



worldMSday

**World MS Day 2020–2022**

# MS Connections Handbook

# MS

I connect, we connect

#MSconnections

# Welcome to the MS Connections handbook

This handbook introduces everything you need for a successful World MS Day. The World MS Day brand is active throughout the whole year and is free for everyone to use. Find out what's in the toolkit and how you can meet the brand guidelines.

## Contents

What is World MS Day?	3
The MS Connections campaign	4
Toolkit overview	5
Campaign Essentials	6
Colour palette	7
Fonts	8
World MS Day logos	9-11
MS Connections hashtag	12
MS Heart	13
Campaign Posters	14
Headers	15
Email Signatures	16
Social Media Shareables	17-18



# ms



world**MS**day

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connections

## What is World MS Day?

**World MS Day mobilises the global MS community to work towards improving quality of life for people affected by MS. It is a day to celebrate global solidarity and hope for the future.**

In 2009, the MS International Federation (MSIF) and its members initiated the first World MS Day. Together we have reached thousands of people around the world, focusing on a range of campaign themes.

World MS Day is officially marked on 30 May. Events and campaigns take place throughout the month of May. It brings together the global MS community to share stories, raise awareness and campaign with and for everyone affected by MS.



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## The MS Connections campaign

The theme for World MS Day 2020-2022 is **connections**. The MS Connections campaign is all about building community connection, self-connection and connections to quality care. The campaign tagline is **'I Connect, We Connect'** and the campaign hashtag is **#MSConnections**.

This campaign, developed in collaboration with members of the global MSIF movement, will challenge social barriers that leave people affected by MS feeling lonely and socially isolated. It is an opportunity to advocate for better services, celebrate support networks and champion self-care.



## Campaign angles

MS Connections is a flexible, wide-ranging theme. Whether you're individual or an organisation, you can choose to focus on a variety of angles when celebrating World MS Day, including:

- Challenging social barriers and stigma that can leave people affected by MS feeling lonely and isolated
- Building communities that support and nurture people affected by MS
- Promoting self-care and healthy living with MS
- Lobbying decision makers for better services and effective treatment for people with MS
- People affected by MS connecting to and shaping MS research.

MSIF provides a toolkit of free resources to help everyone take part in World MS Day. Anyone can use these tools, or make their own, to create a positive change for people affected by MS around the world.

## The toolkit

**The MS Connections toolkit includes:**

- Campaign Essentials
- World MS Day logos
- MS Connections hashtag
- Campaign Posters
  - MS heart illustrated posters
  - Character posters
  - Photo posters
- Social media shareables
- Headers
  - Facebook
  - Twitter
  - Website
- Email signatures

<https://worldmsday.org/tools/>

## Translated versions

World MS Day resources are available in the following languages: Arabic, English, French, Portuguese and Spanish.

## Editable design files

If you are an MSIF member organisation, you will have access to the editable design files. Editable design files are available in Indesign CC 2019 and IDML formats.



# Campaign Essentials

Everything you need to know about the MS Connections campaign. This two page guide gives an overview of the MS Connections campaign and tips for getting involved. This is a great tool to share at World MS Day events.



**Campaign Essentials**

The MS Connections campaign is all about building community connection, self-connection and connections to quality care and research. It will challenge social barriers that leave people affected by MS feeling lonely and socially isolated. An opportunity to advocate for better services, celebrate support networks and champion self-care. The MS Connections campaign will run for 3 years from May 2020 to May 2022.

**MS Connections is a flexible theme. Whether you're individual or an organisation, you can choose to focus on a variety of angles when celebrating World MS Day, including:**

- Stigma**  
Challenging social barriers and stigma that can leave people affected by MS feeling lonely & isolated
- Research**  
People affected by MS connecting to & shaping MS research
- Communities**  
Building communities that support & nurture people affected by MS
- Self**  
Promoting self-care & healthy living with MS
- Advocacy**  
Connecting with decision makers and lobbying for better access to services & treatments for people affected by MS

worldMSday  
#ms connections  
Theme: Connections  
Name: MS Connections  
Hashtag: #MSConnections  
Tagline: I connect, we connect

I connect, we connect #ms connections



**Ways to Connect**

**Advocate for change**  
People affected by MS can be left feeling lonely and isolated. Better access to support and treatment can be life changing. Use the #MSConnections campaign to advocate for better services and show decision makers the importance of quality care.

