

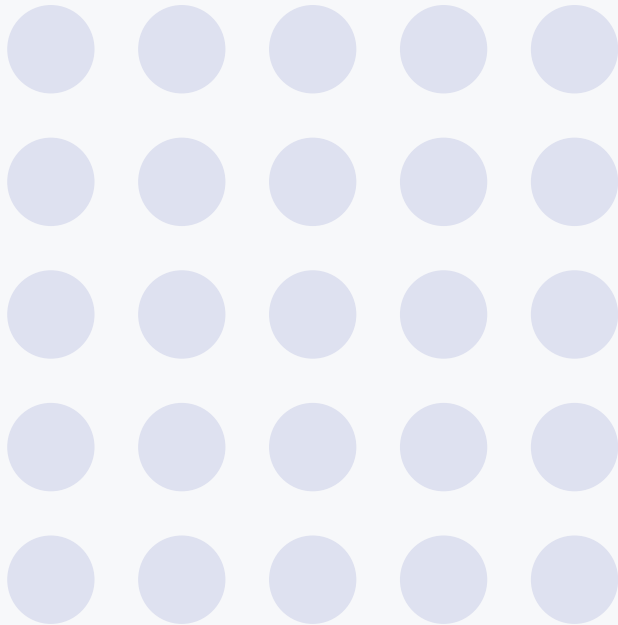


Branding Guide

WHO WE ARE

Resolve to Save Lives is a mission and impact-driven organization with deep technical expertise. We approach each project with the principles of simplicity, speed, and scale.

Our branding system reflects this idea by using something we call a “grid framework.” This system allows us to explore how illustration can represent the work we do visually. The blueprint is simple, scalable and recognizable in any language.



Simplicity



Speed



Scale



BRAND ICONS AND MARKER

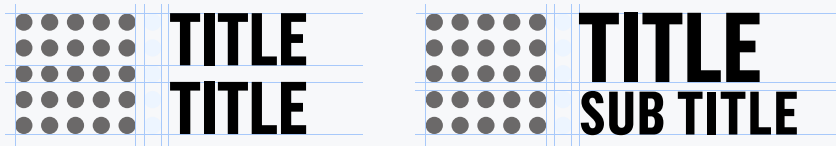
Our icons have been developed using a simple grid structure.

This allows us to expand our visual language, while providing boundaries for clean reinterpretations of icons and illustrations.

While the system creates familiarity within its application, it is scalable for future growth.

These icons are used within a brand hierarchy structure on templates created by the Communications Design team. Icons should only be used after a full logo has already been represented on the first page of any document. The RTSL folio marker is to be used on documents when PE or CVH are the main logos being used, as well as on interior pages of RTSL-owned documents.

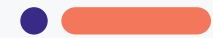
Grid and logo structure



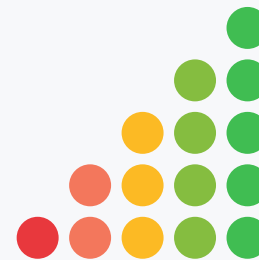
Examples of logo expansion using the grid system



Resolve to Save Lives



Folio Marker



Prevent Epidemics

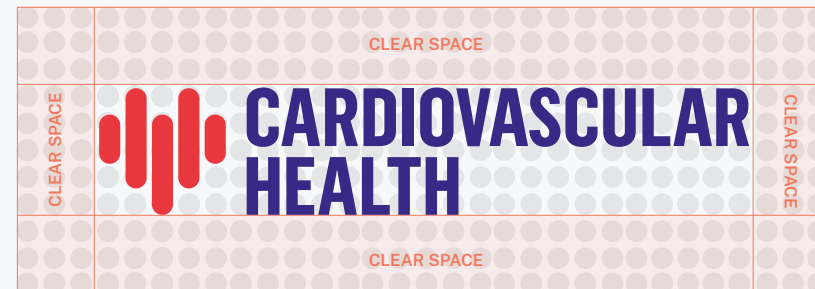


Cardiovascular Health

LOGO CLEAR SPACES

Using the grid system, each logo requires 3 dots of clear space surrounding it at all times.

