



World Day of
Prayer and Action
for Children

Brand Guidelines



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Welcome to our Brand Guidelines for the World Day of Prayer and Action for Children.

We are pleased that you will be promoting the **World Day of Prayer and Action for Children** on Universal Children's Day (November 20th of each year) in your own community.

We have developed this short manual to ensure consistency of our World Day brand identity throughout our celebrations, activities, ceremonies and related events.

The following pages will guide you on the **World Day of Prayer and Action for Children** logo usage, color usage, font usage and photo selections.

We look forward to hearing about your success and challenges as you join our movement to create a better world for children.

Please let us know how you make out by contacting us at mail@dayofprayerandaction.org.

In solidarity,

The World Day Secretariat
New York, NY

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Logo Usage

The World Day of Prayer and Action for Children logo combines an illustration of a child with a multi-colored rainbow with the words "World Day of Prayer and Action for Children."

The relationship of the logo's elements are predetermined and should not be altered in any way. Be mindful of using the logo too small or on backgrounds that are too busy to maintain legibility.

The logo should always appear in its complete form at least once on a communications piece.

The World Day of Prayer and Action for Children logo should appear in full color whenever possible. A black and white version is also available for one-color usages. In this version, the rainbow is varying tints of black.

For small applications where legibility is problematic, the alternate logo version may be used. In this version, the type has been enlarged for maximum clarity.



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Color Usage

PRIMARY



PMS 485
0c 100m 100y 0k



PMS 109
0c 10m 100y 0k



PMS 7481
70c 0m 60y 0k



PMS 2985
60c 0m 0y 0k



PMS 285
90c 40m 0y 0k

COMPLIMENTARY



PMS 2738
90c 80m 0y 0k



Cool Gray 9
0c 0m 0y 50k

GRAY



50% Black



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Font Usage

Franklin Gothic Book and Franklin Gothic Demi can be used as body and headline text depending on the communications piece. Type should be set in upper and lower case, with all caps reserved for headlines or subheads. The italic versions of these fonts should be used sparingly, for callouts or captions.

Franklin Gothic Heavy should only be used when highlighting is necessary. The condensed version of the Franklin Gothic font family should never be used.

For letters and other communications, the Garamond family of fonts may be used.

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



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Photography Usage

The World Day of Prayer and Action for Children is dedicated to protecting and preserving the privacy of children. Therefore, imagery should depict children positively participating in their communities, drawing on their strengths and capabilities. Be mindful to select images that respect the rights, dignity and privacy of children.

Children should never be portrayed as appearing vulnerable or in an undignified situation at the risk of being harmed by the photograph depicted.

Imagery should be rich, dynamic and believable, and should evoke a timeless sense of life and vitality. Real and authentic photography – not staged, stagnant, or stereotypical – will help to illustrate the role of the World Day of Prayer and Action for Children in the global environment.

Close-ups of people and children are acceptable if they are scaled or cropped to create dynamic impact and to avoid unnecessary clutter that would detract from the message. A mix of diverse ethnicities and faiths should be used whenever possible.

