World Cancer Day
4 February

Close the care gap

World Cancer Day
2022-2024 Campaign Guide

Contents

World Cancer Day

2024 Campaign idea

Close the care gap

What do we mean by

Close the care gap?

We mean

Cancer is a disease **that affects everyone.**

But too often, who we are and where we live determines the level and quality of the care we receive, **not the care we need.**

What do we mean by "inequity"?

In healthcare, inequality refers to the uneven distribution of resources.

By contrast, inequity means unjust, avoidable differences in care
or health outcomes.

The difference may seem subtle, but closing the cancer care gap isn't
about simply providing everyone with equal resources.

One size doesn't fit all and every challenge demands a different solution.

Equity is about giving everyone what they need
to bring them up to the same level.

World Cancer Day

So, 'Close the care gap' is a reminder that

We are all entitled to the fair, equitable cancer care we need.

World Cancer Day

And that's why we're working towards the common goal of creating

a world where everyone has the same opportunity to enjoy the healthiest life possible.

World Cancer Day

'Close the care gap' campaign objectives:

Raise awareness of the inequity problem

Inspire people to take action

Demand that everyone be treated fairly and according to their needs

World Cancer Day

Design guidelines

Design guidelines

Brand

World Cancer Day logo

This is the World Cancer Day logo. Use it to spread the message.

The logo expresses the shared human experience of cancer, featuring a person embracing the world.
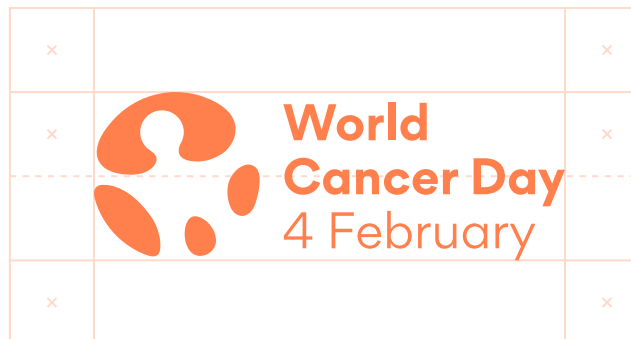

World Cancer Day
4 February

Clearspace & minimum size

We want the whole world to see our logo!

Help keep our logo legible and impactful by maintaining a clearspace around it and make sure not to make them too small.

Clearspace

The clearspace is the area surrounding the logo, which must remain free of any visual elements or content.

Minimum size

In order to maintain the legibility of our logos they should not be produced below the following sizes:

World Cancer Day
4 February

Print 35mm
Screen 100px

World Cancer Day

Brand

Primary usage

Our logo should only be produced in the World Cancer Day Orange using the following colour values:

Print	0 / 63 / 74 / 0
Screen	255 / 127 / 77
Web	FF7F4D

Reverse usage

The logo can be reversed out in white over flat colour or an image. Just make sure there's a strong contrast between the logo and background so that it stays nice and legible.

World Cancer Day

World Cancer Day
4 February

World Cancer Day
4 February

World Cancer Day
4 February

Brand

Colour Palette

Primary usage

The World Cancer Day colour palette contains our primary colours, orange/navy and our vibrant secondary tones.

Primary colours, orange or navy, must appear on our core brand assets such as fact sheets, infographics or presentations.

Our bright secondary colours can be used on both brand and campaign materials to add variety (see p.25-26 for campaign colour guidelines).

Important: The World Cancer Day logo must not be produced using the secondary palette.

World Cancer Day

Primary

Orange
Print	0 / 63 / 74 / 0
Screen	255 / 127 / 77
Web	FF7F4D

Navy
Print	100 / 81 / 43 / 41
Screen	0 / 46 / 77
Web	002E4D

Secondary

Grey
Print	53 / 46 / 43 / 9
Screen	125 / 122 / 125
Web	7D7A7D

Blue
Print	70 / 7 / 4 / 0
Screen	26 / 181 / 227
Web	1AB5E3

Green
Print	76 / 4 / 36 / 0
Screen	0 / 178 / 176
Web	00B2B0

Purple
Print	64 / 68 / 0 / 0
Screen	112 / 99 / 73
Web	7063AD

Red
Print	0 / 77 / 47 / 0
Screen	240 / 97 / 107
Web	F0616B

Yellow
Print	0 / 39 / 89 / 0
Screen	250 / 168 / 54
Web	FAA836

Brand

Typefaces

Primary Typeface - Latin Languages

The World Cancer Day primary typeface is Gordita. It should be used to produce all languages which use a Latin alphabet. If you don't have access to Gordita please substitute it for the freely available Poppins. You can download it here
fontsquirrel.com/fonts/poppins

