

# USING CAMPAIGN ASSETS

**Thank you for supporting World Obesity Day 2022! By joining the campaign, you are adding to the global call for change in how obesity is understood, treated, and prevented.**

For maximum impact, please ensure that you adhere to the following usage guidelines when making use of WOD 2022 campaign assets. Please also share the guidelines with any members and partners you intend to work with.

**The information below sets out terms of use for the World Obesity Day Logo(s) & campaign material.**

## Definitions

The following terms of use refer to the use of any downloadable assets available from the World Obesity Day website or otherwise provided by World Obesity Day. This includes the World Obesity Day (WOD) logo(s) and any campaign material created for the 'Everybody Needs to Act' Campaign.

## Permissions

If you do not have written permission to use WOD materials, please contact [wod@worldobesity.org](mailto:wod@worldobesity.org).

### **You do not need to seek permission if:**

- You already have written permission from World Obesity Day;
- You are a member of the World Obesity Federation;
- You are an official sponsor or partner of World Obesity Day;
- You are a journalist, media outlet or blog using the logo for editorial purposes.

### **Please note:**

- Permission to use the WOD logo or campaign materials does not constitute an endorsement by World Obesity Day or any of its partners.
- World Obesity Day reserves the right to deny requests for usage.

### **All permitted usage of the World Obesity Day logo is subject to the usage guidelines below:**

- Use of the WOD logo and name is for non-commercial use only. Usage of WOD's logo for commercial sales, individual or organizational fundraising is strictly prohibited without explicit written permission from World Obesity Day.
- The WOD logo, materials or name must not be used in any way that mischaracterizes any relationship between you and World Obesity Day.
- You may not use the WOD logo, materials, or name to advertise World Obesity Day or its partners as affiliated with you or your organization without World Obesity Day's written permission.
- The WOD logo, materials or name may not be used in any manner that is deemed to discredit World Obesity Day or its partners or that violates any law, regulations, or other public policy.
- All goodwill generated by the use of the WOD logo and materials inures to the benefit of World Obesity Day.
- You must, if requested by World Obesity Day, provide samples of any materials that include the WOD logo or campaign assets to ensure compliance with usage policy. You must make any change(s) to your use of the assets as requested by World Obesity Day.
- You must not use the WOD logo, materials or name in connection with any pornography, illegal activities, or other materials that are defamatory, libellous, obscene, or otherwise objectionable.

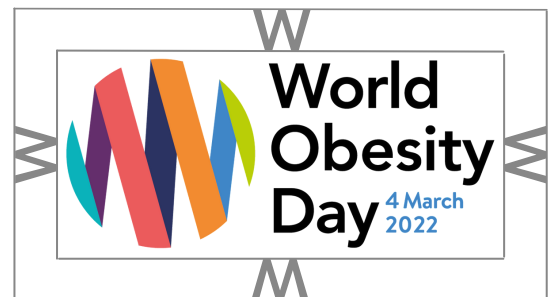
# USING THE LOGOS

## 2022 LOGO

This is the standard WOD Logo. It should be used on any approved materials for the 2022 campaign. It consists of a seven-colour globe and date stamp. Versions available with date stamp in all brand colours.

### USAGE

Adequate clear space should surround the logo when it is used. The clear space should be no smaller than the capital 'W' in World. No text or graphics should overlap the clear space. The logo may not be stretched or flipped. The colours of the globe may not be altered.



## 2022 WOD + CAMPAIGN LOGO

The logo + campaign stamp lock up can be used instead of the above 2022 logo where editorially appropriate. It is primarily an option for materials where other graphics featuring the 'Everybody Needs to Act' stamp are not prominent. Versions available with stamp in all brand colours.

### USAGE

As per the '2022 Logo' usage.



## LOGO WITHOUT DATE STAMP

All electronic and printed material should use the above 2022 Logo or Campaign logo. A logo without a date stamp should only be used on items that might realistically be expected to be reused across different campaigns e.g. T-shirts or other merchandise.

### USAGE

As per the '2022 Logo' usage.

