

# MAW 2018

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## BRAND GUIDE



MOSQUITO AWARENESS WEEK 2018



MOSQUITO AWARENESS WEEK 2018

# THE IDEA

The branding is based on the idea of generating actions that will become habits among members of a community. It's about transmitting suggestions in a didactic way, focusing on giving information but not alarming them or just give instructions; the goal is to make them think about the consequences of having possible mosquitoes breeding sites.

The information is focusing on two different targets:

\*Target 1: Head of household, especially mothers. To have their attention it had been chosen colors of pink, orange, light blue and green. Formal typography.

\*Target 2: Young people, aged between 12 and 21 years old (middle average, 16 years old). To have their attention it had been chosen fresh and vivid, comic style, emoticons and cartoon style characters and informal typography.

Branding elements:

\*1 Banner web (slogan y logotype)

\*1 Banner Roll Up, 24 x 71 inches

\*2 Posters, 18 x 24 inches

\*2 Infographics:

-Target 1: A4 size (print & web)

-Target 2: A3 size (print & web) // Web (vertical) size for mobile devices view (do not share via Whatsapp, Facebook or other, this applications have an images compression system that affects the quality.

\*3 Gifs

\*1 T-shirt design

\*1 Clothespins design

\*2 Series of posts for RRSS, 1080x1080 px

In addition, texts are available as well as edible files in Adobe Illustrator and this branding guide.

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# THE SLOGAN

# THE CONCEPT

The slogan is a mix of formal and informal graphics aspects. It consists of five components: a call to action "Fight the Bite", the name of the campaign "Mosquito Awareness Week" inside a green circle, an illustration of the mosquito in cartoon style and a green halo of protection.

Colors of the campaign:

Green suggests "action", the feeling of "well done", "to move forward". The halo shape clearly means protection, "to be inside of"; and it's intensified with the mosquito crushing on the halo.

The range of pink and orange colors is used in the main brand image of the campaign and in all the designs for the Target 1. It suggests calm but not passivity, sunset, and tropical weather. The range of pink color is used to capture the attention of the female public because as discussed earlier, in Target 1 mothers are the main focus.

Light violet color is used only for the Target 2 and it's important to mention it because the slogan has subtle changes that are essential for this background color. It suggests freshness, action, and youth; all the elements apply on this background color stands out, the idea is to capture attention by shapes and contrast.

