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Who can use the Decade visual branding?

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Basic full visual brand anatomy

FULL DECADE LOGO AND VISUAL ELEMENT

TT Runs WHO

TYPEFACE

COLOUR PALETTE
Please contact branding@decadeofhealthyageing.org if you do not already have access to the Decade's branding assets.
Please contact branding@decadeofhealthyageing.org if you do not already have access to the Decade's branding assets.

Logos in Arabic and Chinese coming soon
Important visual elements such as logos need room to breathe.

Use the width of the letter D as a measure to define the logo's safety area.
Do not recolour, distort, partially resize, or rearrange any element of the logo.
The Decade logo should generally be placed in the upper-left hand corner or lower-left hand corner of the page, whether in online or offline applications.
For standard vertical applications, the following method can be used to ensure satisfactory positioning of the logo:

- Divide the page width into 3
- Position the logo to take up the first third of the page
- Position the logo in the top left corner
- Reduce the logo's proportions by 14%
The logo can be used in its complete version (including visual element) or as a logotype only. It is up to the sensitivity of the designer to achieve a solution that is best suited for the context at hand.

Sometimes repetition can be a winning approach to communicate a message properly, but other times it can appear redundant.

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Our purpose: adding quality to quantity.

#HealthyAgeing
For products whose primary ownership belongs to the Decade itself or the Decade Secretariat, the Decade logo should generally have visual priority and come before all other logos.

If the Decade logo must be presented together with other logos, try to visually separate the Decade logo and position it more prominently in your visual hierarchy.

If the Decade logo must be used directly alongside other logos, always keep the logos proportional to each other and ensure adequate safe areas in between each logo.

The addition of organisation logos to the Decade logo is subject to terms and conditions, which can be found on the last page of this Brandbook.
For products developed primarily by other entities for or in support of the Decade, the Decade logo should generally have final visual priority. However, such products are usually produced and owned by a single entity, and hence its primary visual identity is the decision of the producing entity.

For products that result from a full collaboration between multiple entities, we encourage use of the full Decade branding.

Only UN agencies and Member States may use the full Decade logo without obtaining prior permission. For more information, please see the logo Terms of Use which can be found on the last page of this Brandbook.
The typeface used for the UN Decade of Healthy Ageing branding is TT Runs WHO. It is a versatile sans-serif that can be used even in large text arrays, yet each character utilises irregular proportions that give it a dynamic feel in large headings.

The typeface is a custom application of TT Runs, developed for the Decade by TypeType.
The font files for TT Runs WHO are only distributed by the UN Decade of Healthy Ageing Secretariat based at WHO Headquarters.

Please contact branding@decadeofhealthyageing.org to request access.

Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-;:%/

Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-;:%/

Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-;:%/
The different weights available for TT Runs WHO can be used to establish a consistent textual and visual hierarchy.

How to use the typeface

v03_SEPTEMBER_2022
In some cases, it may not be possible to use TT Runs WHO. For example, the font may not be available / accessible on some machines, or the text may be in Arabic or Chinese which are not supported by the font.

In these situations, we recommend using Verdana as an alternative typeface.
The UN Decade of Healthy Ageing's branding is based on the use of a four colour palette.

These colours can be freely combined with each other, depending on the sensitivity of the designer. Generally, pairs of colours work best.

Be sure to pay attention to legibility as well as accessibility requirements.

**Purple**
- **CMYK**: 51 85 4 0
- **RGB**: 147 63 140
- **PANTONE**: Purple U

**Orange**
- **CMYK**: 0 70 100 0
- **RGB**: 236 102 8
- **PANTONE**: Orange 1505 U

**Persian Green**
- **CMYK**: 74 0 43 0
- **RGB**: 15 177 164
- **PANTONE**: 3252 U

**Green**
- **CMYK**: 50 0 100 0
- **RGB**: 149 193 31
- **PANTONE**: 389 U
In some situations, use of the colour white may be required to increase visual contrast, introduce aesthetic simplicity, or improve textual legibility. Consulting a professional designer is recommended to ensure such uses continue to carry the spirit of the Decade branding.
Using the logo's visual element

For current and future generations of older people.

