

Visual Identity

**2020 INTERNATIONAL YEAR
OF THE NURSE AND THE MIDWIFE**

1. Visual identity



Symbol



Master version

1. Visual identity. UN official languages.

English



2020
INTERNATIONAL YEAR
OF THE NURSE AND
THE MIDWIFE

Spanish



2020
AÑO INTERNACIONAL
DEL PERSONAL DE ENFERMERÍA
Y DE PARTERÍA

French



2020
ANNÉE INTERNATIONALE
DES SAGES-FEMMES ET
DU PERSONNEL INFIRMIER

Arabic



2020
السنة الدولية
لكادر التمريض والقبالة

Mandarin



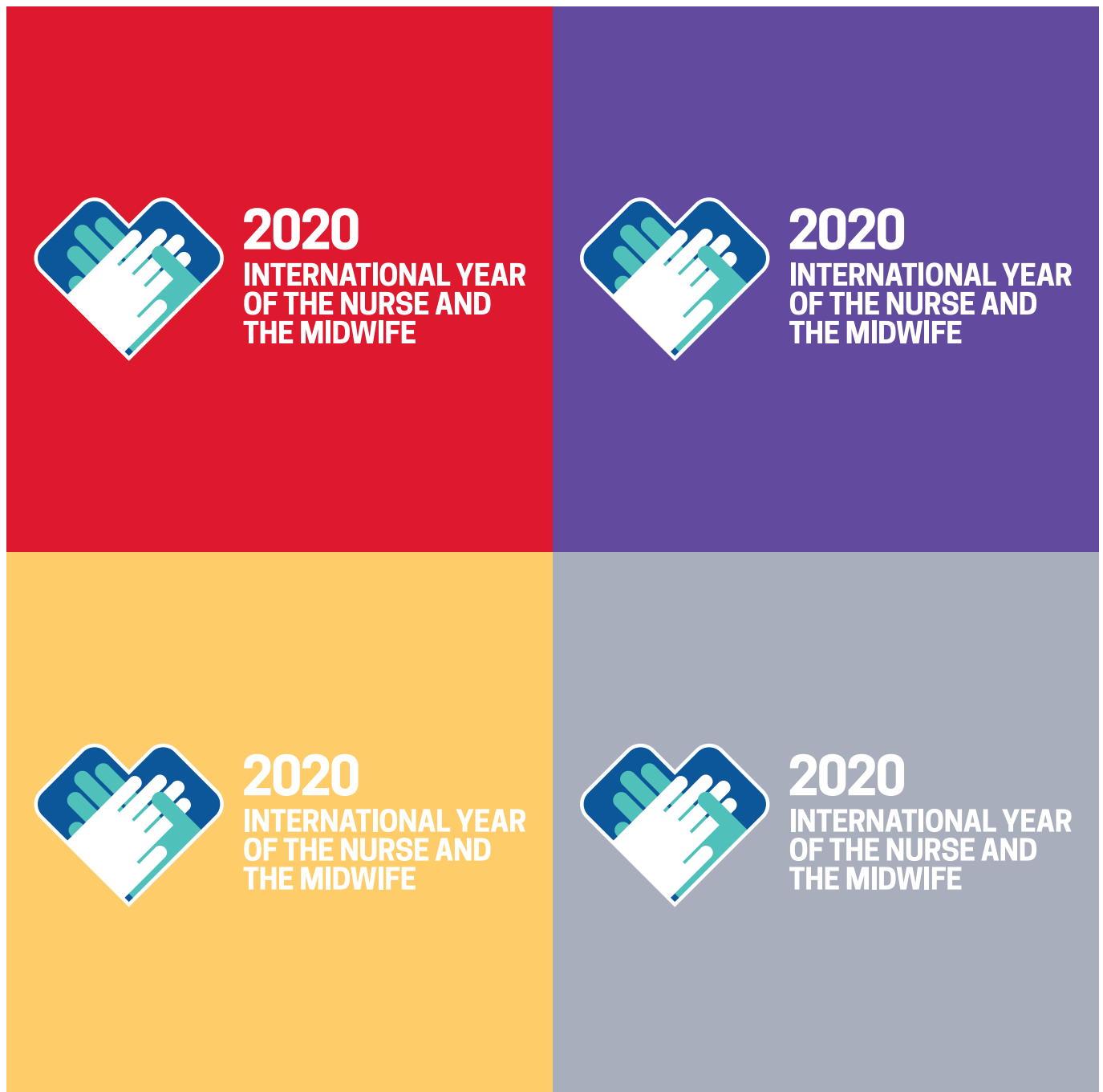
2020 年
国际护士
和助产士年

Russian



2020 г.
МЕЖДУНАРОДНЫЙ ГОД
РАБОТНИКОВ СЕСТРИНСКИХ И
АКУШЕРСКИХ СЛУЖБ

1. Visual identity. Reversed out



1. Visual identity, white and black



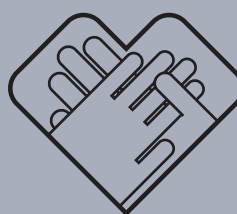
2020
INTERNATIONAL YEAR
OF THE NURSE AND
THE MIDWIFE



2020
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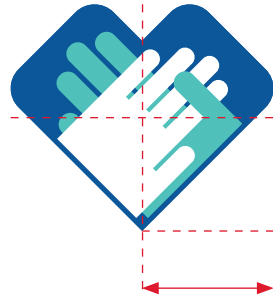


