

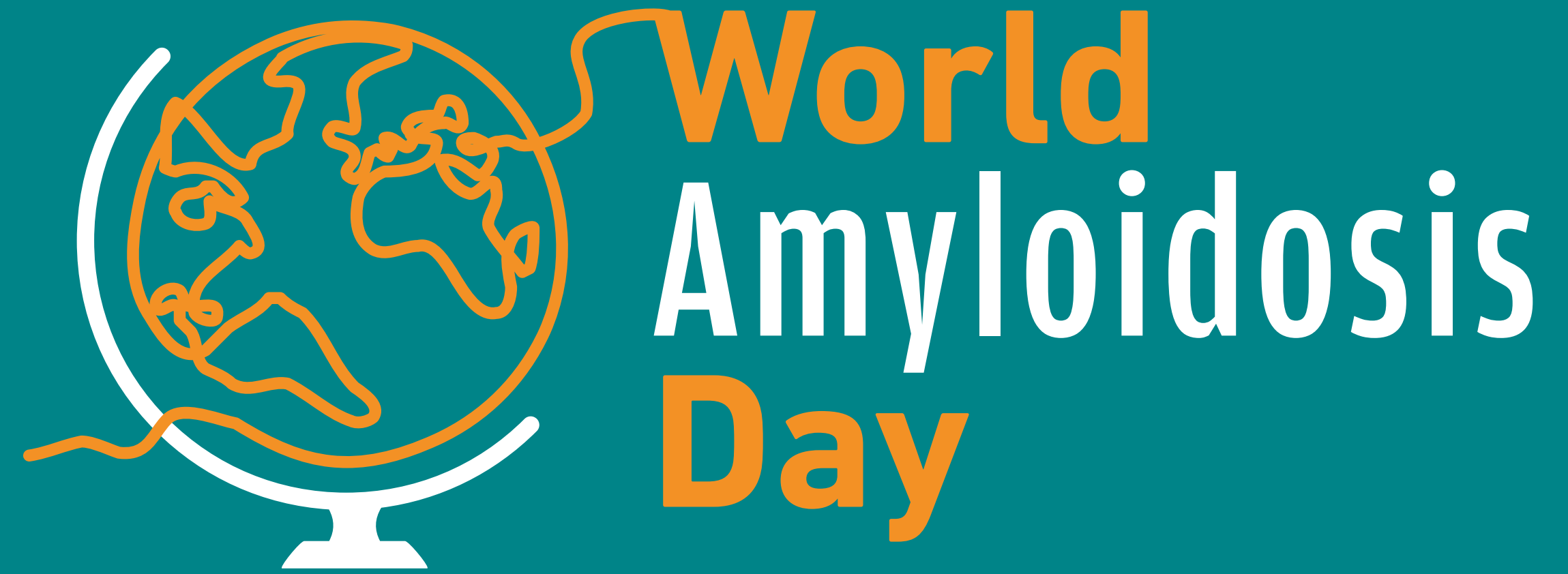
The background of the entire graphic is a photograph of a crowd of people at a protest or demonstration. Many individuals have their arms raised, holding up various signs and banners. The image is covered with a semi-transparent teal filter. The text is overlaid on this background.

WORLD AMYLOIDOSIS DAY

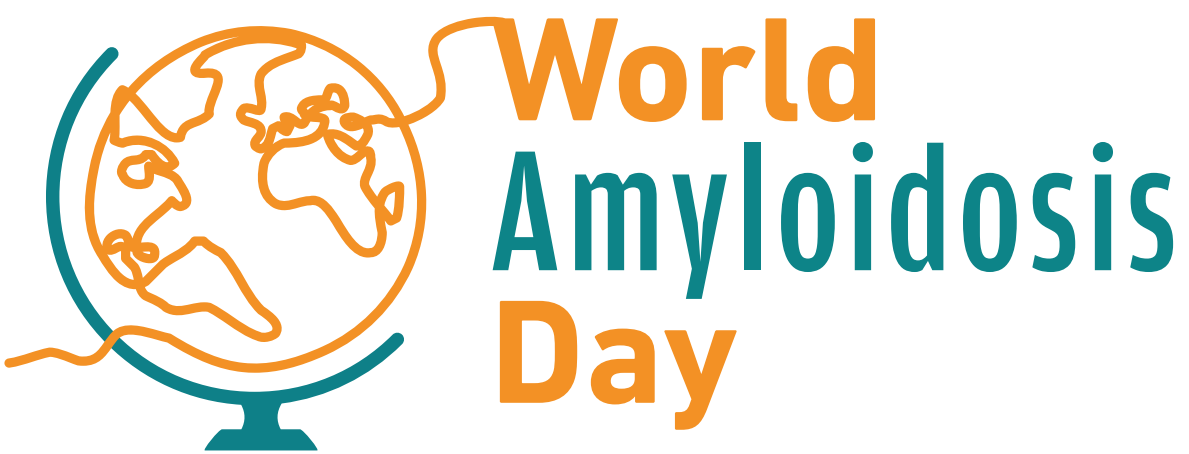
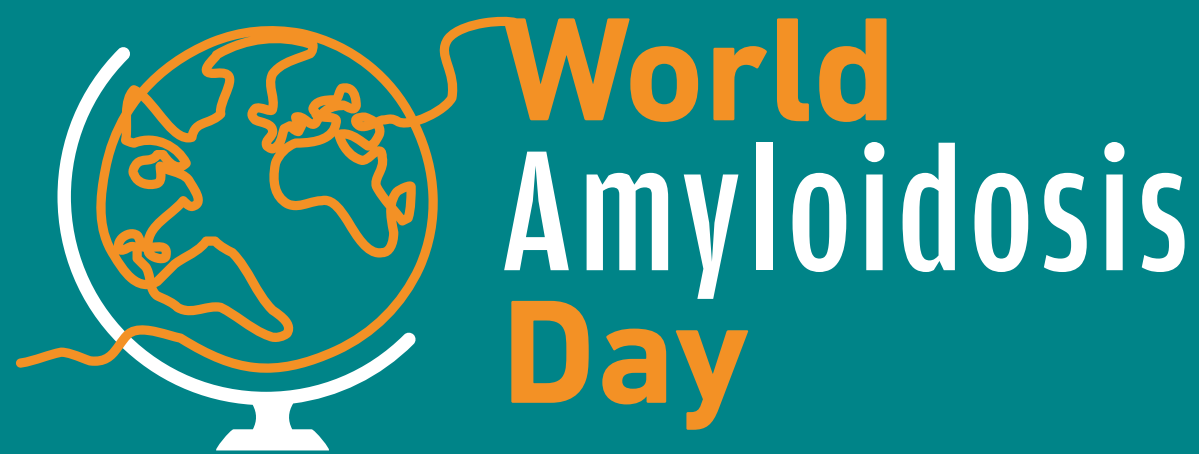
JOURNÉE INTERNATIONALE DE L'AMYLOSE

GRAPHIC IDENTITY

_Logo



_colours

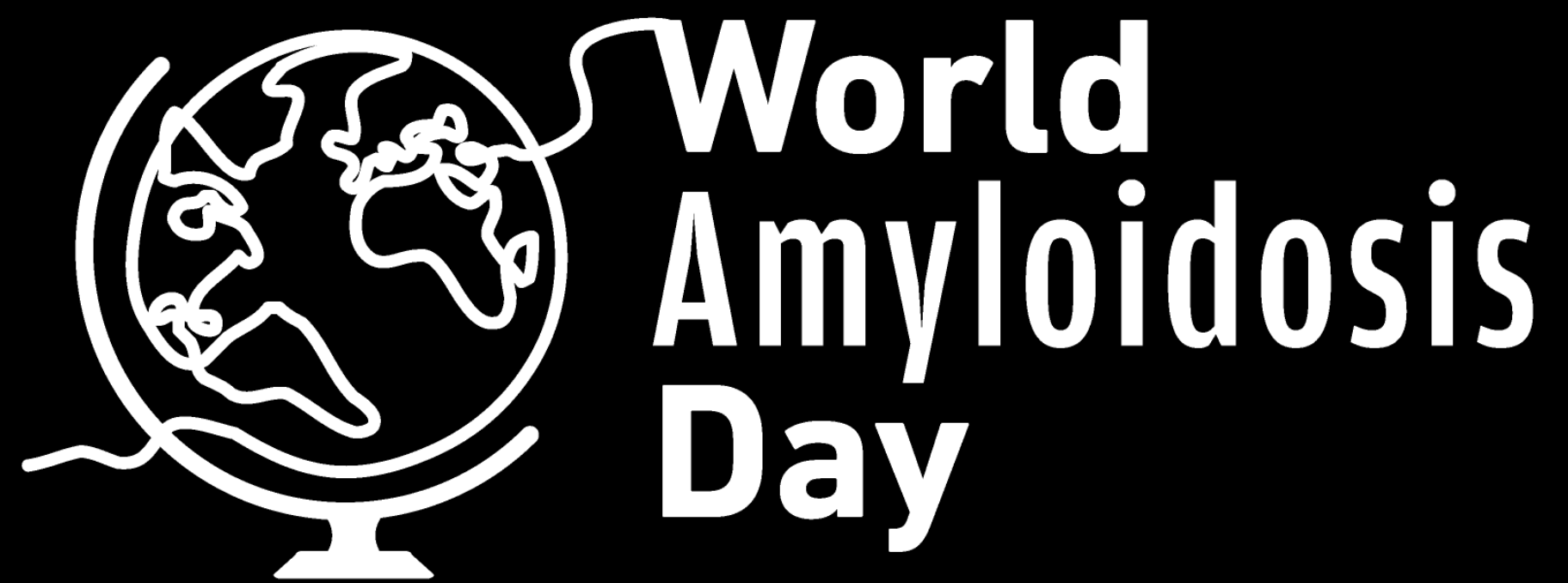
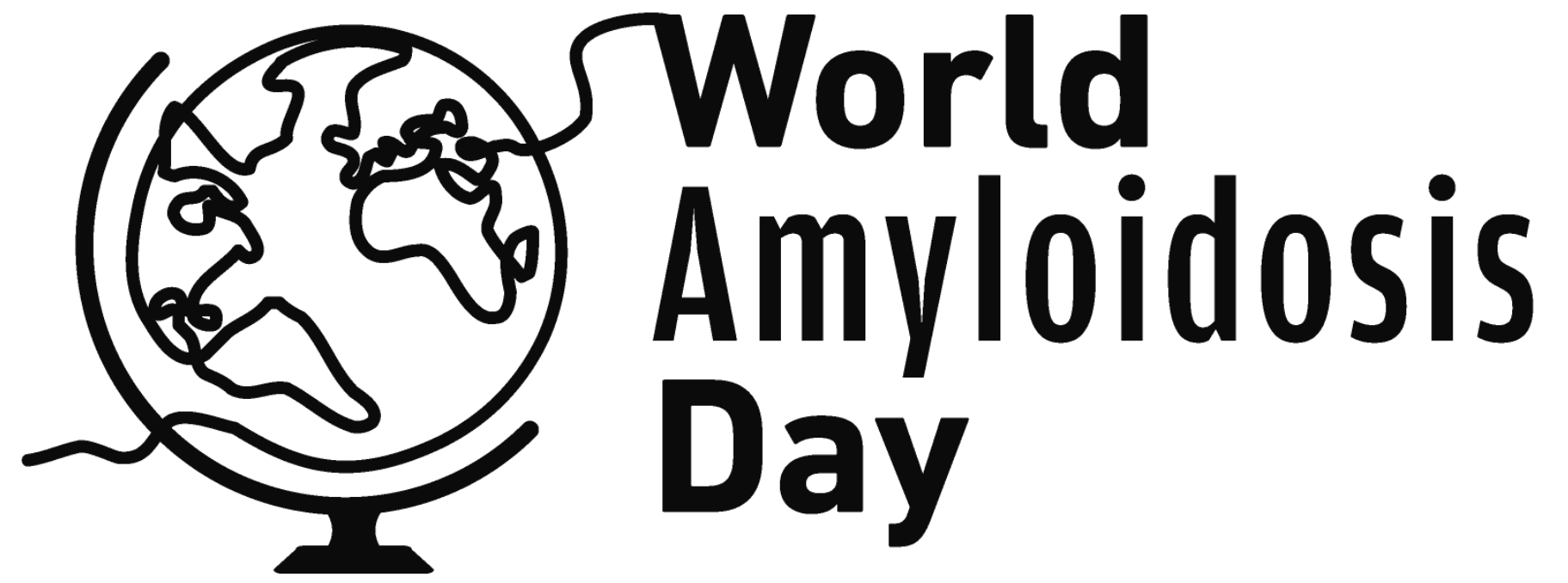