The actual physical dimensions will be determined by the scale of the logomark, and how the grid is represented within that scale.



BRAND COLORS

These are the official colors of Resolve to Save Lives.

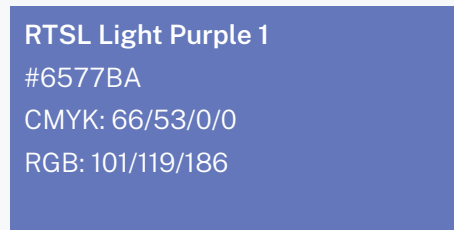


RTSL Purple

#382986

CMYK: 94/100/0/10

RGB: 56/41/134



RTSL Light Purple 1

#6577BA

CMYK: 66/53/0/0

RGB: 101/119/186

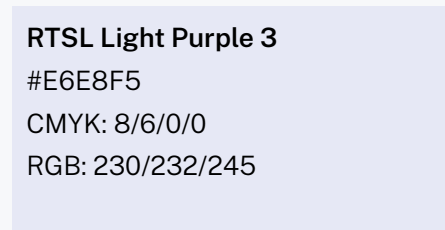


RTSL Light Purple 2

#B2B1D9

CMYK: 29/27/0/0

RGB: 178/177/217



RTSL Light Purple 3

#E6E8F5

CMYK: 8/6/0/0

RGB: 230/232/245

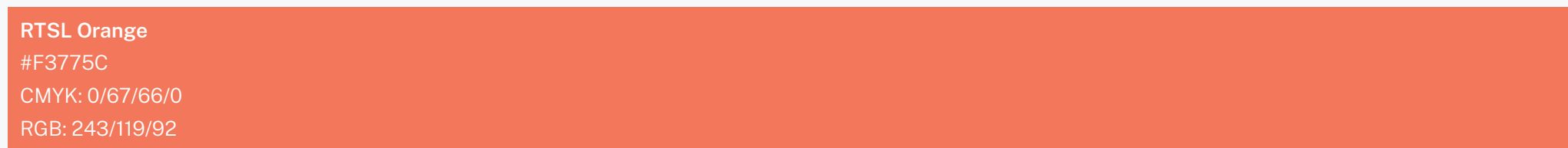


RTSL Chart Grey

#E4E7EE

CMYK: 4/2/0/5

RGB: 228/231/238



RTSL Orange

#F3775C

CMYK: 0/67/66/0

RGB: 243/119/92



RTSL Red

#E8383D

CMYK: 3/93/78/0

RGB: 232/56/61



RTSL Yellow

#FCBA24

CMYK: 0/29/95/0

RGB: 252/186/36



RTSL Light Green

#85BD40

CMYK: 53/4/99/0

RGB: 133/189/64



RTSL Dark Green

#40BD52

CMYK: 71/0/93/0

RGB: 64/189/82

BRAND TYPOGRAPHY

Custom documents should follow the guidelines below.

Microsoft Word and PowerPoint documents should only use Arial. Issues arise when using custom fonts, so Arial is the organization's choice for those programs.

The Communications Design team creates documents in Adobe Creative Cloud, and custom libraries have been developed for Paragraph and Character styles. Please reach out to the Communications team if you require access to those libraries for use within Adobe.

Typeface downloads available here:

BARLOW CONDENSED

Public Sans

FOLIO: BARLOW CONDENSED SEMIBOLD, ALL CAPS, 9PT, 9PT LEADING, PURPLE

H1: BARLOW CONDENSED SEMIBOLD, ALL CAPS, 24PT, 26PT LEADING, PURPLE

H2: Public Sans SemiBold, 16pt, 22pt Leading, Purple

H3: Public Sans Bold, 13pt, 18pt Leading, Purple

H4: Public Sans Bold, 11pt, 16pt Leading, Light Purple 1

H5: PUBLIC SANS BOLD, ALL CAPS, 11PT, 16PT LEADING, LIGHT PURPLE 1

Body Copy: Public Sans Light, 10pt, 16pt Leading, Black

- Body Copy Bullet: Public Sans Light, 10pt, 16pt Leading, Black
 - Body Copy Sub-Bullet: Public Sans Light, 10pt, 16pt Leading, Black

