



World MS Day 2020–2022

Healthcare industry use of the
World MS Day logo and brand

ms

I connect, we connect

#ms
connections

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What is World MS Day?

World MS Day is an initiative of the MS International Federation (MSIF) and its membership.¹ It provides a unique opportunity to mobilise the MS movement towards a shared global commitment to improve quality of life for people affected by MS.

The World MS Day campaign has two aims:

1. To create mobilisation in the global MS community and beyond
2. To celebrate people living with MS and show solidarity with everyone affected by the disease.

The World MS Day brand can be used by any MS organisation or individual seeking to run an event as part of the global campaign.² The brand and campaign provide a symbol of the unified global MS movement. Much of the power of World MS Day comes from this global solidarity. Using the same branding is an important part of achieving the global action and solidarity.

This document gives the healthcare industry guidance on how to use the World MS Day brand. MS organisations can also use this for guidance when working with healthcare companies on World MS Day activities.



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¹ There are separate rules and restrictions which apply to the MS International Federation name, brand and logo.

² This also applies to the resources in the World MS Day toolkit. MSIF members will have advanced access to these materials.

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.



Use of the World MS Day map

Healthcare companies are encouraged to take part in **World MS Day** and may use the World MS Day map on the official website. MSIF encourages healthcare companies to prioritise funding national MS patient organisations' activities ahead of their own separate initiatives. To ensure that individual companies do not dominate the World MS Day map, companies may upload only one World MS Day activity per country.

If companies are running multiple activities in one country, they should upload one activity listing to the map, and include multiple links to the different activities. If you have any map queries please email worldmsday@msif.org.

If companies are supporting an MS organisation to run an activity, we ask that the MS organisation uploads the activity in its own name. They can reference the healthcare company as the co/supporter/funder of the activity.

Please note, when adding activities to the map, we will ask you to confirm that it will be carried out safely with appropriate measures, in light of the COVID-19 pandemic.



Use of the World MS Day brand

When using the **World MS Day logo** or referring to World MS Day, healthcare companies must be clear that they are **participating** in a **global day of action**. They must not claim to own World MS Day, or imply ownership through placement of logos and messaging.

At all times, it should be clear that the healthcare company's World MS Day marketing materials are produced by them (the company).



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Promoting World MS Day

1. All World MS Day materials produced by a healthcare company must include the Company logo to make the ownership clear. This logo should be prominent and visible.
2. Avoid using phrasing or messaging that implies ownership or 'membership' of **World MS Day**, the **MS International Federation** or an **MS organisation**. Use one of the following phrases to communicate your participation in World MS Day:
 - 'We are taking part in World MS Day'
 - 'We are proud to participate in World MS Day'
3. Do not link the World MS Day logo to any site other than **www.worldmsday.org**.
4. Use of the World MS Day logo must be accompanied by a larger Company logo and text to clarify that the Company supports rather than owns World MS Day. The Company logo must be sufficiently visible so that there is no doubt about who produced the material. See example on the right.



COMPANY NAME

[insert name of company] is
proud to support World MS Day



5. Seek approval from MSIF before using the World MS Day logo. Each use of the logo must be signed off by the MSIF communications team. Any instances of using the logo must comply with the World MS Day Brand Guidelines. In cases of specific national use of the logo, MSIF will liaise with its member organisation(s) in the country in the signing off process.

Promoting World MS Day (cont)

6. Approval to use the World MS Day logo does not grant permission for use of the MS International Federation logo. Separate permission must be sought in writing from the MSIF communications team.
7. World MS Day resources are available in **Arabic, English, French, Portuguese** and **Spanish**. Logos are also available in other language. Please contact MSIF if you require these.
8. The World MS Day logo and any promotion of World MS Day activities should not sit alongside products on companies' websites, digital newsletters or media, or print.
9. There should be no mention of companies' products or services in copy relating to World MS Day.
10. Encourage staff and wider networks to follow **World MS Day** on social media ([Facebook](#), [Twitter](#) and [Instagram](#)) and engage via social networks, using the hashtag **#WorldMSDay** and the relevant campaign hashtag(s).





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

For any questions relating to the use
of the World MS Day brand, please
contact worldmsday@msif.org

worldmsday.org

   [WorldMSDay](#)

I connect, we connect