C100 M17 Y47 N5
R0 G132 B136



C0 M53 Y88 N0
R243 G145 B37

_Black and white



_typefaces



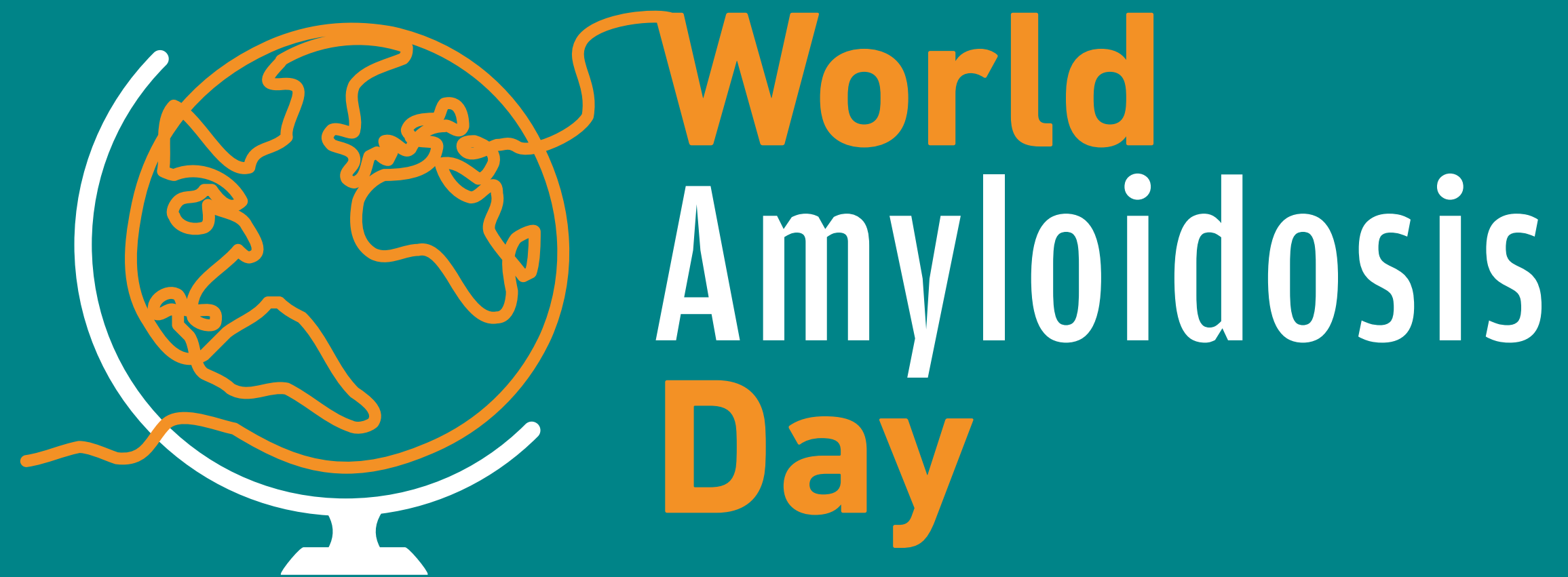
Din Next LT Pro bold

AmplitudeComp-Medium Regular

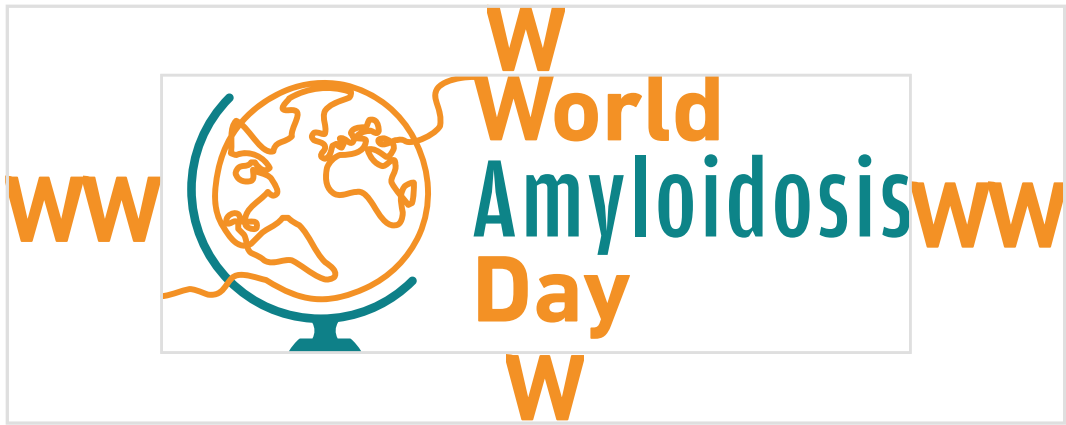
Din Next LT Pro bold

_Logo with World Amyloidosis Day date

26TH OCTOBER 2021



_uses



THIS DIAGRAM INDICATES SPACE THAT SHOULD BE LEFT AROUND LOGO.
ONLY DATE CAN BE CLOSER.
LOGO SHOULD NOT BE INTEGRATED OR MERGED WITH ANY OTHER LOGO



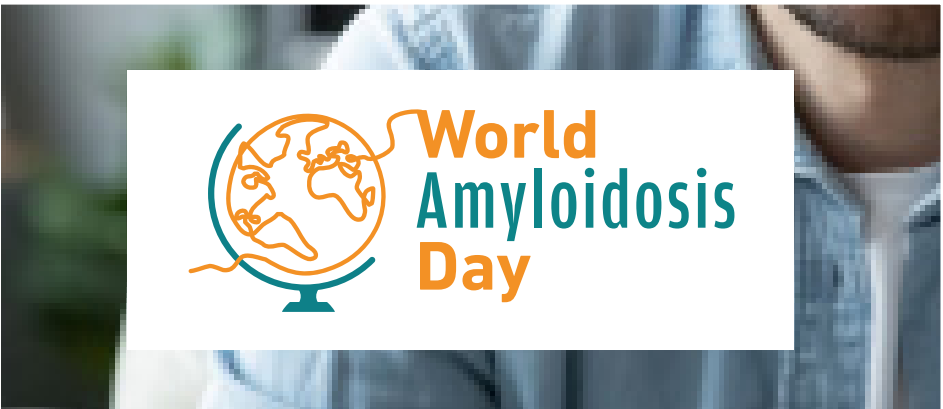
DO NOT CHANGE COLOUR



THIS INDICATES HOW TO USE THE DATE WITH THE LOGO



DO NOT USE ON A PHOTO BACKGROUND



USE A WHITE BACKGROUND ON A PICTURE BACKGROUND



DO NOT ROTATE LOGO



26TH OCTOBER 2021

 **World Amyloidosis Day**

BE THE LINK

Because Amyloidosis is a rare, systemic disease, diagnosis is a challenge and it takes 3 to 4 years in most cases.*

Let's be the link that brings together patients, the general public and the medical community for better healthcare and quality of life.

Join us
Worldamyloidosisday.org

 **AMYLOIDOSIS ALLIANCE**
THE VOICE OF PATIENTS

World Amyloidosis Day is organized by Amyloidosis Alliance and worldwide patients organisations in more than 18 countries, over 4 continents. With the support of: **ALNYLAM PHARMACEUTICALS – EIDOS – IONIS – JANSSEN PHARMACEUTICALS – PFIZER – SOBI.**

*Hawkins P et al. Ann Med. 2015;47:625-638

40 x 60 cm

60 x 40 cm



26TH OCTOBER 2021

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Date and World Amyloidosis Day logo
Colorful portraits of people of all ages and backgrounds.
The link is symbolised by the orange thread that joins the different characters
Tag line **Be The Link**
Website: Worldamyloidosisday.org
Facebook, Instagram and Twitter logo



26 OCTOBRE 2021



World Amyloidosis Day

BE THE LINK

L'amylose est une maladie rare et systémique, son diagnostic est un challenge et prend 3 à 4 ans dans la plupart des cas.*

Soyons le lien qui unit les patients, le grand public et la communauté médicale pour une meilleure prise en charge et une meilleure qualité de vie.

Rejoignez-nous
Worldamyloidosisday.org





AMYLOIDOSIS ALLIANCE
THE VOICE OF PATIENTS

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40 x 60 cm

60 x 40 cm



26 OCTOBRE 2021



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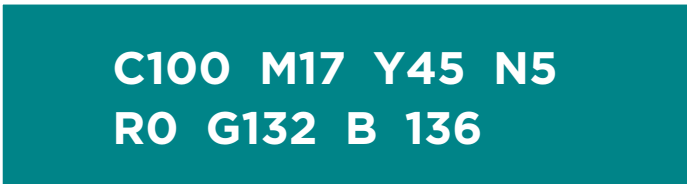


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_social posts main rules



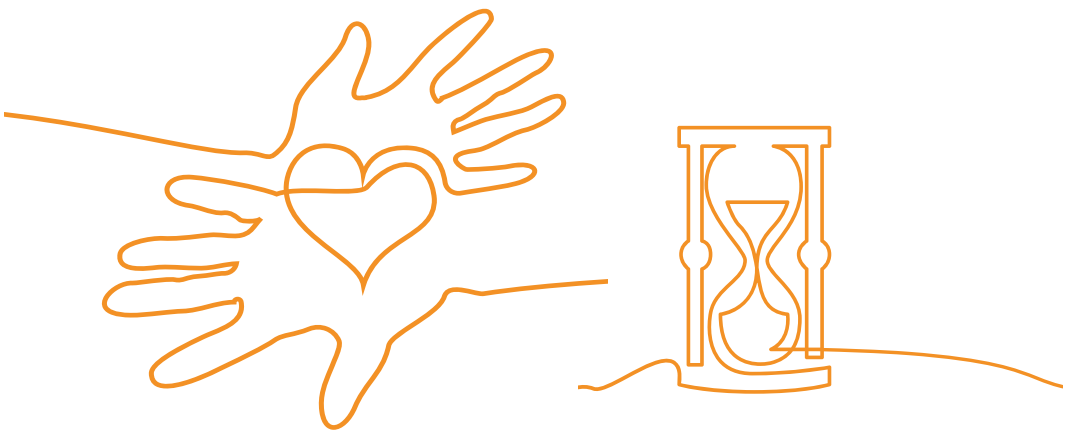
Use green for any generic message

SAVE THE DATE

Use **Gotham** typeface in capital letters.
Din typeface can also be used.



