

# WORLD GO DAY **BRAND GUIDELINES**

# WORLDGODAY

## QUICK START

**World Gynecologic Oncology Day is an awareness day that educates about and draws attention to gynecologic cancers worldwide. Every year, it brings together patient advocates (including medical professionals) and patient advocate groups around the world on September 20 with a coordinated, yearly, theme.**

The abbreviation “GO” indicates action whilst maintaining a clear link to gynecologic oncology (purple color, O decorated with the female gender symbol). The purple and orange colors in the logo connect within the existing parent society ESGO (orange, health care professionals) and network ENGAGe (purple, patients and patient advocates) logo family. The gradient colors in the logo represent the symbolic awareness colors of different gynecologic cancers.

Guidelines are here for you as a friendly guide on how to work with World GO Day’s new visual identity and thus contribute to unified communication worldwide. This will make us stronger and more recognizable to our women. Always prefer the color W Ribbon over the black and white. Always prefer simplicity. All visuals should contain at least W Ribbon + GO design. The W Ribbon by itself is only accepted on our own channels.

# WORLDGODAY STORY BEHIND



WORLDGODAY

**LOGO DESIGN** FULL VERSION



WORLD**G**ODAY

World  
Gynecologic  
Oncology  
Day 20/09/2024



WORLDGODAY  
**LOGO DESIGN** CUT VERSION



World  
Gynecologic  
Oncology  
Day



World  
Gynecologic  
Oncology  
Day

# WORLDGODAY

## ARCHITECTURE

- GENERAL GYNECOLOGIC CANCER  
C75/ M90/ Y10/ K0
- DARK UTERINE CANCER  
C0/ M45/ Y40/ K0

Helvetica Neue Thin  
Capital letters  
Optic Kerning, -10

WORLDGODAY

11x

5x

6x

3x

1/3 +

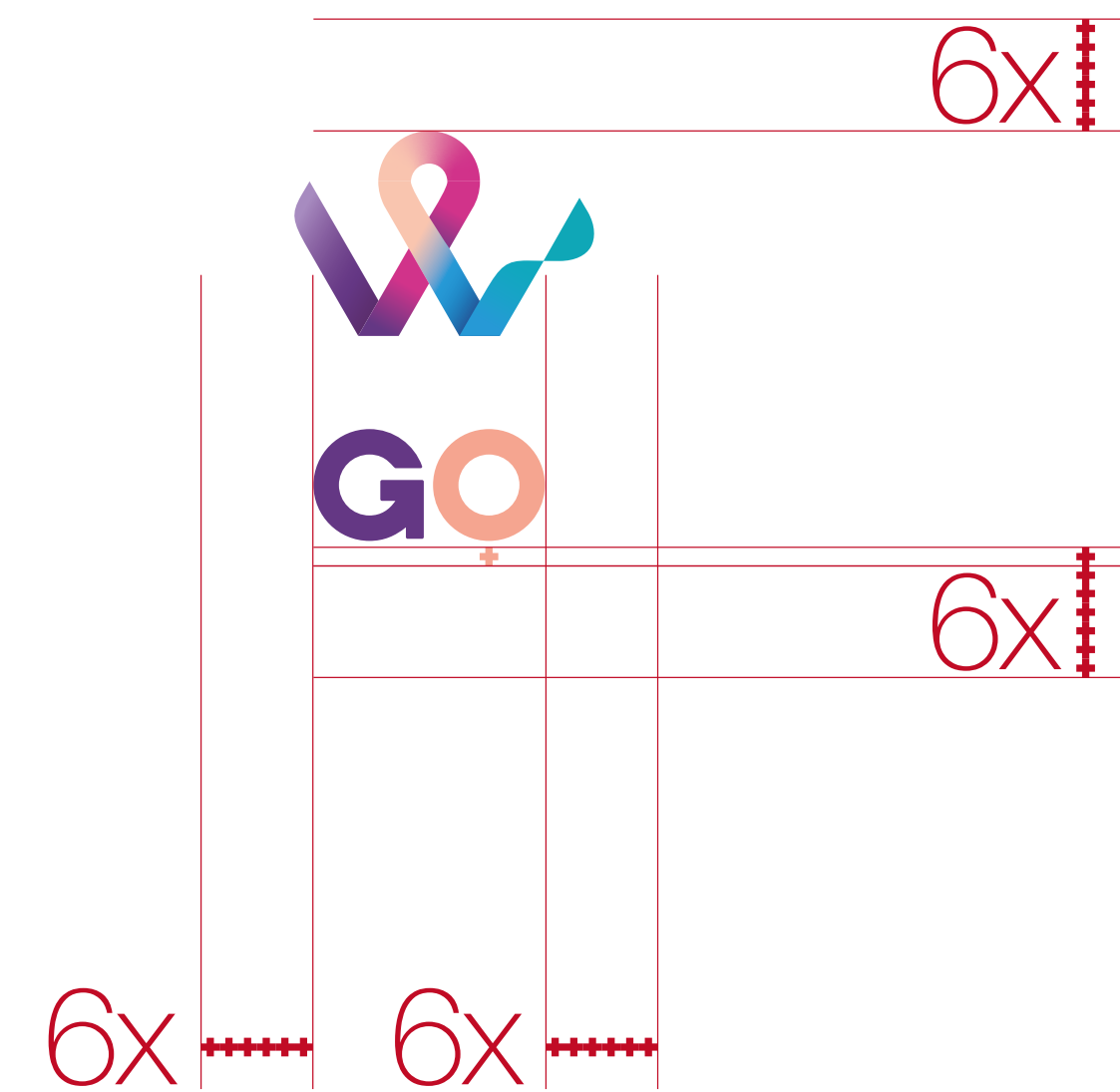
Helvetica Neue **Bold**  
Auto Kerning, 0  
Date – Update according to the current year