Non Latin Languages

If you are producing content in a non Latin alphabet such as Arabic or Japanese, please use Noto Sans as your primary typeface. Noto Sans is freely available and supports all languages. You can download it here
fonts.google.com/noto

Impact
Action
Empower

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@$!&#*

世界癌
症日

세계
암의 날

Παγκόσμια Ημέρα κατά του Καρκίνου

Всемирный день борьбы против рака

יום הסרטן בינלאומי

World Cancer Day

Creating hierarchies

When creating content Gordita's family of weights and variations in type sizes should be used to create a clear hierarchy within the content.

The following example shows some recommended type weights and sizes.

The type sizes can be varied proportionally to suit the size and context of the application being produced.

Create a future without cancer. The time to act is now.

Headline
Gordita Bold
36pt

Be part of our world

Subhead
Gordita Bold
22pt

Each year on 4 February, World Cancer Day empowers communities and individuals across the world to show support, raise our collective voice, take personal action and press our governments to do more.

Body Copy
Gordita Regular
10pt

World Cancer Day is the only day on the global health calendar where supporters unite and rally under the one banner of cancer, in a positive and inspiring way.
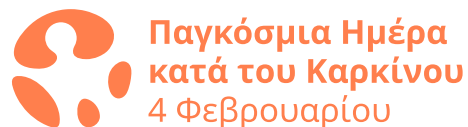
World Cancer Day

Brand

Languages

Global reach

To help as many supporters around the world get involved, we have translated our logos into countless languages. Find the translated logos here worldcancerday.org/materials

The examples shown here are just a handful of the available translations.

Can't find the logo in your language on our website? We are always looking for help translating into new languages. Please email hello@worldcancerday.org with your translation.

World Cancer Day
4 February

יום הסרטן בינלאומי
הרביעי בפברואר

世界癌症日
2月4日

Wereld Kanker Dag
4. Februari

Journée mondiale contre le cancer
4 février

Dia Mundial do Câncer
4 de fevereiro

Giornata Mondiale Contro il Cancro
4 Febbraio

Παγκόσμια Ημέρα κατά του Καρκίνου
4 Φεβρουαρίου

Alþjóðlegi krabbameinsdagurinn
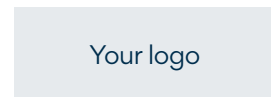4. febrúar

World Cancer Day

Co-branding

How to co-brand

We love when our partners and members co-brand with us.

Here's how our logos can be placed together with a subtle keyline.

Horizontal co-branding lockup

Your logo

World Cancer Day
4 February
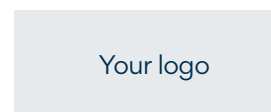
Vertical co-branding lockup

Your logo

World Cancer Day
4 February

Navy

When co-branding, our logos may be produced in the World Cancer Day Navy using the following colour values:

Print 100 / 81 / 43 / 41
Screen 0 / 46 / 77
Web 002E4D

Creating the key line

The keyline used to separate our logos can be created using 50% of the World Cancer Day Navy.

It should be centered between our two logos and be positioned according to the logo clearspace.

Brand

Co-branding

Guiding principles for World Cancer Day brand usage

Non-commercial focus:

The World Cancer Day brand is dedicated to the important cause of raising awareness and support.

It cannot be used for commercial purposes, including selling for profit or being featured in product brochures.

Charitable merchandise:

The brand may be applied to merchandise with the condition that all proceeds generated from the sale contribute to cancer-related organisations, projects, or causes. This ensures that every purchase directly supports work related to cancer.

