

---

# The Global Fund to Fight AIDS, Tuberculosis and Malaria Identity Guide for Partners

---

## CONTENTS

### VISION, MISSION AND VALUES

- 04 Introduction
- 05 Vision
- 07 Mission
- 08 Values
- 09 Promise
- 10 In Two Sentences
- 11 Identity Statement

### BRAND ELEMENTS

- 13 Introduction
- 14 Global Fund Logo
- 23 Use of Global Fund Name and Logo
- 36 Color Palette
- 41 Typography
- 50 Signature Graphic Devices

# **VISION, MISSION AND VALUES**

01 Introduction

02 Vision

03 Mission

04 Values

05 Promise

06 In Two Sentences

07 Identity Statement

## INTRODUCTION

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.

## VISION

*“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

## VISION

# 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.

## MISSION

# 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.



## THE GLOBAL FUND'S PROMISE

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

## INTRODUCTION

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.



### 100% Black

C:0 M:0 Y:0 K:100

HEX#666666

R:30 G:30 B:30



### 100% Black

C:0 M:0 Y:0 K:100

HEX#666666

R:30 G:30 B:30

## LOGO LANGUAGE VARIANTS

The Global Fund logo is available in these languages:

English



Arabic



French



German



Spanish



Italian



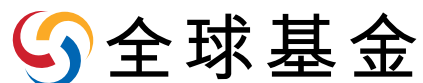
Russian



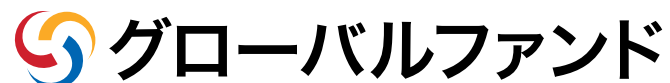
Portuguese



Chinese



Japanese



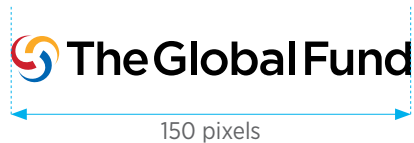
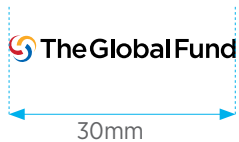
## CLEAR SPACE GUIDELINES

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, light color or light photographic backgrounds.

White background



Light color or light photographic background



Dark color or dark photographic background



DO NOT use full-color logo on dark color or dark 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.

Do not stretch or compress the logo



Do not alter configuration or the look of logo



Do not alter the color or letterforms of logo



Do not add drop shadows or other effects to logo



## 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.

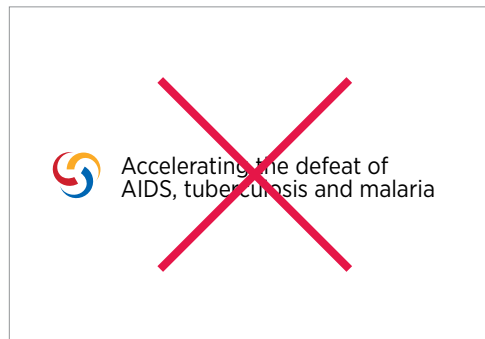
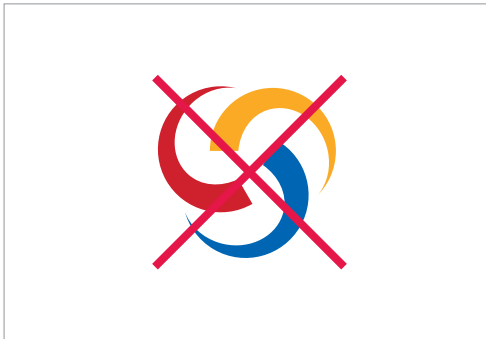
Do not use logotype or trefoil independently



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](mailto: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 of 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](mailto: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:

Disallowed 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](mailto: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.

