

Tone of voice

Uniting to Combat Neglected Tropical Diseases (UTC-NTDs) is a coalition of partners – including endemic and donor countries, pharmaceutical companies, private foundations, international and civil organisations, and others – working towards the control or elimination of 10 global NTDs.

With many different contributors providing text, and many stakeholders reporting to different audiences, it is essential that the third progress report on the London Declaration maintain a single and consistent voice. Influenced by our objective of raising awareness internationally about the achievements and challenges of controlling, eliminating, and eradicating NTDs, the third progress report must use language that is:

- Professional** Positive but realistic
- Collaborative** Breaking new ground together
- Credible** Evidential and honest
- Ambitious** Challenging but achievable

Logo

The logo should never be altered or distorted in any way.

The reversed-out version of the Uniting to Combat NTDs logo can only be used against the UtCNTDs purple or UtCNTDs blue backgrounds.



Colours

primary colour palette



UtCNTDs purple
C80 M96 Y0 K3
R80 G47 B128



UtCNTDs pale purple
C50 M46 Y0 K0
R142 G139 B192



UtCNTDs blue
100 M68 Y16 K3
R40 G81 B139



UtCNTDs pale blue
C72 M43 Y12 K1
R98 G128 B175

scorecard palette



C5 M96 Y76 K22
R158 G36 B47



C0 M20 Y100 K0
R242 G203 B19



C56 M2 Y75 K5
R142 G180 B101

secondary colour palette

For graphics, use contrasting tones of UtCNTDs purple or UtCNTDs blue.

Typography

Heading

XXXXX
XXXXXpt
Ranged left

Subheading

XXXXX
XXXXXpt
Ranged left

Body text

XXXXX
11/12pt
Ranged left

Graphic annotations

XXXXX
11/12pt
Ranged left