These principles aim to maintain the integrity and purpose of the World Cancer Day brand, ensuring it remains a powerful symbol in the collective effort against cancer.

World Cancer Day

Brand

Co-branding examples

Here are some examples of effective co-branding with our logo.

Our logo may be reversed out in white and placed on a background of one of your brand colours providing it is easily legible.

Design guidelines

Campaign

Campaign

Logo

'Close the care gap' logo

This is our 'Close the care gap' campaign logo.

The logo uses flexible blocks of varying lengths to fill the missing spaces. These are used to visually symbolise the gaps in care.

Brand/Campaign logo lockup

This is what our brand logo looks like alongside the 'Close the care gap' logo.

When positioning logos on a piece of campaign creative, they can either live separately or side by side as pictured:

Note

When displaying logos side by side, they should always be scaled to the same height.

Campaign

Global reach

Our campaign logo has also been translated into a number of different languages.

The examples shown here are just a handful of the available translations. To find all available languages, visit worldcancerday.org/materials

Can't find the logo in your language on our website? We are always looking for help translating into new languages. Please email hello@worldcancerday.org with your translation.

Por █ █ cuidados mais justos █

█ نحو رعاية عادلة لمرضى █ السرطان █

Versorgungs █ █ lücken schließen █

Pour des █ █ soins plus justes █

终结差距 █ █ 实现 照护公平 █

заботы █ █ достойны все █

Por unos █ █ cuidados más justos █

Per unes █ █ cures més justes █

Kutia █ █ te āputa tauwhiro █

World Cancer Day

Campaign

Photography

Style

When selecting imagery for our 'Close the care gap' campaign, we should consider a few things:

1 We want our photography to focus on humanity, rather than health policy. Therefore, should always feature real people from around the world.

2 Our shots should always feel authentic and unstaged. They should never feel posed or unnatural.

3 People featured should always trigger positive emotions.

Examples

World Cancer Day
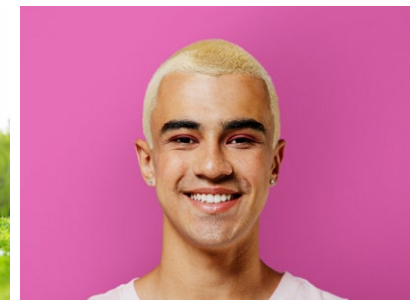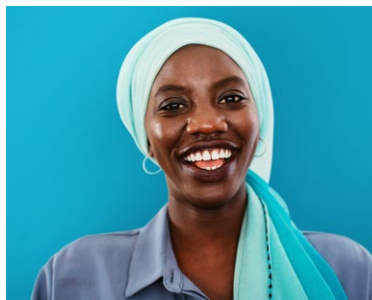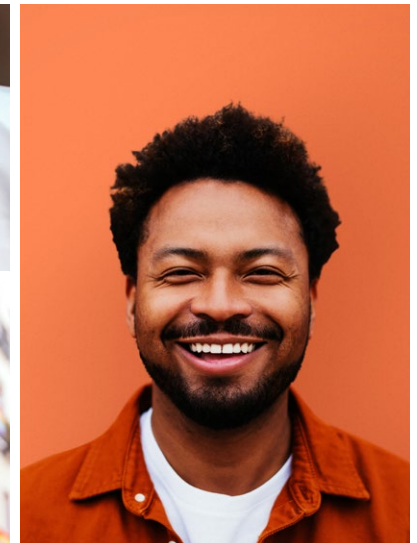
Campaign

Photography

People pairing

In some of our core campaign materials, we pair two separate people together in one creative execution.