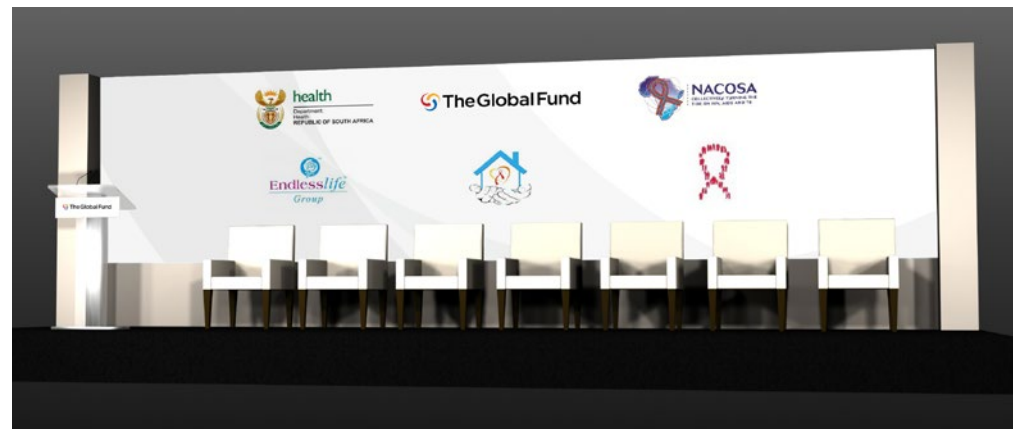
## WHEN THE GLOBAL FUND'S LOGO AND NAME SHOULD BE USED

**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.

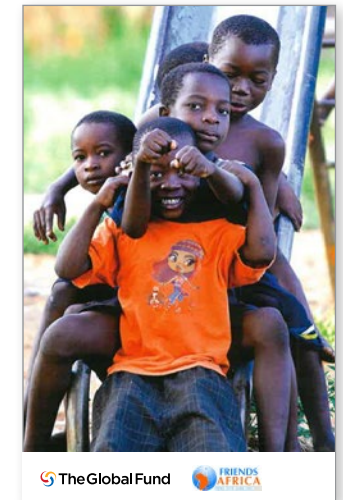
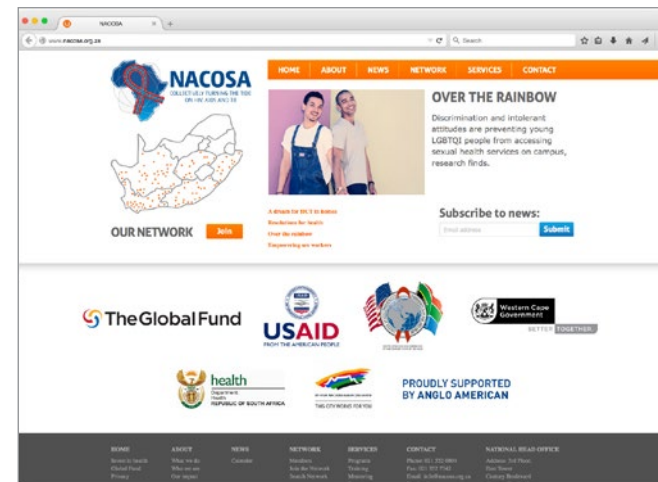
## WHEN THE GLOBAL FUND'S LOGO AND NAME MAY BE USED

Partners implementing grants from the Global Fund may use the Global Fund logo on official partner websites. The web site should include an active link to the Global Fund's official website: [www.theglobalfund.org](http://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.



## WHEN THE GLOBAL FUND'S LOGO AND NAME MAY BE USED

**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](mailto: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](http://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](mailto: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

