



Elizabeth Glaser
Pediatric AIDS Foundation
Fighting for an AIDS-free generation

Brand Guidelines

Table of Contents

Quickly navigate to a relevant section by clicking on the text below.

3 Introduction

4 Tagline, Message, Vision, and Mission

5 Logo

5 History

6 Overview

7 Versions

9 Logo Standards

11 Color Palette

12 Typography

12 Overview

13 Museo Slab

14 Proxima Nova

15 Branding Assets

15 Icons

16 Watercolor Assets

17 Photography

18 Video

18 Introduction

19 Technical Video Specifications

23 Video Brand Guidelines

27 Lower Thirds

28 Subtitles

Introduction

The following are practical guidelines designed to help everyone at EGPAF, and our partners, to use our brand with confidence and consistency.

Our brand is what sets us apart, defines our reputation and our mission. By communicating our key messages clearly, consistently and effectively we can connect with, inspire, and motivate our global audience.

The Importance of Consistent Branding

Improves Recognition—Partners/donors easily recognize and identify our foundation through consistent look and feel of all assets

Professional Appearance—Branded assets look polished and professional, which builds credibility and trust

Tagline, Message, Vision, and Mission

Tagline

Fighting for an AIDS-free generation.

Message

The Elizabeth Glaser Pediatric AIDS Foundation is a proven leader in the global fight to end HIV and AIDS, and an advocate for children to live full and healthy lives into adulthood. Founded over 30 years ago through a mother's determination, EGPAF is committed to a comprehensive response to fighting HIV and AIDS through research, global advocacy, strengthening of local health care systems, and growing the capacity of governments and communities in the world's most affected regions to respond to urgent needs. Each stage of life brings new and different challenges, and we're driven to see a world where no other mother, child or family is devastated by this disease.

Vision

A world in which children, youth, and families live free from HIV/AIDS.

Mission

The Elizabeth Glaser Pediatric AIDS Foundation seeks to end HIV/AIDS globally in children, youth, and families.

Logo

History

Shortly before she died, Ariel Glaser painted her vision of the world—as a beautiful garden, bright with sunshine and surrounded by love. Her inspiration serves as the logo of the Elizabeth Glaser Pediatric AIDS Foundation.

Today, this image means hope to millions of people.



Jake Glaser displays Ariel's original painting, which inspired the EGPAF logo. (Photo: EGPAF)

Logo

Overview

The foundation’s official logo is comprised of the “frame” logo mark lockup (created to give prominence to Ariel Glaser’s iconic drawing), our logo type (the foundation’s name), and our foundation tagline. If you need advice on choosing an appropriate file type, please reach out to the design team at design@pedaids.org.



**Elizabeth Glaser
Pediatric AIDS Foundation**
Fighting for an AIDS-free generation



**Elizabeth Glaser
Pediatric AIDS Foundation**
Fighting for an AIDS-free generation

Logo

Logo Versions

There are multiple logo options available to allow for flexibility and ease of use. The full color logo should be used whenever possible, but the white logo may be used on a dark or color background. The full color and white logos are also available with translated taglines in Portuguese and French.

White Vertical logo



White Horizontal Logo

French Full color Horizontal Logo



Portuguese Full color Horizontal Logo



Logo

Logo Versions

In general, the EGPAF logo should always be used with the organization’s name and tagline. Occasionally there are instances where it is important for us to remove either the tagline or organization name. In these cases, the design team can approve the use of our logo without the organization name or tagline but permission from the design team **must be requested** before usage and should only be used as in the examples below. The flowers in our logo should **never** appear in our without the green frame unless specifically referencing Ariel Glaser’s artwork.