Use the thread symbolising the link
on all of our communications



Use a picture in all of our communications



Preferably use logo and date together

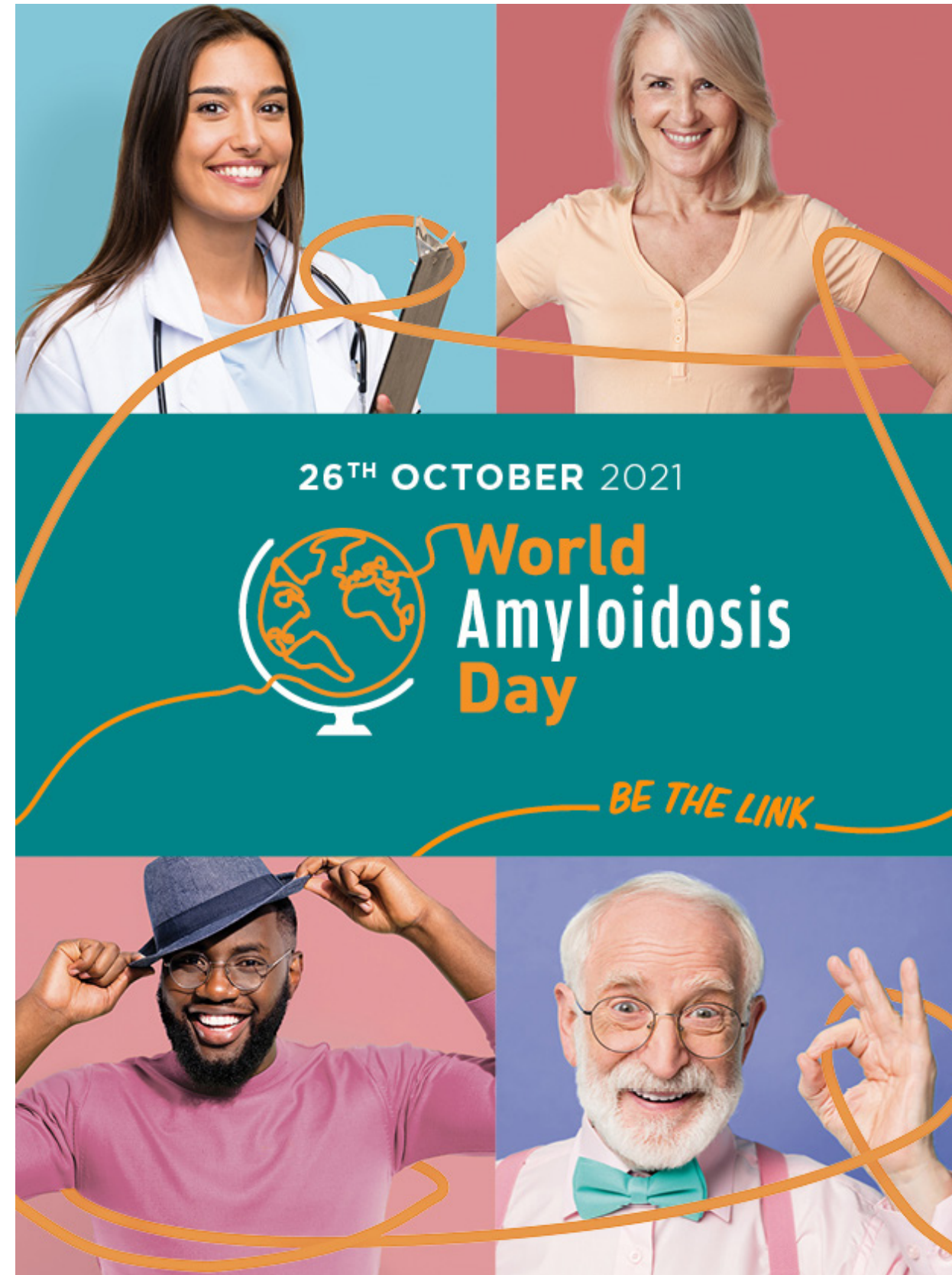


Use tag line in orange or white
Typeface : **Freehand**

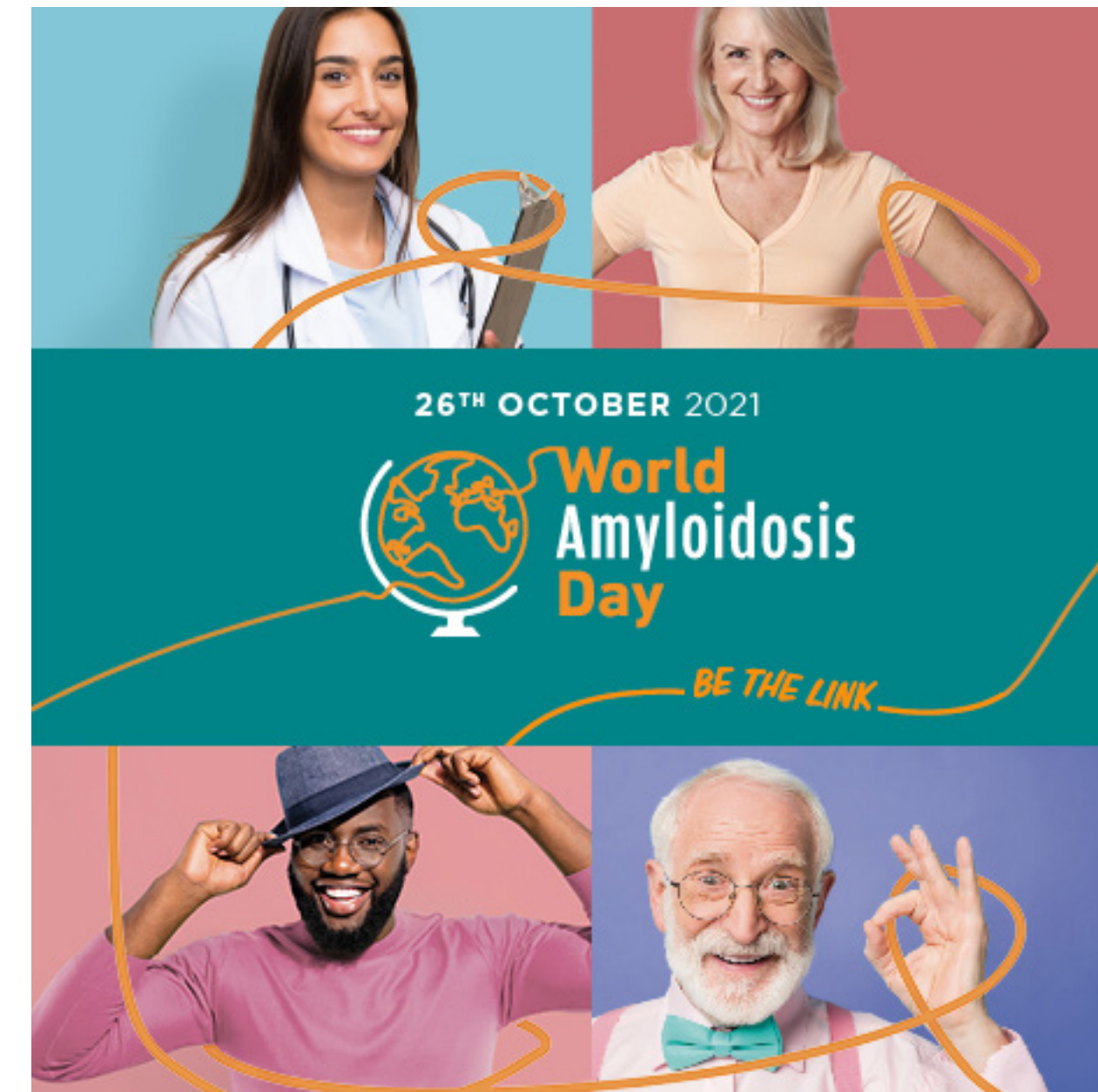
AA AMYLOIDOSIS	C0 M91 J100 N0 R194 V53 B38
AL AMYLOIDOSIS	C72 M74 J18 N3 R98 V80 B137
Wt TTR AMYLOIDOSIS	C17 M6 J87 N0 R226 V215 B50
hATTR AMYLOIDOSIS	C91 M63 J4 N0 R30 V91 B163