**Activities**  
Organise an event, fundraiser, or make headlines for MS Connections. Don't be afraid to get creative and make some noise!

**Social Media**  
Tell the world about your MS Connections and raise awareness this World MS Day. From April 2020, share the campaign posters and animation to start a conversation about #MSConnections. You can even give your Facebook and Instagram a World MS Day makeover with the brand new #MSConnections profile frames.

**Hand-in-hand connections**  
Make the 'MS heart' with your hands as a symbol of solidarity with everyone affected by MS. Connect your hand to a friend's hand or join your own hands together to create the 'MS heart'. Take a picture to show the world your support for a connected global community this World MS Day! Share the photo on social media and remember to tag it with #MSConnections.

worldMSday  
#ms connections  
#ms connections  
#ms connections  
#ms connections

I connect, we connect #ms connections



## Colour palette

The MS Connections colour palette has given World MS Day a fresh look.

Use these colours to keep your World MS Day communications bright and on brand.

Primary colours are the core brand colours. Secondary colours support the primary colours, these colours are great for adding interest and highlighting key information. Accent colours are use less regularly as highlights.

### CMYK

These are the colour references used for print.

### RGB

These are the colour references used online. The number that starts with a '#' is a HEX code which is a shortcut reference for the RGB colour.

### PRIMARY COLOURS

#### CMYK

100 / 92 / 36 / 35

#### RGB

33 / 39 / 80

#212750

#### CMYK

1 / 77 / 72 / 0

#### RGB

233 / 88 / 68

#E95844

#### CMYK

1.5 / 30 / 4 / 0

#### RGB

245 / 200 / 217

#F5C8D9

### SECONDARY COLOURS

#### CMYK

4 / 25 / 100 / 0

#### RGB

246 / 192 / 0

#F6C000

#### CMYK

65 / 0 / 48 / 0

#### RGB

87 / 185 / 156

#57B99C

### ACCENT COLOURS

#### CMYK

66 / 56 / 0 / 0

#### RGB

107 / 114 / 180

#6B72B4

#### CMYK

0 / 68 / 3 / 0

#### RGB

238 / 115 / 166

#EE73A6

#### CMYK

71 / 17 / 0 / 0

#### RGB

51 / 166 / 223

#33A6DF

# Fonts

The MS Connections campaign uses three different fonts.

In the event that you do not have access to the fonts then you can use free Google fonts as an alternative. Caveat is already a free google font and here are the alternatives for the others:

Leira use Caveat Brush  
Effra use Open Sans or Ariel

If you have any further questions please email [worldmsday@msif.org](mailto:worldmsday@msif.org)

## PRIMARY FONTS - LEIRA REGULAR

*This font is used for headings and large pull-out text only*

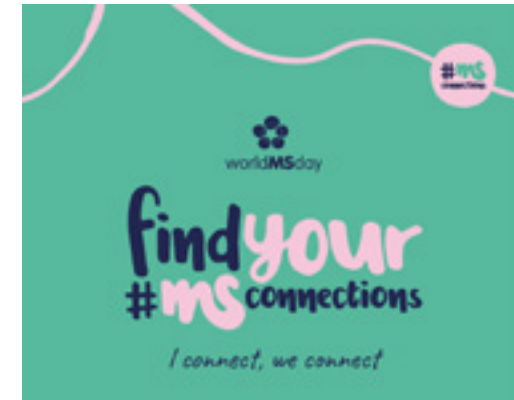
## PRIMARY FONTS - EFFRA BOLD & REGULAR

This is the font that is used for stand-out text and body copy within a document

## ACCENT FONT - CAVEAT

*This font is used sparingly underneath the primary font*

## EXAMPLES OF FONTS IN USE





## World MS Day logos

The World MS Day logo takes inspiration from the MS International Federation logo. It has been carefully designed to reflect both the nervous system and the idea of making connections.