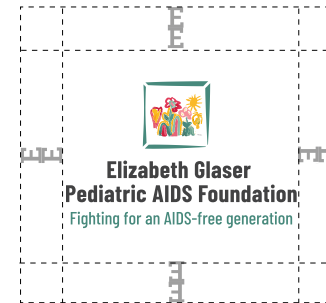


**Elizabeth Glaser
Pediatric AIDS Foundation**

Logo Standards

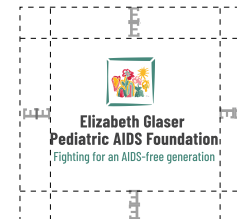
Logo Clear Space

The *minimum* clear space zone consists of a margin of space around all four sides of the logo. The space around the logo should be 2xE (based on the E of the foundation name). Using the clear space zone between the logo and other graphics, type or the edge of the page ensures a more clear presentation.



Co-Branding

The arrangement of the EGPAF logo with those of our partners can be in a horizontal row, and should be equally proportioned with sufficient clear space between them. The same rules of clear space should apply. NOTE: Placement of our logo with partner logos is usually dependent on the partners branding guidelines (ie, USAID).



Logo Standards

Logo Sizes

Please avoid reproducing the EGPAF logo at sizes less than 1"x1" vertically and 1.5"x.5" horizontally to ensure maximum legibility. Any scaling of the logo outside of these guidelines should be approved by the Design Team.

How NOT to use the EGPAF logo

Please do not distort the logo in any way.



**Elizabeth Glaser
Pediatric AIDS Foundation**
Fighting for an AIDS-free generation

Please do not use the Frame lockup on its own unless approved by the Design Team.



Please do not apply any techniques, like drop shadows, to the logo



**Elizabeth Glaser
Pediatric AIDS Foundation**
Fighting for an AIDS-free generation

Please do not reproduce the logo in an color other than what has been presented.



**Elizabeth Glaser
Pediatric AIDS Foundation**
Fighting for an AIDS-free generation

Color Palette

In addition to our logo, EGPAF uses an official color palette to represent our organization. Our colors are influenced by our logo and help build on our brand and give us personality. They are bright, bold, and specifically help us express hope and the foundation's collective energy to work together until no child has AIDS.

NOTE: For 4-color process printing, refer to the CMYK values shown below. For in-house printing, on-screen and web applications (powerpoint, video, broadcast, websites, intranet) please refer to the RGB/Hex values specified.



EGPAF Red
R 192 G 32 B 52
C 17 M 100 Y 85 K 7
#c02034



EGPAF Orange
R 227 G 106 B 35
C 4 M 71 Y 100 K 2
#e36a23



EGPAF Yellow
R 255 G 198 B 65
C 0 M 23 Y 85 K 0
#ffc641



EGPAF Light Yellow
R 253 G 221 B 38
C 2 M 9 Y 94 K 0
#fddd26



EGPAF Gray
R 65 G 65 B 66
C 68 M 61 Y 59 K 46
#414142

NOTE: EGPAF Gray should only be used for text, not color fields.



EGPAF Green
R 0 G 133 B 118
C 85 M 0 Y 50 K 31
#008576



EGPAF Blue-Green
R 115 G 175 B 182
C 43 M 0 Y 14 K 21
#73afb6



EGPAF Light Blue
R 40 G 150 B 208
C 75 M 28 Y 1 K 0
#2896d0



EGPAF Dark Blue
R 25 G 71 B 136
C 100 M 83 Y 16 K 4
#194788

Typography

Typography is the technique of selecting and arranging type to make language readable and appealing. It gives our words a distinctive look and feel, even before the text is read.

Two typefaces are used to convey our brand—**Museo Slab** and **Proxima Nova**—they are clean, bright and contemporary.

*For Powerpoint presentations, and in situations where EGPAF typefaces cannot be accessed, use the **Arial** font family. This helps ensure consistency externally and prevents formatting errors.

Typography

Headlines and titles: Museo Slab

Uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase

abcdefghijklmnopqrstuvwxyz

Number

1234567890

Weights

Museo Slab 100

Museo Slab 300

Museo Slab 500

Museo Slab 700

Museo Slab 900

Museo Slab 1000

Typography

Headlines, subtitles, and body copy: Proxima Nova

Uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase

abcdefghijklmnopqrstuvwxyz

Number

1234567890

Weights

Proxima Nova Light

Proxima Nova Bold

Proxima Nova Black

Branding Assets

Icons

The design team maintains a set of cohesive branded icons created specifically and uniquely for EGPAF. If you'd like to request the full icon set or a specific icon, please reach out to the design team at design@pedaids.org.