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1. Exclusion zone



The exclusion zone is half of the width of the heart and hands symbol in all directions. Nothing must encroach on this zone.



1. Minimum size



2. Colour palettes

Primary palette



Green
C63 M0 Y32 K0
R90 G190 B186

Blue
C98 M73 Y12 K0
R16 G76 B145

Secondary palette

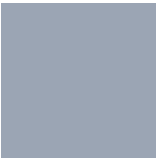


Purple
C73 M83 Y0 K0
R102 G65 B147

Red
C0 M100 Y88 K7
R216 G8 B33

Gold
C0 M20 Y68 K0
R254 G208 B102

Tertiary palette



Grey
C38 M27 Y19 K3
R168 G174 B188

66% tints



Green
C42 M0 Y21 K0
R161 G213 B212

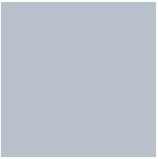
Blue
C65 M48 Y8 K0
R108 G127 B181



Purple
C48 M54 Y0 K0
R152 G127 B185

Red
C0 M66 Y57 K4
R230 G115 B96

Gold
C0 M13 Y44 K0
R255 G225 B161



Grey
C27 M18 Y13 K2
R197 G201 B211

33% tints



Green
C22 M0 Y11 K0
R209 G233 B232

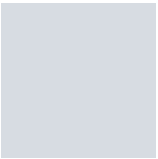
Blue
C34 M25 Y4 K0
R179 G184 B217



Purple
C24 M47 Y0 K0
R233 G190 B223

Red
C0 M33 Y29 K2
R244 G188 B172

Gold
C0 M7 Y22 K0
R255 G240 B210



Grey
C14 M9 Y7 K1
R226 G227 B232

2. Typography - Latin languages

Cooper Hewitt

Available from: www.fontsquirrel.com/fonts/cooper-hewitt

Cooper Hewitt Light

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Cooper Hewitt Book

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Cooper Hewitt Medium

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Cooper Hewitt Semibold

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Cooper Hewitt Bold

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Cooper Hewitt Bold

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

2. Typography - Arabic

IBM Plex Sans

This font family includes Arabic versions and is available from:

fonts.adobe.com/fonts/ibm-plex-arabic

IBM Plex Arabic Light

على غرار الكلمات والجمل، تتميز أشكال الأحرف بنبرة ولون وأسلوب

IBM Plex Arabic Regular

على غرار الكلمات والجمل، تتميز أشكال الأحرف بنبرة ولون وأسلوب

IBM Plex Arabic Medium

على غرار الكلمات والجمل، تتميز أشكال الأحرف بنبرة ولون وأسلوب

IBM Plex Arabic Semibold

على غرار الكلمات والجمل، تتميز أشكال الأحرف بنبرة ولون وأسلوب

IBM Plex Arabic Bold

على غرار الكلمات والجمل، تتميز أشكال الأحرف بنبرة ولون وأسلوب

2. Typography - Mandarin

冬青黑体简体中文
Hiragino Sans GB

This font family is included with MacOS 10.12 and above

Hiragino Sans GB W3

冬青黑体简体中文

Hiragino Sans GB W6

冬青黑体简体中文

2. Typography - Russian

IBM Plex Sans

This font family includes Cyrillic characters and is available from:

www.fontsquirrel.com/fonts/ibm-plex

IBM Plex Sans Light

А а Б б В в Г г Д д Е е Ё ё Ж ж З з И и Й й
К к Л л М м Н н О о П п Р р С с Т т У у Ф ф
Х х Ц ц Ч ч Ш ш Щ щ Ъ ъ Ы ы Ь ь Э э Ю ю Я я

IBM Plex Sans Regular

А а Б б В в Г г Д д Е е Ё ё Ж ж З з И и Й й
К к Л л М м Н н О о П п Р р С с Т т У у Ф ф
Х х Ц ц Ч ч Ш ш Щ щ Ъ ъ Ы ы Ь ь Э э Ю ю Я я

