

**Healthcare Industry use of the
World MS Day logo and brand**

Find out how the healthcare industry can best use the World MS Day brand. This handbook can also be used by MS organisations when working with healthcare companies on World MS Day activities.

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world**MS**day

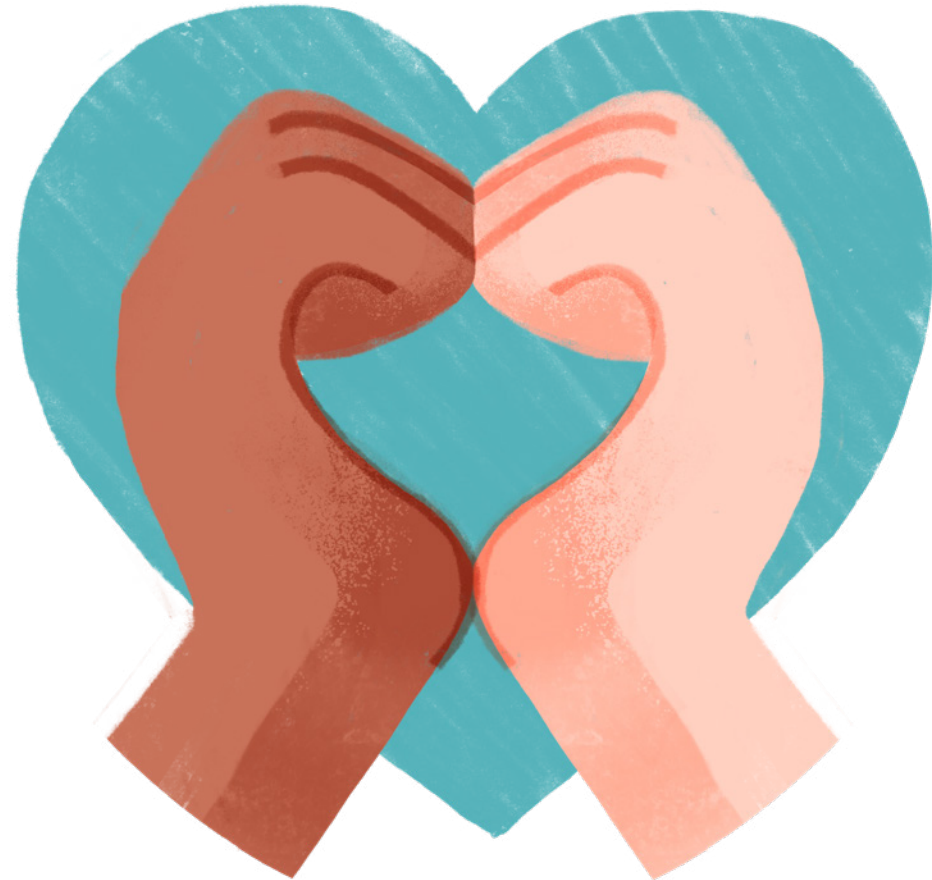


What is World MS Day?

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

Crediting support on the World MS Day website

Only MSIF members will be featured on the homepage of the World MS Day website, in the MS organisation graphic (see image on the right).

Any healthcare companies that make a charitable grant to enable MSIF to deliver the World MS Day campaign will be featured on the 'About' page of the World MS Day website. They will be thanked by name but no company logo will be displayed.



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.



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. Companies can use the logo without prior consent from MSIF. Any instances of using the logo must comply with the guidance in this handbook and the World MS Day Brand Guidelines. Using the logo does not mean that the company or its activities are endorsed by World MS Day or MSIF. Should the logo be used in non-compliance with the guidance in this handbook, MSIF reserves the right to request immediate removal.

Promoting World MS Day

6. Using the World MS Day logo does not grant permission to use 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, and Spanish.
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](#), [X](#) 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.**

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](#)