



Brand guidelines 2018

July 2018

Overview



Logo

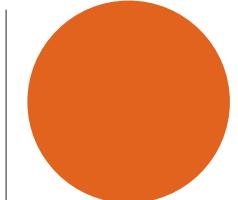


The logo should be
enclosed by a white circle
(light grey background
shown only for visual
purposes).

The logo should not
be altered, in any way,
e.g. rotated, stretched or
scaled out of proportion.

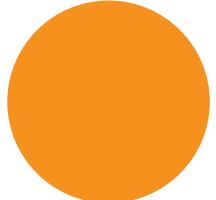
Colours

Oranges



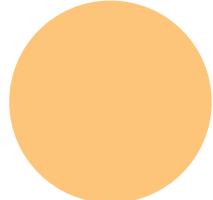
Dark orange

C:1 M:72 Y:100 K:7
R:222 G:93 B:9
Hex: #DE5D09



Orange

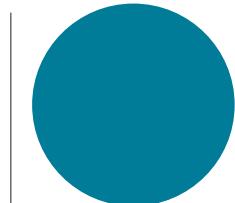
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R:243 G:144 B:0
Hex: #F39000



Light orange

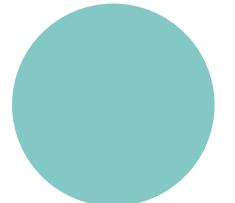
C:0 M:25 Y:59 K:0
R:252 G:201 B:122
Hex: #FCC97A

Aquas



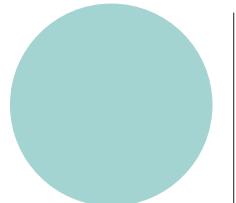
Dark aqua

C:100 M:0 Y:15 K:36
R:0 G:116 B:149
Hex: #007495



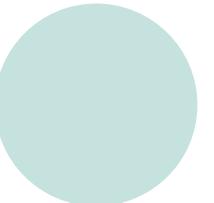
Aqua

C:47 M:4 Y:24 K:0
R:147 G:202 B:201
Hex: #93CAC9



Aqua light

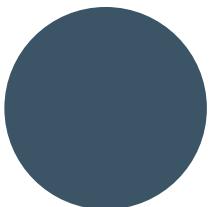
C:35 M:3 Y:18 K:0
R:178 G:216 B:215
Hex: #B2D8D7



Aqua extra light

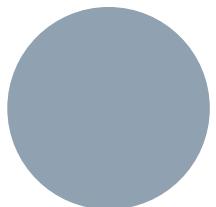
C:22 M:2 Y:12 K:0
R:209 G:231 B:229
Hex: #D1E7E5

Greys



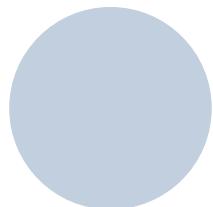
Dark grey

C:58 M:32 Y:18 K:54
R:71 G:92 B:109
Hex: #475C6D



Grey

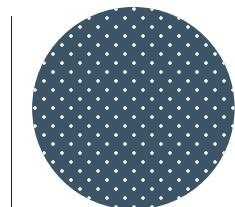
C:29 M:14 Y:8 K:23
R:160 G:173 B:187
Hex: #A0ADBB



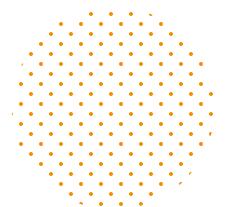
Light grey

C:14 M:5 Y:0 K:11
R:207 G:217 B:229
Hex: #CFD9E5

Pattern



Dots can be used in any colour to distinguish data sets, or simply to add visual interest.



Additional information

Where possible dark orange or orange should be used to denote positive change. Tints have been created, and these should be used in preference to creating a new tint. However, if a very light tint is required (for example backgrounds for boxes), then a tint of the lightest shade can be used.

Icons

Icons have been created for use in figures and graphics. Labels can be removed if existing text replicates the relevant information for each.

The colour of icons can be changed to suit the context.

