



Brand Handbook

Welcome to the My MS Diagnosis Brand Handbook

Learn about the campaign brand and World MS Day toolkit.

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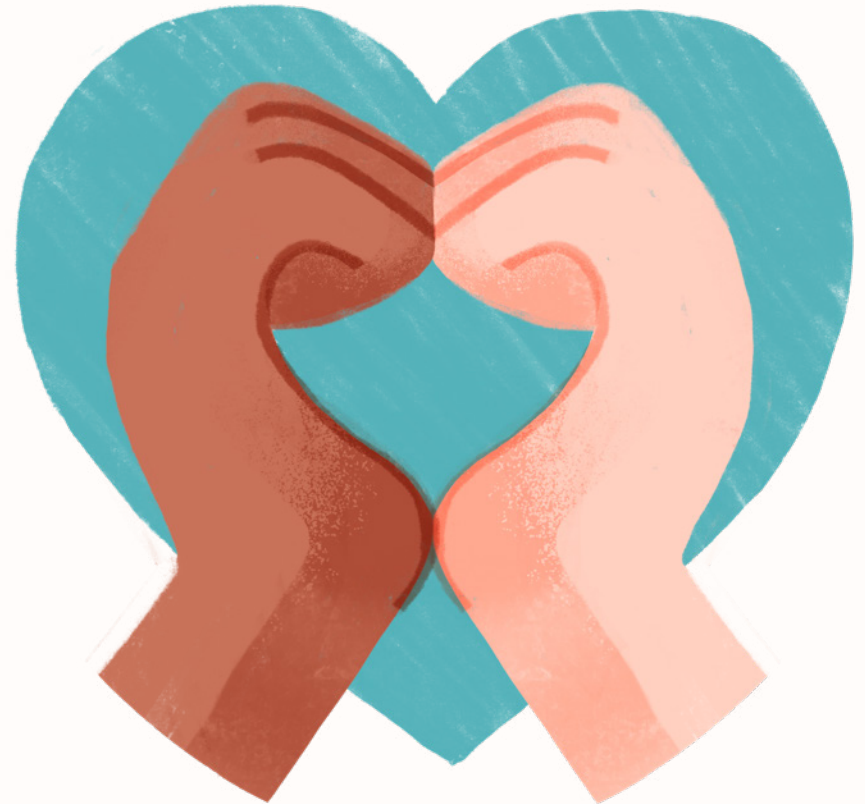
worldMSday

What is World MS Day?

World MS Day is an international awareness day for everyone affected by multiple sclerosis. It is a day of global solidarity, collective action and hope.

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.



The My MS Diagnosis campaign

The campaign is called My MS Diagnosis and the tagline: navigating MS together.

The campaign theme for 2024-25 is about diagnosis. The campaign will advocate for early and accurate diagnosis for everyone living with MS. We will highlight global barriers to diagnosing MS, raising awareness by sharing real stories and data. We will advocate for better MS training for health care professionals, new research, and clinical advancements in MS diagnosis. Together we will work to build informed, caring communities and systems that support people diagnosed with MS.



Campaign angles

My MS Diagnosis 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:

- Lobbying decision makers to improve early and accurate diagnosis for everyone living with MS
- Highlighting global and national barriers to accessing an MS diagnosis
- Building informed, caring communities and systems that support people diagnosed with MS
- Raising awareness and building solidarity by sharing experiences of an MS diagnosis
- Advocating for better MS training and awareness amongst healthcare professionals
- Supporting new research and clinical advancements in MS diagnosis

The toolkit

The My MS Diagnosis toolkit includes:

- Brand Guidelines
- World MS Day Logos
- Campaign Logos
- Campaign Essentials
- Posters about the campaign angles
- Social Media Shareables
- Countdown Graphics
- Headers
- Email Signatures
- Healthcare Industry Guidelines

You will also find these tools on World MS Day platforms:

- Website Poster Maker
- Instagram Filter

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

TOOL EXAMPLES



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

Graphics

The graphics that represent people in the World MS Day toolkit have been carefully designed in consultation with MSIF's member organisations and people with MS, to reflect the international nature of the MS movement.

They show people from different countries, races, ethnicities, genders and those with different types of disability as well as no obvious disability. When adapting the tools, please respect this and do not make any changes that would alter this diversity.

Translated versions

World MS Day tools are available in English, Arabic and Spanish. Many countries around the world also translate the tools into different languages.

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 Illustrator CC (2024) and Photoshop CC (2024).



Colour palette

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

Primary colours are the core brand colours. These feature in the logo and strapline but are used more sparingly in illustrations and other elements.

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

The theme and path colours are used for backgrounds to make sure the illustrations and copy is accessible and readable.

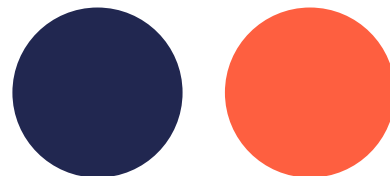
CMYK

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.