# THE SLOGAN

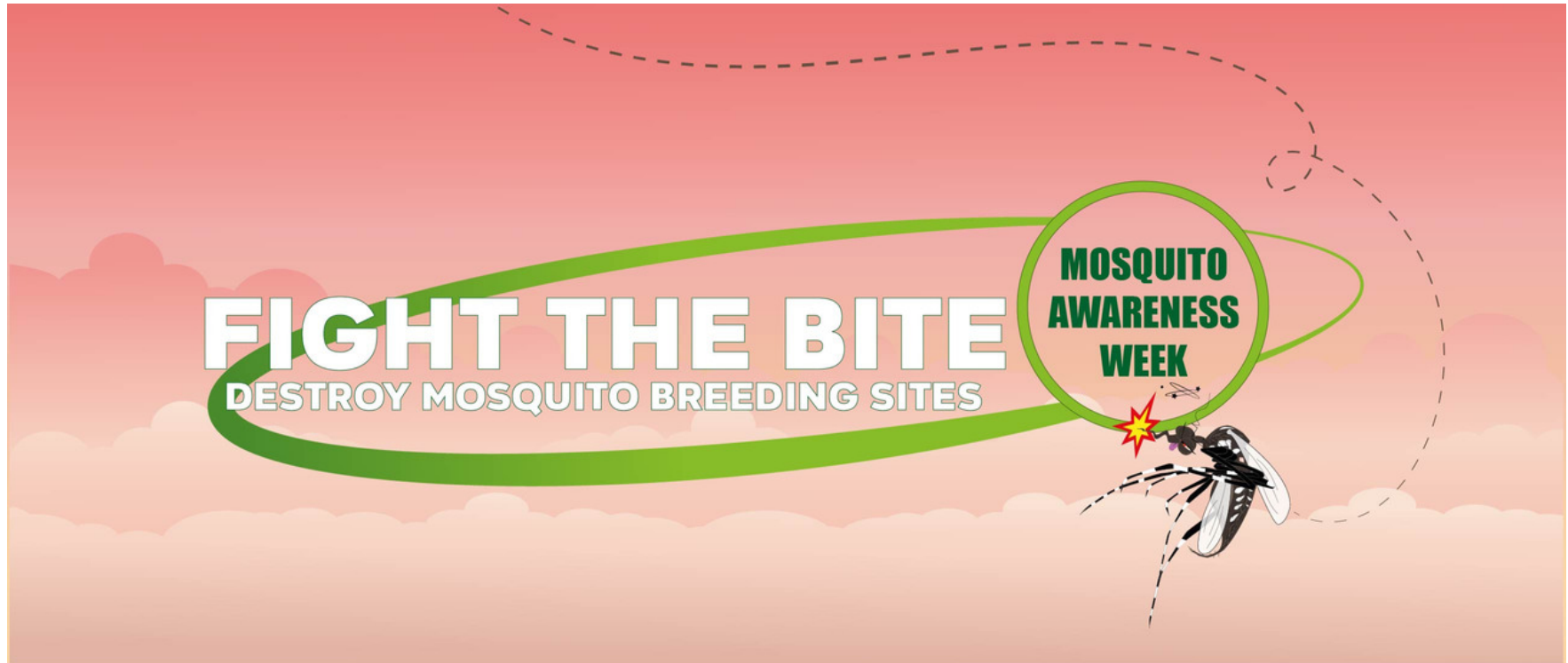
**FIGHT THE BITE**  
DESTROY MOSQUITO BREEDING SITES

**MOSQUITO  
AWARENESS  
WEEK**



# THE SLOGAN

BANNER WEB AND TARGET 1



Brown is the color of the trace of the mosquito, and for "Mosquito Awareness Week" is used the same green color used for contouring the letters of "Fight the Bite".



# THE SLOGAN

USE IN TARGET 2



For this Target the brown color of the trace is replaced for white as well as the circles and stars of the knock, and the typography of "Mosquito Awareness Week" change into light green color. Also, the mosquito is surrounded by a translucent white halo.


# COMPONENTS OF THE SLOGAN



**FIGHT THE BITE**  
DESTROY MOSQUITO BREEDING SITES

The complete slogan is shown with a green swoosh underline. A mosquito illustration is positioned to the right, with a dashed line tracing a path from the mosquito to the slogan.

Slogan complete



**MOSQUITO  
AWARENESS  
WEEK**

The complete logo features the text inside a green circle, with a mosquito illustration below it.

Logo complete



**FIGHT THE BITE**  
DESTROY MOSQUITO BREEDING SITES

The slogan is shown without the mosquito illustration and the dashed trace line.

Partial slogan (without mosquito trace)

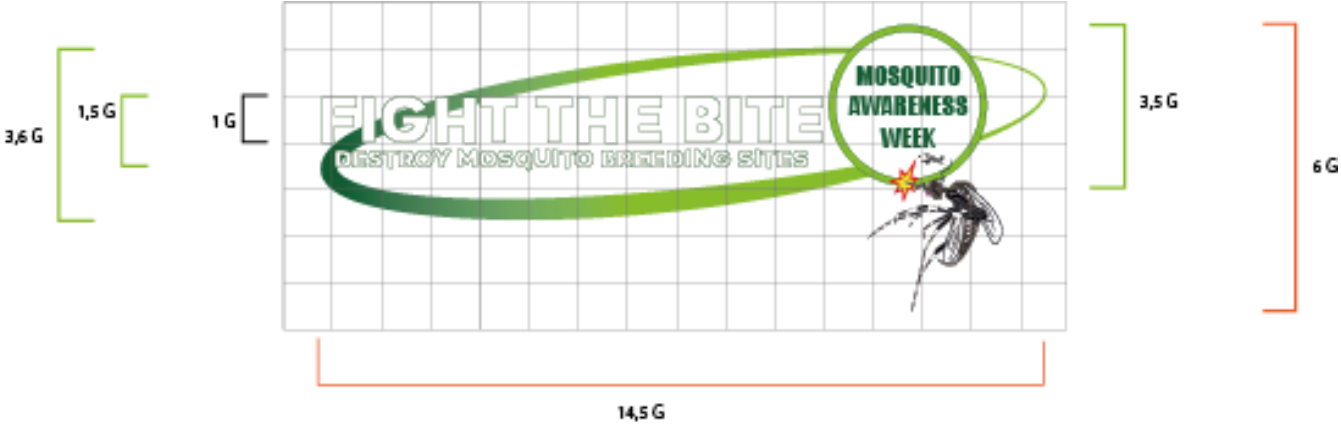


**MOSQUITO  
AWARENESS  
WEEK**

The logo is shown as a green circle containing the text, without the mosquito illustration.