ICONS AND ILLUSTRATIONS

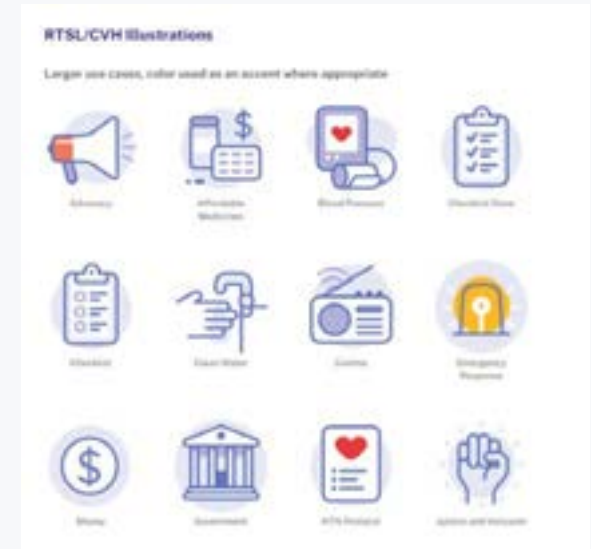
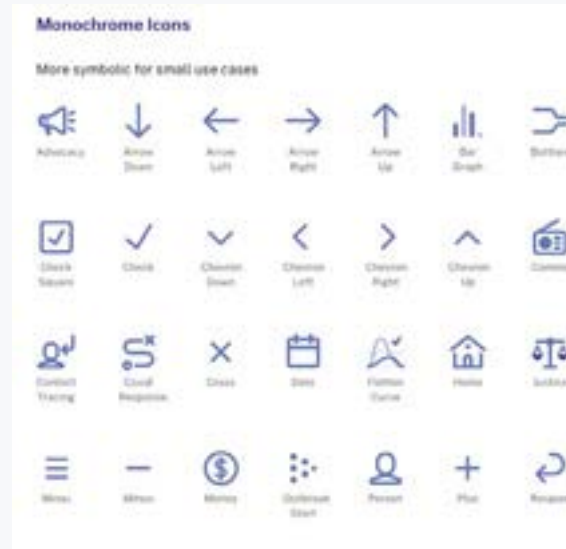
We use simplified icons and custom illustrations with rounded lines and corners.

Icons and illustrations will be updated regularly on our style guide web page.

Style Guide

Line weights should be scaled to a 4px weight.

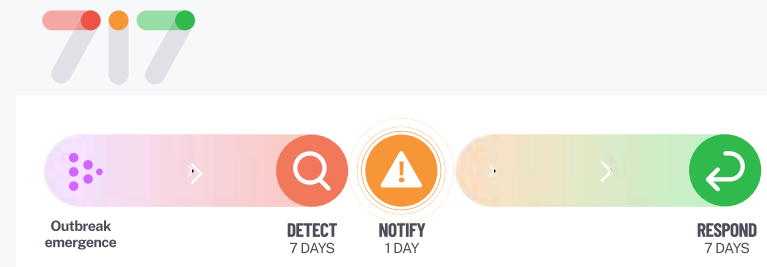
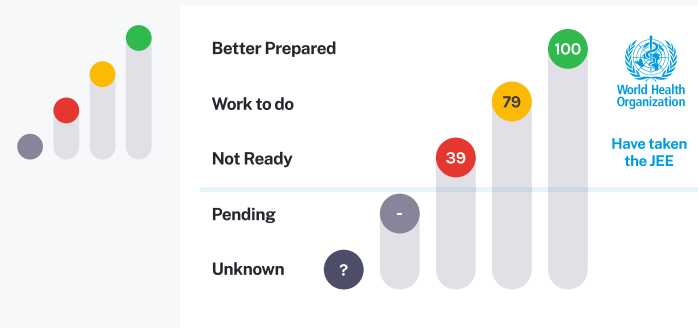
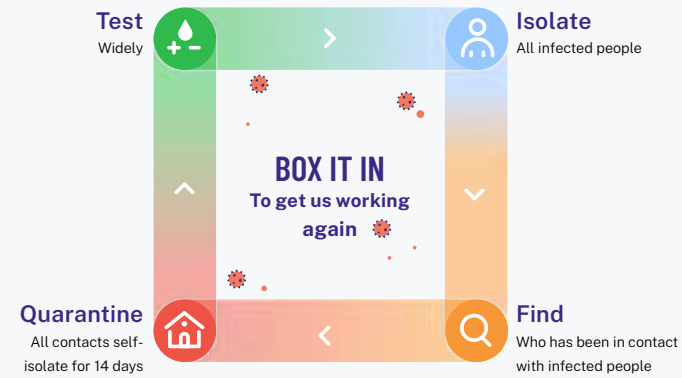
Icons and illustrations use the lighter RTSL purple shades, with accents of color used in illustrations when necessary to provide better visual context.



