



**GLOBAL OHNS**

# **Visual Identity Guidelines**



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## ABOUT OUR **LOGO**

The Global OHNS Initiative logo is a representation of our commitment to improving equitable otolaryngology-head and neck surgery (OHNS) care worldwide. The logo features a stylized globe, underscoring our dedication to global collaboration and co-development to improve health equity on an international scale. Beside the globe is a head that highlights representations of the ear, nose, and throat, symbolizing the comprehensive nature of OHNS care, including communication sciences such as audiology and speech-language pathology. Beneath this imagery are the words "Global OHNS," emphasizing our focus.

## LOGO COLOR OPTIONS

The primary color combinations for the logo consists a logo in GOHNS Blue against a white background or the reversal (white against Global OHNS Blue).



Primary Color Combinations



When using a photographic background, a white logo should be placed on an area of the image that is free from visual clutter.



It is occasionally necessary and encouraged to apply a subtle gradient beneath the logo to ensure proper contrast and visibility.



If the aforementioned combinations are not possible, use a dark grey logo as a last resort.

Photo Overlay (Example)

## LOGO STRUCTURE

### Maximizing Impact

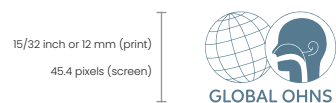
The logo should be surrounded with clear space that contains neither text nor graphics to ensure its legibility and impact. The size of the clear space is at least equal to the height of the "B" in GLOBAL OHNS.



Minimum spacing

### Ensuring Legibility

The graphic containing the silhouette of a head and globe in the logo, site logos, and affiliate country logos should never appear smaller than 15/32 inch or 12 mm (print) or 45.4 pixels high (screen).



Minimum sizing

### Using Partner Logos

The Global OHNS logo should have the same visual weight as our partner logos and the minimum amount of clear space should separate each logo.



Co-branding (example)

## LOGO DON'TS

### Respecting the Logo

The logo is central to the visual identity system and should not be altered in any way. Unofficial logos may NOT be used in place of, or in conjunction with, the official logo. The graphic containing the head and globe should not appear unaccompanied by "GLOBAL OHNS" unless approved by the Marketing and Communications department. Please only use the GLOBAL OHNS logo at left (and downloadable from drive when needed).



**DO NOT**  
stretch or distort



**DO NOT**  
change the color



**DO NOT**  
change the configuration



**DO NOT**  
change the typeface



**DO NOT**  
change the scale



**DO NOT**  
add unapproved elements



**DO NOT**  
separate the symbol  
from the type



**DO NOT**  
add a border or outline  
the symbol

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## TYPOGRAPHY TREATMENT

### Font

When Poppins is not available, use Calibri or another Sans Serif font.

### Title Treatment

Exemplified on the right are suggested treatments for title copy. Although title styles are flexible, it is generally recommended to keep the size between 24pt to 50pt, and the weight between Extrabold and Bold.

Text and background colors generally involve a shade of grey on a white background, or white text on GOHNS Blue.

### Subtitle Treatment

Exemplified on the right are suggested treatments for subtitle copy. Although title styles are likewise flexible, it is generally recommended to keep the size between 9pt to 12pt, and the weight between Semibold and Black.

Text and background colors generally involve a dark grey on a white background, or white text within a colored box.

# Global

Poppins ExtraBold | 50 pt Font Size | Title Case

# OHNS

Poppins Bold | 24 pt Font Size | All Caps

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## LOREM IPSUM DOLOR SIT AMET

Poppins SemiBold | 12 pt Font Size | All Caps

### Lorem ipsum dolor sit amet

Poppins SemiBold | 9 pt Font Size | Sentence Case

### Body Treatment

Exemplified on the right is the standard treatment for body text. It is strongly suggested to use a font size of 8pt, a leading of 10pt, and a weight of Book or Medium.

Text and background colors generally involve a dark grey on a white background, or white text within a dark colored box.

### Caption/Credit

Exemplified on the right is the standard treatment for caption and credit text.

For the caption, it is strongly suggested to use a font size of 6pt, a weight of Book or Medium and a leading of 8pt, respectively.

The credit should exist inline with the caption at a lighter weight, smaller font size, and italic styling.

Text and background colors generally involve a dark grey on a white background, or a white text within a dark colored box.

The 2015 Lancet Commission on Global Surgery reported that an estimated 5 billion people lack access to safe, timely, and affordable surgical services, but the burden of otolaryngology-head and neck surgery (OHNS) conditions remains underresearched.

Poppins Medium | 8pt Font Size | 10pt Leading | Sentence Case

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Poppins Medium | 6pt Font Size | 8pt Leading | Sentence Case

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## COLOR PALETTE

### Primary Color

Global OHNS Blue is the principal color of our organization. It is often used as a backdrop behind small amounts of text - including headings, banners, donate buttons, and other call to actions - as well as on logos and much more.

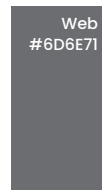
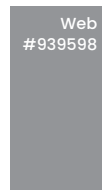
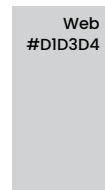
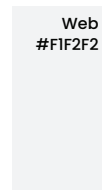
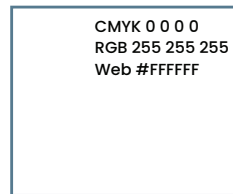
Blue has a very calming effect and is one of the most distinctive aspects of our visual identity.

### Text Colors

White and text Gray are the suggested colors to use on text of all lengths. These offer the most contrast against the rest of the Global OHNS Initiative palette.

### Grayscale

Range of grays can be used for fills and decorative elements.



### Supporting Colors

The four colors to the right are to be used in tandem with the primary and text colors. They serve to add variety to the palette. In many situations (i.g: when used as an infographic or text container) a tint is necessary to balance color with contrast.