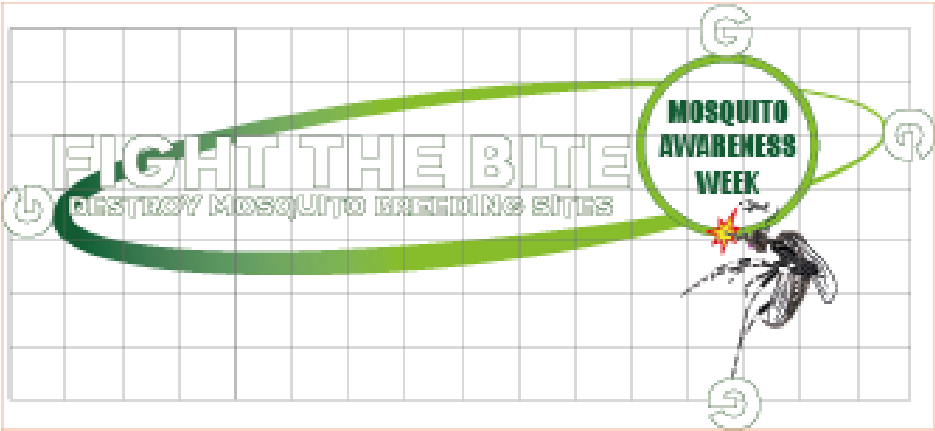
Partial logo  
(without  
mosquito)

# PROPORTIONS



- basic unit of measure
- letter "G"
- proportions of the parts of the slogan
- proportions of the slogan

Safe zone



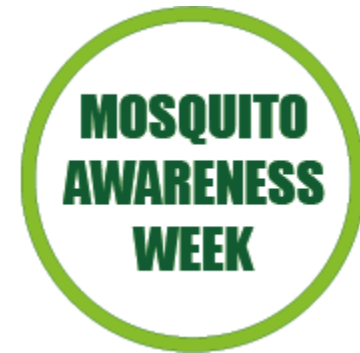
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# TYPOGRAPHY

## SLOGAN FONTS

**FIGHT THE BITE**  
DESTROY MOSQUITO BREEDING SITES

**GRETAROS REGULAR**



**IMPACT REGULAR**

# **FIGHT THE BITE**

**DESTROY MOSQUITO BREEDING SITES**

**FUTURA BOLD**

**FUTURA MEDIUM**  
**Futura medium**

**Futura Condensed ExtraBold**

ALOHA REGULAR  
Aloha Regular

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# NOTES FOR THE PRINTS OF THE T-SHIRT



## NOTES

Here are some guidance proportions for printing the slogan and the PAHO logo on the t-shirt. As well, it's suggested light blue and light pink color for the fabric of the t-shirts, it's not recommended white or another color.

The design to print is 3500 x 1400 pixels, 300 ppi. The process of separation of the colors is delegated to the print houses.