Health



Pill



Medication



Blood (testing)



Syringe (testing)



Man



Woman



Adolescent boy



Adolescent girl



Child



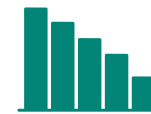
Infant



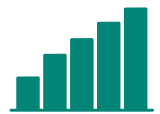
Mom & Baby



Pregnant Woman



Data (down trend)



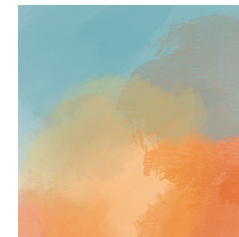
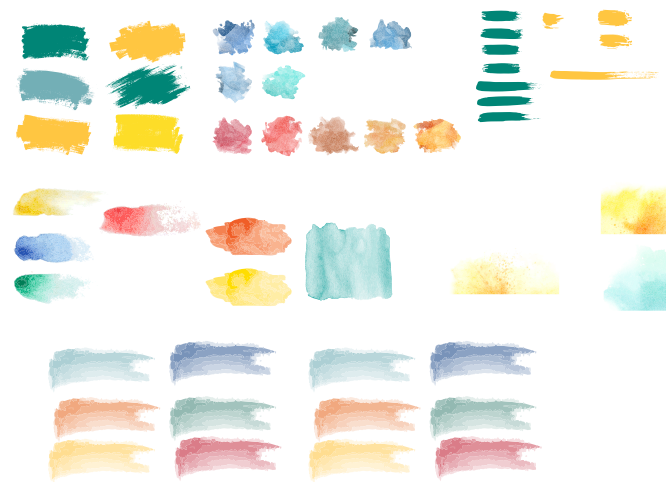
Data (up trend)

Branding Assets

Watercolor Assets

Our watercolor assets are used in various applications including donor out reach pieces, event materials, on social media graphics, and throughout pedaids.org. These assets are always built using EGPAF's color palette and are meant to be flexible, available for use as either complete painted compositions or vectors depending on project needs.

Paint Stroke Library



Photography

EGPAF strives to use photos that accurately depict the actions, topics, and populations referenced in its materials. The majority of photos used are taken by staff or contractors working for EGPAF. Whenever possible, photos should be accompanied by captions that provide specific context. The use of stock photography is extremely limited and should never be used to represent EGPAF program activities. For photography support, please reach out to the multimedia team at photos@pedaids.org.

All photographs of people require a consent form on file and attribution in use. Photo credit includes the photographer, organization, and the year the photograph was taken.

As a rule, EGPAF **should not use** photos over three years old.



Photo by Kevin Ouma/EGPAF, 2023



Photo by Felix Felipe/EGPAF, 2023

Video

Introduction

The video guidelines are to help the staff of the Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) and outside vendors in the production of video. These guidelines will help you create footage that is of standard and reflects EGPAF's marketing identity and communications.

The information below is to be used for all videos produced by EGPAF.

Technical Video Specifications

Aspect Ratio

16:9 Ratio

Aspect ratio is important for the viewing experience because the more a video fills the screen, the more immersive an experience it provides.

Video Quality

Resolution

- Video produced for EGPAF should be recorded at a minimum of and exported at 1080p HD.
- Only when necessary (for slow-motion shots, cropping, etc.) should video be 720p.

Framerate

- All final videos should be output at 24 fps (true 23.98 fps).
- Different framerates can be used for different purposes, especially in the creation of “slow-motion” video. Therefore, skilled cinematographers should use their professional discretion in deciding what framerate to record in.

Bitrate

When possible, all footage should be recorded in the highest possible bitrate available. This will allow for better color, detail and video quality in the final product.