DATA VISUALIZATION

Infographics should be purposeful and streamlined.

The data we share can be complex, and needs to be available for a wide variety of audiences. Creating simplified graphics using rounded elements and referencing the grid structure is helpful to keep graphics feeling on-brand, while maintaining their simplicity.



PHOTOGRAPHY GUIDELINES

As we tell stories and share knowledge of our work around the world, we must hold high standards for how we capture events visually.

We acknowledge and respect cultural differences and appropriate boundaries when taking photographs.

We respect the relationship between the photographer and the subject, and maintain an appropriate dynamic.

We are aware of the sensitivities of using photographs in a medical setting, and aim to honor the privacy of the situation.

We do not use photos that depict people in compromising situations.

Use of stock photography use must be cleared with the Communications team, as well as the program team and any partners that we work with.

All images must be captioned with relevant information and its source.

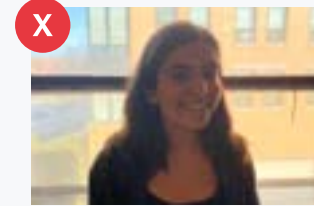
All subjects must provide legal approval for the use of their imagery.



STAFF PHOTO GUIDELINES



The subject is standing in direct sunlight, leading to uneven shadowing around his face and shirt.



In this photo, the subject is backlit because the main light source is coming from behind.



Do not place your hands near your face. Please have your arms crossed or by your sides.



Make sure you do not crop your head or the sides of your body. Being centered in the photo is preferred.



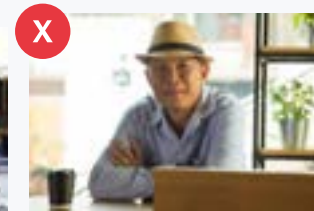
Please do not take the photo at an angle. The camera should be level with your face and shoulders.



Avoid low lighting and using a flash, as your features will wash out while also creating harsh shadows.



Choose a background that's not busy, and be sure to not include other people.



Please do not include any unnecessary items or block part of your body.

