



# A.S. WATSON

## Global Volunteer Day 2015

Bring More Smiles to Life

October 2015

### Visual Identity Manual

This guideline serves as a reference on the Global Volunteer Day 2015 print and production, visual assets are provided to business units (BU) so that production is made with more flexibility in terms of local execution.

There are certain rules which we need to follow while applying the official visual assets. This guide specifies the rules and application in practice to ensure that the programme's visual identity is presented in a consistent way.

# Visual Identity - Logo



Pantone 186C  
CMYK: C0 M100 Y81 K4  
RGB: R207 G19 B53  
Web: CF1335



Pantone 137C  
CMYK: C0 M50 Y100 K0  
RGB: R243 G146 B0  
Web: F39200



Pantone Process Magenta C  
CMYK: C0 M100 Y0 K0  
RGB: R230 G0 B126  
Web: E6007E



Pantone 2665C  
CMYK: C65 M70 Y0 K0  
RGB: R116 G91 B163  
Web: 745BA3



Pantone Process Cyan C  
CMYK: C100 M0 Y0 K0  
RGB: R0 G159 B227  
Web: 009FE3

GVD 2015 logo application is illustrated on the left. This is the only approved logo and no alternative version is allowed. The logo can be applied in email template, event banner, sticker, T-shirt, etc.

# Visual Identity - Logo (clear area & minimum size)

## Theme logo for generic usage (Rectangle)



## Minimum size

- 15mm (print)
- 70px (Screen)



This page specifies the minimum clear area and size requirements of logo.  
Left & right margin : 25% of logo height  
Top & bottom margin : 20% of logo height  
Minimum print size : With height of logo at least 15mm  
Minimum screen size : With height of logo at least 70pixel

# Visual Identity - Prohibited Logo Application

No cropping



No rotation



No application against coloured background



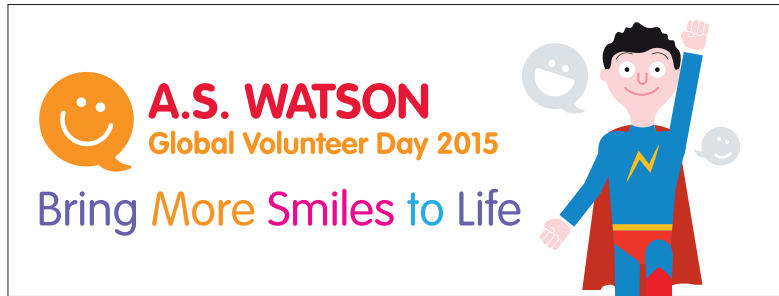
No monotone logo



The logo is recommended to overlay on white background, no cropping, rotation and monotone version is allowed.

# Applications in Practice - Event Banner (global creative)

Option A  
size : 3ft x 8ft



Option B  
size : 3ft x 15ft



## Thematic Slogan

The thematic slogan "Bring More Smiles to Life" can be used on all GVD 2015 communications and production materials. It can be adopted as a composite version with the GVD logo, either aligned centre below the logo or alongside the logo, subject to the material size and the design layout.

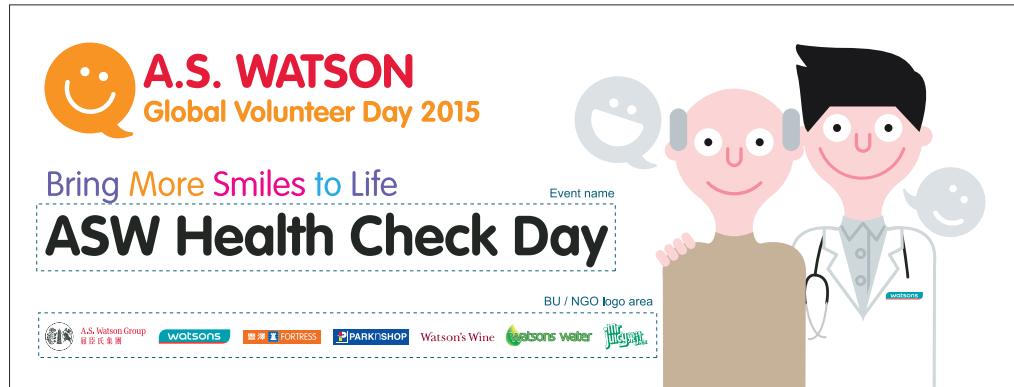
## Banner

BUs can use the artwork provided directly for 3x8 feet banner production.