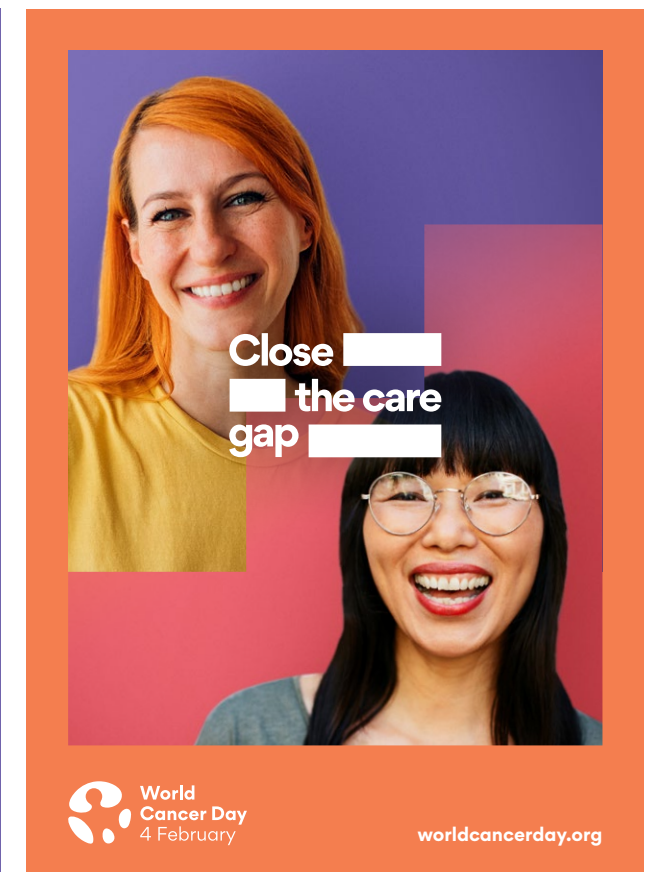We do this to visually show the gap between two individuals closing.

When pairing shots we must consider a couple of things:

1 There must be a clear point of difference between the two people featured (i.e. ethnicity, religion, gender etc) whilst mimicking each other with a similar action or item of clothing. This creates the illusion that the subjects of both images are together in the same place.

2 Shots with studio backgrounds tend to work better when pairing images. However, if the action or clothing in both images (see example 2) creates a synergy, on-location shots can work too.

Example 1
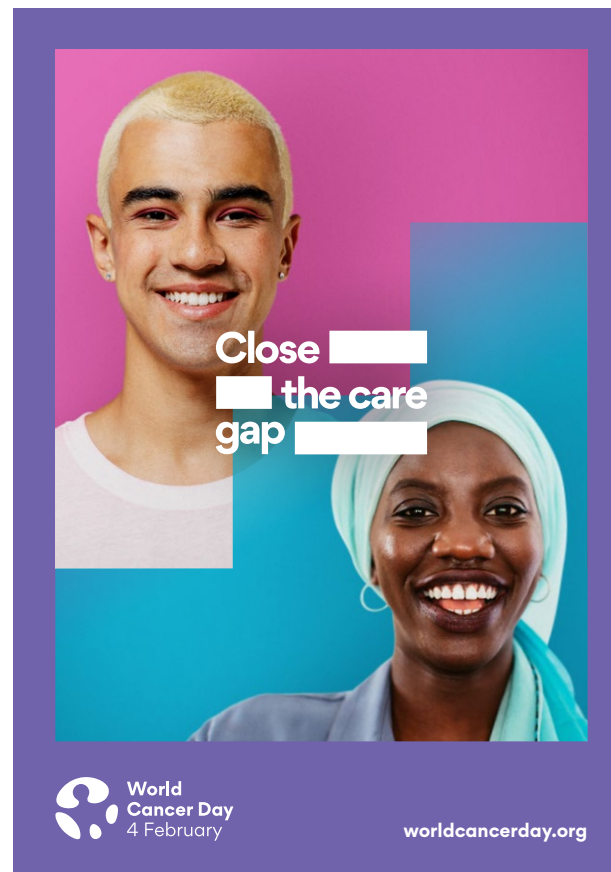
Close the care gap

World Cancer Day 4 February

worldcancerday.org

Example 2

Close the care gap

World Cancer Day 4 February

worldcancerday.org

World Cancer Day

Campaign

Layout

Core layout principles

There are two main approaches to our core campaign executions; one which features a dual image layout and one which features a single image layout.

