. These should follow the brand guidelines, and be produced as a 72dpi RGB jpg or gif, according to the production guidelines from the host site.

![Web Banner](image)

Supporting Material – Large Display Banner

- ‘Nomadic’ or ‘Pop-Up’ Display Banners can be very effective when communicating to a number of people on location. These should follow the brand guidelines, and be produced according to the production guidelines from the display production supplier.

![Large Display Banner](image)
Example Imagery

- The following pictures are shown as an example of the sort of imagery which should be used to give a global and representative feel to your documents.
- VISION 2020 does not own the copyright to any photographic images. You should obtain your own imagery from your own sources.

- The VISION 2020 Blue Background can be used in conjunction with other imagery, either as a separate strap or blended in with the chosen main shot.
Supplied Files

- The following elements are supplied herewith:

  VISION 2020 Blue Background.

  Hi-res press-ready files for all artwork. Please use these for output if there are no alterations to be made. All artwork includes crop marks and 3mm bleed, and is intended to be printed in standard four-colour.

  Logos, as Adobe Illustrator ai and eps files (all vector artwork), as CMYK files, and as RGB jpgs.

  Page Layout files: QuarkXpress 8
  - QuarkXpress 7
  - InDesign CS4
  - InDesign CS3
Contacts

Any problems with any of these elements, please contact the VISION 2020 Communications Team.

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www.VISION2020.org

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