If alternative size is desired, please follow the principles as stated to amend the layout, so that the GVD logo and slogan is either aligned centre or alongside each other on the banner.

# Applications in Practice - Banner (with BU event-specific details)

size : 3ft x 8ft



## Banner

BU / NGO Logos: All logos should be aligned left with the GVD logo, slogan and event details on the banner as depicted on the layout.

Typesetting: VAG Rounded for event details  
Please use black for the colour of banner texts.

Event name is recommended to run immediately below the GVD logo and slogan as illustrated.

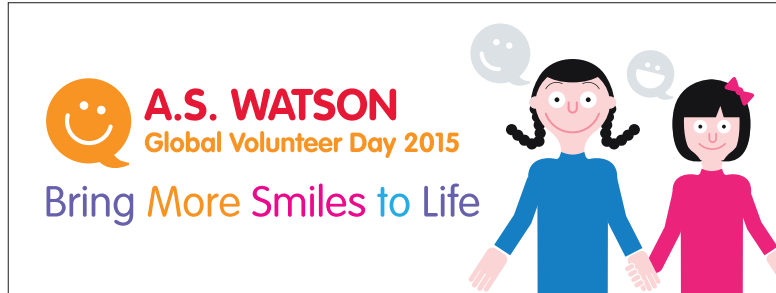
It's at BU's discretion to include event details, it's acceptable to omit the details if space is limited.

If alternative size is desired, please follow the principles as stated to amend the layout, so that the GVD logo, slogan, event details and BU / NGO logos are aligned left on the banner.

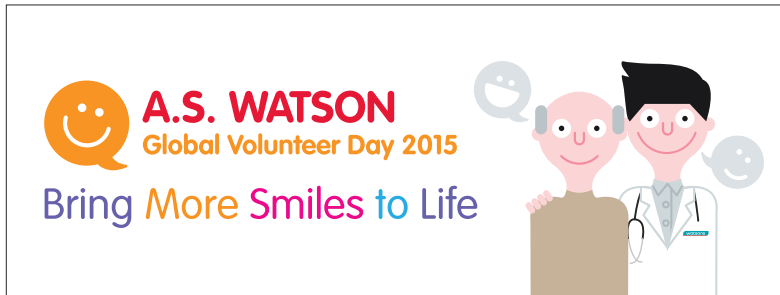
# Applications in Practice - Banner (with Pillars)

size : 3ft x 8ft

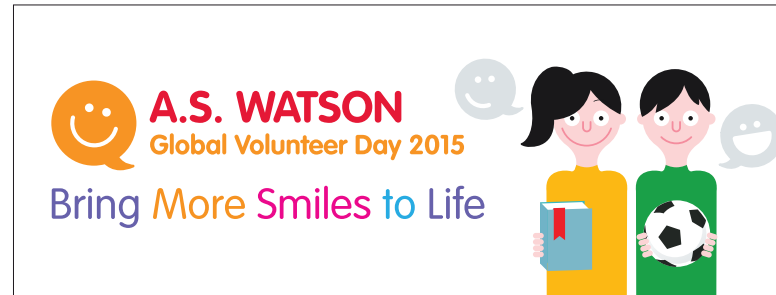
Caring



Health



Education



## Banner

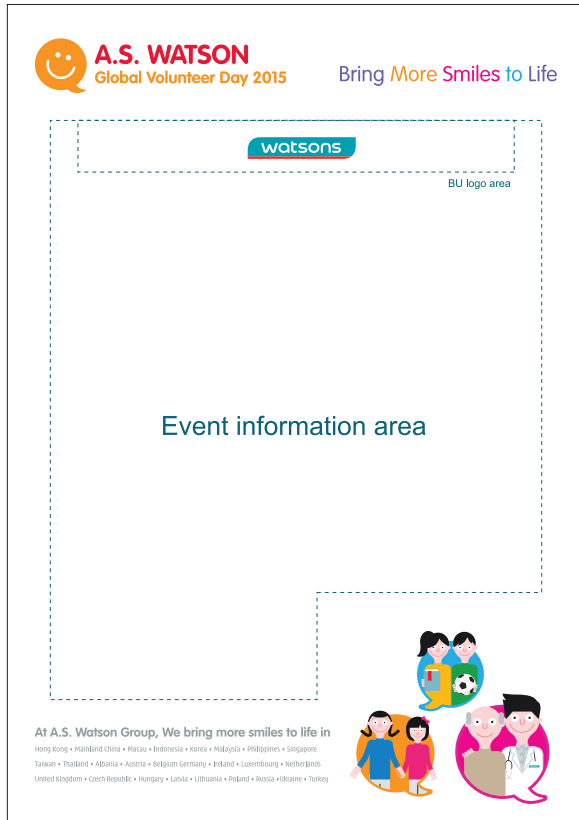
BUs have flexibility to apply the artwork provided for 3x8 feet banner production, if their GVD events' nature is identified to belong to one of the 3 Pillars, namely a) Caring, b) Health and c) Education.

