The Global Fund to Fight AIDS, Tuberculosis and Malaria
Identity Guide for Partners
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VISION, MISSION AND VALUES

01 Introduction
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The Global Fund embodies a collective commitment to save lives.

As a partnership designed to end the epidemics of AIDS, tuberculosis and malaria, we are constantly learning and evolving as we face new challenges and opportunities and embrace innovation.

But only by sharing one clear sense of mission and one culture will we be able to achieve our mandate. A strong identity will help us better serve the people and the communities affected by the three diseases.

This guide is about our story – the vision, mission and values that unite us in our cause. It also contains practical information about our identity, logo, language and trademark to help our partners outside the organization in their campaigns, events and various forms of communications. Its aim is to provide clarity and consistency to our partnership.

As we progress together, we will all be required to adjust and think in fresh ways. But one thing will stay unchanged. By speaking with one voice, we will be a better Global Fund.
“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
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 and people living with these preventable and treatable diseases, has brought us closer and closer to this vision.
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.
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 countries and communities 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 partnership 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 countries and communities most in need. 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 Use of The Global Fund’s Name and Logo
04 Color Palettes
05 Typography
06 Signature Graphic Devices
An organization’s identity is created not only by the words it uses but also by how it expresses itself visually. This is done in part through the photographs we choose to illustrate our publications or our website, but it is also done through other visual elements such as the logo, the stationery and the use of typography.

This visual identity is especially important in the case of the Global Fund as we are presenting not only ourselves and our work but also the goals and accomplishments of the programs and people that we serve.

Therefore our collective responsibility is to reinforce our message with consistent use of these visual elements to express our identity and our purpose. This part of the guide provides explanations and technical information to help support our visual identity.
GLOBAL FUND LOGO

01 Global Fund Logo
02 Full-Color Logo
03 Black or White Logo
04 Logo Language Variants
06 Clear Space Guidelines
07 Background Placement Guidelines
08 Disallowed Alterations
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.
FULL-COLOR LOGO

All logo colors are fixed and cannot 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.
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
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.
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
USE OF THE GLOBAL FUND’S NAME AND LOGO

01 Introduction
02 Trademark License Agreements
03 The Global Fund is a Registered Trademark
04 Use of the Global Fund’s Name and Logo
  > When the Global Fund’s logo and name should be used
  > Deciding whether or not to use the Global Fund’s logo
  > When the Global Fund’s logo and name may be used
  > When the Global Fund’s logo and name should not be used
  > Co-branding guidelines
05 Publications
06 Public Advertising, Events, Media and Use on External Websites
07 Talking about the Global Fund
INTRODUCTION

As a partnership, the Global Fund works with a diverse range of government officials, health administrators, advocates, nongovernmental organizations, technical partners, private sector and foundation partners, and people affected by HIV, tuberculosis and malaria. We share a mission of investing the world’s money to defeat HIV, TB and malaria. In countries where grants are implemented, we follow the lead of local partners and support their work.

Accordingly, the Global Fund’s name and logo should only be visible where it serves to benefit the mission and the work of our partners. It should not be promoted or highlighted without a reason. The Global Fund does not seek high visibility for itself and as a general policy, takes a low-visibility approach. In fact, displaying the Global Fund’s name and logo too prominently could undermine the larger mission by taking attention away from people who are actually leading the on-the-ground work toward achieving our collective mission.

These guidelines are intended to suggest a general direction on the public use of the Global Fund’s name and logo. In all cases, we encourage partners to use common sense. Partners should be aware that any organization that wants to use the Global Fund logo must sign a license agreement.

The Global Fund logo embodies the partnership’s identity. It represents the fight against the diseases: red symbolizes AIDS, blue tuberculosis and yellow malaria. In this way, our logo is unique to the Global Fund and unmistakably signifies our partnership and common cause. Only use of the official Global Fund logo in its original form is permitted. It may not be altered in any way. Co-branding guidelines can be found on page 32 of this guide.

Should you have any queries about the use of the Global Fund name and logo please contact marketing@theglobalfund.org for assistance.
TRADEMARK LICENSE AGREEMENTS

Partners working with the Global Fund are required to sign specific Trademark License Agreements prior to any use the organization's logo and name. The type of license agreement depends on the type of use and relationship between the Global Fund and partner:

Partners implementing grants from the Global Fund
i.e. entities including Grantees, Principal Recipients (PRs), Sub-Recipients (SRs) and Country Coordinating Mechanisms (CCMs) wishing to use the Global Fund’s logo and trademark are required to sign a Trademark License Agreement (or, in the case of SRs, a Trademark Sublicense Agreement). Each interested entity should contact their Global Fund Country Team and submit a plan outlining where and how they wish to use the Global Fund name and logo. For example, requests could include using the Global Fund’s name and logo in marketing materials, signage, posters, video/audio productions, at meetings, publications, events, panel discussions, grant signings, media interviews and events, site visits, press releases, official reports, etc. The plan will then be reviewed by the Country Team, and once the plan is approved, the rights to use the Global Fund’s logo and trademark will be granted by signing a standard Trademark License Agreement (or, in the case of SRs, a standard Trademark Sublicense Agreement). Questions that cannot be answered by the Country Teams should be referred to the Marketing Team in the Communications Department of the Global Fund.