Technical Video Specifications

Audio

Background Noise

- Avoid locations with background noise whenever possible.
- Wireless lavalier mics should be set to frequencies that avoid frequency noise.

Microphone Placement

- Shotgun microphones should not be visible.
- Lavalier mics may be visible but cords/cables should be hidden.

Sound Effects

- If sound effects are used, the sound should be clean and professional.
- Sound effects should only be used for subtle effect. (e.g. A dim whoosh or low bass for emphasis)
- No funny noises or laugh tracks.

Quality

- Avoid distortion/clipping.
- If audio includes incidental background noise, remove noise whenever possible, without introducing noise-reduction artifacts.
- Speech should be limited to a maximum of -3dB.
- Compression may be used to normalize audio levels, without artifacts or distortion.

Technical Specs for Final Export

- Container: MP4 or MOV
- Audio Codec: AAC-LC
- Sample rate: 48khz
- Video Codec: H.264
- Frame rate: 24fps

Technical Video Specifications

Color Correction/Grading

Final videos should be graded to natural colors—not over/under saturated or too heavily influenced in one color direction.



Delivery

At the completion of the video project, the following items should be provided to the External Affairs team for archiving:

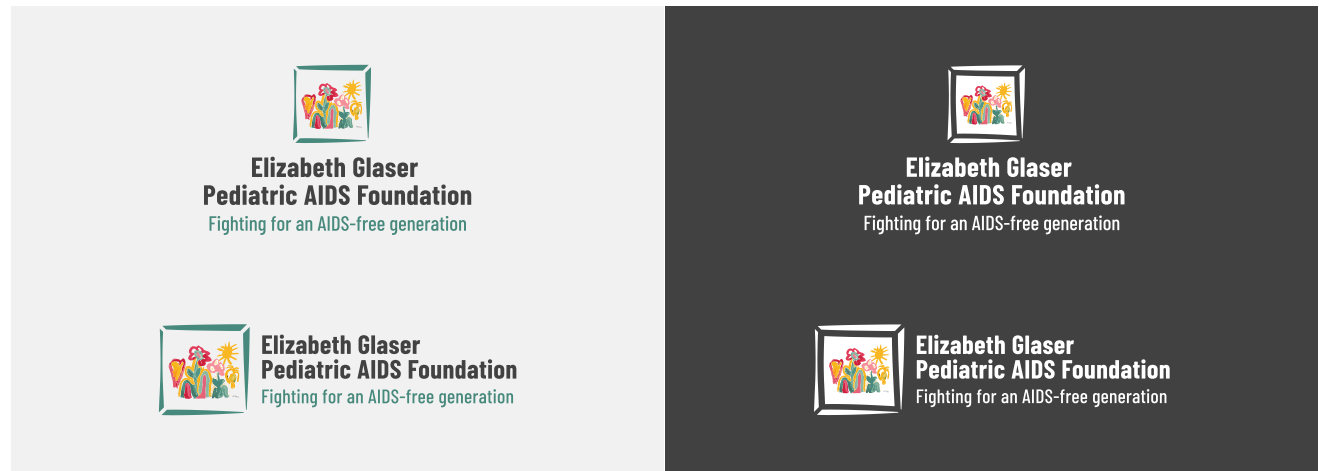
- Final video, exported to the above specifications
- Final video with no captions and/or lower thirds
- All raw footage*

*If you are using an outside vendor for your video project, be sure to include a request for raw footage in your contract.

Video Brand Guidelines

Logo Usage

- Only use the latest high-res logos
- The logo should not be included in the lower thirds.



Fonts

EGPAF's primary typeface for video use only is Proxima Nova as shown below.

Only the weights shown in this manual may be used:

Proxima Light
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

*In cases where Foundation typefaces cannot be used, Arial is the recommended brand font.