World  
Gynecologic  
Oncology  
Day 20/09/2024

6x

design is based on the  logo family  
European Society of  
Gynaecological Oncology

WORLDGODAY  
SPACING



# WORLDGODAY

## COLOURS

WorldGODay colors comes from  
ENGAGe second color palette  
+ added next darker shades for  
needs of W Ribbon design.

**DARK GENERAL GYNECOLOGIC CANCER FOR GRADIENT**  
C76 / M95 / Y25 / K16

**GENERAL GYNECOLOGIC CANCER**  
C76 / M95 / Y25 / K16

**DARK VULVAR CANCER FOR GRADIENT**  
C65 / M75 / Y10 / K0

**VULVAR CANCER**  
C40 / M50 / Y0 / K0

**CERVICAL CANCER**  
C15 / M90 / Y0 / K0

**DARK UTERINE CANCER FOR LOGO**  
C0 / M45 / Y40 / K0

**UTERINE CANCER**  
C0 / M30 / Y30 / K0

**DARK VAGINAL CANCER FOR GRADIENT**  
C100 / M87 / Y16 / K0

**VAGINAL CANCER**  
C75 / M25 / Y00 / K0

**OVARIAN CANCER**  
C75 / M10 / Y25 / K0

# WORLDGODAY

# GRADIENTS

WorldGODay gradients comes from ENGAGe second color palette + added next darker shades for needs of W Ribbon design.

**VULVAR CANCER**  
C40 / M50 / Y0 / K0

**GENERAL GYNECOLOGIC CANCER**  
C76 / M95 / Y25 / K16

**DARK LILA FOR GRADIENT**  
C76 / M95 / Y25 / K16

**GENERAL GYNECOLOGIC CANCER**  
C76 / M95 / Y25 / K16

**CERVICAL CANCER**  
C15 / M90 / Y0 / K0

**UTERINE CANCER**  
C0 / M30 / Y30 / K0

**VAGINAL CANCER**  
C75 / M25 / Y00 / K0

**DARK BLUE FOR GRADIENT**  
C100 / M87 / Y16 / K0

**VAGINAL CANCER**  
C75 / M25 / Y00 / K0

**OVARIAN CANCER**  
C75 / M10 / Y25 / K0

# WORLDGODAY BACKGROUND

WorldGODay gradient background is made for non-image background needs. Feel free to build and scale it according to your needs. However, always be careful that the W Ribbon is still very legible.

