



TDR GLOBAL BRAND GUIDELINES & TOOLKIT





IDENTITY GUIDELINES

Our identity is not just a logo. It's a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the TDR Global brand instantly recognisable.

This document outlines the basic guidelines and principles and that must be understood and adhere to.





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ABOUT TDR GLOBAL

TDR Global is a worldwide community of passionate scientists and experts who have been working with TDR on research on infectious diseases of poverty through research and innovation.

For over 40 years TDR has been engaging researchers and experts from all over the world in its efforts.

Each individual brings unique knowledge, and together they make up a vibrant scientific community called TDR Global. TDR Global is committed to driving and encouraging mentoring of young scientists and fostering research collaborations.



tdr.who.int/activities/tdr-global



THE CONCEPT

However, you may wonder: How can such a diverse group of people form a community? Picture a single tapestry thread that can be woven into many rows. Naturally, this single thread has its limitations as it cannot create pictures or patterns on its own. If you add more threads, carefully weaving the thin fibres, the tapestry transforms into a colourful picture or beautiful design with intricate details.

TDR Global is exceptional in the same way as the colourful patterns on a tapestry because we are a combination of many unique individuals. Each member has their own expertise, culture, and background, creating a bigger, more powerful picture. Despite the complexity of the bigger picture, it connects us all in our shared field of interest. We connect expert mentors with young scientists, local research communities with global and regional networks, and a shared, golden thread holds all of this together: A commitment to fight diseases of poverty through research and innovation.

WATCH THE VIDEO: <https://bit.ly/3re30KH>





THE LOGO

The logo is the most visible element of our identity – a universal signature across all TDR Global communications. Because it is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.



LOGOTYPE



1 Colour Logo

Where possible the TDR Global logo should always appear in its full colour version. At no time should the logo appear in any tints or gradients of these colours. Ideally, the logo should always appear on a white background to ensure legibility and clarity.

[DOWNLOAD COLOUR LOGOTYPE](#)

[DOWNLOAD MONOCHROMATIC LOGOTYPE](#)

[DOWNLOAD WHITE LOGOTYPE](#)

2



3



2 Monochromatic Logo

On the rare occasion when a single colour logo may be needed, there is a Dark Grey logo (90% Black). This is ideal for good reproduction on photocopiers and fax machines.

3 Whiteout Logo

In the event that the logo needs to be used on a dark coloured background or over a complex image, this whiteout version may be used.



LOGO CONSTRUCTION



The TDR Global logo consists of three core elements, which may vary in size and location – connecting elements, the TDR Global logotype and strapline.

1 Connecting Elements

These fit alongside the logotype. These elements should always be used in these colours unless stated otherwise. These elements should accompany the logotype at all times.

2 Logotype

The logotype should always be used in the TDR Global colours unless stated otherwise.

3 Strapline

The strapline accompanies the logotype at all times.



LOGO EXCLUSION ZONE AND MINIMUM SIZE

1



The logo has an exclusion zone and minimum size in order to protect the clarity and visual integrity of the brand.

1 Exclusion Zone

To preserve the logo's integrity, always maintain a minimum exclusion zone around the logo. This is to protect the TDR Global logo.

The size of this zone is determined by the height of the 'o'. This is a minimum recommended exclusion zone area – more space will always aid visibility. Never position text, graphics or other elements inside this exclusion zone.

2



40mm

2 Minimum Size Logo

When the logo is reproduced too small, its legibility and impact is diminished. The TDR Global logo should never be less than 40mm wide.

INCORRECT LOGO USAGE

1



2



3



4



5



6



To maintain a strong, distinctive brand it is important to use the logo in a consistent way. Always use the provided TDR Global logo and don't alter it in any way. Here are some examples of what should not be done.

1 Fonts

Do not substitute fonts or reset the logotype.

2 Colour

Do not change the logo colours. The logo must always be in the TDR Global colours.

3 Exclusion Zone

Do not encroach on the minimum clear space. Here the 'in association with' text is too close.

4 Orientation

Do not rotate the logotype.

5 Relationship of Elements

Do not adapt or change the layout or positioning of the logotype.

6 Effects

Do not add embellishments like shadows, embossing, etc. to the logo.



