30 January 2021
WORLD NTD DAY
NEGLECTED TROPICAL DISEASES

Guidelines for Monument Light-up

Dear Partner,

Thank you for agreeing to help us create visibility for the world's most neglected populations on this momentous day. This year, more than ever, we want to remind the world of the most marginalized, still suffering from diseases of poverty called Neglected Tropical Diseases. On the 2nd annual World NTD Day, with the lighting of 34 monuments across 24 cities and 16 countries, we ask the world to *face NTDs and end the neglect*.

On the following pages, please find creative guidance on lighting the monuments. If you have any questions, please do not hesitate to reach out to shaddad87@gmail.com.

Together, let's #beatNTDs.

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All brand assets such as brand color and English logo can be found [here](#).

Brand Guidelines may be found under the Templates section of this guide.

1. Color: This is the most important aspect. If possible, use the brand gradient of orange to purple (specific color references in the guidelines). If you are unable to reflect the gradient but have capacity for two colors, use a combination of the orange and purple with a ratio of 70 to 30, with orange leading. If only one color is feasible, use the brand orange.

2. Logo Lockup: Refer to the English logo lockup.

3. Tagline: The 2021 brand tagline is the following (brand font can be found in the guidelines).
Face NTDs
End The Neglect
Note, this should be included with the color and logo lockup where space is available.

4. Hashtags: There are two hashtags for the campaign. If there is space for only one, please use *#BeatNTDs*. If there is space for a second with all the above, add *#EndTheNeglect*

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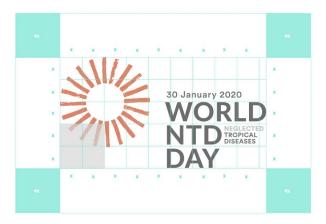NTD
DAY

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Logo Lockup Guidelines:

Clearspace

- Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact.
- No graphic elements of any kind should invade this zone.

Clear space = x₂

Co-branding

- If the clearspace is A, distance to the co-brand logo should be 2A, with a dividing line in middle.