The cartoon visual selected for the banner should be correlated with the Pillar and/or BUs' GVD event theme as illustrated.

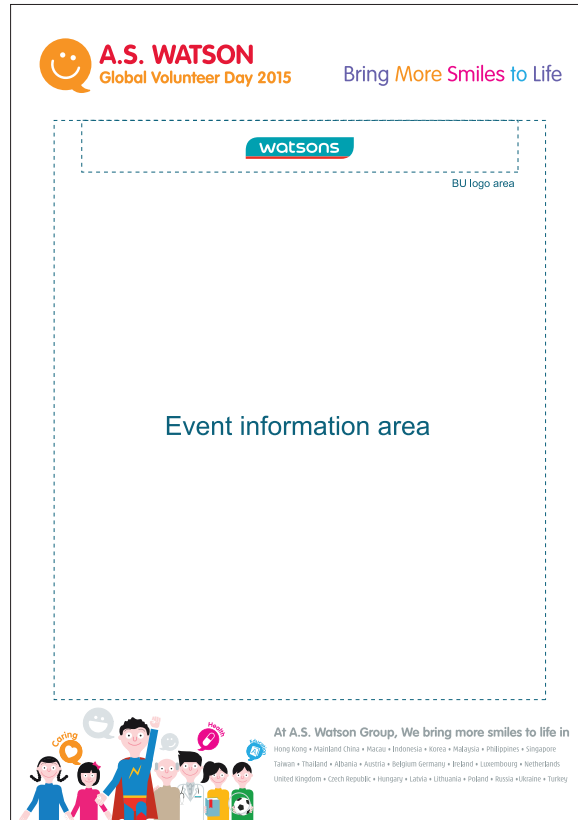
If alternative size is desired, please follow the principles as stated to amend the layout, so that the GVD logo and slogan is aligned left on the banner.

# Applications in Practice - Poster / Circular

Option A  
size : 210 x 297mm



Option B  
size : 210 x 297mm



## Poster / Circular

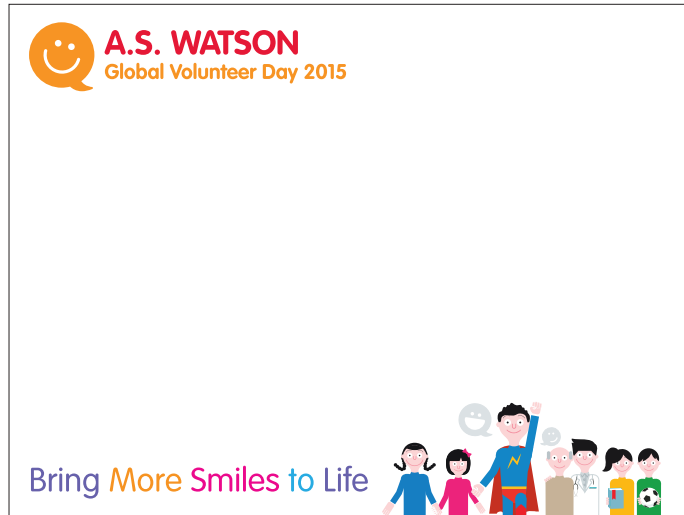
BU Logo: BU logo should be centered beneath the GVD logo.

Countries presence : As a global event, we want to emphasise the international reach of our volunteering activities. A list of ASW operating country markets is affixed at the end of posters to convey this message.



