

World Thrombosis Day

Brand Guidelines

The World Thrombosis Day (WTD) campaign encourages creativity in the creation of all campaign materials; however, by providing clear guidelines, we hope to collaboratively extend our brand around the world.

Intended for use by WTD partners, supporters and friends of the WTD campaign to implement the WTD visual brand.

WTD LOGO

Correct applications of the WTD logo



Please note that the logo has been translated into multiple languages. Email wtd@isth.org if you would like to obtain the logo in a specific language.

Incorrect applications of the WTD logo



The typography and letter forms within the logo have been designed and carefully spaced for clear legibility. Reproduction projects may arise when attempting to reproduce the logo at sizes that are too small. Ideally, the minimum size should be no smaller than .75 inches in width.

TYPOGRAPHY

Core sans serif fonts

The Adobe Trade Gothic family is the typeface designated to complement the WTD graphic identity. For consistency, it is important to work with Trade Gothic typography within print and whenever possible to incorporate it into digital communications.

Practical Use: In addition to the logo, this font is used as header font in most documents.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**st**uvwxyz

TRADE GOTHIC - HEADLINE

Open Sans Bold - Sub Headline

Open Sans Body Text

Complementary Fonts

To complement the use of sans serif Trade Gothics, use Open Sans.

Open Sans is a humanist sans-serif typeface designed by Steve Matteson and commissioned by Google.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**st**uvwxyz

COLOR PALETTE

What colors can I use?

The WTD logo is based on two colors. These two core colors are referred to as ISTH Blue and ISTH Red. We recommend using these two colors in all WTD materials and resources. The ISTH Medium Blue is only an accent color. You will also see it in the Eyes Open to Thrombosis symbol.

The core ISTH colors should be the only two colors applied to the WTD logo. We ask that partners and sponsors do not recreate the logo in other color(s).

Files are provided for all approved color combinations and must not be altered.



ISTH Blue

PMS 2768

C 100%, M 78%, K 44%



ISTH Red

PMS1797

C 100%, Y 99%, K 4%

**Accent color
ISTH Medium Blue**



PMS 2728

C 96%, M 69%

AVAILABLE ARTWORK

Graphic standards overview

The WTD graphic identity program applies to any item bearing the WTD name, logo or other identifying marks. The ISTH requires that all print and digital ads, as well as promotional items, be approved by the WTD campaign team before they are published.

Please allow at least one (1) week for review.

Available artwork

The graphic standards provide explanations and examples to assist in maintaining a strong WTD brand image. Many of the available artwork files can serve as base templates for simple updating when a version is saved by a printer or designer.

It is imperative that no logos be recreated or typeset. All logo variants for WTD are available in all file formats. For questions, contact the WTD campaign team at wtd@isth.org.



MOVE AGAINST THROMBOSIS

Correct applications of the "move against thrombosis" brand logo



Incorrect applications





10th Anniversary

Correct applications of the 10th anniversary logo



Incorrect applications