Grantees and PRs under Trademark License Agreements signed with the Global Fund may be granted with the authority to sub-license the right of use to SRs. Each such sublicense, however, is subject to the Global Fund’s prior written approval, and any such request should be directed to the relevant Country Teams. Once approved, the SR should sign the standard Trademark Sublicense Agreement provided by the Global Fund.

Partners involved in raising funds and awareness for the Global Fund
i.e. private donors, private sector partners, partners in co-branding initiatives and in-kind contributors, as well as partners providing non-financial contributions and support – such as advocacy groups, may be required to sign a Trademark License Agreement. Please contact marketing@theglobalfund.org for more information.
THE GLOBAL FUND IS A REGISTERED TRADEMARK

“The Global Fund”, “The Global Fund to Fight AIDS, Tuberculosis and Malaria” and the organization’s logo are recognized trademarks registered in different territories to preserve the organization’s legal control over how the organization’s name and logo is used.

Typically, the more often an organization’s name and logo is used, by more partners, the greater the awareness and potential credibility built, and yet, the greater the challenge in maintaining control and preventing confusing uses, misunderstandings or damaging associations.

Risks can be difficult to assess, but misuse can include:

Disallow alterations and unauthorized uses of the Global Fund’s name or logo can cause inaccurate organizational recognition and attribution. This can diminish trust and reputation.

We ask all our partners to please be vigilant and alert us to any misuse of the Global Fund’s name and logo. For more information about the Global Fund’s trademark registration or to alert us to any misuse, please contact marketing@theglobalfund.org.
QUALIFYING QUESTIONS TO CONSIDER WHEN DECIDING WHETHER OR NOT TO USE THE GLOBAL FUND’S LOGO.

Every situation is different, but answering the following questions with a high degree of clarity and specificity should help to determine when the Global Fund’s logo should and should not be used.

- Who is likely to see the Global Fund logo? Are they key stakeholders?
- Will the raised awareness of the Global Fund result, directly or indirectly, in advancing the Global Fund’s mission in terms of its ability to: mobilize resources, convene partners and increase the Global Fund’s ability to operate?
- Which partners does the presence of the Global Fund’s name and logo impact? Does it advance their mission as well as our own?
- How easily could the physical or digital presence of the logo be misappropriated or misinterpreted by third parties? Could misinterpretation cause less or inaccurate organizational recognition and attribution?

**Question:** When should the Global Fund’s name and logo be visible?

**Answer:** Only where it serves to benefit the mission and the work of our partners, and generally speaking should only be thoughtfully applied in high-influence environments. It should not be promoted or highlighted without a reason. For example, the Global Fund should be present in conferences and other events attended by key stakeholder audiences where programs funded by the Global Fund are talked about.

**Question:** When shouldn’t the Global Fund’s name and logo be included?

**Answer:** Anywhere that may incorrectly indicate that the Global Fund has a permanent in-country presence (for example on signage) or on hospitals, mobile clinics and vehicles. See page 31 for more information.

**Question:** When can partners or third parties use the Global Fund’s logo?

**Answer:** Our partners are the local experts and leaders, so the Global Fund’s name and logo should only be used when it can be certain that no misunderstanding or damaging associations may arise. Partners should not use the Global Fund name or logo in any way that may confuse people about the Global Fund’s role, for example, by using the Global Fund’s name or logo on products that could be misinterpreted as being manufactured by the Global Fund or using organizational stationery. See page 31 for more information.
**WHEN THE GLOBAL FUND’S LOGO AND NAME SHOULD BE USED**

**Partners implementing grants** from the Global Fund should aim to use the Global Fund’s logo and name in situations that help to advance the Global Fund’s mission by building awareness and credibility. For example, in high-profile events, where media may be photographing or filming, in news releases, news conferences, or media interviews where Global Fund-supported programs are discussed in panel discussions, in official meetings and grant signings, in conferences and other events attended by key stakeholder audiences.

In many instances, the Global Fund logo will be paired alongside the logo of a partner organization or multiple organizations. Partners using the Global Fund’s name and logo in these situations should use the standard Global Fund logo.

All requests to use the Global Fund name and logo should be directed to the Country Team for review and authorization.