For consistency, brand recognition and impact it is important to use the logos on all World MS Day materials.

Even if you don't use the theme or MS Connections resources, using the World MS Day logo can help raise awareness of the global campaign.

The following pages outline how and where to apply the logos.

### The toolkit includes:

Non-Dated Logos & Dated Logos  
(All in Vertical & Horizontal format)

- Navy Blue Logo
- Pink Logo
- Black Logo
- White Logo
- Original Logo

All available for print and web use.

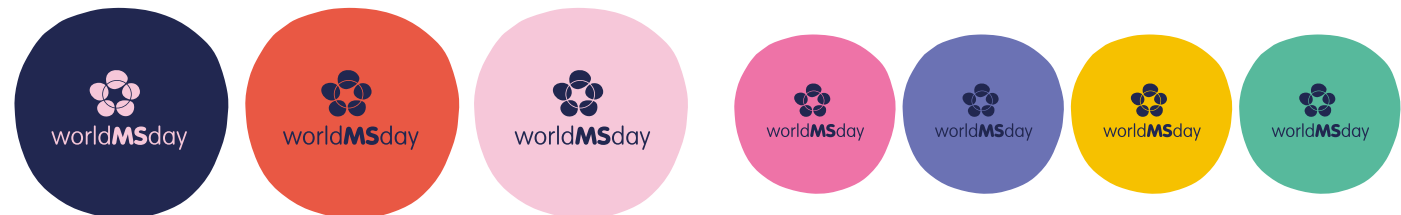


The blue logo can be used on all the colours.

The pink logo is only to be used on the navy blue background.

The original logo can be used on a white circle if needed - please prioritise using the logo in the brand colours

### LOGO IN COLOURED CIRCLES



The logo in coloured circles can be used on a busy background to make the logo stand out.



## Logo variations

The logo is available in a variety of sizes and formats for use online and for printed materials.

You can choose between the vertical and horizontal versions of the logo, depending on the space you have available.

The logos should not be re-drawn or altered. Specific versions of the logo for print and digital usage are included in the brand toolkit.

### NON-DATED LOGOS



Vertical logo



Horizontal logo

### DATED LOGOS



World MS Day is now fixed on the 30 May and will not change each year.

### BLACK&WHITE LOGOS



### THINGS TO AVOID



Crop



Stretch or Distort



Rotate

For consistency and recognition it is best not to edit any versions of the logos provided. This could include, rotating, changing colour or cropping.



## Logo variations

White versions of the World MS Day logo are available to use on dark backgrounds.

If an image has a clear light background then a full colour or tabbed version of the logo might stand out more.

### WHITE LOGO VERSION



✓ The white logo has been applied correctly to a dark area of the photograph



✗ The photo is too light to use the white logo. Try the navy logo or a logo inside a coloured circle

## MS Connections Hashtag

The MS Connections hashtag invites people to engage with the campaign on social media.

**The toolkit includes:**

Seven colour variations and has been translated into the following languages:

- Arabic
- French
- Portuguese
- Spanish

All available for print and web use.



## MS Heart

The 'MS Heart' is a symbol of solidarity for everyone affected by MS. It's inspired by a sign language symbol for the word 'together'.