Each share the same visual DNA but require a slightly different set of rules outlined here:

Dual image layout

Close the care gap

World Cancer Day
4 February

worldcancerday.org
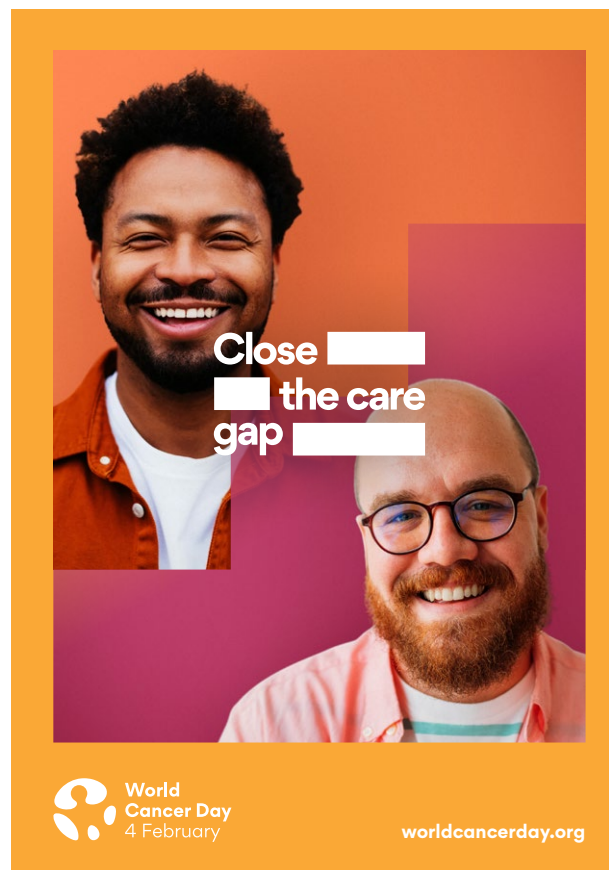
Scale & height
Both people must appear to be at the same scale in order to create the illusion that they are together. At the same time, the two shots must have an obvious offset so it is also clear that they are two separate images that have been brought together.

Gradient feather
A subtle gradient feather must be added to one of the images. This gives the effect that the two separate shots are blending together in one composition - thus closing the gap.

Colour
We should select a background colour from the secondary palette that complements the colours in the photography. We are also free to colour-adjust backgrounds to complement the colours in the composition.

Logo
The campaign logo should always be centered on the page, and positioned in such a way between the two subjects that it doesn't overlap their faces and legibility is unaffected. A subtle outer glow can be added to improve legibility. The brand logo should always be centered at the bottom of our creative.

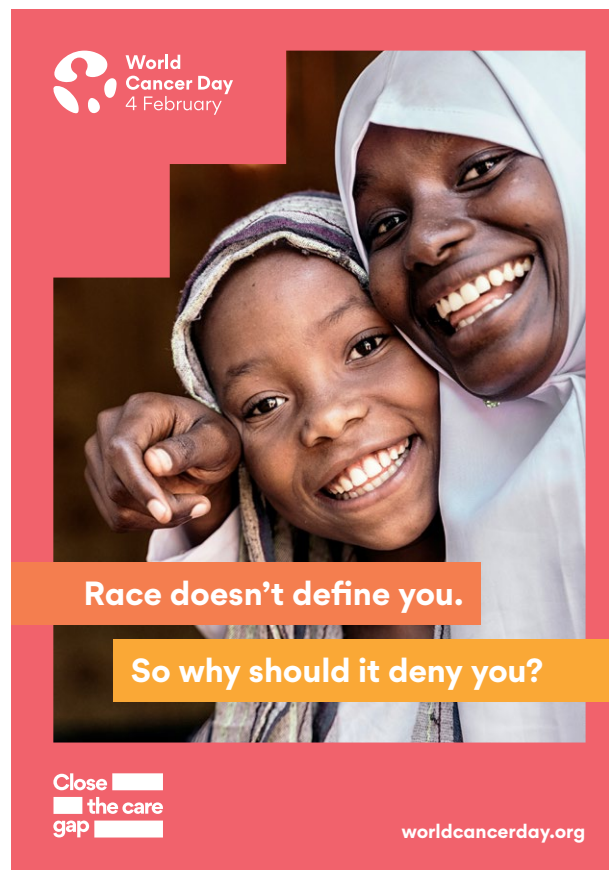World Cancer Day

Campaign

Layout

Core layout principles

There are two main approaches to our core campaign executions; one which features a single image and one which features a dual image layout.