for posts on specific types of
Amyloidosis, use defined colors

_Key visual adaptations

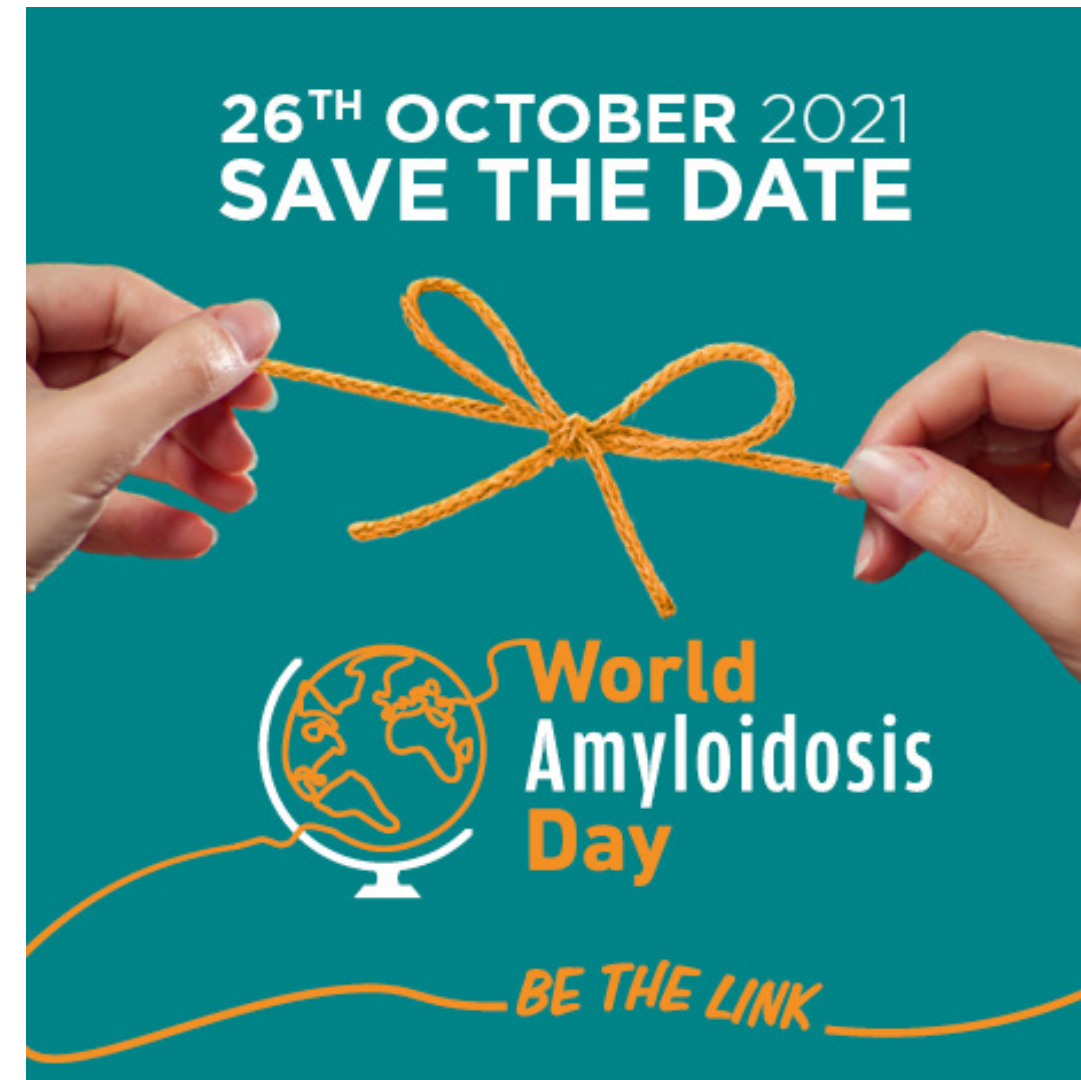


SOCIAL 626 X 840



SOCIAL 470 X 470

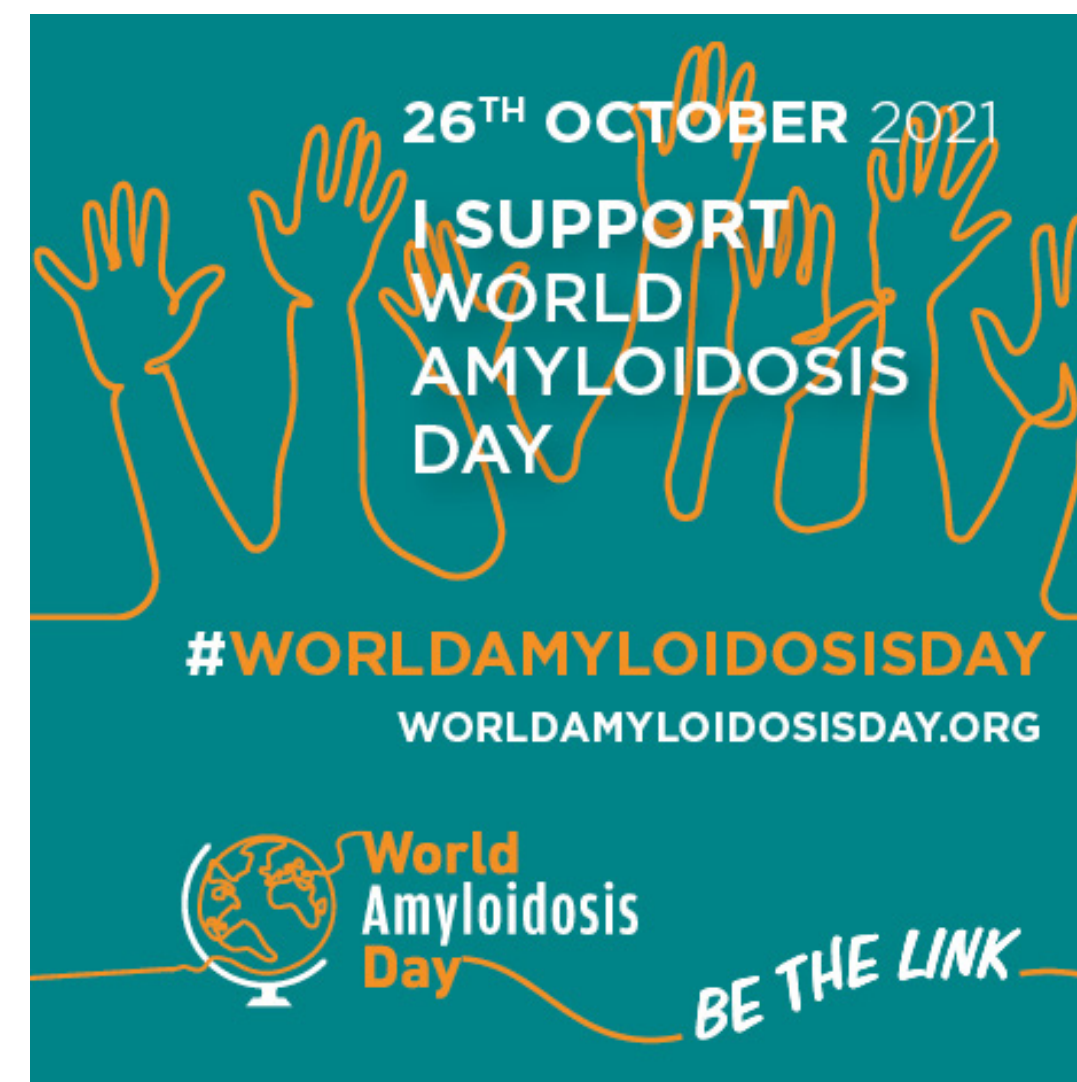
_social posts exemples



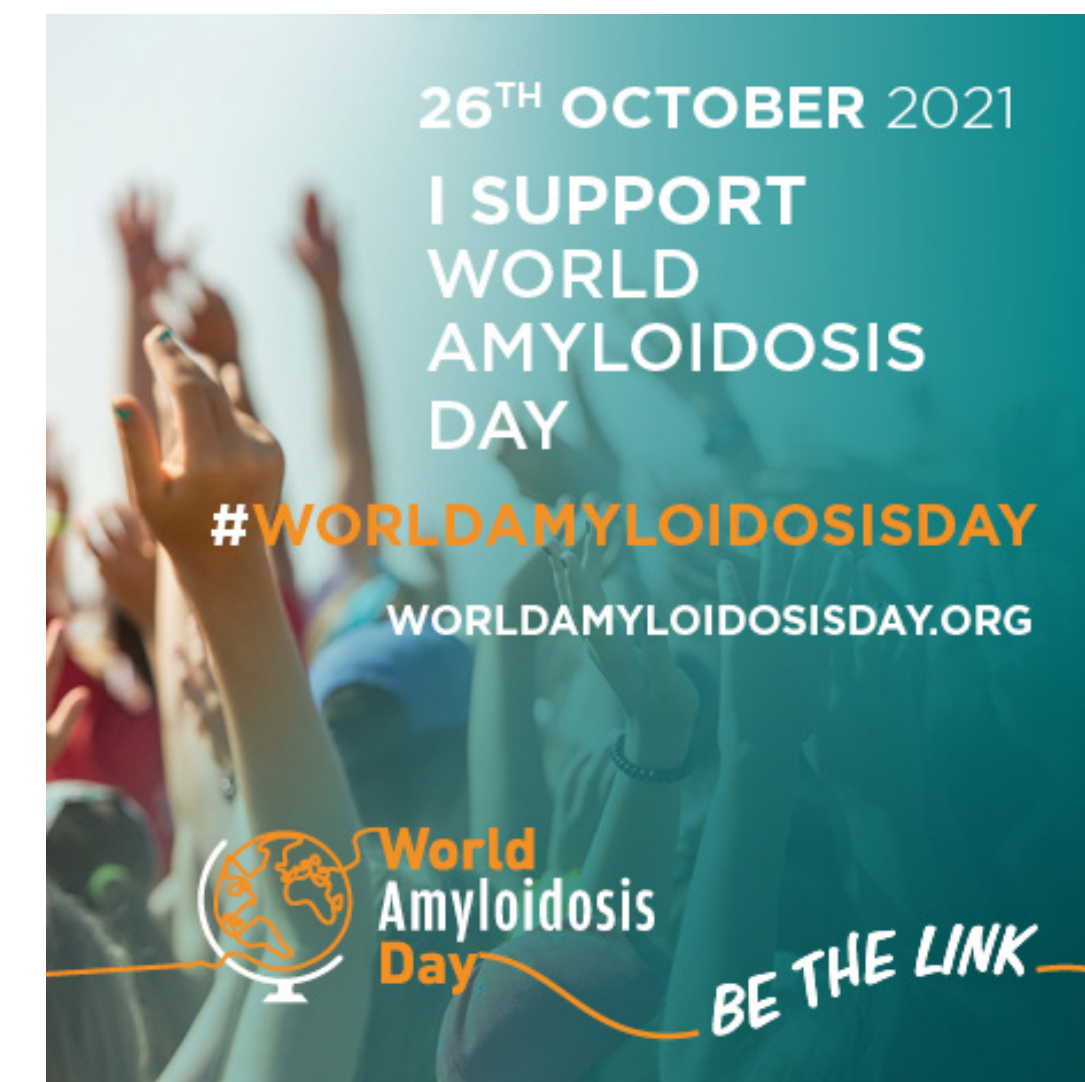