Co-branding logo configuration rules outlined on page 32 should be observed.

Mock-up to exemplify how the Global Fund’s logo should be used at panel events and other situations where multiple partners are involved.
Partners implementing grants from the Global Fund may use the Global Fund logo on official partner websites. The website should include an active link to the Global Fund's official website: www.theglobalfund.org.

Partners may use the Global Fund's name and logo on general communications, marketing and event-related materials, such as on posters, signs, video/audio productions, at meetings and events if it helps to advance the Global Fund's mission, or if including Global Fund branding helps strengthen partners' effectiveness with the following considerations:

i. It should be clear that the Global Fund did not directly produce the communications materials.

ii. Where appropriate, communication materials should contain the following disclaimer: “The views described herein are the views of this institution, and do not represent the views or opinions of the Global Fund to Fight AIDS, Tuberculosis and Malaria, nor is there any approval or authorization of this material, express or implied, by the Global Fund to Fight AIDS, Tuberculosis and Malaria”.

iii. Co-branding logo configuration rules outlined on page 32 should be observed.

All requests to use the Global Fund name and logo should be directed to the Country Team where they will be reviewed on a case-by-case basis.
Partners involved in raising funds and awareness for the Global Fund may generally use the Global Fund name or logo on communications materials such as on posters, video/audio productions, on websites and at fundraising events in support of the Global Fund with the following guidance:

i. The wording should clearly illustrate the partner’s relationship with the Global Fund, and that the materials related to the fundraising / awareness-raising activity is not directly produced by the Global Fund, and that the Global Fund is not responsible for conducting the fundraising / awareness-raising activity.

ii. The wording used should clearly show the relationship with the Global Fund and use of the logo should usually be preceded by the text “In support of”.

iii. To request the “In support of the Global Fund” logo please email marketing@theglobalfund.org.

iv. Where applicable, the benefit to the Global Fund from the donor’s contribution should be clearly stated, including the percentage of each contribution, as well as any ceiling and/or time limit for the contribution.

v. Where appropriate, communication materials should contain the following disclaimer:

“The views described herein are the views of this institution, and do not represent the views or opinions of the Global Fund to Fight AIDS, Tuberculosis and Malaria, nor is there any approval or authorization of this material, express or implied, by the Global Fund to Fight AIDS, Tuberculosis and Malaria”.

vi. Partner websites using the Global Fund name and logo in accordance with the above guidelines should include an active link to the Global Fund’s official website: www.theglobalfund.org.

Co-branding logo configuration rules outlined on page 32 should be observed.

All requests to use the Global Fund name and logo should be directed to the Global Fund Marketing Team at marketing@theglobalfund.org for review and authorization.
WHEN THE GLOBAL FUND’S LOGO AND NAME SHOULD NOT BE USED

Partners should not use the Global Fund name or logo on locations or assets, such as a hospitals, mobile clinics and vehicles unless permission is given in writing by the Global Fund following clearance by the Global Fund. Our partners are the local experts and leaders, so it is important to avoid situations of brand use that would confuse people about the Global Fund’s role.

Partners should not use the Global Fund name or logo on any pharmaceutical, consumable or health product, or any product that could be misinterpreted as being manufactured by the Global Fund. Nor can the Global Fund name or logo be used for any form of sales, marketing or promotion of products (including on product packaging) or services. It is important to avoid any risk of misinterpretation of the Global Fund owning or providing medical supplies from a liability standpoint.

Partners should not use the Global Fund name or logo on standard organization stationery, including letterheads and business cards.

Partners implementing grants from the Global Fund should not use the Global Fund name or logo for fundraising activities unless authorized in writing by the Global Fund.

Please note: exceptions to the guidelines require written approval from the Global Fund.
CO-BRANDING GUIDELINES

In many cases, the Global Fund logo will be paired alongside the logo of a partner organization or multiple organizations. In these cases the following co-branding logo configuration rules should be observed.

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

Other customizations must not be used.

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 the Global Fund for verification and approval.

Co-branded logo configuration examples

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

Note that in a three-logo setting, the Global Fund logo should appear in the center.
Requests by partners to include the Global Fund's name or logo in printed publications should be directed to publications@theglobalfund.org. A draft of the final materials featuring the logo will need to be submitted for final approval by the Global Fund.
Use of the Global Fund logo on external websites
Requests to grant the use of the Global Fund's logo and name on external organization websites should be directed to marketing@theglobalfund.org. In cases where extensive use of the logo is anticipated the Global Fund normally enters into a license agreement.

Public advertising
Partners wishing to use the Global Fund name or logo in any form of public advertising should contact marketing@theglobalfund.org for prior approval.