Each share the same visual DNA but require a slightly different set of rules outlined here:

Single image layout

Image
Our single image should be centered on our page and be framed with our background.

Colour
Similarly to our dual image layout, we should select a background colour that compliments our photography. We can also colour-adjust our photography background to compliment our chosen secondary colour.

Typography
In our single image layout, we always have a headline. This headline should be held inside two blocks (in primary orange). These blocks are used to symbolise gaps, as in our campaign logo.
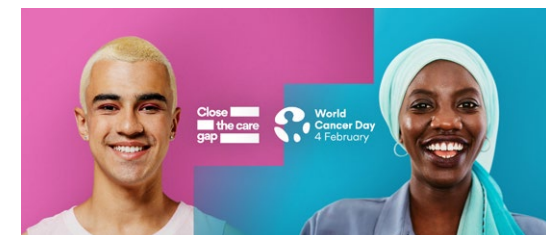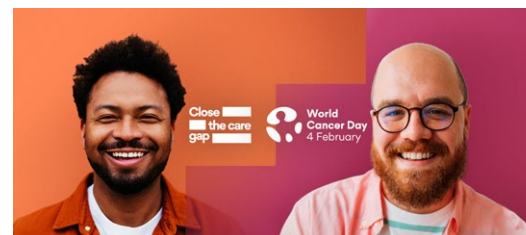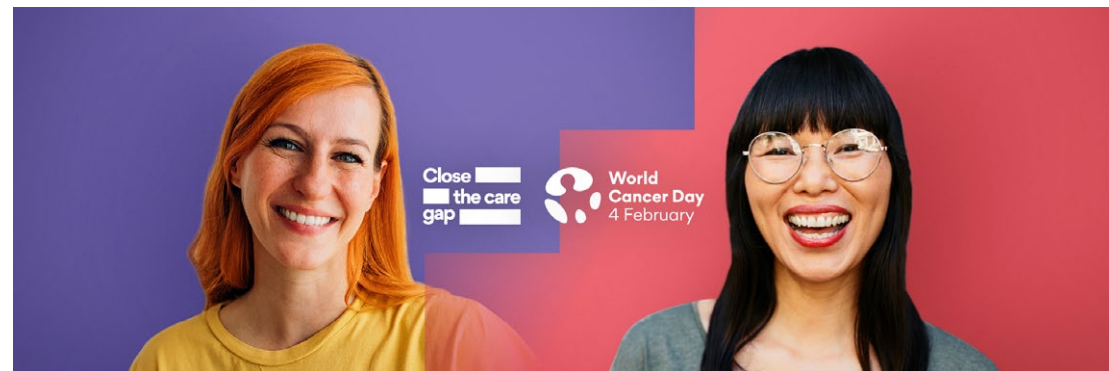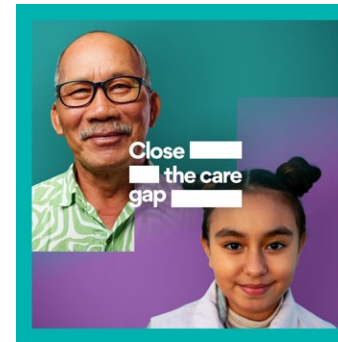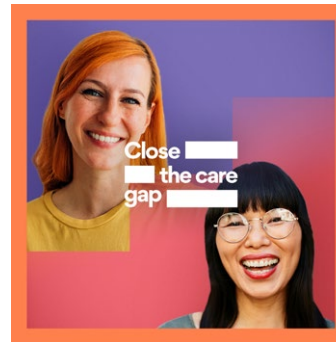
Logo
Our campaign logo should always be centered above our image, at the top of the page. Our brand logo should be centered at the bottom.