The visual element of the logo can be used to enrich the graphic and typographic composition of a project. Where possible, it is recommended to have the concentric rings interact with the subjects of pictures or other elements of the composition to better emphasise the brand identity. This is best done with the support of a professional designer or photo editor.
The Decade's branding is reinforced by using a modular structure based on squares and rectangles, which are used to organise and display textual content.
When using photos, they should generally be in full colour.

Photos should also have an intense but positive impact on the observer, always working to place older people at the centre of the Decade's work and challenging dominant narratives around age and ageing.
The UN Decade of Healthy Ageing uses a global brand to represent a collaborative initiative that aims to bring people together from around the world under a common cause. Using a unified, global branding is crucial to support this collaboration.

However, UN regional offices may exceptionally need the Decade’s brand to respond to local contexts for initiatives specific to one region. In such cases, a related visual identity based on the Decade’s global branding may be developed in collaboration with a professional designer or agency, with the approval and support of the Decade Secretariat at WHO Headquarters. Such visual identities must use the Decade’s global logo but may implement auxiliary visual elements that build on the Decade’s global branding.
The UN Decade of Healthy Ageing is our opportunity to work together across diverse sectors, disciplines, and regions to improve the lives of older people, their families, and their communities. Everyone can get involved with the Decade’s call for collaborative action. Branding assets, including a specific logotype, are freely available to enable all stakeholders to visibly show support for the Decade. Request access at: decadeofhealthyageing.org/branding

a contribution to the
Decade of healthy ageing
Individuals and entities can visibly show support for the Decade by including the logotype prepared for supporters on their products, communications materials, and more.

The Decade’s colour palette may also be combined to produce a greater visual effect.

The supporters’ logotype must be used in its complete form, including the phrase ‘a contribution to the’.

Use of the supporters’ logotype does not imply official endorsement by or formal affiliation with the UN Decade of Healthy Ageing or with any United Nations agency.

For more information, please see the Logo Terms of Use found on the last page of this Brandbook.
WEBINAR SERIES

Addressing the digital divide to bring generations together during the UN Decade of Healthy Ageing
The UN Decade of Healthy Ageing logo and logotype for supporters are made available only for informational purposes to promote the UN Decade of Healthy Ageing.

The full UN Decade of Healthy Ageing logo, including its visual element and full logotype, may only be used by UN agencies and UN Member States. All other stakeholders may use the UN Decade of Healthy Ageing logotype for supporters, which consists solely of the 'Decade of Healthy Ageing' logotype accompanied with the complete phrase 'a contribution to the'.

Use of the UN Decade of Healthy Ageing logo and the UN Decade of Healthy Ageing logotype for supporters must be consistent with this Visual Brandbook, the Logo Terms of Use, and the vision, mission, and goals of the Decade.

The UN Decade of Healthy Ageing logo and the UN Decade of Healthy Ageing logotype for supporters may not be used to promote any activity, service, or product of a non-State actor and should in no case be used in conjunction with commercial, promotional marketing or advertisement purposes.

The UN Decade of Healthy Ageing logo and the UN Decade of Healthy Ageing logotype for supporters may not be used by the tobacco or arms industries or non-State actors that work to further the interests of the tobacco or arms industries.

All rights in the UN Decade of Healthy Ageing logo and the UN Decade of Healthy Ageing logotype for supporters remain with the World Health Organization.

Permission to use the UN Decade of Healthy Ageing logo and the UN Decade of Healthy Ageing logotype for supporters does not include any right to use the name or emblem of the World Health Organization (WHO), the United Nations (UN), or any other UN agency, nor imply any affiliation with the WHO or the UN, or endorsement by WHO or the UN of any entity, its views, opinions or activities.

WHO does not award the entity [its members, branches or subsidiaries] with any privilege or competitive advantage.

WHO shall not be responsible for the way the UN Decade of Healthy Ageing logo and the UN Decade of Healthy Ageing logotype for supporters are used.

WHO may revoke the right to use the UN Decade of Healthy Ageing logo and the UN Decade of Healthy Ageing logotype for supporters at any time without any further explanation, including in the event that these Terms of Use are not complied with. The Decade Secretariat based at WHO may request any use of the UN Decade of Healthy Ageing logos to be modified or deleted at any time without any further explanation.

The user of the UN Decade of Healthy Ageing logo and the UN Decade of Healthy Ageing logotype for supporters shall not register a trademark containing the Decade name, logos or visual elements developed from the logos in any language or media.