SAMPLE RTSL BRANDING

RESOLVE TO SAVE LIVES

may 2021

REGIONAL OVERVIEW: AFRICA

Prevent Epidemics

COVID-19 Response

- Supported rapid scale-up of quality COVID-19 testing in 10 countries (Burkina Faso, Cameroon, Ethiopia, Gabon, Gambia, Ghana, Kenya, Sao Tome and Principe, Uganda, Zimbabwe); facilitated 2 million PCR tests.
- Provided catalytic support to draft and implement National Vaccine Deployment Plans, enabling 15 countries to rapidly provide access to quality COVID-19 vaccination services among priority groups. Focused on improved surveillance of adverse events following immunization, development of communications materials and campaigns to address vaccine hesitancy, microplanning and logistical support.
- Provided more than \$3 million in rapid response funds to more than two dozen countries, supporting rapid response to Omicron and increased access to vaccines, community based testing, and targeted risk communications.
- Worked with 1880 primary health facilities across nine countries (Cameroon, DRC, Ethiopia, Liberia, Mali, Nigeria, Sierra Leone, Uganda, Zimbabwe) to safely screen 5.9 million patients for COVID-19 and improve infection prevention and control.
- Developed strategies and supported country partners to improve vaccination uptake among health care workers. In Sierra Leone, the vaccination rate at project health facilities increased from 36% to 90%.
- Coordinated the Partnership for Evidence-Based Response to COVID-19, and supported the launch of the Africa CDC COVID-19 dashboard to inform health officials and government leaders on outbreak response, decision-making and planning.

Preparedness

- Partnered with governments in the Democratic Republic of Congo, Ethiopia, Nigeria and Uganda, to design, fund and implement pilot programs establishing dedicated, multi-disciplinary preparedness teams to catalyze implementation of National Action Plans for Health Security with a focus on prioritization of activities, progress monitoring, facilitating partnerships and enhancing accountability.
- Captured practical lessons learned from partnerships with implementing countries and jointly developed Strengthening Epidemic Preparedness at the Country Level, an issue brief supporting investment in national preparedness capacity.

RESOLVE TO SAVE LIVES

may 2021

REGIONAL OVERVIEW: AFRICA

- Provided funding and expertise to help generate a 100% increase in funding for the Nigeria CDC between 2019 and 2021.
- Supported the establishment of the Revolving Outbreak Investigation Fund in Nigeria, which helped lower time to respond to public health threats from six days to two.
- Supported country-led initiatives to strengthen laboratory networks in 12 countries serving more than 600 million people, enabling faster and more reliable testing for COVID-19 and other infections.
- We worked with a coalition including the Nigeria CDC, Gavi, the Vaccine Alliance and WHO to reduce the time needed to confirm yellow fever from more than 30 days to less than 24 hours, creating a model for rapid improvement in the diagnosis of deadly diseases.
- Supported The Gambia PHEOC/EDC in producing and disseminating its first Weekly Epi Bulletin since 2019.
- Assessed and reported on disease surveillance capacity in Nigeria, Liberia and The Gambia, highlighting challenges and recommendations around governance, coordination and strategy for integrated surveillance systems.
- At the request of competent national authorities, supported the drafting and revision of various pieces of public health legislation and its presentation to parliament in Uganda, Ethiopia, the Gambia, DRC and Togo.
- Supported the Nigeria Centre for Disease Control in developing sub-national health security and legal assessment tools, which have been piloted in five states/districts to identify state-level health security and legal gaps with the aim of developing and implementing improvement plans.

What's next

- Testing and advocating for the adoption of the 7-1-7 timeliness metrics to find every outbreak within seven days of emergence, report within one day, and begin effective response within seven days. Early pilots with governments in Nigeria, Uganda and Ethiopia have increased accountability and enabled rapid improvements in prompt detection and response.
- Piloting embedded data teams in Liberia and Nigeria to aid in building effective surveillance systems, demonstrating value of this model to governments and donors for scaling to additional countries.
- Supporting the launch of the WHO AFRO Strengthening IHR Capacities Toolkit and WHO Benchmark Digital Tool.

SAMPLE CARDIOVASCULAR HEALTH BRANDING

RESOLVE TO SAVE LIVES



A project of Resolve to Save Lives
 (linkcommunity.org | resolve2save.org)

EACH YEAR, MORE THAN 18 MILLION PEOPLE DIE FROM CARDIOVASCULAR DISEASE.

But it doesn't have to be this way. Effective, inexpensive and safe prevention and treatment options do exist.