IBM Plex Sans Medium

А а Б б В в Г г Д д Е е Ё ё Ж ж З з И и Й й
К к Л л М м Н н О о П п Р р С с Т т У у Ф ф
Х х Ц ц Ч ч Ш ш Щ щ Ъ ъ Ы ы Ь ь Э э Ю ю Я я

IBM Plex Sans Semibold

А а Б б В в Г г Д д Е е Ё ё Ж ж З з И и Й й
К к Л л М м Н н О о П п Р р С с Т т У у Ф ф
Х х Ц ц Ч ч Ш ш Щ щ Ъ ъ Ы ы Ь ь Э э Ю ю Я я

IBM Plex Sans Bold

А а Б б В в Г г Д д Е е Ё ё Ж ж З з И и Й й
К к Л л М м Н н О о П п Р р С с Т т У у Ф ф
Х х Ц ц Ч ч Ш ш Щ щ Ъ ъ Ы ы Ь ь Э э Ю ю Я я

2. Typography - headlines

**Nurses and midwives are
the biggest cadre of health
workers in the world**

Headlines are in sentence case reversed out of a wide bar. This can be done in several ways, but the core documents use modified underlining.

Here the text is 36 pt in size and the underline is set to a thickness of 45 pt with a -11.25 pt offset, this allows the ascenders and descenders to sit within the bar. The leading is sufficient to allow a gap between the lines, in this case 49.5 pt.

If the headline allows, it should be split as it is here, with the second part aligned right and the bars in one of the secondary colours. The headlines frame the photo as shown on the next page.

**invest in them to improve
health care for all.**

2. Examples - posters

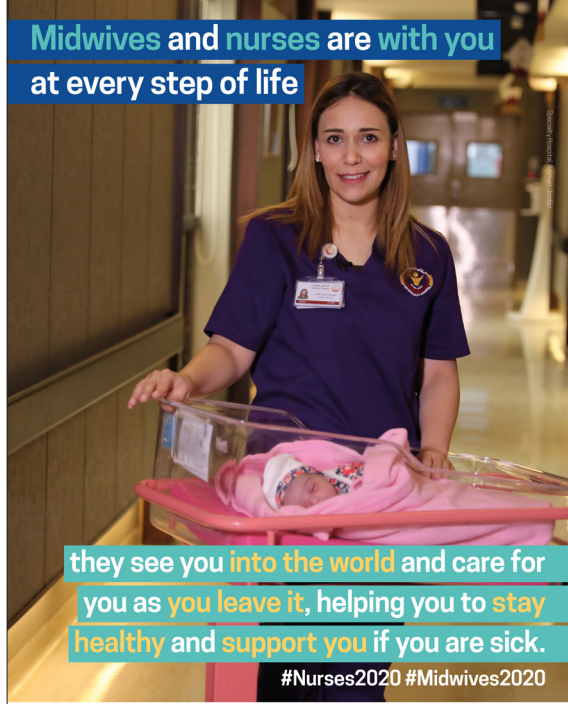
Enabling nurses and midwives to work to their full potential improves health care for all.



#Nurses2020 #Midwives2020

World Health Organization
Nursing now
WHO
2020 INTERNATIONAL YEAR OF THE NURSE AND THE MIDWIFE

Midwives and nurses are with you at every step of life



they see you into the world and care for you as you leave it, helping you to stay healthy and support you if you are sick.

#Nurses2020 #Midwives2020

World Health Organization
Nursing now
WHO
2020 INTERNATIONAL YEAR OF THE NURSE AND THE MIDWIFE

Invest in nurses and midwives to improve health, promote gender equality and support economic growth.



#Nurses2020 #Midwives2020

World Health Organization
Nursing now
WHO
2020 INTERNATIONAL YEAR OF THE NURSE AND THE MIDWIFE

Nurses and midwives are the biggest cadre of health workers in the world



invest in them to improve health care for all.

#Nurses2020 #Midwives2020

World Health Organization
Nursing now
WHO
2020 INTERNATIONAL YEAR OF THE NURSE AND THE MIDWIFE

2. Examples - roller banners

 **2020**
INTERNATIONAL YEAR
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High quality health care is
delivered by multi-disciplinary
teams



with nurses and midwives
at their centre.

#Nurses2020 #Midwives2020
#SupportNursesAndMidwives

 **2020**
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Keep the promise on
#healthforall.



Invest in nurses and midwives
to improve health care for all.

#Nurses2020 #Midwives2020
#SupportNursesAndMidwives

 **2020**
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Nurses and midwives are
the biggest cadre of
health workers in the world.



Invest in them to
improve health care for all.

#Nurses2020 #Midwives2020
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 **2020**
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Investing in nurses
and midwives



improves health, promotes
gender equality and
supports economic growth.

#Nurses2020 #Midwives2020
#SupportNursesAndMidwives

2. Examples - social media

