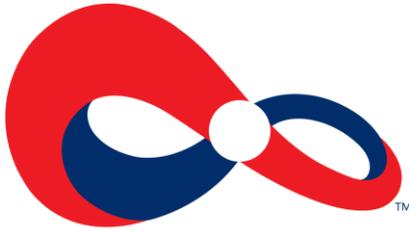


WTD SYMBOL AND USAGE GUIDELINES



WORLD THROMBOSIS DAY 13 OCTOBER

The WTD symbol is the official logo for the global initiative. Partners are strongly encouraged to use the symbol in all materials and activities. Image file types, such as EPS and JPG can be downloaded and used on a host of campaign materials – from your organizational letterhead to event banners, handouts or an online badge.

It is important to note:

- The symbol must not be altered in any way except for language translation purposes.
- The symbol cannot be associated with any other brand, symbol or logo without expressed permission from the ISTH.
- For-profit companies, such as pharmaceutical companies, may not use the WTD symbol for commercial purposes. It is permissible to use the symbol on education-related materials such as water bottles, t-shirts, etc.
- For-profit companies cannot use the WTD symbol or campaign materials unless they are official global WTD sponsors.
- Countries that secure local commercial supporters (e.g., pharmaceutical companies and medical device companies) to help in their outreach efforts should be certain that those companies abide by our global corporate partnership rules (see the most recent partner toolkit). Local partner

organizations should inform ISTH headquarters (wtd@isth.org) about local supporters that they have recruited.

- The following symbols usage guidelines apply to all users to ensure that the many parties and partnerships speak with one voice in all WTD efforts.

Trademark – The official name “World Thrombosis Day” and the corresponding “Infinite Loop Logo” are either registered trademarks or trademarks owned by the International Society on Thrombosis and Haemostasis, Inc. (“ISTH”) in the United States and/or other countries. These marks and other variants officially adopted by ISTH for use around the world may be used only with the permission of ISTH and only in accordance with the guidelines established by ISTH for the use of its marks.

Copyrights – the copyright notice also should be applied to any materials distributed that might be subject to copying and unauthorized use. This copyright notice statement has a different function from the trademark notice, in that it protects against the unauthorized copying of materials, including the logo image, any graphic images, any textual material and, likewise, any multimedia material.

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Thus, it is an imperative that partners in the WTD effort adhere to the following rules:

The WTD symbol is easily adaptable into your local language. Both EPS and JPG files of the symbol are available on the WTD website and without the typography. Your graphic designer or design resource can select whichever file type they prefer to work with. The artwork can be adapted most easily using Adobe Illustrator.

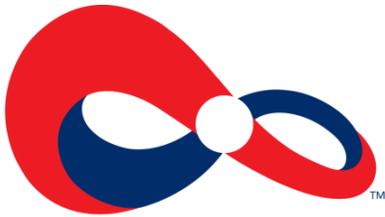
The file with the typography incorporated in it can serve as a guide for the designer to match the size and weight of the font by cap height. This way, the two (Avenir) fonts can retain the relative if not exact scale and proportion between the type and the symbol as shown on the official sample. The line spacing between the two lines should match the samples shown as well as the spacing between symbol and the first line (name). Please note the desired consistency achieved between the English, Spanish and Japanese examples of the symbol.

Guidelines for Adapting the Symbol for Use in Other Languages

- The name WORLD THROMBOSIS DAY is to appear on one line* beneath the symbol, and the date 13 OCTOBER on the line beneath the name. **Some languages may set up longer and require two lines for the name.*
- The text should be set in all caps and the letter spacing carefully studied to echo the official example in English. It is even and on the tighter side to provide a “visual base” on which the symbol sits.

- The only fonts permissible are **Avenir 95 Black** (for the name) and **Avenir 55 Roman** (for the date). No other typography treatment or fonts are permissible unless Avenir is unavailable in your language. In this case, your designer should best match the Avenir fonts in weight and feel with a close approximation. Note that the “O’s” are almost perfect circles, echoing the white ‘clot’ within the symbol. This would be the subliminal feel to strive for in any other font selection *only* if Avenir is not available in a specific alphabet.
- The only colors permissible are the official WTD red and blue. The CMYK formulas are provided below.
- For certain applications, a black and white treatment is also being provided. The one option for screen tints of black (100% and 60%) are indicated below. All other guidelines for the black & white treatment remain the same as for those for the color treatment.
- Always make sure that the TM is visible in application of the symbol and not inadvertently blocked or covered up by another element in the layout.

(Continued on following page)



WORLD THROMBOSIS DAY
13 OCTOBER

Typography:

Avenir Black
all caps
Avenir Roman
all caps

CMYK Color Formulas:

Red:	100%	Magenta
	100%	Yellow
Blue	100%	Cyan
:	78%	Magenta
	0%	Yellow
	44%	Key



WORLD THROMBOSIS DAY
13 OCTOBER

Black & White:

100% Black
60% Tint of Black

Translated Symbol Examples



DÍA MUNDIAL DE LA TROMBOSIS
13 DE OCTUBRE

Spanish Translation Line Breaks:

← WORLD THROMBOSIS DAY
← 13 OCTOBER



世界血栓症デー
10月13日

Japanese Translation Line Breaks:

← WORLD THROMBOSIS DAY
← 13 OCTOBER