# Applications in Practice - PowerPoint Template

Option A



Option B



**PowerPoint Template**  
BU can use the illustrated templates in PowerPoint format for internal communications.

# Applications in Practice - Sticker

Option A  
size: 12cm x 4.5cm



Option B  
size: 105 x 57mm (5 x 2 A4 label sticker)



Option C  
size: 105 x 57mm (with BU logo)



- PDF for inhouse printing

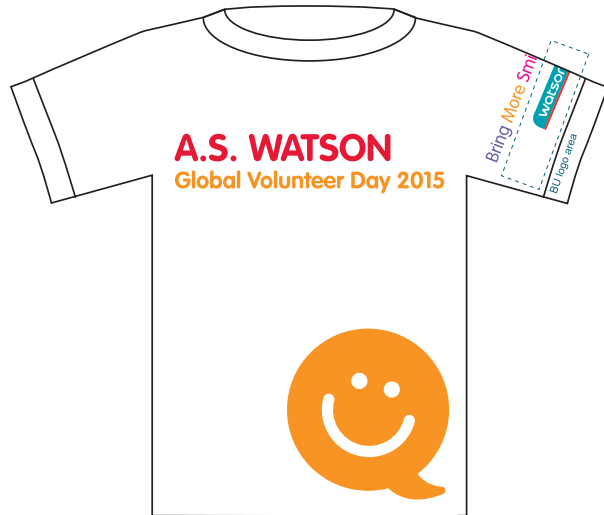
## Sticker

Event sticker layouts are provided for in-house / production house printing. The sizes stated are the minimum requirements. BU logo can be added on the sticker as illustrated in Option C.

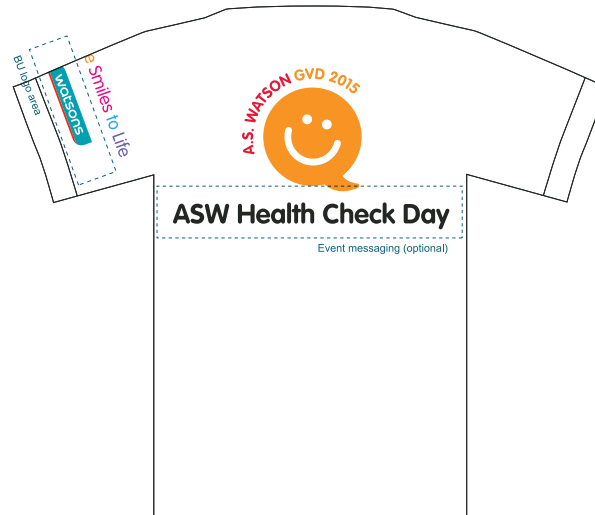
A word document format is also provided for in-house printing (5x2), BU will need to source the correct model [AVERY 3425]. If alternative label size is used, please use the JPEG file and

# Applications in Practice - T-shirt

Front



Back



## T-Shirts

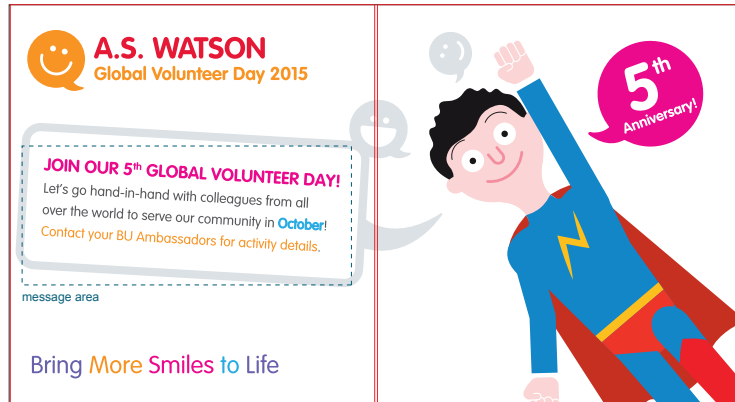
At least one side of the T-shirt needs to be printed with GVD logo and slogan.

BU logo is added above the GVD slogan on the front side, other event messaging can be added on the other side as supplementary information.

# Applications in Practice - Office decoration

Lift door stickers  
size: 55.25" X 30"

Visual area



## Office Decoration

BU can use the template for office decoration. The size stated is the lift door sticker size for reference.

BU can add on own messaging and volunteer activity detail.