World Cancer Day

Layout in use

Here are some examples of our core campaign executions in use across different channels:

World Cancer Day

Branded materials

We love to see World Cancer Day in communities, hospitals, businesses, schools, cities and neighbourhoods.

Here are a handful of designs to inspire you to make your own.
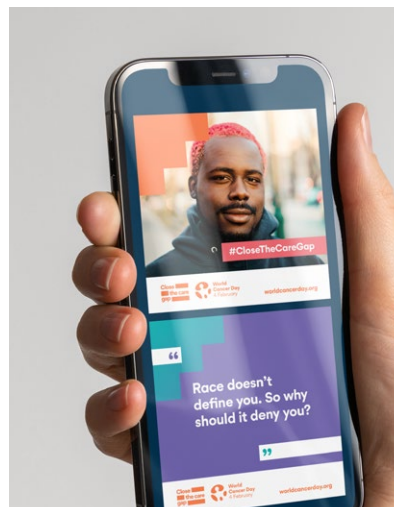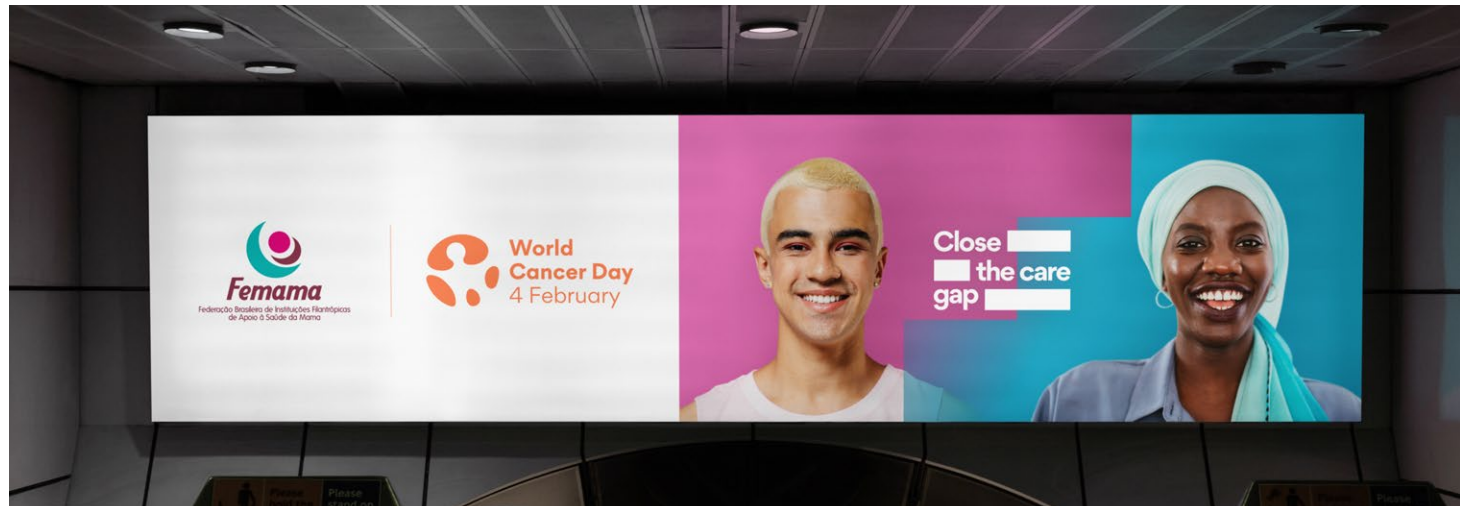
Download the files from worldcancerday.org/materials

→

Create your own poster

Create your own custom social media post with your own personal message of commitment and share it with the world.

worldcancerday.org/custom-poster

World Cancer Day

Thank you for supporting World Cancer Day.

For more information and the latest news, sign up to our newsletter at worldcancerday.org

Have questions? Email us at hello@worldcancerday.org

UICC

World Cancer Day is an initiative of the Union for International Cancer Control.

f worldcancerday

@worldcancerday

X @UICC

worldcancerday_official

@worldcancerday

World Cancer Day 4 February

Close the care gap