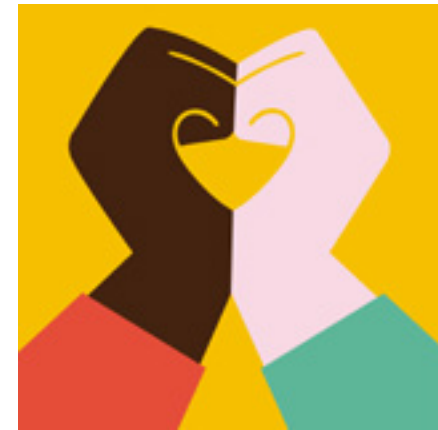
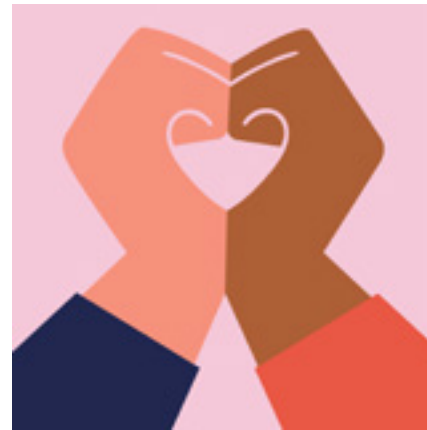
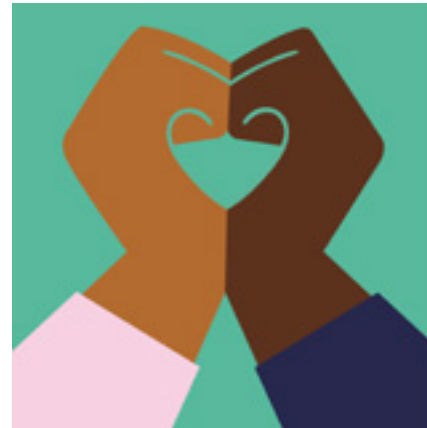
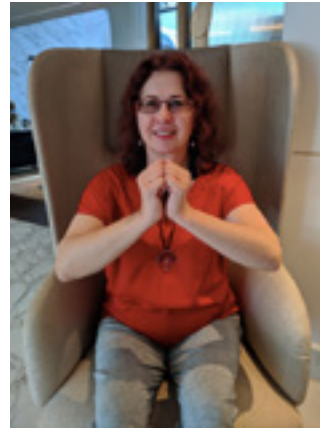
Connect your hands together or find a friend to create the 'MS Heart'.

This graphic of the MS heart is used in the campaign posters and social media shareables.

**The toolkit includes:**  
Four colour variations of the MS Heart.

These variations are included in the shareables section for social media campaigns.

All available for print and web use.



## Campaign posters

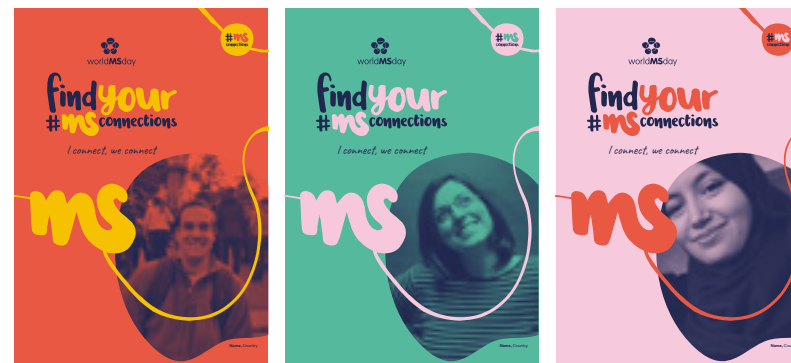
There are three sets of posters for the MS Connections campaign.

### The toolkit includes:

- MS Connection Posters
- MS Heart Posters
- MS Photo Posters

These can be printed in A4 or A3 and shared on social media.

If you need a large-scale version of the campaign posters for billboards etc, please contact [worldmsday@msif.org](mailto:worldmsday@msif.org)



# Headers

There are two types of header designs for online use.

**The toolkit includes:**

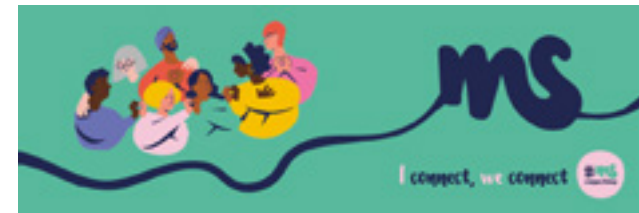
- Twitter Headers (Plain & group illustration)
- Facebook Headers (Plain & group illustration)
- Website Headers (Plain & group illustration)

These are available in five different colour variations.