Indicators – version 1



Under-5
stunting



Under-5
wasting



Under-5
overweight



Adult
overweight



Adult
obesity

Indicators



Anaemia



Low birth
weight



Adult
hypertension



Adult
diabetes



Exclusive
breastfeeding



Vitamin A
deficient



Salt
intake

Miscellaneous – more generalised



Lack of
access to food



Micro-nutrient
deficient



Malnutrition

Typography

Averta is clean, sans serif typeface that works well at small sizes and for display copy. It can be purchased from fonts.com.

Averta Bold should be used for headings, and Averta Regular for body text.

Averta Bold

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

Averta Semibold

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

Averta Regular

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

Averta Bold Italic

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

Averta Semibold Italic

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

Averta Regular Italic

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

Arial Bold

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

Arial Regular

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPpQq

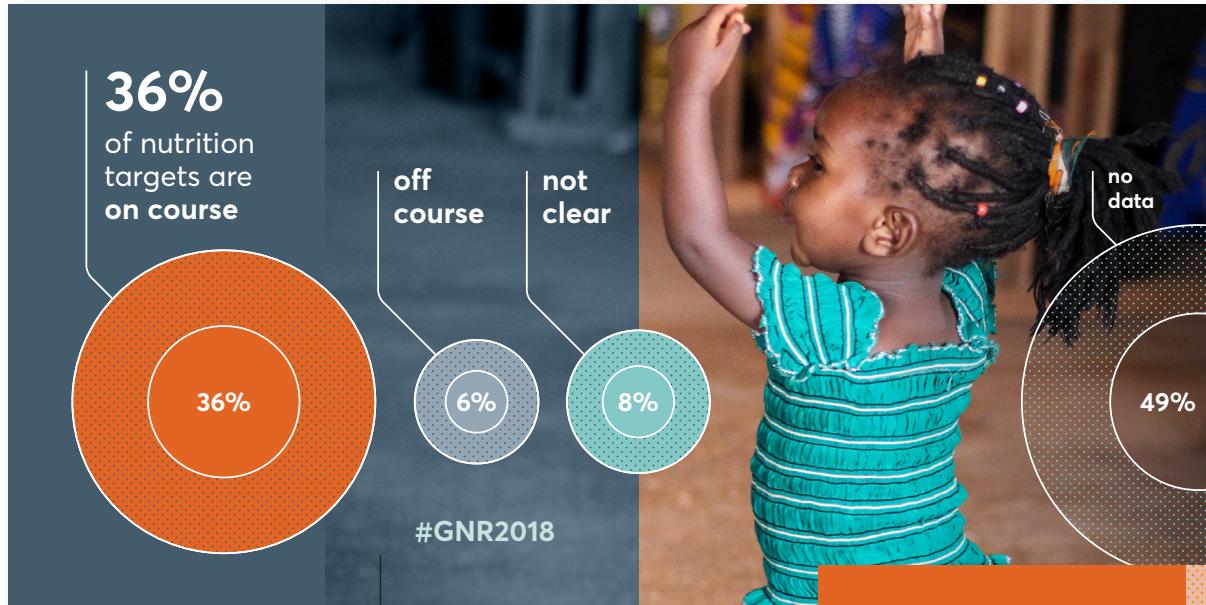
RrSsTtUuVvWwXxYyZz

1234567890

Arial should only ever be used when Avenir is unavailable, for example in the creation of slides or documents on a system where only 'standard-install' typefaces are available.

Example applications

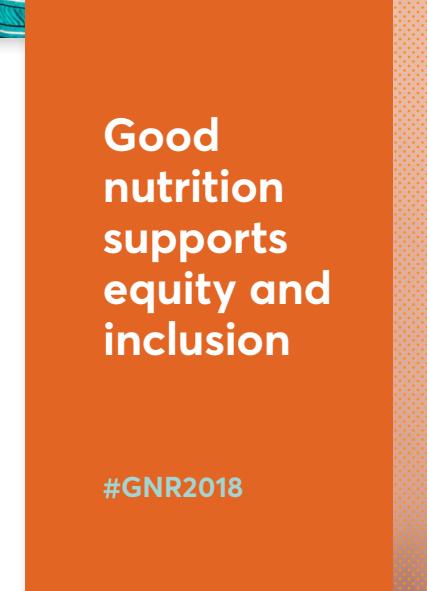
Social media: photographic



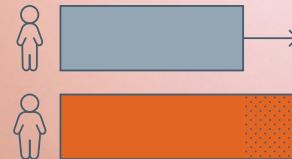
Overlays are used to ensure the text is legible