SAVE THE DATE 470 X 470



KV FACEBOOK COVER 820X410

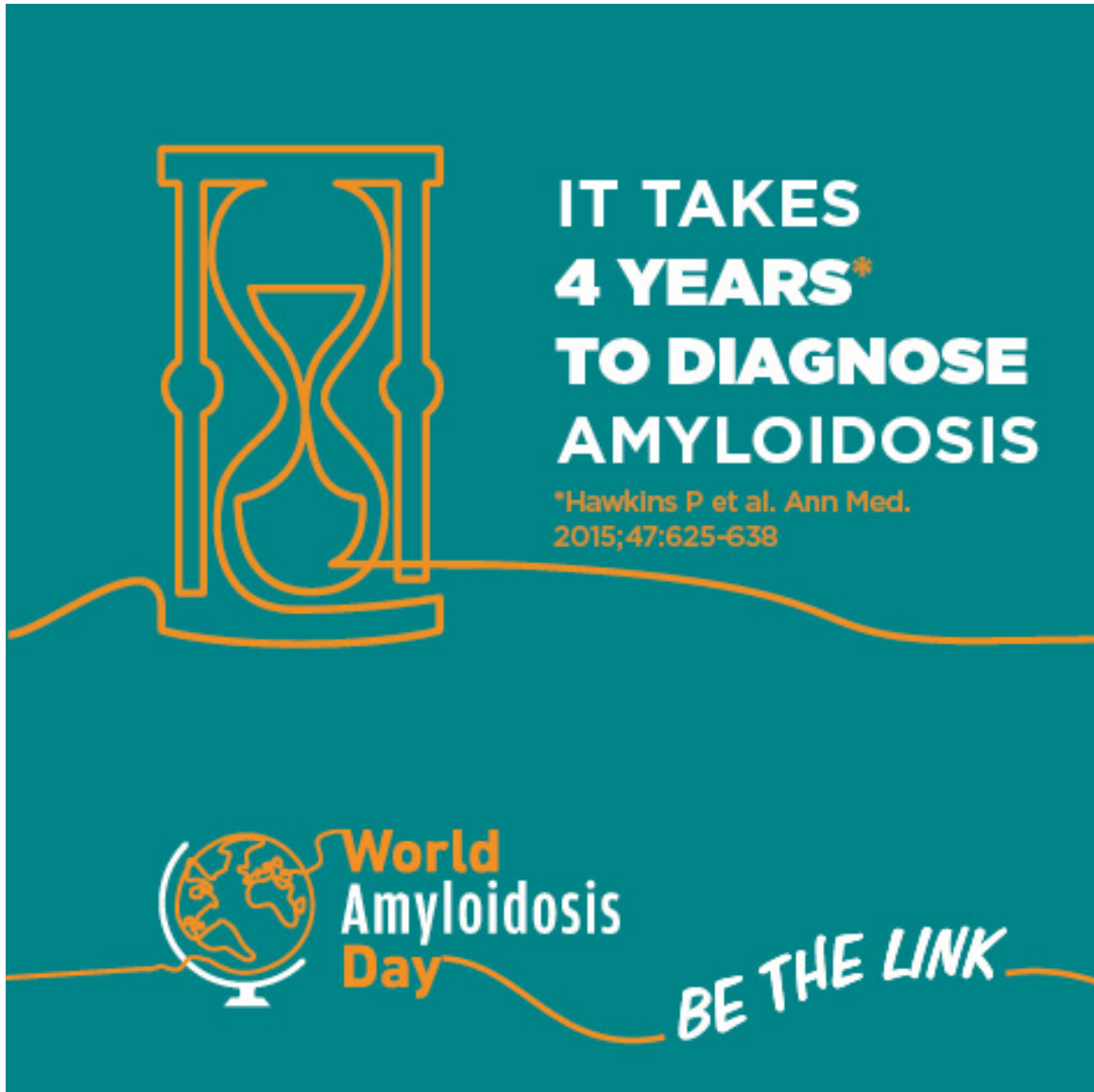


I SUPPORT 470 X 470

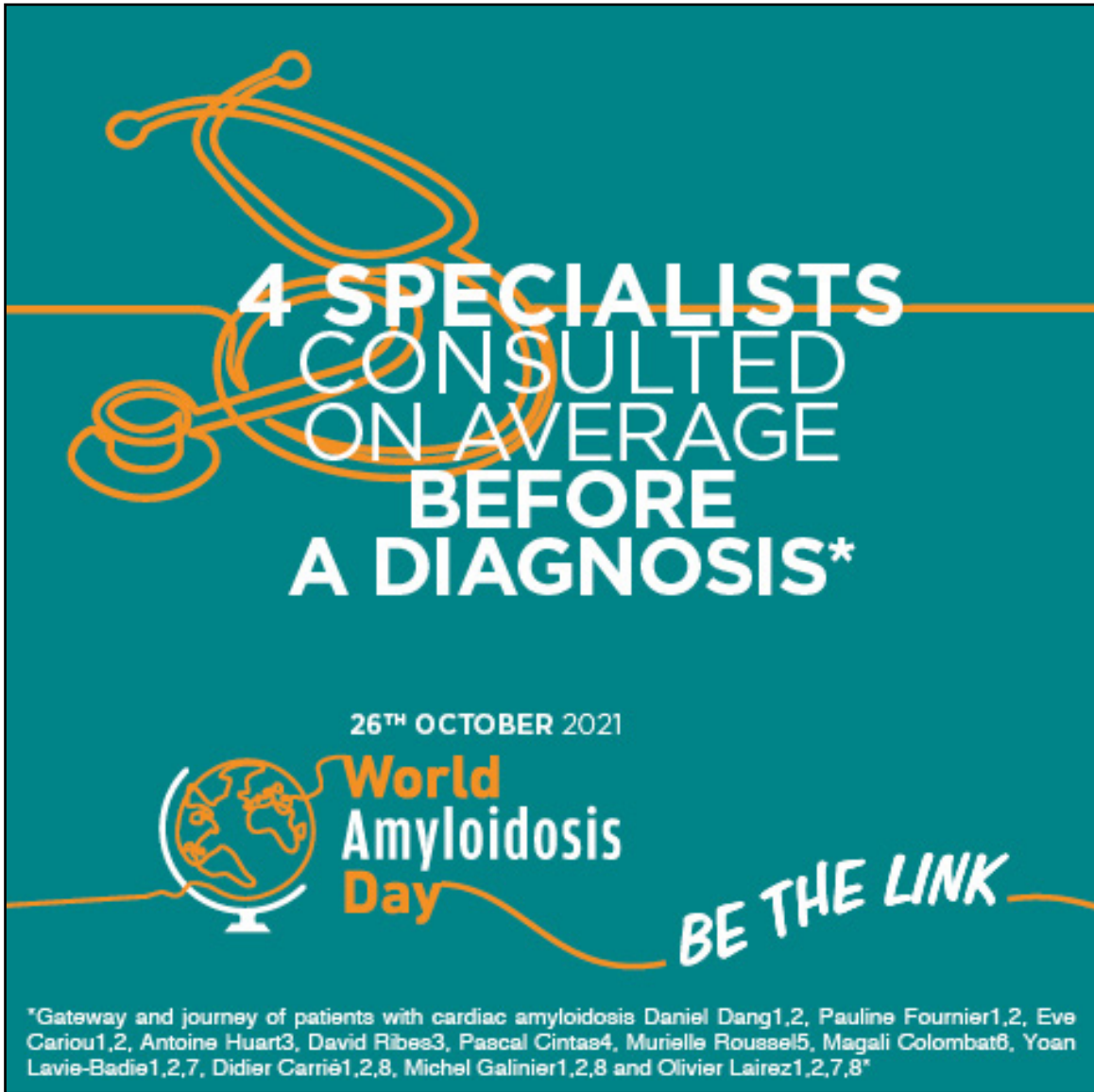


I SUPPORT ALTERNATIVE 470 X 470

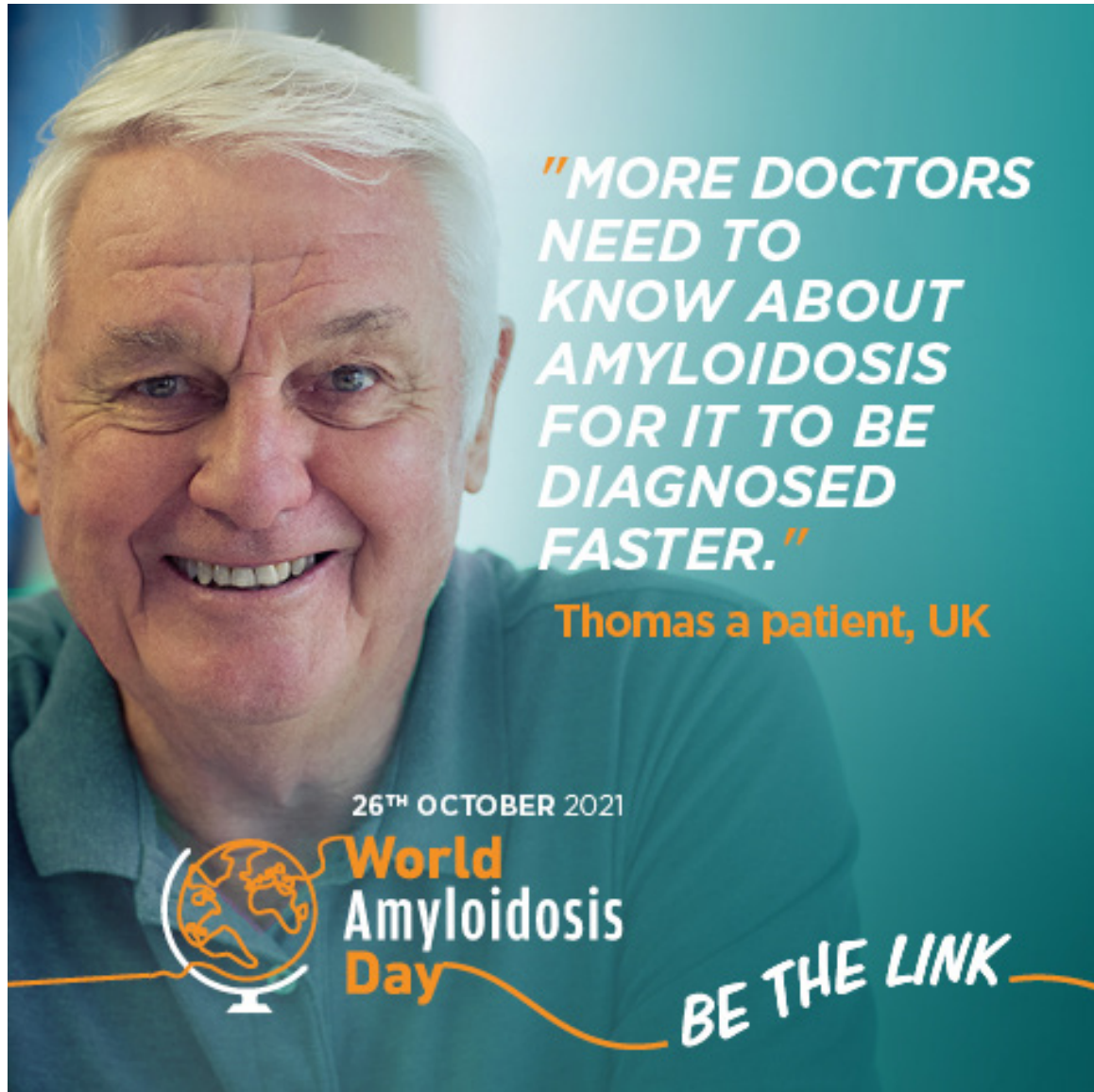
_social posts exemples