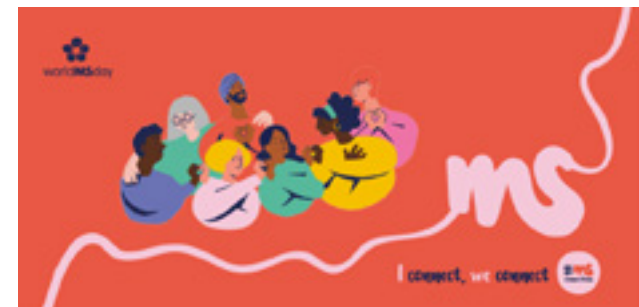
FACEBOOK HEADER



TWITTER HEADER



WEBSITE HEADER



## Email signatures

Tell your contacts about World MS Day using the MS Connections email signature.

**The toolkit includes:**

These are available in five different colour variations.





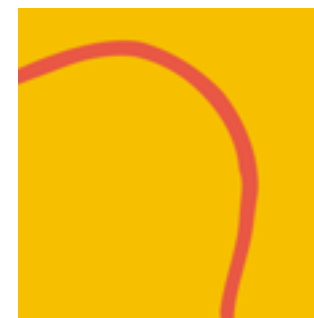
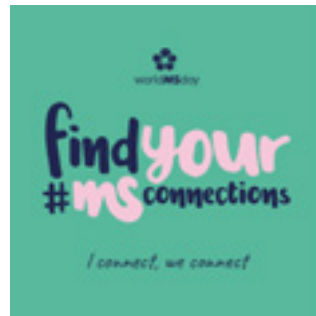
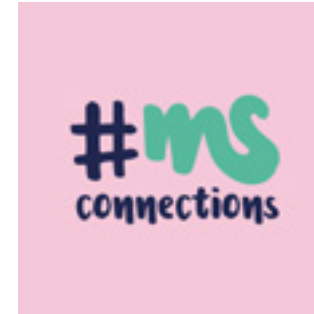
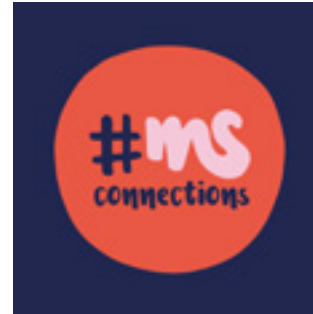
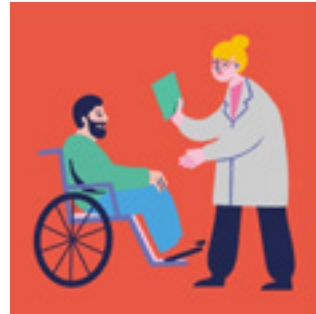
## Social media shareables

These tiles have been created for social media campaigns. Get creative and try posting different hashtags, logos and characters together.

### The toolkit includes:

- Connection character tiles
- Circle hashtag
- Plain hashtag
- Find your #MS Connections
- MS Heart
- MS Motif
- MS Squiggle - this looks great on Instagram when used in a row

### INSTAGRAM TILES



## Social Media Shareables

These examples show how different tiles can be used on Instagram. Mix and match or add your own photos.

### INSTAGRAM EXAMPLE





**World MS Day is coordinated by the MS International Federation and its members.**

If you have any questions or need help please contact [worldmsday@msif.org](mailto:worldmsday@msif.org) For the latest news and updates sign up to the World MS Day newsletter at [www.msif.org/get-involved/our-newsletters/](http://www.msif.org/get-involved/our-newsletters/)

[worldmsday.org](http://worldmsday.org)

   [WorldMSDay](#)

**ms**

**I connect, we connect**

**#msconnections**