Resolve to Save Lives works to end preventable death from cardiovascular disease by providing assistance and targeted investment to governments and civil society, with a focus on three interventions proven to prevent deaths from heart disease:

- Improving treatment of high blood pressure
- Eliminating trans fat from the global food supply
- Reducing salt intake

Although heart disease accounts for almost one in three deaths worldwide, less than 1% of the \$25 billion spent each year on global health assistance is for cardiovascular disease prevention.



Strategic interventions can prevent premature death from cardiovascular disease among people 30-69 years old.

- Improving hypertension control from 15% to 50% would save more than 640,000 lives each year.
- Reducing salt intake by 30% would save more than 720,000 lives each year.
- Eliminating trans fat would save more than 250,000 lives each year.



Where We Work
We work primarily in low- and middle-income countries, where the burden of preventable cardiovascular disease is highest and three quarters of deaths from cardiovascular disease occur.



LINKS
Visit linkcommunity.org a global community of cardiovascular health professionals.

LINKS offers an online toolkit of curated, evidence-based resources on hypertension control, sodium reduction and trans fat elimination, as well as routine webinars, communities of practice and other opportunities for members. LINKS is a collaborative effort of the World Health Organization (WHO), the U.S. Centers for Disease Control and Prevention through the CDC Foundation, and Resolve to Save Lives.

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Three Proven Strategies to Prevent Cardiovascular Disease and Save Lives

1 Treat High Blood Pressure

High blood pressure, or hypertension, kills more people than all infectious diseases combined.

Treatment is low-cost and can be integrated into existing health programs. We support countries to choose a simple, proven treatment protocol, implement community-based care and task sharing, ensure regular supply of medications, support patient-centered services that reduce barriers to adherence and use information systems to improve patient care.

Resolve's work in action:

- We supported the development and implementation of evidence-based hypertension control programs in Bangladesh, China, Ethiopia, India, Nigeria, the Philippines, Thailand, Turkey, Vietnam and 21 countries in the WHO region, which have treated more than 8 million people.
- During the COVID-19 pandemic, we supported our partners as they ensured that patients could continue to receive the lifesaving medications and routine follow-ups necessary to manage their blood pressure.

2 Eliminate Trans Fat

Artificial trans fat—a compound used in processed foods, fats and oils—increases the risk of heart attack and death, but can be replaced with healthier options without affecting taste or increasing costs.

Resolve's work in action:

- We supported the development of WHO's REPLACE initiative and action package to eliminate artificial trans fat from the global food supply by 2023.
- We work with governments to develop and implement best practice policies to eliminate exposure to artificial trans fats and encourage replacement with healthier fats.

Since the REPLACE initiative started:

- Mandatory trans fat limits are currently in effect for more than 3.4 billion people in 59 countries, of which 39 are best-practice policies covering 2.5 billion people.
- 33 countries enacted best practice trans fat elimination policies, protecting an additional 2.3 billion people.

3 Reduce Salt Intake

High salt intake raises blood pressure, the leading risk factor for heart disease and stroke.

We work with countries to substantially reduce population salt consumption by supporting strategic policies and communication campaigns, and at a global level to develop resources for implementation of sodium reduction programs and policies.

Resolve's work in action:

- We partnered with China, Vietnam, Ethiopia and other countries to develop and support evidence-based mass media campaigns and promote specific strategies for reducing salt consumption.
- We collaborated with WHO to support the development of policy guidance to reduce sodium, including the [Action framework for developing and implementing public food procurement and service policies for a healthy diet](#), and the [WHO Global Sodium Benchmarks for Different Food Categories](#).
- We are supporting the development of the evidence base for front-of-pack labeling policies in Ethiopia, India and China and the advancement of public food procurement policies in Nepal, Togo and Uganda, Nigeria, and the Philippines, where our grantees successfully advocated for nutritional standards for food purchased, prepared, or served by the Quezon City Government.

100-2019-0001_000-0

SAMPLE PREVENT EPIDEMICS BRANDING

PREVENT EPIDEMICS

A project of Resolve to Save Lives
 www.resolve2osave.org | info@resolve2osave.org

A DISEASE OUTBREAK ANYWHERE IS A THREAT EVERYWHERE.