COLOURS (PRIMARY AND SECONDARY)

1

TDR GLOBAL ORANGE

Process: C0 M60 Y80 K0

RGB: 245 131 69

Web HEX: #f58245

TDR GLOBAL BLUE

Process: C100 M70 Y0 K20

RGB: 0 74 143

Web HEX: #004a8f

2

TDR GLOBAL GREEN

Process: C66 M0 Y57 K0

RGB: 80 189 146

Web HEX: #50bd92

TDR GLOBAL PURPLE

Process: C60 M50 Y0 K0

RGB: 113 125 189

Web HEX: #717dbd

TDR GLOBAL TURQUOISE

Process: C90 M25 Y0 K1

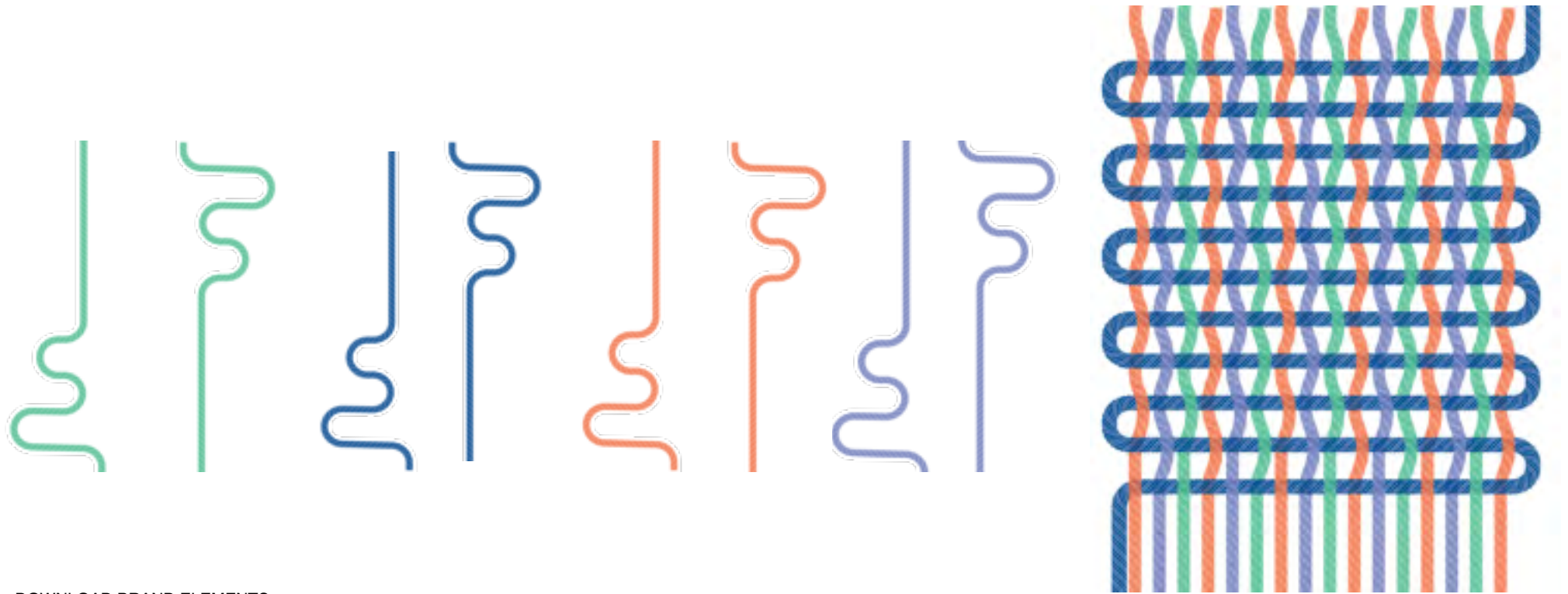
RGB: 0 147 213

Web HEX: #0093d5

The colour palette for TDR Global when consistently applied in combination with photography, graphics and fonts help to define, communicate and reinforce the TDR Global brand.

The main TDR Global colours are orange and blue, accompanied by a set of 3 secondary colours: green, light blue and purple. It is important that these colours are positioned at the heart of the TDR Global identity.

TDR GLOBAL / BRAND ELEMENTS



[DOWNLOAD BRAND ELEMENTS](#)

The TDR Global elements accompany the brand identity and are used to enhance the logos' appearance in all types of design layouts.

These coloured threads are used to reinforce the idea of the thread and tapestry analogy for the TDR Global network.

BRAND ICONS



[DOWNLOAD BRAND ICONS](#)

The TDR Global icons form part of the brand. These were chosen to represent concepts related to the work done by field work and lab research.

The colours of the icons may be switched to work with the different layouts of the brand, but always respecting the general TDR Global colour palette. Icons can be shown individually or in an enclosing circle.

TYPOGRAPHY (PRIMARY FONTS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(!?"\$@%&/;:) 0123456789

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(!?"\$@%&/;:) 0123456789

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(!?"\$@%&/;:) 0123456789

Helvetica Regular

The main font used throughout all TDR Global materials is Helvetica. The font is an integral part of the brand, never use any other fonts as it will weaken the brand.

Body Copy and Heading Font

Helvetica is our primary body copy font and should be used in all publications. Other weights of Helvetica like Italic or Bold can be used to highlight text or for subtitles and quotes.