Events
In situations when the Global Fund is financially supporting or sponsoring an event or meeting, or participating in any way, partners wishing to use the Global Fund logo and name should contact marketing@theglobalfund.org for prior approval.

Media
Partners wishing to issue news about the Global Fund should contact media@theglobalfund.org.
**TALKING ABOUT THE GLOBAL FUND**

The Global Fund’s name may be spelled out in full – The Global Fund to Fight AIDS, Tuberculosis and Malaria — or simply as “The Global Fund.” **It is important not to use the initials “GFATM”** for two reasons: 1) Many people find acronyms confusing and 2) We do not want people to think of the Global Fund as an ATM! Where a short abbreviation is needed, use GF.

<table>
<thead>
<tr>
<th>Complete name</th>
<th>Short form of the name</th>
<th>Do not use acronyms</th>
<th>Do not add HIV to the title</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Global Fund to Fight AIDS, Tuberculosis and Malaria</td>
<td>The Global Fund</td>
<td><strong>TGF</strong></td>
<td><strong>GFATM</strong></td>
</tr>
</tbody>
</table>
COLOR PALETTE

01 Primary Color Palette
02 Primary Colors and the Three Diseases
03 Secondary Color Palette
04 Tints and Quantities
**PRIMARY COLOR PALETTE**

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

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**Global Fund Red**
- CMYK: 15 / 100 / 100 / 0
- RGB: 205 / 32 / 44
- HEX: #CC2222
- PMS: 1795C

**Global Fund Blue**
- CMYK: 100 / 60 / 0 / 0
- RGB: 0 / 85 / 170
- HEX: #0066BB
- PMS: 293C

**Global Fund Yellow**
- CMYK: 0 / 37 / 100 / 0
- RGB: 255 / 170 / 34
- HEX: #FFA222
- PMS: 130C
PRIMARY COLORS AND THE THREE DISEASES

Where possible, the three primary colors should be used in relation to the three 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 may be 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.

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

<table>
<thead>
<tr>
<th>Color</th>
<th>75% Tint Text</th>
<th>50% Tint Text</th>
<th>25% Tint Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>GF Red</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Blue</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Yellow</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Green</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
</tbody>
</table>

**Secondary Palette**

<table>
<thead>
<tr>
<th>Color</th>
<th>75% Tint Text</th>
<th>50% Tint Text</th>
<th>25% Tint Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>GF Dark Blue</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Purple</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Olive</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Turquoise</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Pink</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Light Green</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Light Blue</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Orange</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Gold</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Black</td>
<td>75% Tint Text</td>
<td>50% Tint Text</td>
<td>25% Tint Text</td>
</tr>
<tr>
<td>GF Eggshell</td>
<td>Tints for Text Overlay Not Recommended</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TYPOGRAPHY

01 System Serif Typeface
02 System Sans-serif Typeface
03 Specialized Sans-serif Typeface
04 Specialized Serif Typeface
05 Chinese Typefaces
06 Arabic Typefaces
07 Typographic Hierarchy, System Type
08 Typographic Hierarchy, Specialized Type
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.

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, serves in a supporting role to Georgia.
To be used for the following languages: English, French, Spanish, Russian and Arabic.

Arial must be used for
• Digital Platforms
• Excel Files

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 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.,!?%():;@$#&

Gotham must be used for

- Publications
- Printed Collateral
**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

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**Mercury**

**Mercury Roman**

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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.,!?%():;@$#&
```
**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
1234567890 “” {}《》[](),.::!? 

**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
1234567890 “” {}《》[](),.::!?
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.

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.
**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 quo qui conet aut qui doluptus, tem ullaccate acearum excestis minctus aperum essit officimi, quatures abore sa qui mo magni odit hil inis moluptin erro blature mporerfero coribus sitaqui dolles siminul larios eost officis atione 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 ditatqiod eqqui sum ne perum quatquo mincto estrum fugitatur? Quis conmiet vellandis dolupta tucsiurest, simus, soluptat. Turempo ssequs esequos evenihil ersped quateeit la voluptatus es est, con corit, il est, offici moluptae pos ullest, temolut ut quunt et dolorpo rercias 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.*
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.

**Recommended Typographic Hierarchy, Specialized Type**

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 excitis minctus aperum essit officimi, quatures abore sa quid mo magni odit hil inis moluptin erro blature mporererfero coribus sitaqui dolles siminul lories eost officis ationec ulparum aut elest, offic toribus molorem que ipsam explabo. Apelandandem volut ipiet acil etum res resti unt omnihiliti omnia quis et lam que qui tendandit, ium aut Nam, corroru mquo dis 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.

**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 excitis 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.
SIGNATURE GRAPHIC DEVICES

01 Curves
02 Cube Mosaic
03 Hexagonal Mosaic
**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.
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.
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.