# COLOR SAMPLES FOR THE SLOGAN



PANTONE 381 U  
CMYK 54 0 98 0



PANTONE 376 U  
CMYK 90 37 93 35



PANTONE 7531 U  
CMYK 47 48 54 41



PANTONE 476 U  
CMYK 59 59 60 67



PANTONE 7 U  
CMYK 92 78 62 97



PANTONE 102 U  
CMYK 9 0 87 0



PANTONE 7975 U  
CMYK 1 75 88 0



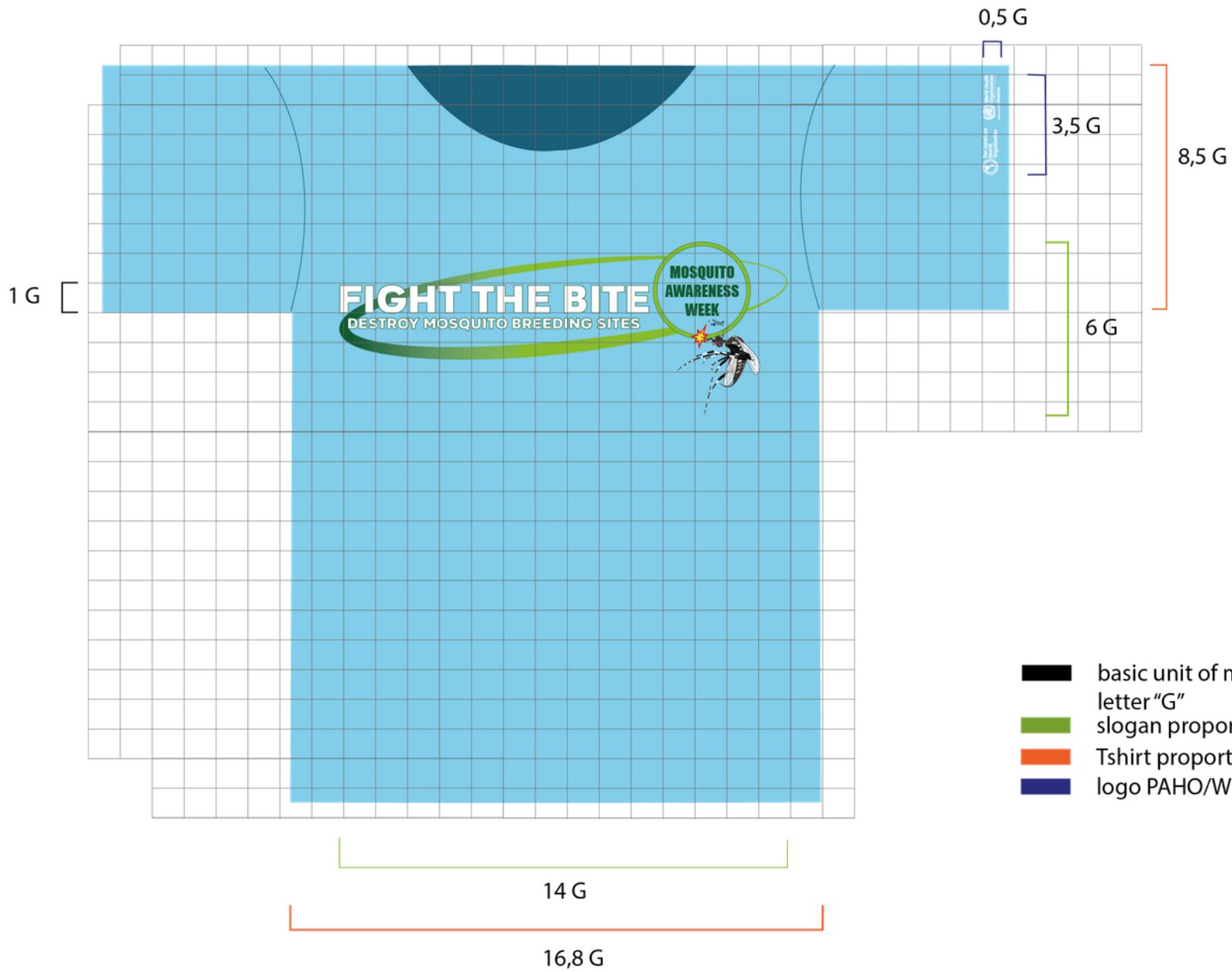
PANTONE 2347 U  
CMYK 6 99 98 1



PANTONE 515 U  
CMYK 37 71 0 0

# T-SHIRT SAMPLE





- basic unit of measure letter "G"
- slogan proportions
- Tshirt proportions
- logo PAHO/WHO proportions

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# NOTES FOR THE PRINTS OF THE CLOTHESPINS

# THE CONCEPT

There are ten wooden clothespins, 9,5 x 1 cm, painted in light green color with dark green color fonts to prevent banish. This ten are attached to a card of 14 x 5 cm and 300/350 gr of thickness. Also, it can be print in a fridge magnet; in that case, Pantone Uncoated colors samples are specified for this purpose.