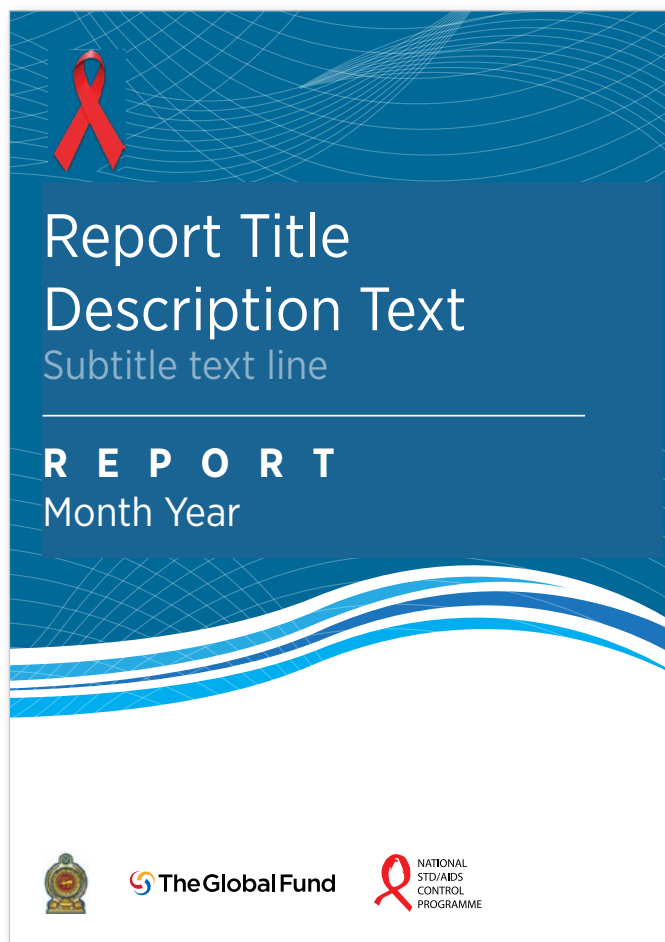


Note that in a three-logo setting, the Global Fund logo should appear in the center.



## PUBLICATIONS

Requests by partners to include the Global Fund's name or logo in printed publications should be directed to [publications@theglobalfund.org](mailto:publications@theglobalfund.org). A draft of the final materials featuring the logo will need to be submitted for final approval by the Global Fund.



## PUBLIC ADVERTISING, EVENTS, MEDIA AND LOGO USE ON EXTERNAL WEBSITES

### 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](mailto: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](mailto: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](mailto:marketing@theglobalfund.org) for prior approval.

### Media

Partners wishing to issue news about the Global Fund should contact [media@theglobalfund.org](mailto: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.

Complete name

The Global Fund to Fight  
AIDS, Tuberculosis and Malaria

Short form of the name

The Global Fund

Do not use acronyms

~~TGF  
GFATM~~

Do not add HIV to the title

~~The Global Fund to Fight  
HIV/AIDS, Tuberculosis and Malaria~~

## 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 and yellow malaria.



### Global Fund Red

CMYK 15 / 100 / 100 / 0  
RGB 205 / 32 / 44  
HEX# CC2222  
PMS 1795C

### Global Fund Red (Tint)

CMYK 01 / 10 / 9 / 0  
RGB 248 / 229 / 222  
HEX# F8E5DE  
PMS 1795C (10% tint)

### Global Fund Blue

CMYK 100 / 60 / 0 / 0  
RGB 0 / 85 / 170  
HEX# 0066BB  
PMS 293C

### Global Fund Blue (Tint)

CMYK 11 / 08 / 02 / 00  
RGB 222 / 225 / 235  
HEX# DEE1EB  
PMS 293C (10% tint)