DIAGNOSE TAKE 4 YEARS 470 X 470

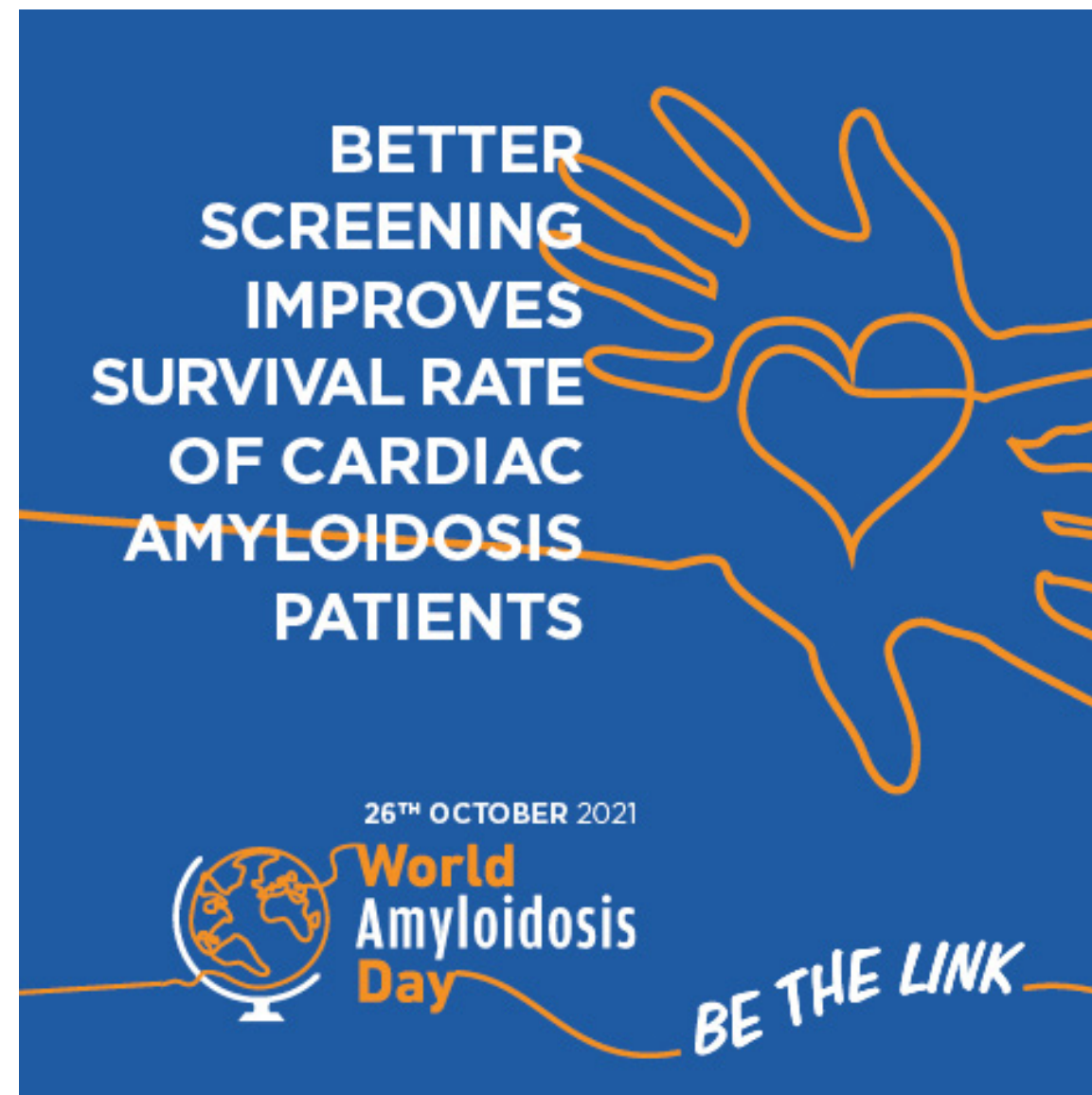


4 SPECIALISTS CONSULTED 470 X 470

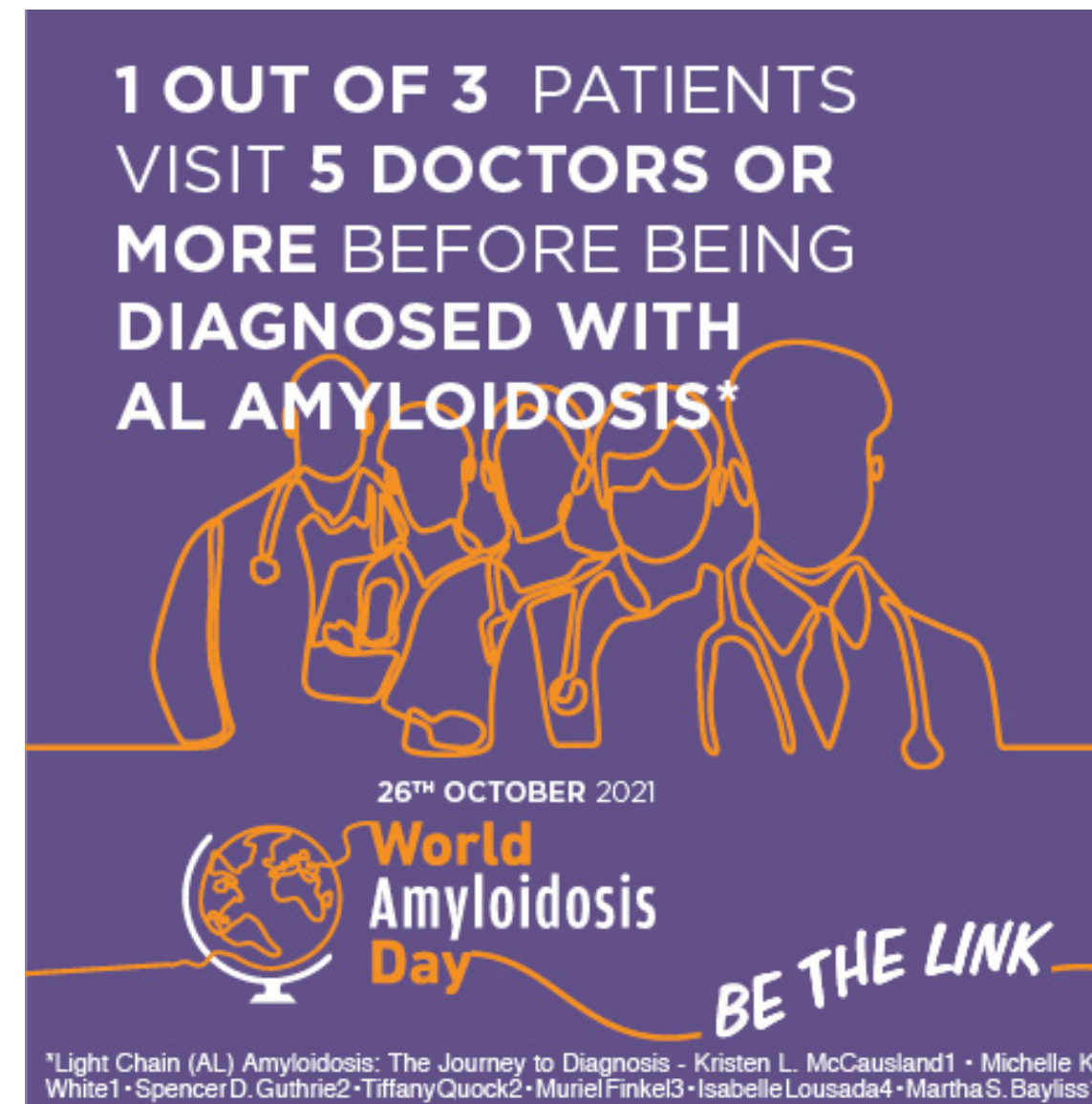


PATIENT QUOTE 470 X 470

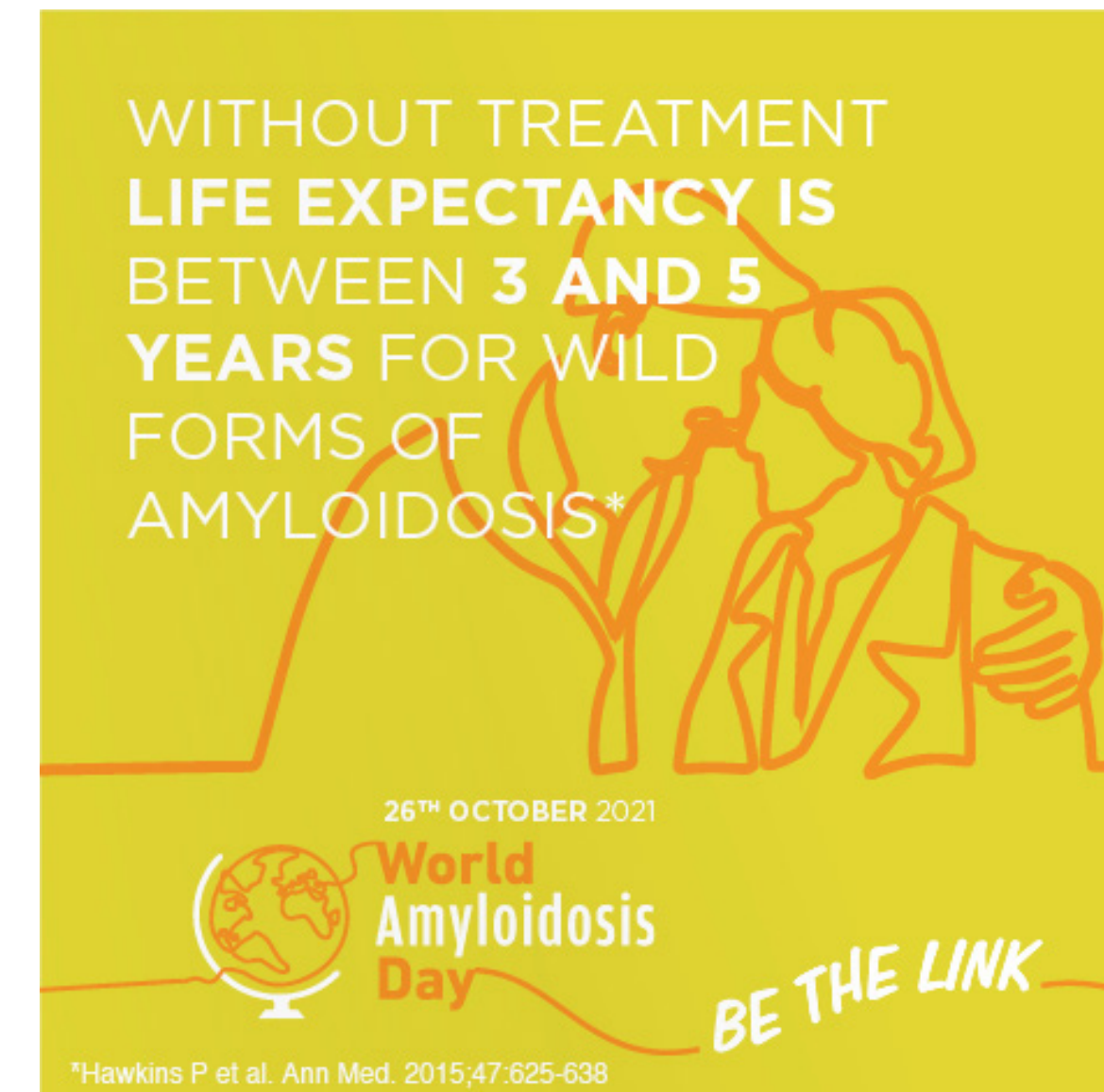
_social posts exemples on specific types of Amyloidosis