This card is double-faced (A y B), by one side is the slogan as is it used in the banner web, and by the other side are the key messages, the campaign hashtag, and the website link.

The clothespins idea is to give short messages, like reminders, and the complete messages are in the card in where they are attached; just to remind the person to prevent when he/she is hanging the clothes.

By one side (A) it is the call to action of the slogan: "Fight the Bite" and the PAHO isotypes in black, and by the other side there is one of this reminders.

Reminders order:

Change water in vases and flower pots // Brush barrels once a week // Cover tanks, pools, and sinks // Destroy mosquito breeding sites // Remove unnecessary containers // Don't let water pool in garbage // Clean rain gutters and drains // Check for holes in mosquito netting // Wear long sleeves // Use the recommended repellents

# COLOR SAMPLES FOR THE TEXTS AND BACKGROUND



PANTONE 376 U  
CMYK 90 37 93 35



PANTONE 7540 U  
CMYK 62 52 50 48



PANTONE 805 U  
CMYK 0 48 48 0



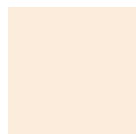
PANTONE 7612 U  
CMYK 12 34 32 2



PANTONE 487 U  
CMYK 1 51 34 0



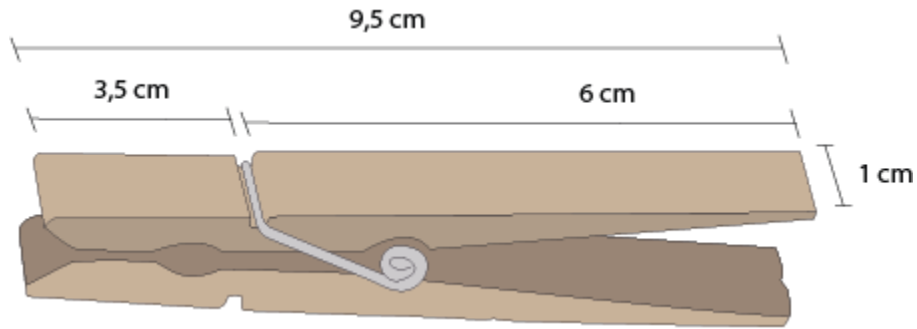
PANTONE 705 U  
CMYK 3 14 17 0



PANTONE 712 U  
CMYK 2 19 42 0

# CLOTHESPINS SAMPLES

Wooden clothespin sample



Font

**BEBAS KAI**

Side A



Side B



The first word of the reminder phrase must be placed in the inferior part of the clothespin (the short part, before the spring) and the rest in the large part of the clothespin.



# RENDER OF THE 10 CLOTHESPINS SIDE A



# RENDER OF THE 10 CLOTHESPINS SIDE B





# SAMPLE PACK CLOTHESPINS SIDE B

- CHANGE WATER IN VASES AND FLOWER POTS.**
- BRUSH BARRELS ONCE A WEEK.**
- COVER TANKS, POOLS, AND SINKS.**
- DESTROY MOSQUITO BREEDING SITES**
- REMOVE UNNECESSARY CONTAINERS.**
- DON'T LET WATER POOL IN GARBAGE.**
- CLEAN RAIN GUTTERS AND DRAINS.**
- CHECK FOR HOLES IN MOSQUITO NETTING.**
- WEAR LONG SLEEVES.**
- USE THE RECOMMENDED REPELLENTS.**

## FIGHT THE BITE, DESTROY BREEDING SITES

- 1- Change the water in vases and flower pots once a week.
- 2- Brush the sides of barrels, at least once a week.
- 3- Cover tanks, pools, and sinks. Protect doors and windows with mosquito netting.
- 4- It is important to clean them in case mosquito eggs are still attached to them.
- 5- Check mosquito netting once a week to be sure there are no holes that mosquitoes could get through.
- 6- Keep garbage containers dry and well covered.
- 7- Clean rain gutters and drains, if they get blocked with leaves and garbage, there will be mosquitoes.
- 8- Check mosquito netting once a week to be sure there are no holes that mosquitoes could get through.
- 9- Use clothing that covers your skin as much as possible.

Creativity & Design:

Jor Teruggi

[www.jorteruggi.com](http://www.jorteruggi.com)

[info@jorteruggi.com](mailto:info@jorteruggi.com)