Dots are still used for consistency with other outputs

Content can appear directly on images if there is enough clear space



Well-nourished children are 33% more likely to escape poverty as adults



Social media: graphics only



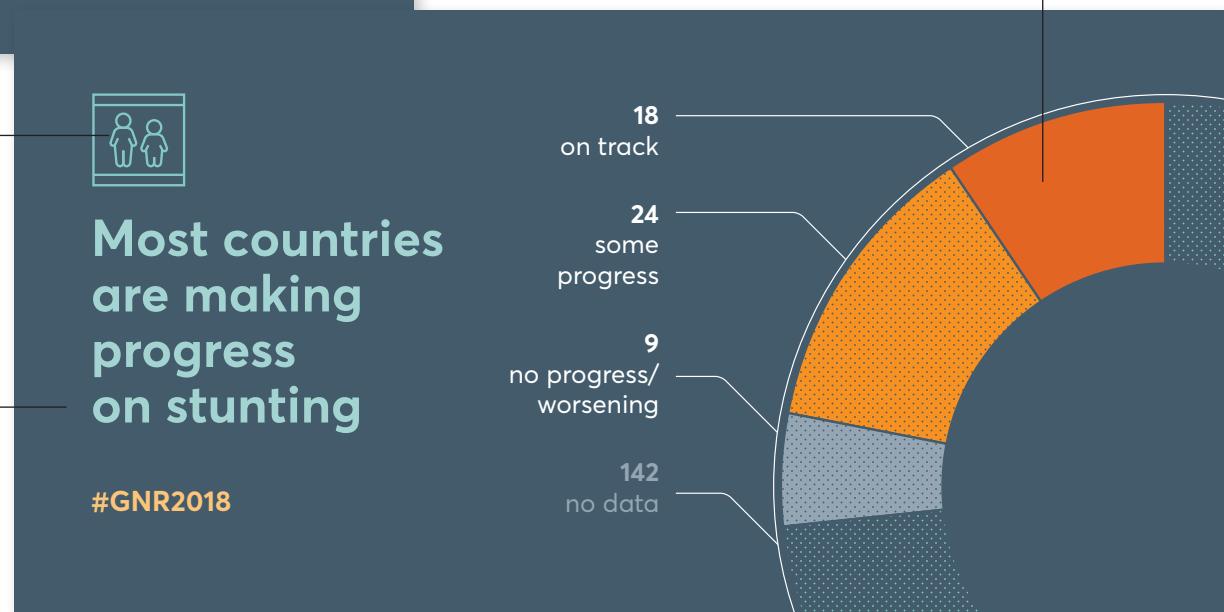
Uses grey, orange and blue as core colour palette to keep a strong consistent feel across all outputs

Icons are retained but redrawn in a linear style to fit with the look and feel

Typography is simple and bold

Graphic style uses lines and dots to give texture to restricted colour palette and a sense of data

Graphics are made as large as possible



Twitter

Twitter, Inc. [US] | https://twitter.com/gnreport?lang=en

Apps Bookmarks Gmail Chatterbox WeTransfer Outlook Nice NonProject iStock Inspiration Google Keep Blogs Website inspiration WeTransfer - Soap... Soapbox Contrast check Paymo Other Bookmarks

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Tweets 4,390 Following 1,258 Followers 6,276 Likes 4,497 Lists 2

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Global Nutrition Report - #NourishtheSDGs. A report, but so much more than just a report.

globalnutritionreport.org
Joined November 2014
1,142 Photos and videos

Globe icon: Are you? Scanning icon: Malnutrition

Pinned Tweet
Nutrition Report @GNReport · 15 Nov 2017
The 2017 Global #Nutrition Report is now live! Download the report, summaries and translations here, globalnutritionreport.org/the-report/ #NourishtheSDGs