PHOTOGRAPHY

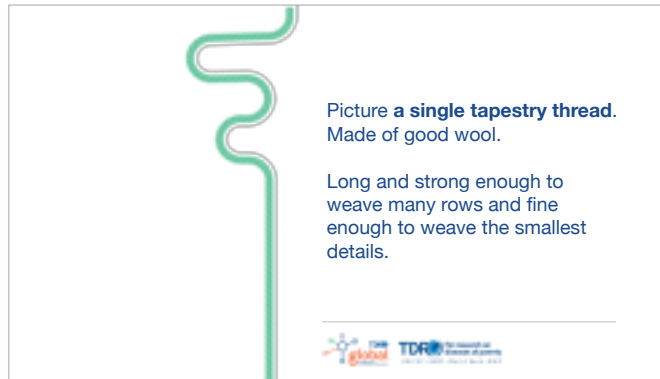


[DOWNLOAD IMAGES](#)

TDR Global images should always include the credits and should primarily feature researchers and field workers in lab and on site.

Images should take regional representation into account, as well as gender equality. Featured individuals should mostly be front or side view portraits.

LAYOUTS (POWERPOINT PRESENTATIONS)



Above you'll find examples of the TDR Global PowerPoint Presentation.

General Description

A two column grid is used throughout presentations and all images shown should include credits. Graphics should respect the TDR Global colour palette and text should be aligned to the left at all times.

WORD TEMPLATE SAMPLES



LANDSCAPE LAYOUT SAMPLES

Full colour logo



Helvetica text

THE TDR GLOBAL COMMUNITY:

- Mentors young scientists
- Supports women in science
- Showcases expertise
- Collaborates
- Starts networks

Update your profile today and expand your research interests.

TDR Logo and website address



Full colour image

Image Credit

Thread element



tdr.who.int/activities/tdr-global

PORTRAIT LAYOUT SAMPLES

Full colour logo on white block over image

Full colour image

Image Credit

Helvetica text

IMAGE CREDIT: TDR / M. KITAMURA

The TDR Global community

- ✓ Mentors young scientists
- ✓ Supports women in science
- ✓ Showcases expertise
- ✓ Collaborates
- ✓ Start networks

UPDATE YOUR PROFILE TODAY AND EXPAND YOUR RESEARCH INTERESTS.

TDR For research on diseases of poverty
UNICEF • UNDP • World Bank • WHO

www.who.int/tdr/en

Thread element

TDR Logo and website address



BANNER SAMPLES




TDR Global is a vast community of TDR grantees, researchers, experts and partners.

Don't miss out on opportunities for collaboration and mentoring – update your profile.



IMAGE CREDIT: TDR / J. KIMURA



Stay connected.
Update your details on the TDR Global platform today.






IMAGE CREDIT: TDR / J. KIMURA



Our diverse backgrounds share a common thread that continues beyond individual contributions and national borders.