### Global Fund Yellow

CMYK 0 / 37 / 100 / 0  
RGB 255 / 170 / 34  
HEX# FFAA22  
PMS 130C

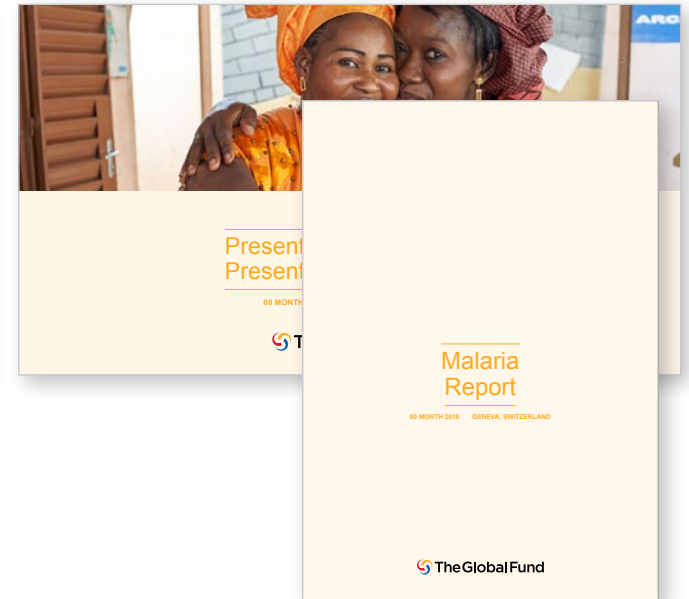
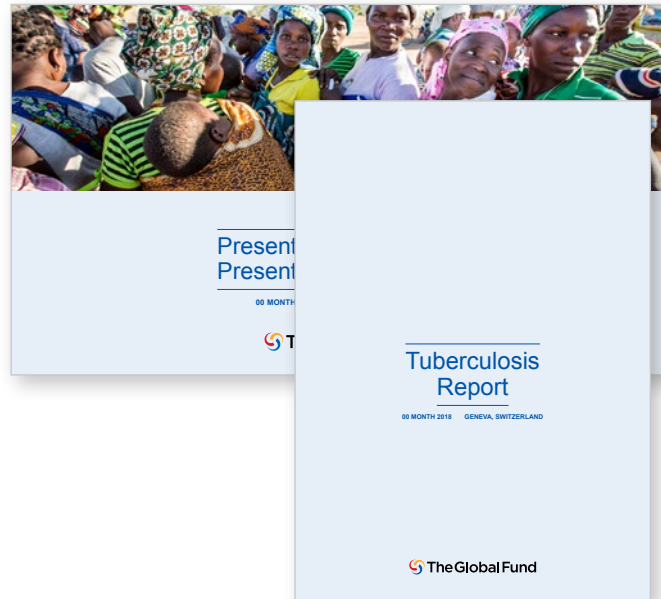
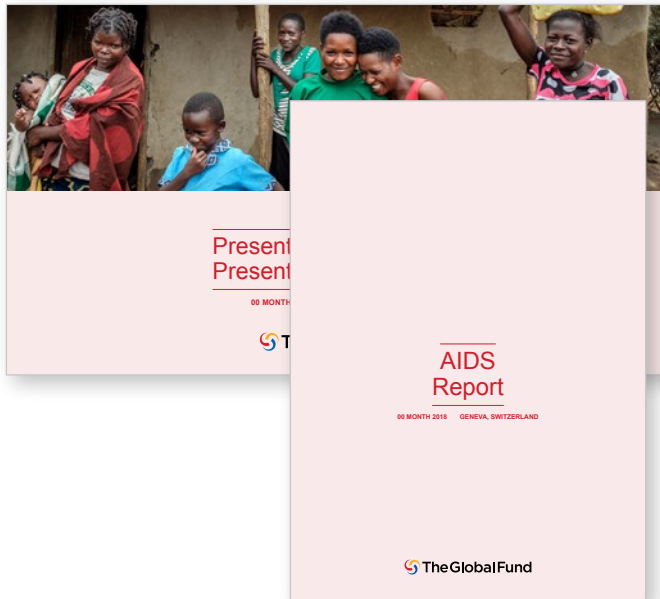
### Global Fund Yellow (Tint)

CMYK 00 / 03 / 09 / 00  
RGB 254 / 244 / 230  
HEX# FEF4E6  
PMS 130C (10% tint)

## 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. The tinted values of the primary colors should be used for backgrounds or large fields of color.



## SECONDARY COLOR PALETTE

A secondary color palette is 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.

As with the primary colors, backgrounds and large fields of color should use the tinted value rather than the full-strength color.

### GF Purple

CMYK 55 / 100 / 10 / 25  
RGB 110 / 44 / 107  
HEX# 6E2C6B  
PMS 255

### GF Purple (Tint)

CMYK 3 / 7 / 1 / 0  
RGB 243 / 235 / 241  
HEX# F3EBF1  
PMS 255 (10% tint)

### GF Dark Blue

CMYK 100 / 70 / 10 / 25  
RGB 0 / 63 / 114  
HEX# 003F72  
PMS 541

### GF Dark Blue (Tint)

CMYK 11 / 08 / 03 / 0  
RGB 223 / 225 / 233  
HEX# DFE1E9  
PMS 541 (10% tint)

### GF Light Green

CMYK 55 / 0 / 90 / 0  
RGB 105 / 190 / 40  
HEX# 69BE28  
PMS 368

### GF Light Green (Tint)

CMYK 5 / 0 / 9 / 0  
RGB 239 / 246 / 234  
HEX# EFF6EA  
PMS 368 (10% tint)

### GF Pink

CMYK 15 / 80 / 0 / 0  
RGB 218 / 57 / 175  
HEX# DA39AF  
PMS 239

### GF Pink (Tint)

CMYK 2 / 8 / 0 / 0  
RGB 246 / 235 / 243  
HEX# F6EBF3  
PMS 239 (10% tint)