Tweets Tweets & replies Media

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Scaling Up Nutrition @SUN_Movement

Lawrence Haddad @l_haddad

Corinna Hawkes @CorinnaHawkes

GAIN @GAINalliance

Jo Lofthouse

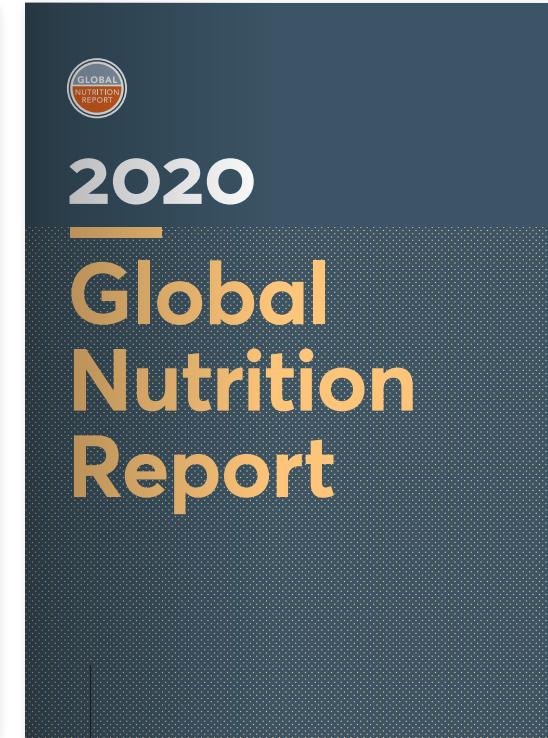
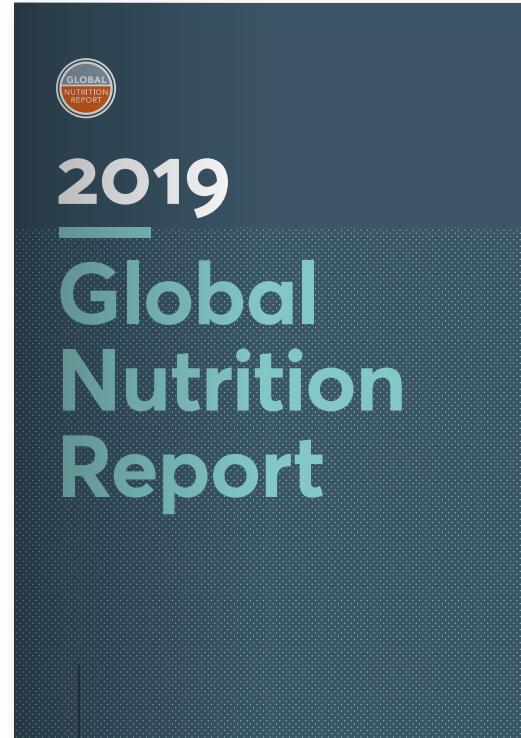
New to Twitter?
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10

Report: covers



Main colour
could change
each year

Simple bold
typographic cover,
emphasising the year

Pattern could
change each
year e.g. stripes
instead of dots

Colour strip
for chapter
openings to
help navigation
and add impact

02

Monitoring progress in achieving global nutrition targets

KEY POINTS

- 1 Overall, the world is off course to meet global nutrition targets:

Global progress to reduce stunting among children under age five is not rapid enough to meet the 2025 target. The number of children under age five who are overweight is rising.

The rate of reduction of childhood wasting is also not fast enough to meet the 2025 target. Famines, brewing conflicts and climate-induced droughts, floods and other disasters will make wasting much harder to tackle.

Exclusive breastfeeding of infants aged 0–5 months has marginally increased (up 2% from baseline). This progress is positive but too slow.

Anaemia among women of reproductive age has increased since 2012; no country is on course to meet the target.

The probability of halting the rise in obesity and diabetes by 2025 is less than 1%.

- 2 At a regional level, the number of children who are stunted is increasing in Africa, and wasting is still high in South Asia.