IMAGE CREDIT: TDR / J. KIMURA

SOCIAL MEDIA LAYOUT SAMPLES

Thread element

Helvetica text

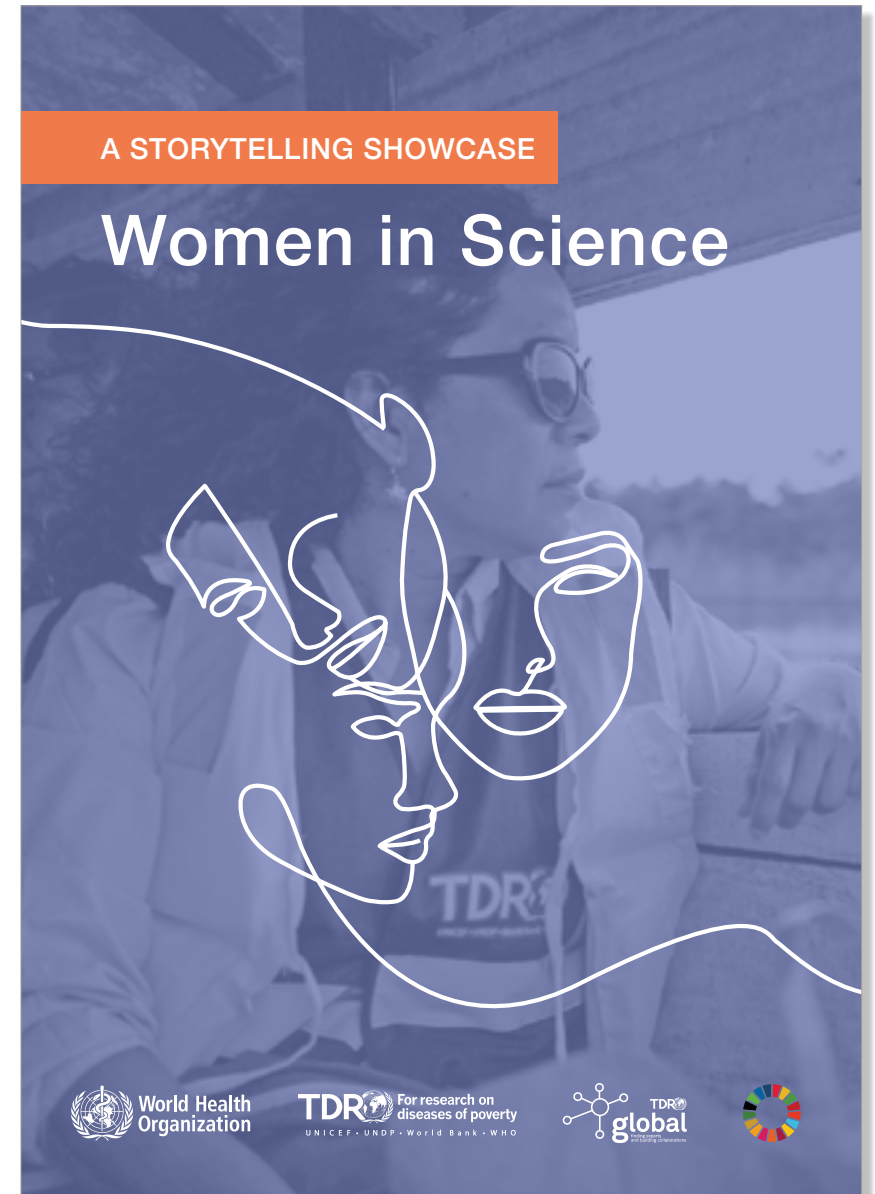
The image shows a social media layout sample. On the left, a white box contains a quote in blue Helvetica text: "We focused on women's journeys to inspire and invigorate the next generation of scientists and researchers." Below the quote is the name and title of Dr. Soumya Swaminathan. At the bottom of this box are the TDR global and TDR logos. To the right of the quote is a large green decorative graphic. Further right is a full-color image of a report cover titled "Women in Science" with the subtitle "A STORYTELLING SHOWCASE". The cover features a woman in a lab coat and a line-art graphic of faces. Logos for WHO, TDR, and TDR global are at the bottom of the cover.

Full colour image, report or document cover

Logos at the bottom

PUBLICATIONS, REPORTS AND ANNOUNCEMENTS

If there are other key organizations involved in the planning and production, their logos should be added to the front cover. It can either be added in full colour, or in black and white.



TDR LOGO



TDR colors:



TDR/UNICEF/UNDP/World Bank/WHO
(C100 M70 Y0 K20)



Globe
(C100 M0 Y0 K0)

The TDR logo was updated in 2019 to make the names of the co-sponsors more visible, running across the length of the logo on the bottom line. This is part of efforts to actively engage our co-sponsors and heighten ownership of the Programme.

[DOWNLOAD COLOUR LOGOTYPE](#)

[DOWNLOAD MONOCHROMATIC LOGOTYPE](#)

[DOWNLOAD WHITE LOGOTYPE](#)



The logo is made up of 4 key elements:

1. TDR — the initials that people recognize for our programme
2. A globe with laurel leaves to represent the United Nations and our global reach
3. Strapline — a new element to condense in a few words what we aim to do
4. Co-sponsor names



tdr.who.int/activities/tdr-global

TDR LOGO

Full version with strapline



Condensed version



The TDR logo is an essential element of our identity. It needs to be used carefully and within specific guidelines. Any requests from outside organizations to use the logo should be passed on to the TDR Communications team (Maki).

[DOWNLOAD FULL VERSION](#)

[DOWNLOAD CONDENSED VERSION](#)



tdr.who.int/activities/tdr-global

LOGOS OF OTHER ORGANIZATIONS

With thanks to TDR's core contributors.



Belgium



Japan



Thailand

National Health Commission of the People's Republic of China



India



The logo of a donor agency or other organization may be needed when preparing PowerPoint presentations or documents for publication. Approval must be sought in advance from the organization prior to publishing their logo.

For the logo's, please contact the communication officer at TDR kitamura@who.int

ADDITIONAL RESOURCES

TDR's Administrative Handbook

WHO's Global Strategic Communication Framework

Guidelines on use of the World Health Organization logo

Use of the WHO emblem and logo, including use of the WHO emblem on flags (eManual)

Publishing: The WHO logo and emblem

The WHO logo including downloadable files

Visual identity guidelines

Information Note 37/2017 - New Guidelines on use of the World Health Organization logo

WHO Style Guide