### GF Turquoise

CMYK 90 / 0 / 20 / 0  
RGB 0 / 176 / 202  
HEX# 00BOCA  
PMS 3125

### GF Turquoise (Tint)

CMYK 11 / 1 / 5 / 0  
RGB 224 / 238 / 239  
HEX# E0EEEF  
PMS 3125 (15% tint)

### GF Light Blue

CMYK 60 / 0 / 0 / 0  
RGB 0 / 185 / 228  
HEX# 00B9E4  
PMS 306

### GF Light Blue (Tint)

CMYK 9 / 0 / 0 / 0  
RGB 229 / 245 / 253  
HEX# E5F5FD  
PMS 306 (15% tint)

### GF Orange

CMYK 0 / 70 / 90 / 0  
RGB 255 / 127 / 69  
HEX# FF7F45  
PMS 164

### GF Orange (Tint)

CMYK 0 / 7 / 9 / 0  
RGB 254 / 237 / 226  
HEX# FEEDE2  
PMS 164 (10% tint)

### GF Gold

CMYK 5 / 10 / 100 / 15  
RGB 198 / 172 / 0  
HEX# C6AC00  
PMS 103

### GF Gold (Tint)

CMYK 3 / 3 / 15 / 0  
RGB 246 / 240 / 219  
HEX# F6F0DB  
PMS 103 (15% tint)

### GF Olive

CMYK 20 / 15 / 50 / 35  
RGB 154 / 153 / 110  
HEX# 9A996E  
PMS 451

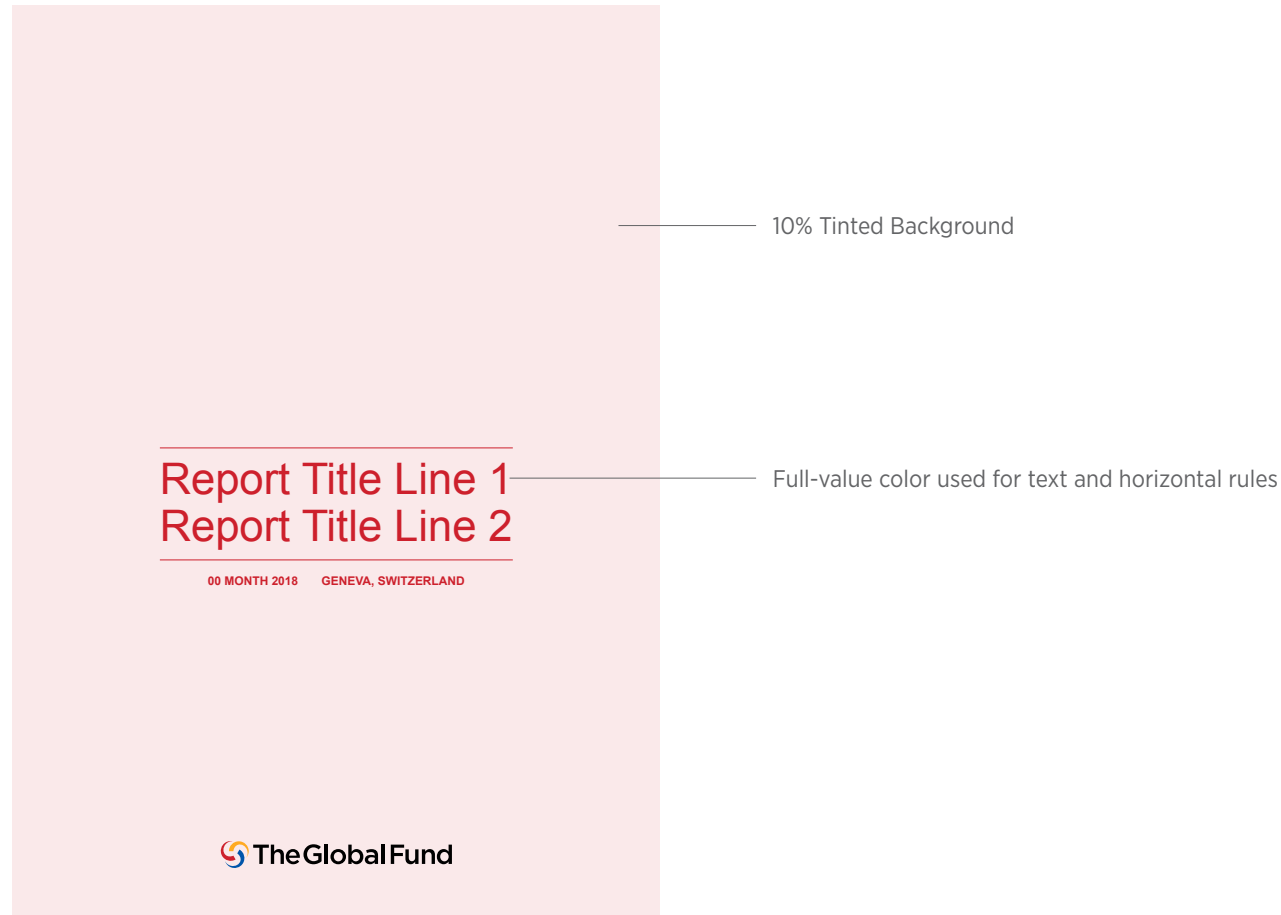
### GF Olive (Tint)