- 3 At a country level, no nation is on course to meet all five of the six global maternal and child nutrition targets, and few have stopped the upward trends in child and adult overweight and obesity. Three countries are ‘on course’ for four targets – exclusive breastfeeding and childhood stunting, wasting and overweight.

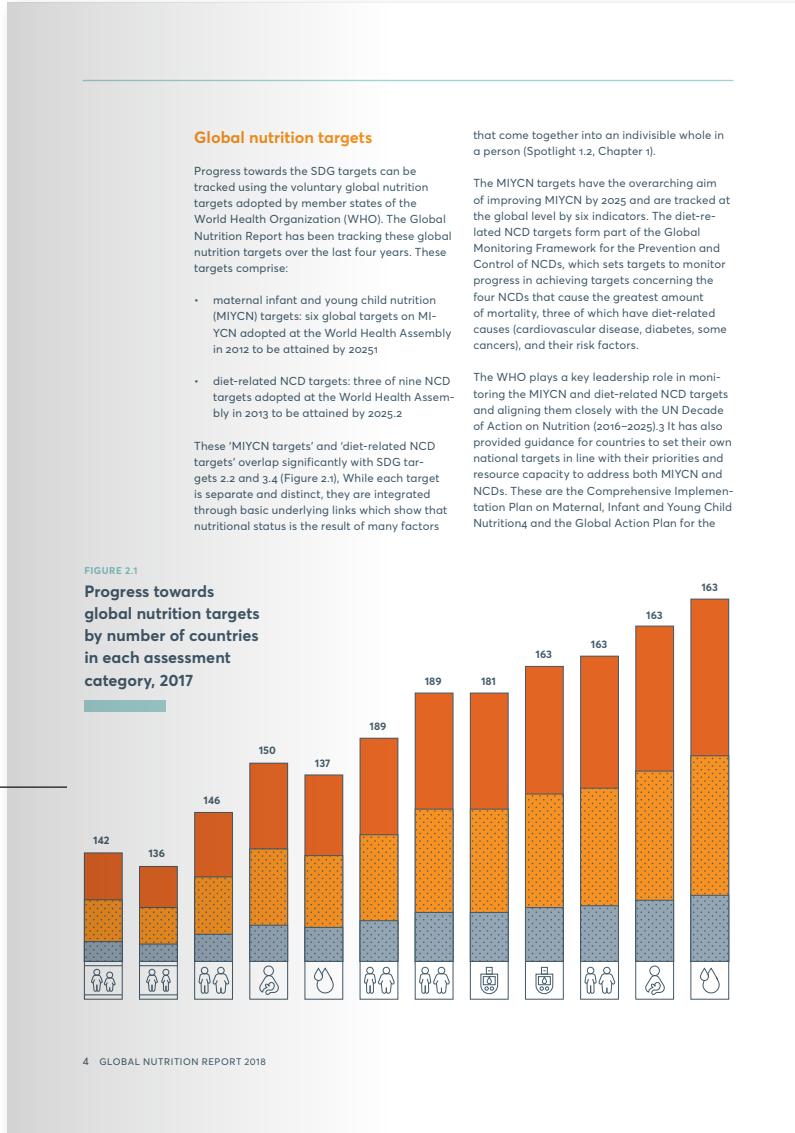
- 4 Data gaps remain a significant obstacle in tracking progress of the multiple burdens of malnutrition, universally. Disaggregated data is needed to ensure no one is left behind due to their geography, age, ethnicity or gender. This data is missing, as is data on adolescents and dietary intake.

- 5 Better data coordination and its interpretation and use by decision-makers as part of national priority setting is also needed to track progress against global nutrition targets.

Key points
pulled out
at start of
chapter

Report: graphic placement and small case study

Graphics can be full width to add impact



Small case studies can be in a single column

Report: large case study

Longer case studies can take a full page

CASE STUDY

Case study title lorem ipsum

Progress towards the SDG targets can be tracked using the voluntary global nutrition targets adopted by member states of the World Health Organization (WHO). The Global Nutrition Report has been tracking these global nutrition targets over the last four years. These targets comprise. These 'MIYCN targets' and 'diet-related NCD targets' overlap significantly with SDG targets 2.2 and 3.4 (Figure 2.1), highlighting the synergies between the SDGs and current tracking efforts to tackle malnutrition. While each target is separate and distinct, they are integrated through basic underlying links which show that nutritional status is the result of many factors that come together into an indivisible whole in a person (Spotlight 1.2).

