



The Future



HIV Web. Brand Guidline

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Branding

Our Brand Identity

Zero

Zero is the theme of the site. In our web, zero means no more HIV/AIDS and no more discrimination. Zero is our goal.

The Future

To be Zero is not easy. So we hope the future will be zero. The future is our hope.



Logo

Primary Version, Clear Space Vertical option

Clear space is the area around the logo that protects it from any other graphics that might interfere with it and dilute the clarity of the identity.



Logo

Minimum Sizes

It is important to ensure clear recognition of our logo in all situations. The specifications on the right show general guidelines for how small the logo should be before it starts to become more difficult to recognize.

Minimum sizes for web



Black background



White background



Yellow background



Red background





Don't change font



Logo text size mismatch



Logo text cannot overlap The



Don't change color



Don't add elements of the logo



Don't add elements of the logo

Colour: Primary

Our primary colours
are white and dark grey.

The reason why I choose
it because our web main
color is yellow. White and
dark grey will have very
strong feeling when back-
ground is yellow.

White

Pantone: —

CMYK: 0/0/0/0

RGB: 255/255/255

HEX: #FFFFFF

Dark Grey

Pantone: —

CMYK: 70/67/64/74

RGB: 35/31/32

HEX: #231f20

Typography

Typography:

Typography has the power to convey as much emotion and strength as an image, while reinforcing and supporting our brand identity. Helvetica has a clean, modern, and simple aesthetic, just like our web.

Primary font family: Helvetica .

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Website

Website size:

PC

Width: 1680 px

Height: 4400 px

Tablet

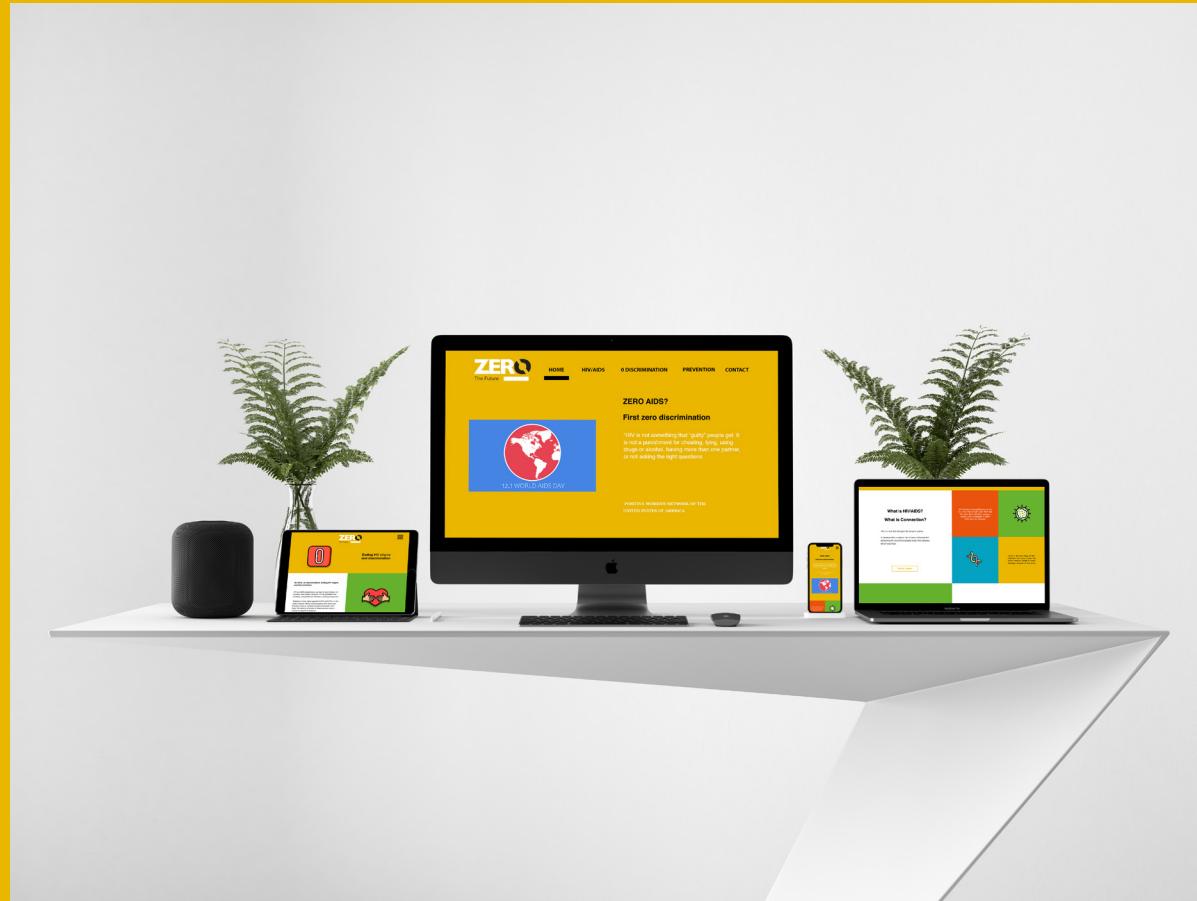
Width: 1024 px

Height: 2700 px

Phone

Width: 750 px

Height: 7150 px



Website description:

As we described last time, our target group is teenagers 14-19 years old, so we design our website style is colorful. And for young people who do not understand the information about HIV and AIDS, their fear of HIV and discrimination AIDS patient, the message that our website wants to convey is 0 AIDS, no discrimination.

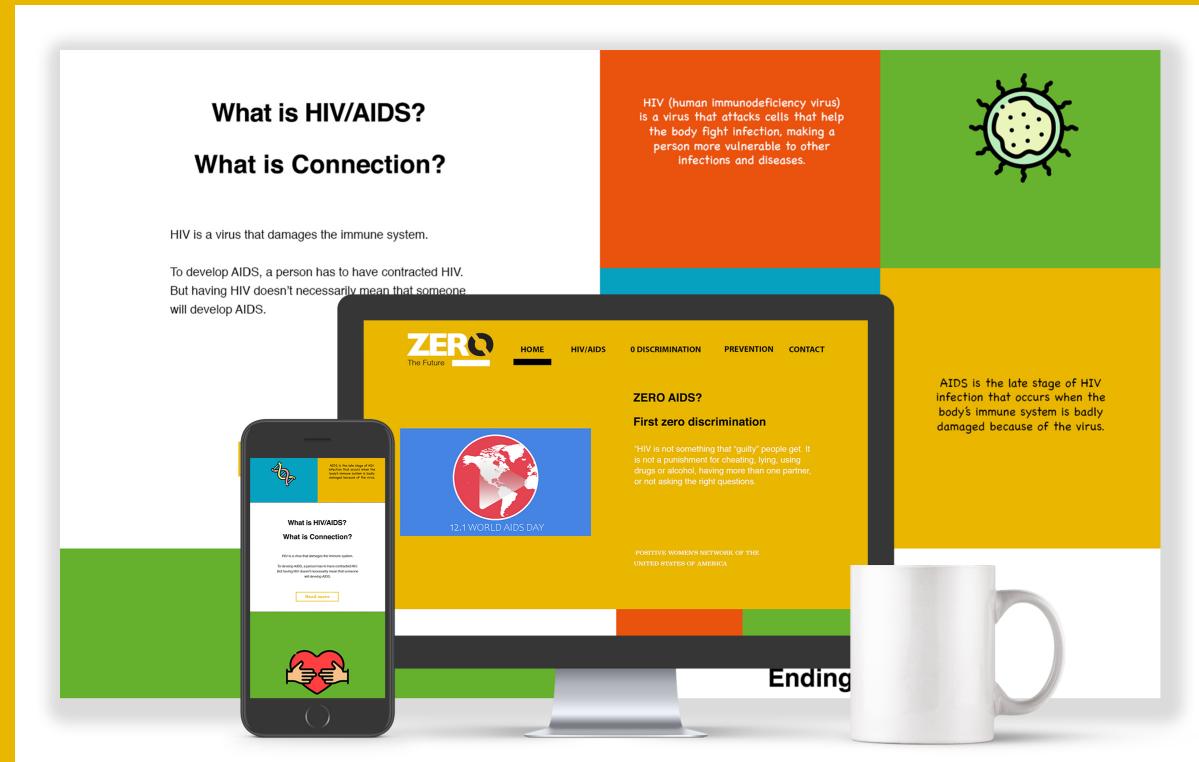
To help teens learn more about HIV and AID, we have separated the website into four parts.

Firstly we have known what HIV and AIDS, and what's different. And if our clients want to know more about this, they can click the read more button to read the details, also they can click those pictures to watch short video.

Then we mention HIV stigma and discrimination, We call on AIDS is not terrible, please do not discriminate it.

Thirdly, we tell our clients how to avoid getting HIV, how to protect themselves. For example, use condoms when you have sex or avoid cross infection of blood.

Finally, for clients who are interested in HIV information, we have created a subscription function, which can be received by filling in our form, and then we will receive relevant news, lectures and another event information.



ZERO
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Mockup