CMYK 8 / 6 / 10 / 0  
RGB 233 / 231 / 224  
HEX# E9E7E0  
PMS 451 (15% tint)

## TINTS AND QUANTITIES

Tinted values of the primary and secondary color palette should be used for backgrounds and large fields of color. The full color value may be used for text and accents. The specific values may vary by context, but a 10% tint is typically a good starting point. It is the designer's responsibility to create harmonious and legible color composition.

See pages 37 and 39 for tint color specifications.





## TYPOGRAPHY

- 01 System Sans-serif Typeface
- 02 System 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 SANS-SERIF TYPEFACE: ARIAL

Arial, the primary Global Fund system typeface, is a modern sans-serif that brings a determined and credible voice to Global Fund communications. This font is set as the default font in Word, Powerpoint and Outlook.

To be used for the following languages: English, French, Spanish, Russian and Arabic.

Arial must be used for

- **Email**
- **Word (Letters/Fax/Memos) Documents**
- **Reports**
- **Presentations**
- **Digital Platforms**

# Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!%():;@ \$#&

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,!%():;@ \$#&**

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890.,!%():;@ \$#&*

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890.,!%():;@ \$#&***

## SYSTEM SERIF TYPEFACE: GEORGIA

Georgia is the secondary system typeface for Global Fund communications. A serif font that conveys a warmer, more human tone, is available in certain template categories.

Georgia may be used for

- Save the Date/Invitations
- Internal Posters

# Georgia

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!%():;@ \$ # &

Georgia Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,!%():;@ \$ # &**

Georgia Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890.,!%():;@ \$ # &*

Georgia 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 must be used for

- Publications
- Printed Collateral

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

## 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

# Mercury

Mercury Roman

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.,!%()::@\$#&***

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

1 2 3 4 5 6 7 8 9 0 “ ” { } 《 》 [ ] ( ) , . : ! ?

## 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

1 2 3 4 5 6 7 8 9 0 “ ” { } 《 》 [ ] ( ) , . : ! ?

## 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.

ن ح ج

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ . " ' # \$ % & \* ( ) ! ? { } \ , .

## 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.

ن ح ج

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ . " ' # \$ % & \* ( ) ! ? { } \ , .

## 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.

**Headings should be set in Arial Bold, typically 24-36 points.**

**Subheadings should be set in Arial Bold, size is typically 16-18 points.**

**Subheadings are set in Arial Bold.**

Body copy may be set in Arial Regular. Body copy size is typically 9-12 points. Beriam, sequiduci sus del molorep as ipsunt ex expe naturis dendaes eium, sit volecte alitis aborerepero corem quo consectis doloriti rerum faccus, ulpa della dita sinctat iatium doluptis quatemque omnihil itisti dolut ulpa conempe cum reptum inciaturem nate nimpore se eum simaiore, officiae quostio reperis incia dolorem remquia consequam sitatem nonsecum quae.

- Bullet 1 ore sundaer sperum, ut ut dolupta tatibus rem.
- Bullet 2 ut eossimusanis que expel magnitem ea volupta.