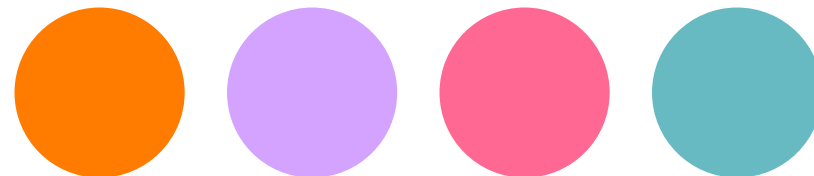
PRIMARY COLOURS



WMSD Blue
CMYK
 100 / 92 / 36 / 35
RGB
 33 / 39 / 80
 #212750

WMSD Orange
CMYK
 0 / 74 / 71 / 0
RGB
 254 / 95 / 64
 #fe5f40

SECONDARY COLOURS



Bright Orange
CMYK
 0 / 60 / 100 / 0
RGB
 255 / 124 / 0
 #ff7c00

Bright Lilac
CMYK
 28 / 38 / 0 / 0
RGB
 212 / 162 / 255
 #d4a2ff

Bright Pink
CMYK
 0 / 75 / 22 / 0
RGB
 255 / 104 / 147
 #ff6893

Bright Turquoise
CMYK
 60 / 6 / 25 / 0
RGB
 103 / 186 / 194
 #67bac2

THEME/BACKGROUND & PATH COLOURS



Light blue background: #ecf7f9
CMYK 9 / 0 / 3 / 0
Blue path: #cce9ed
CMYK 24 / 0 / 9 / 0



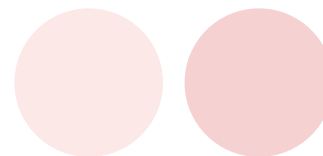
Light orange background: #fff5eb
CMYK 0 / 5 / 9 / 0
Orange path: #fbe7d3
CMYK 1 / 11 / 19 / 0



Light Green background: #e9f1df
CMYK 11 / 1 / 16 / 0
Green path: #d4e6c0
CMYK 22 / 0 / 32 / 0



Light yellow background: #ffeec0
CMYK 0 / 6 / 31 / 0
Yellow path: #fde4a4
CMYK 1 / 10 / 43 / 0



Light pink background: #fde8e8
CMYK 0 / 12 / 6 / 0
Pink path: #f6d1d2
CMYK 2 / 24 / 12 / 0



Light Purple background: #f1e5f2
CMYK 5 / 12 / 0 / 0
Purple path: #e4d2e8
CMYK 11 / 21 / 0 / 0

Fonts

The My MS Diagnosis campaign uses three different fonts.

Barlow is available as a Google Font. If you do not have Guttenwell you can use the Google Font Caveat Brush as an alternative.

TITLE FONT - BARLOW BOLD

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

STAND-OUT FONT - BARLOW SEMI-BOLD

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

BODY COPY FONT - BARLOW REGULAR

This is the font that is used body copy

ACCENT FONT - GUTTENWELL

This font is used sparingly mainly for the logo and strapline



World MS Day logo

The World MS Day logo takes inspiration from the MS International Federation logo. It has been carefully designed to reflect the nervous system and global solidarity.

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

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

MAIN LOGO



ILLUSTRATED LOGO



Logo variations

The logo is available in a variety of formats.

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

For consistency and recognition please don't edit any of the logos provided. Including rotating, changing colour or cropping.

NON-DATED LOGOS



DATED LOGOS



BLACK&WHITE LOGOS



DATED LOGOS



THINGS TO AVOID



Crop



Stretch



Rotate

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 colour or black version of the logo will 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.



My MS Diagnosis Logo and tagline

The toolkit has several variations of the campaign logo and tagline, including:

- Circle campaign logo
- Transparent campaign logo
- Horizontal Tagline
- Curved Tagline

CAMPAIGN LOGO



My MS
Diagnosis

TAGLINE

navigating **MS** together

This can be used along a path:



Illustrations

Many World MS Day toolkit items feature illustrations designed for the campaign.

Campaign Angles

These illustrations have been created to represent each angle of the My MS Diagnosis campaign.

Campaign Actions

These illustrations represent different actions that campaign supporters can take, including:

- Sharing an MS Heart
- Adding to the World MS Day map
- Using the World MS Day toolkit

CAMPAIGN ACTIONS



World MS Day map



The World MS Day Toolkit



MS Heart

CAMPAIGN ANGLES



Lobbying Decision Makers



Highlighting Barriers



Building Communities



Sharing Experiences



Better MS Training



New Research

Lobbying Decision Makers

Lobbying decision makers to improve early and accurate diagnosis for everyone living with MS

Highlighting Barriers

Highlighting global and national barriers to accessing an MS diagnosis

Building Communities

Building informed, caring communities and systems that support people diagnosed with MS

Sharing Experiences

Raising awareness and building solidarity by sharing experiences of an MS diagnosis

Better MS Training

Advocating for better MS training and awareness amongst healthcare professionals

New Research

Supporting new research and clinical advancements in MS diagnosis

Backgrounds and paths

The toolkit includes textured backgrounds to complement the illustrations.

The pathways are a unifying motif that represent different diagnosis journeys.

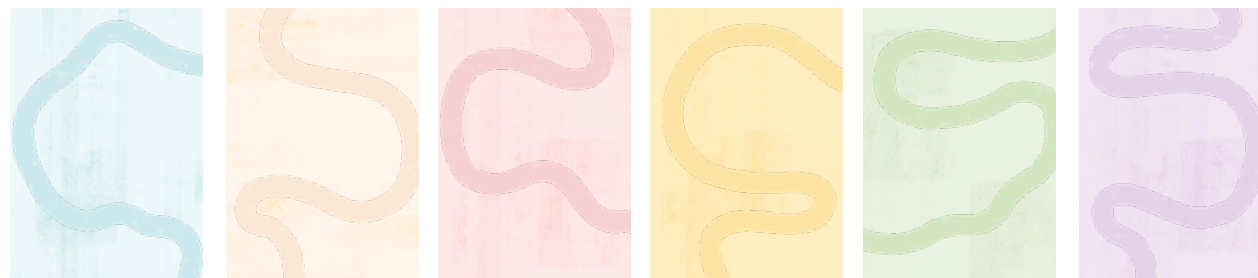
BACKGROUNDS WITH TEXTURE



PATHS



BACKGROUNDS AND PATHS





**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. For the latest
news and updates sign up to the World MS Day
newsletter at <https://worldmsday.org/newsletter/>

worldmsday.org

   [WorldMSDay](#)