## NEW SUN

C2 / M20 / Y92 / K10

## ENGAGE OCHRE

C0 / M50 / Y100 / K10

## CERVICAL CANCER

C15 / M90 / Y0 / K0

## GENERAL GYNECOLOGIC CANCER

C76 / M95 / Y25 / K16

WORLDGODAY  
**TYPOGRAPHY**

**Aa**

Neue  
Helvetica

Neue Helvetica® is a melding of aesthetic and technical refinements that result in superior design proportions, improved legibility and an expanded range of uses beyond the original Helvetica typefaces. Don't forget to **play** with a light and **bold** cut to create a **graphic contrast**.

Ultra light  
Thin  
Light  
Regular  
Medium  
Bold



WORLDGODAY  
DO'S



World  
Gynecologic  
Oncology  
Day



World  
Gynecologic  
Oncology  
Day



World  
Gynecologic  
Oncology  
Day



World  
Gynecologic  
Oncology  
Day



World  
Gynecologic  
Oncology  
Day



World  
Gynecologic  
Oncology  
Day



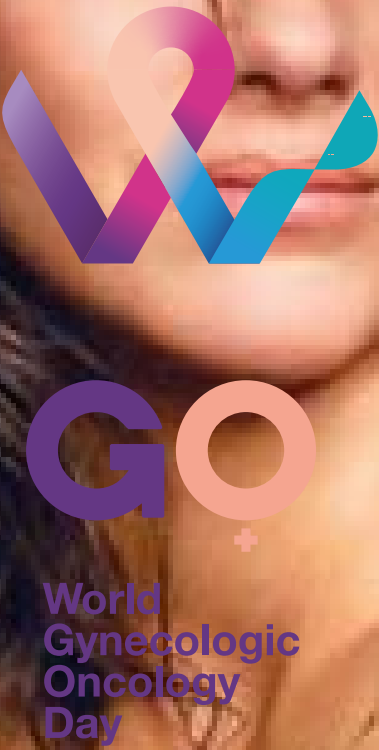
World  
Gynecologic  
Oncology  
Day



World  
Gynecologic  
Oncology  
Day



WORLDGODAY  
**DON'TS**





**GO** For Prevention



**GO** With Us!



**GO** Against Stigma



**GO** 20/09/2024

WORLDGODAY

**ACTION LINK** MINIMAL VERSION



GO

+

For  
Prevention



GO

+

Against  
Stigma



GO

+

With Us!  
20/09/2024



GO

+

#WorldGODAY

WORLDGODAY  
**ACTION LINK** #TYPO VERSION



World  
Gynecologic  
Oncology  
Day

+

#**GO**ForPrevention

#**GO**AgainstStigma

#**GO**WithUs!