*Arial Italics may be used as needed to provide emphasis.*

**Arial Bold or CAPS may be used as needed to provide emphasis.**

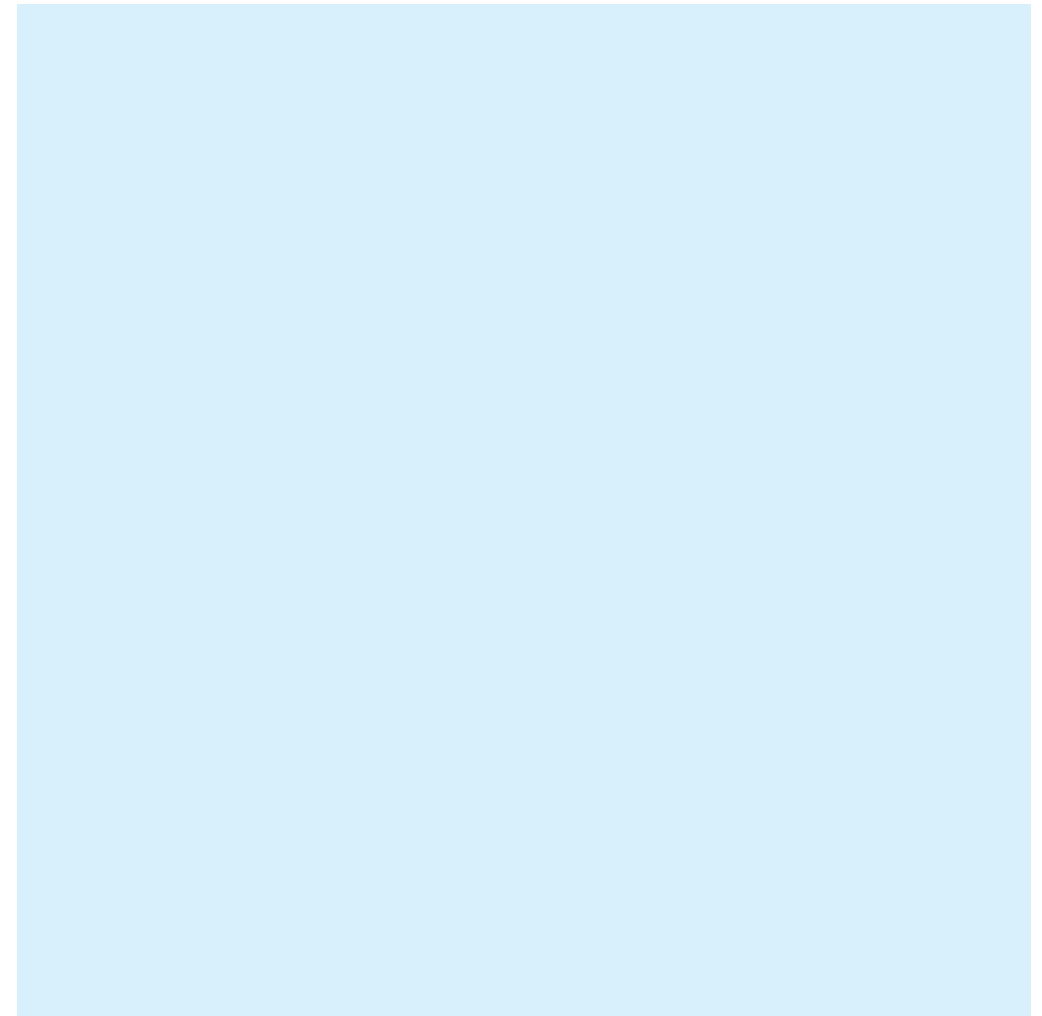


Image or chart captions may be set in either Georgia or Arial. Size is typically 8 points.



## RECOMMENDED TYPOGRAPHIC HIERARCHY, SPECIALIZED TYPE

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.

# Headings should be set in Mercury, typically 24-36 points.

**Subheadings should be set in Mercury, size is typically 16-18 points.**

**Subheadings are set in Gotham Narrow Bold.**

Body copy may be set in Gotham Narrow. Body copy size is typically 9-12 points. Beriam, sequiduci sus del molorep as ipsunt ex expe naturis dendaes eium, sit volecte alitis aborerepero corem quo consectis doloriti rerum faccus, ulpa della dita sinctat iatium doluptis quatemque omnihil itisti dolut ulpa conempe cum reptum inciaturem nate nimpore se eum simaiore, officiae quostio reperis incia dolorem remquia consequam sitatem nonsecum quae.