The MIYCN targets have the overarching aim of improving MIYCN by 2025 and are tracked at the global level by six indicators. The diet-related NCD targets form part of the Global Monitoring Framework for the Prevention and Control of NCDs, which sets targets to monitor progress in achieving targets concerning the four NCDs that cause the greatest amount of mortality, three of which have diet-related causes (cardiovascular disease, diabetes, some cancers), and their risk factors. The WHO plays a key leadership role in monitoring the MIYCN and diet-related NCD targets and aligning them closely with the UN Decade of Action on Nutrition.



Quote Ebitam verunt
volecume rem quaspel
magniillit ventiore eat
lab idem ipides re litatio.
Uditatque il milique
valoribus aut labo. Equi
ute vollit latusam,

Category	Value
1	87
2	59
3	38

2 International Council for Science. A guide to SDG targets 2.2 and 3.4: From science to implementation, ed. M Nilsson et al., 2017, Paris: International Council for Science.

2.2 and 3.4 (Figure 2.1), highlighting the synergies between the SDGs and current tracking efforts to tackle malnutrition. While each target is separate and distinct, they are integrated through basic underlying links which show that nutritional status is the result of many factors that come together into an indivisible whole in a person (Spotlight 1.2, Chapter 1).

The MIYCN targets have the overarching aim

What will it take to end malnutrition universally by 2030 – in all its forms, in all countries, for all people?

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The WHO plays a key leadership role in monitoring the MIYCN and diet-related NCD targets and aligning them closely with the UN Decade of Action on Nutrition (2016–2025).³ It has also provided guidance for countries to set their own national targets in line with their priorities and resource capacity to address both MIYCN and NCDs. These are the Comprehensive Implementation Plan on Maternal, Infant and Young Child Nutrition⁴ and the Global Action Plan for the Prevention and Control of Non-Communicable Diseases 2013–2020.⁵ The targets and indicators are tracked annually in the Global Nutrition Report to instil accountability in the global nutrition community. These targets and indicators are shown in Figure 2.1.

The monitoring and assessments presented in this year's report show that at the global level, the world is off course to meet most of the global nutrition targets for which data is available (Figure 2.2). The analyses presented supersede numbers given in previous Global Nutrition Reports. This is because they take into account new data available in the last year which reflects improved methodologies and more robust estimates (see Spotlight 2.2 and Appendix 1).

Country progress towards global nutrition targets

At the national level, assessing country progress towards achieving the global nutrition targets clearly shows that there are many data gaps holding back our ability to make robust assessments for four targets: stunting, wasting, overweight and exclusive breastfeeding (Figure 2.3). However, several countries are on course or making some progress towards these. We present country-level data on prevalence, current and required rates of change (where applicable), and an assessment of progress towards global nutrition targets on our website. The data presented in its tables is also used in the Global Nutrition Report's online Nutrition Country Profiles (see Spotlight 2.1), which show progress alongside other indicators related to malnutrition and its determinants.

- No country is on course to reduce anaemia among women of reproductive age (Figure 2.3). Sadly, the figures also highlight the lack of data to make robust assessments of progress towards MIYCN targets, meaning many countries cannot be classified as on or off course.
- For improving MIYCN: Based on available data, 18 countries are on course to meet the stunting target, 29 are for wasting, 31 for overweight and 20 for exclusive breastfeeding. No country is on course to reduce anaemia among women of reproductive age (Figure 2.3). Sadly, the figures also highlight the lack of data to make robust assessments of progress towards MIYCN targets, meaning many countries cannot be classified as on or off course.

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Report: graphic placement

Complex graphics can take a full page



Simpler graphics can sit in a single column

Report: featured graphic

Feature graphics can use a coloured background



Report: case study without photo

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Case study title
lorem ipsum

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