#**GO**20\_09\_2024

# WORLDGODAY **FAMILY LINE**



World  
Gynecologic  
Oncology  
Day





# WORLDGODAY

## ATL USAGE

BILLBOARD & CLV





WORLDGODAY  
**ATL USAGE** <sup>TV</sup>





# WORLDGODAY

## BTL USAGE

BANNER STAND  
& FLAG





WORLDGODAY

BTL USAGE

TRIFOLD BROCHURE  
& SELFIE FRAME



# WORLDGODAY

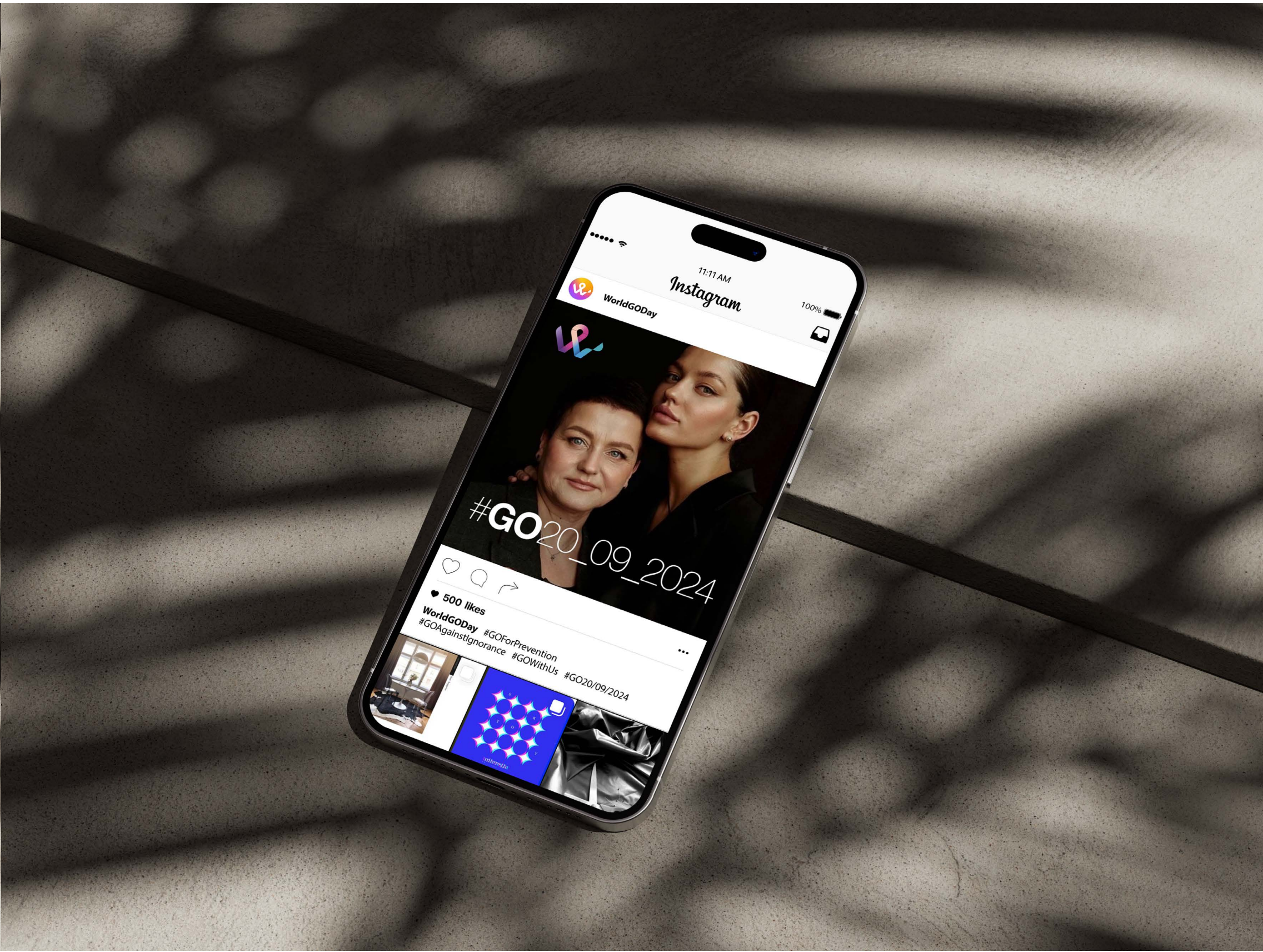
## MERCH USAGE<sup>T-SHIRT</sup>





WORLDGODAY

**ONLINE USAGE** FB & IG

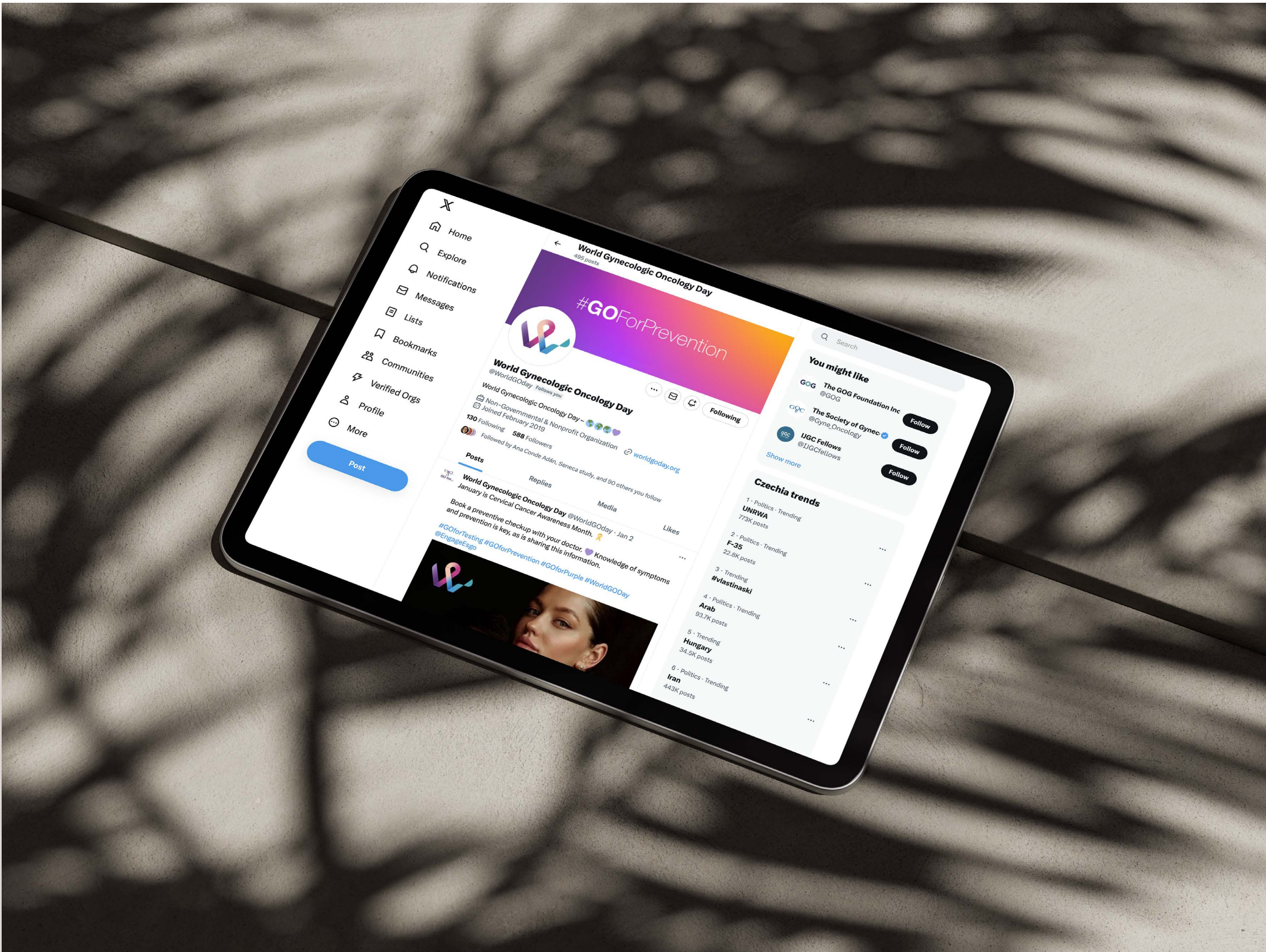




WORLDGODAY

ONLINE USAGE

LINKEDIN & TWITTER  
& BANNER





# WORLDGODAY

## STATIONERY USAGE B CARD & ID CARD






WORLDGODAY


STATIONERY USAGE

PPT TEMPLATE



WORLDGODAY

HEADLINE



HEADLINE

SUBHEADLINE

Copy text minvelique si odAtus maio quat imagnih illeseditium nitiur sim fugitio. Neque in consequam re, sequi venest ercimus, sequas senihictur?

Copy text minvelique si odAtus maio quat imagnih illeseditium nitiur sim fugitio. Neque in consequam re, sequi venest ercimus, sequas senihictur?

WORLDGODAY