Every country needs to find, stop and prevent disease threats, but few are adequately prepared to address outbreaks such as Ebola, COVID-19 and other new and emerging diseases.

Strong epidemic preparedness systems and decisive responses supported by good governance can prevent epidemics. When countries prepare and respond appropriately, we are all safer.

A new infectious disease pathogen is discovered every year, on average.

Countries must be able to detect and respond to public health threats quickly. We accompany countries to strengthen health systems through the World Health Organization's (WHO) International Health Regulations monitoring and evaluation framework, the Joint External Evaluation (JEE). Using the JEE, we work with partners to identify capacity gaps and step up their preparedness by building stronger health security systems, supporting improved planning and accelerating response implementation.

Time to Detect: 600m
 Time to Diagnose: 1.5h
 Time to Respond: 5.00m

We help countries step up their epidemic preparedness.

Where We Work

We support more than two dozen countries across the world to improve their preparedness for the next epidemic.

Resolve to Save Lives helps governments in low- and middle-income countries scale up their technical expertise, develop operational excellence and build political will to strengthen core care preparedness factors:

- Risk Assessment & Planning
- Emergency Response Operations
- National Laboratory System
- Domestic Surveillance
- National Legislation, Policy & Financing
- Human Resources
- Risk Communication

PREVENT EPIDEMICS OVERVIEW

Organizing 7-1-7: A Global Metric for Early Detection & Early Response

Building on lessons learned from COVID-19 and other infectious diseases, RTSL is calling for a global goal of 7-1-7:

- All public health threats are detected within 7 days of emergence
- Following detection, public health authorities are notified to start an investigation within 1 day
- Following notification, an initial response is completed within 7 days

We support countries to build capacity and capabilities by using rapid-quality improvement to learn from every event. 7-1-7 tests the functionality of the system and helps identify bottlenecks and enablers that can be addressed in real time.

Prevent Epidemics' Work in Action

- \$6 million** Our team provided more than \$6 million in rapid response funds to more than two dozen countries in Africa and elsewhere both before and during the COVID-19 pandemic. In Nigeria, time to outbreak response decreased from six days to two after the fund was implemented. In under 48 hours, our team rapidly mobilized funds, which allowed WHO to help develop vaccine distribution plans in 23 African countries in just three weeks.
- PROMISE THE NEXT SUPER** We released a first-of-its-kind interactive digital report illustrating stories of outbreaks prevented from becoming epidemics.
- 5 million patients** We established an on-the-ground health care worker training course focused on COVID-19 infection prevention and control that was used to train more than 40,000 staff in 8,000 facilities throughout Africa, facilitating safe screening of more than 5 million patients.
- Protecting Health Care Workers, An Urgent Need for Action** We published a landmark report, "Protecting Health Care Workers, An Urgent Need for Action" highlighting the risks health care workers face and advocating for action to protect them.
- PMEP** Our training course, Program Management for Epidemic Preparedness, graduated 25 mid-level managers in 2019.
- Prevent Epidemics** supports embedded preparedness teams in Ethiopia, Nigeria, Uganda and the Democratic Republic of the Congo to accelerate progress finding, stopping and preventing epidemics.
- Yellow fever and measles** We supported the expansion of yellow fever and measles lab networks globally, including in Nigeria, where time to confirm yellow fever fell from more than one month to within one day.
- ReadyScore** Our Prevent Epidemics website had more than 1.6 million visits in 2020 and 2021. It is the first to provide a single metric, the ReadyScore, indicating how prepared countries are to find, stop and prevent epidemics.

At our core, Resolve to Save Lives is a not-for-profit organization partnering with countries, communities and organizations to prevent 100 million deaths from cardiovascular disease and make the world safer from epidemics. To find out more, visit www.resolve2osave.org or Twitter @resolve2osave.

STYLE GUIDE WEB RESOURCE

One-stop for all your branding needs

Download logos, fonts, icons and illustrations, Microsoft templates and more. This page is regularly updated.

Style Guide