Video Brand Guidelines

Colors

In addition to our logo, EGPAF uses an official color palette to represent our organization. Our colors are influenced by our logo and help build on our brand and give us personality. They are bright, bold, and specifically help us express hope and the foundation’s collective energy to work together until no child has AIDS. It is important to be consistent and use only the colors that we’ve chosen as part of our brand. They are identified below:



EGPAF Red
R 192 G 32 B 52
#c02034



EGPAF Orange
R 227 G 106 B 35
#e36a23



EGPAF Yellow
R 255 G 198 B 65
#ffc641



EGPAF Light Yellow
R 253 G 221 B 38
#fddd26



EGPAF Gray
R 65 G 65 B 66
#414142

NOTE: EGPAF Gray should only be used for text, not color fields.



EGPAF Green
R 0 G 133 B 118
#008576



EGPAF Blue-Green
R 115 G 175 B 182
#73afb6



EGPAF Light Blue
R 40 G 150 B 208
#2896d0



EGPAF Dark Blue
R 25 G 71 B 136
#194788

Intro and Outro Screens

- Promotional videos, event highlights and videos for social media should not include an introductory screen.
- All videos should end with the standard EGPAF title slide.
- If it is unclear whether a video requires introductory screens or not, please reach out to the Multimedia Team.

*Intro and Outro packages may be changed for donor requested products.

Video Brand Guidelines

Titles/Slates

Logo Usage

- When incorporating titles in a video, include an EGPAF logo as shown.
- The EGPAF logo should be centered, clearly separated from the text as a subheader and kept small but still legible.



Watermarks

Do not use watermarks.



Video Brand Guidelines

Transitions/Effects

Transitions and effects in video can be used to add emphasis, pass time and create mood. In general, EGPAF videos should have a natural feel to them. Heavy effects should be avoided. Below are generic guidelines and samples.

Acceptable Transitions

- Dissolve - Should be used only for a transition of time or between still images and video.
- Clean Cut - Primary cut. No effect. Can be used for transition to images. Otherwise, should be used for any cut between b-roll and a-roll.
- Fade to White/Black - Used for transitions between video and titles, credits and slates, and should be used at the beginning and ending of each video.

Unacceptable Transitions

- 3D Transitions
- Swirl
- Wipes/Peels
- Zooms
- Checkerboard

Acceptable Effects

- Vignettes
- Blur
- Sharpen
- Stabilize Footage (where applicable)

Unacceptable Effects

- Distort
- Tile
- Pixelate
- Picture in Picture

Video Brand Guidelines

Music

- Music should be around 20dB lower than speaking volume during speech.
- When there is nobody speaking, music should be limited to -2dB.
- Genre of background music should fit the video mood, content, and style.
- Background music should always be instrumental.

Licensing

All outside vendors are responsible for purchasing music licenses on their own on behalf of the Elizabeth Glaser Pediatric AIDS Foundation

Video Lower Thirds

Format

The shape of the lower third should be rectangular, no slants or rounded corners. There should be no logos or images included in lower thirds.

Font

- Use Proxima Nova Bold for Names and Proxima Nova Light for Titles/Affiliations
- Font size for names is larger than the font size for titles.

Color

Preferred colors are EGPAF Red, EGPAF Green, or EGPAF Blue with white font.

Alternative combinations are permissible under the conditions that:

- Shape color is one of EGPAF's brand colors
- Font is white or black
- Font is legible on shape color (for example white font on EGPAF Light Yellow is not accessible)

Positioning

Lower thirds should be placed opposite of the subject. They should not overlap the subject.



Video Subtitles

Format

Subtitles should be included in all videos to support accessibility.

- Limit subtitles to two lines of text at a time. Separate phrases using your best discretion.
- Always center the captions at the bottom of the screen.
- Captions should be in Proxima Nova Bold and be a minimum of 40 pt.
- Depending on the background footage/image, dark gradient or solid black bar should be added behind the text. Drop shadows should not be added behind text.



Elizabeth Glaser Pediatric AIDS Foundation (EGPAF)

1350 Eye St NW, Suite 400, Washington, D.C. 20005

Phone: 202-296-9165 | Fax: 202-296-9185

www.pedaids.org