hATTR AMYLOIDOSIS
470 X 470



AL AMYLOIDOSIS
470 X 470



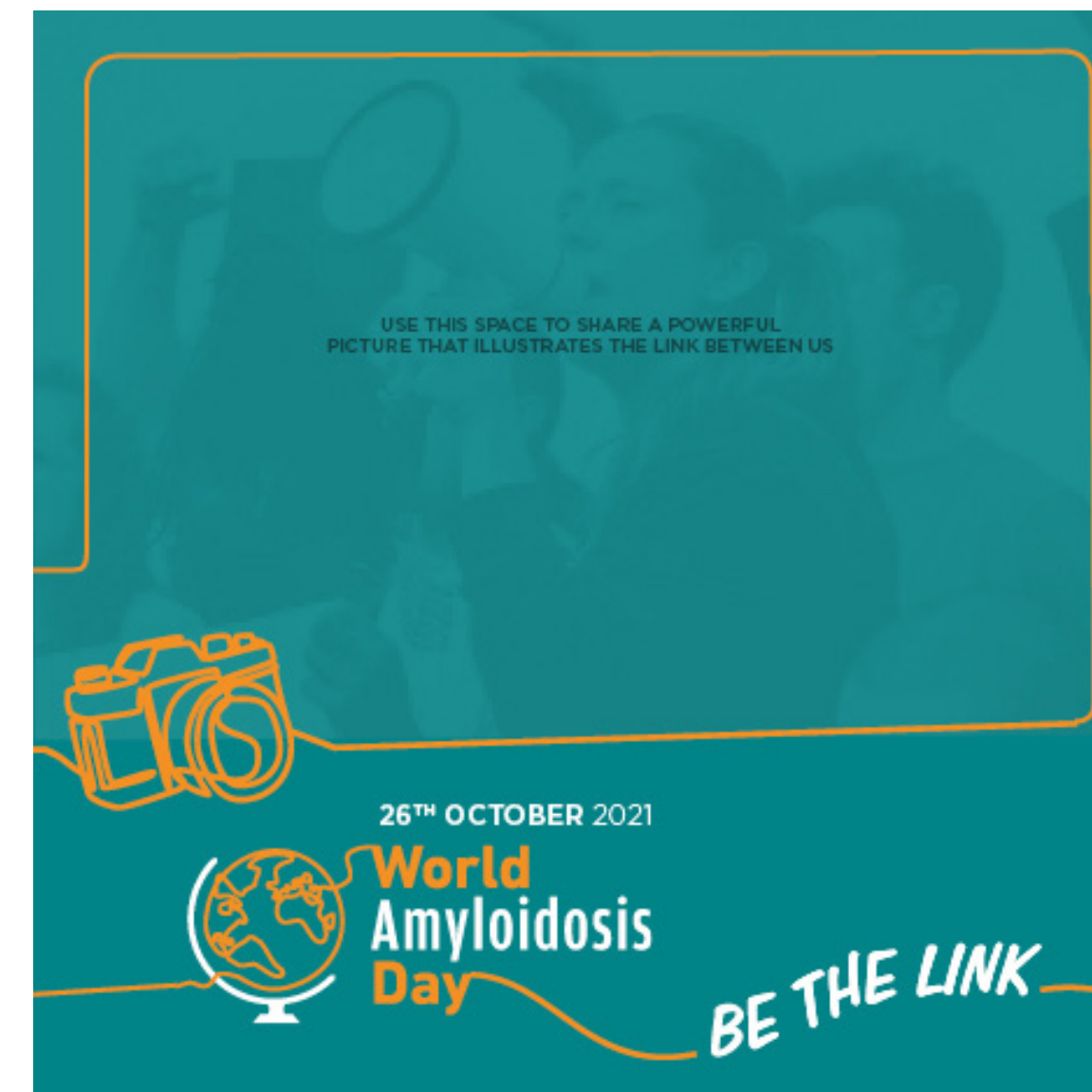
Wt ATTR AMYLOIDOSIS
470 X 470

__customizable posts



Quote post

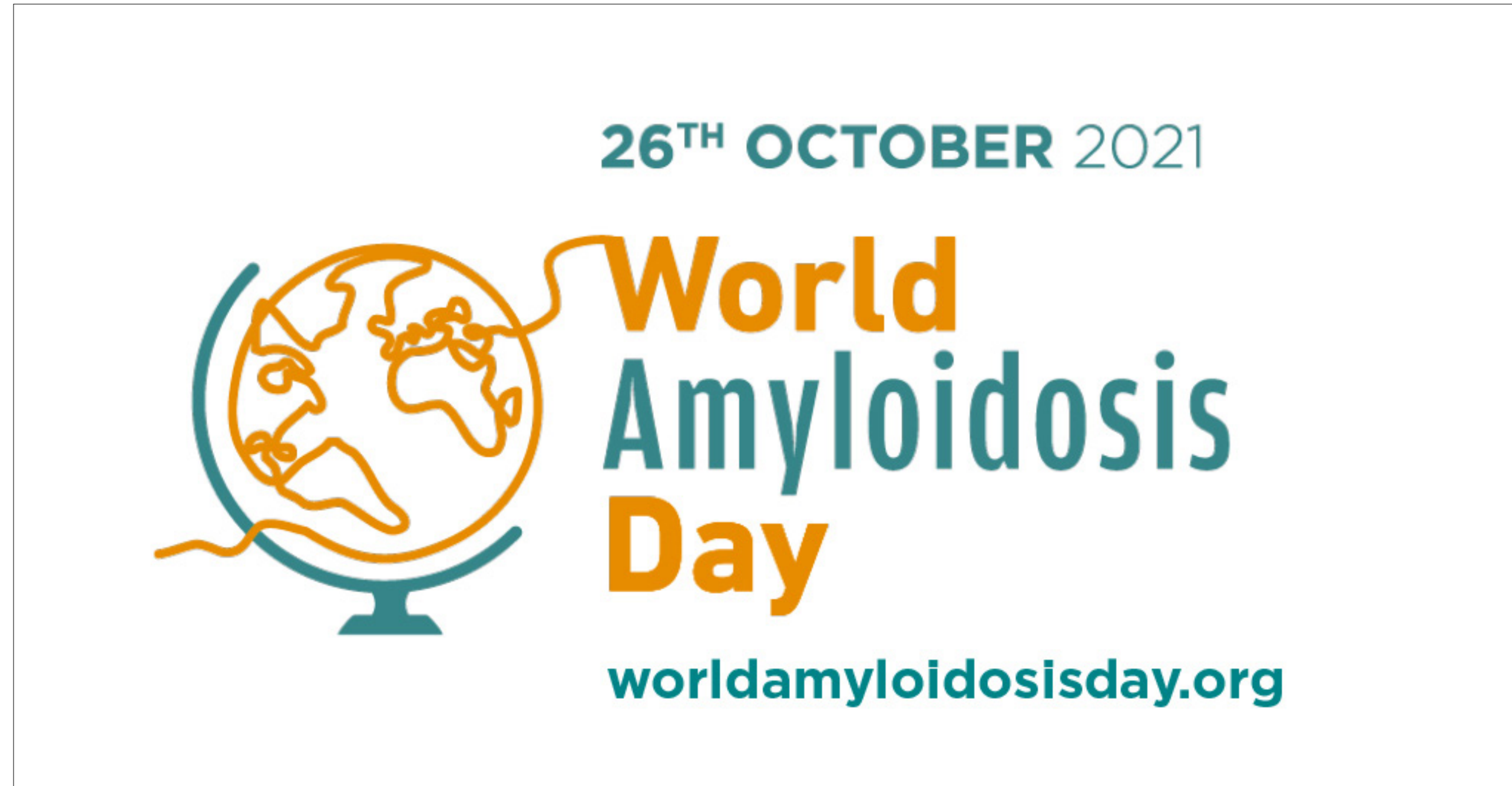
470 X 470



Piecture post

470 X 470

_Email signature banner



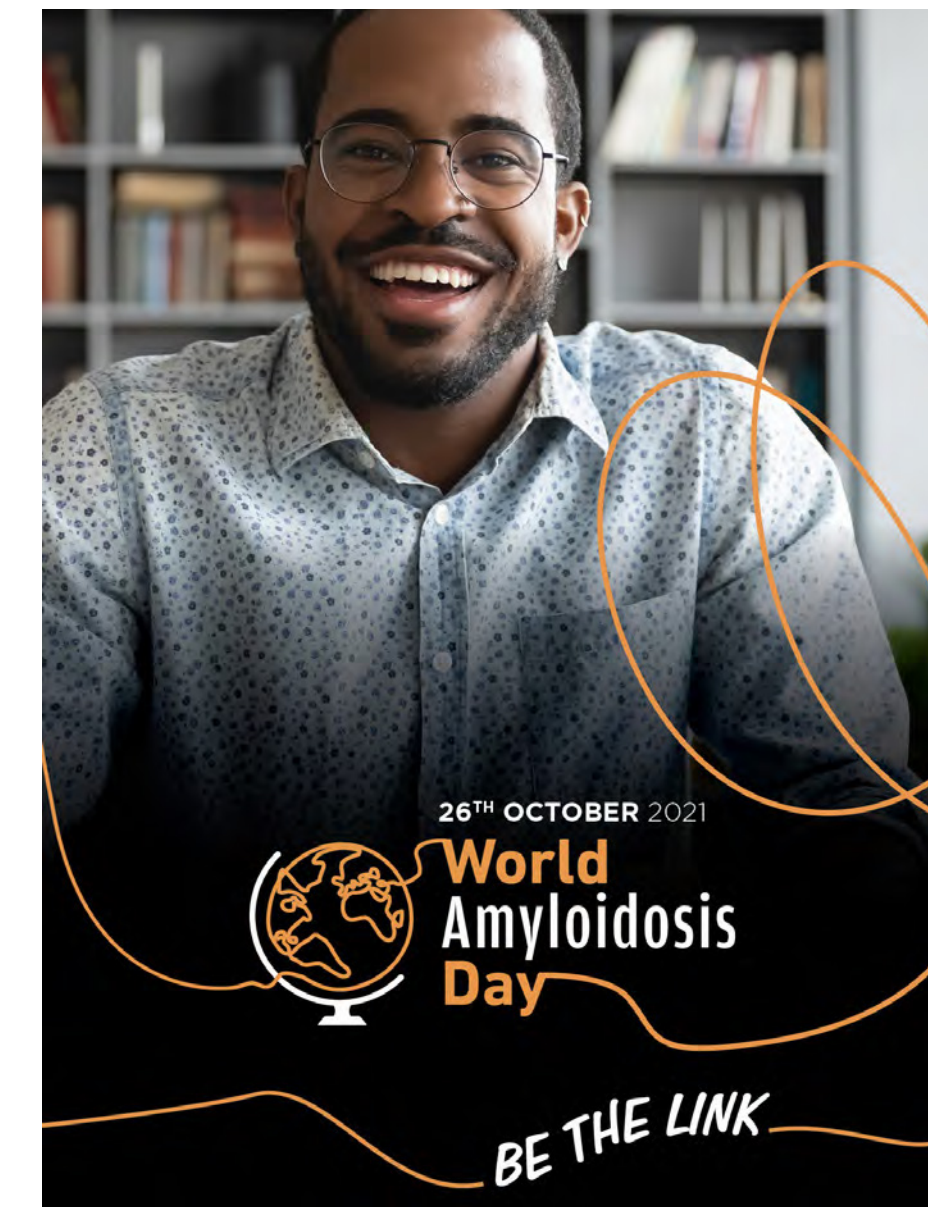
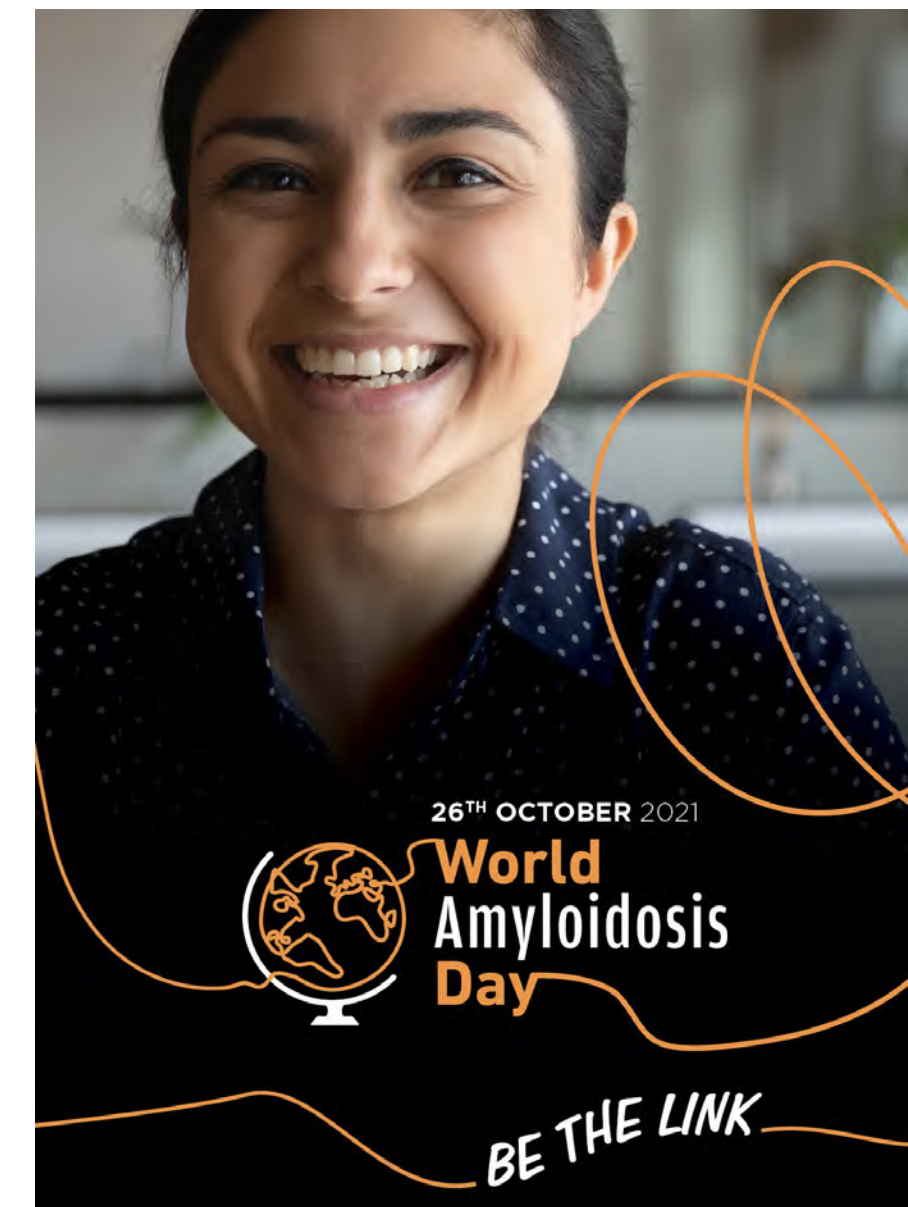
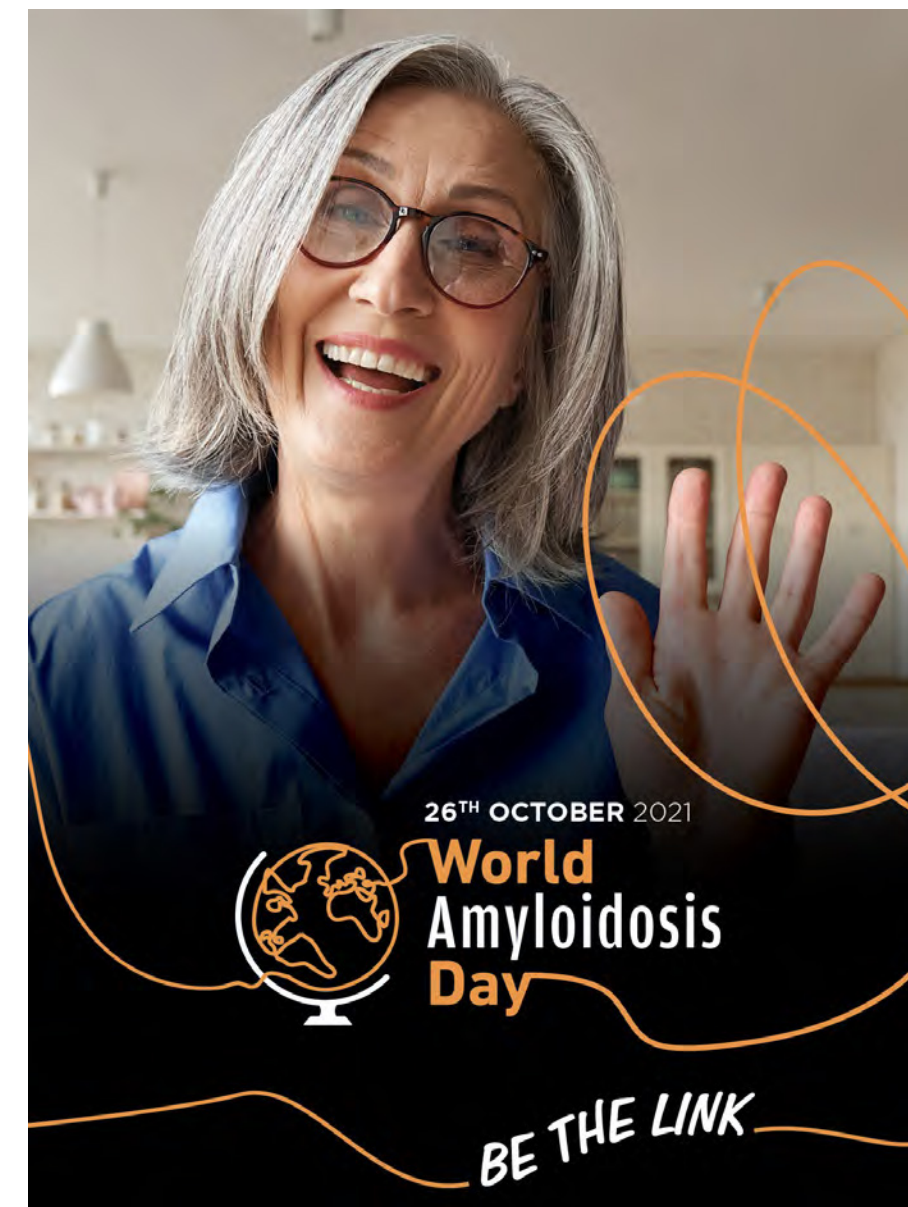