- Bullet 1 ore sundaer sperum, ut ut dolupta tatibus rem.
- Bullet 2 ut eossimusanis que expel magnitem ea volupta.

*Gotham Narrow Italics may be used as needed to provide emphasis.*

**Gotham Narrow Bold or CAPS may be used as needed to provide emphasis.**

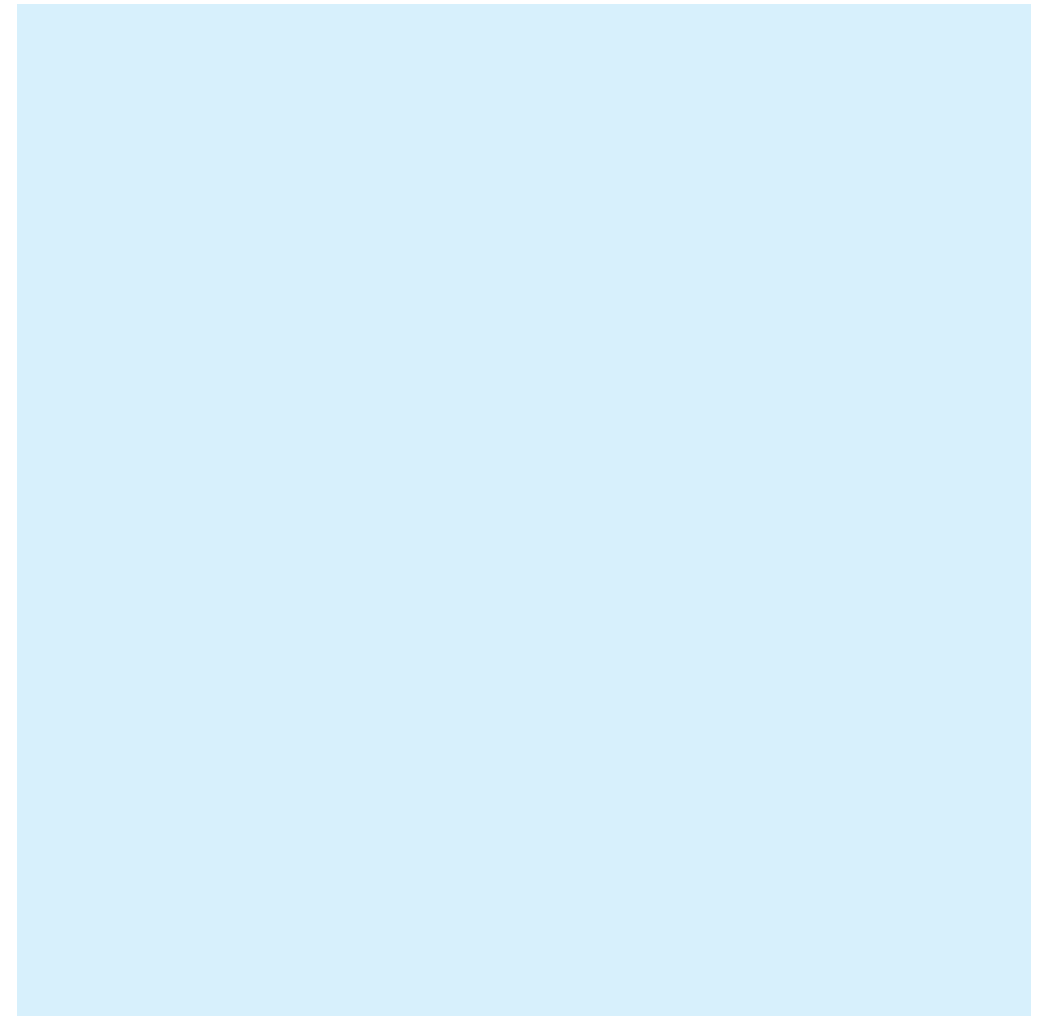


Image or chart captions are set in Gotham Narrow. Size is typically 8 points.