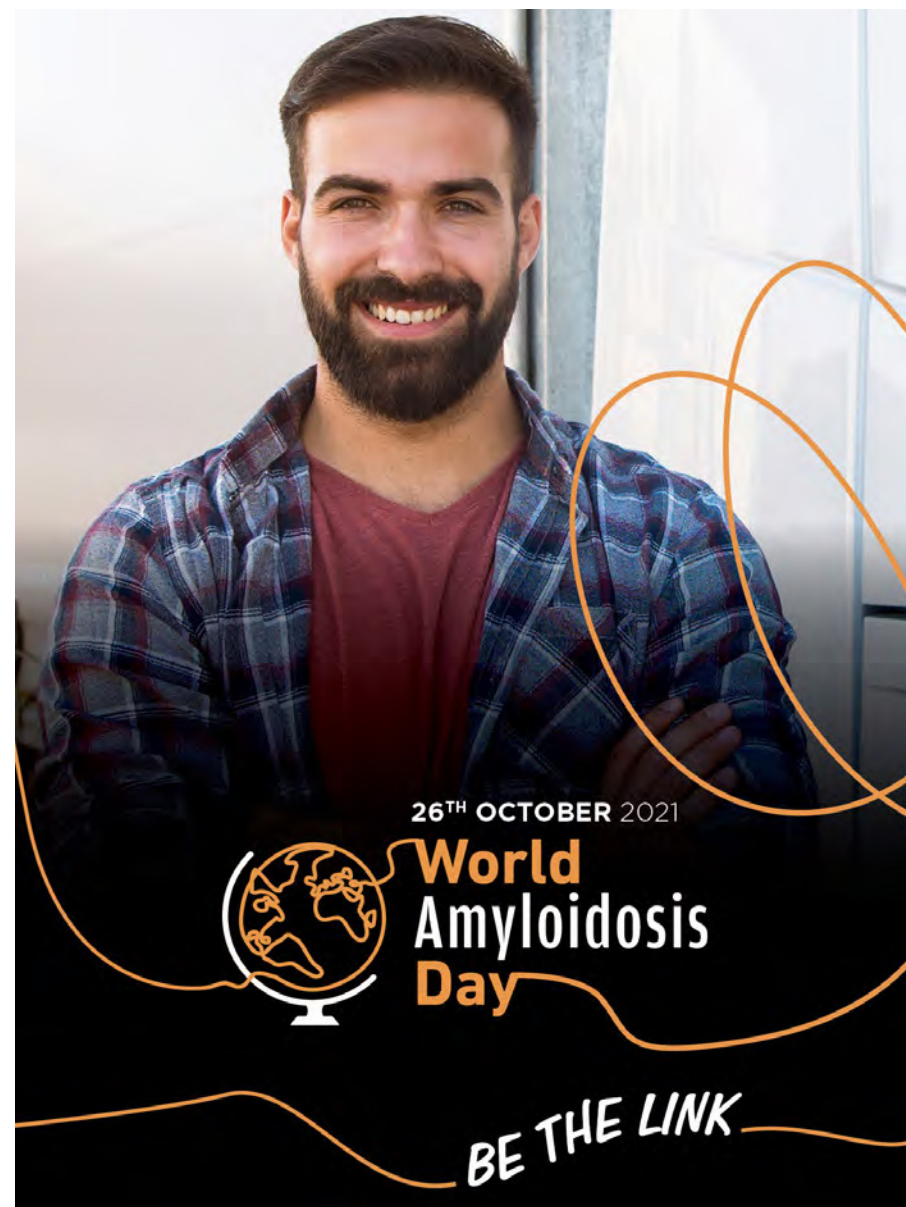
_custom profile frame



Facebook profile
A frame for your profile picture to show your support



_Instagram filter



A filter to show support to the World Amyloidosis Day by being a link. The thread surrounds the user, passes through the tag line *Be the link* and joins the logo and the date of the operation, the 26th October.



Thank you