World Thrombosis Day

Brand Guidelines

The World Thrombosis Day (WTD) campaign encourages creativity in the creation of all campaign materials; however, by providing you with clear guidelines, we hope to collaboratively extend our brand around the world.

To partners, supporters and friends of the WTD campaign. For proper implementation of the WTD visual brand.
Correct Applications of the WTD Logo

The typography and letter forms within the logo have been designed and carefully spaced for clear legibility. Reproduction projects may arise when attempting to reproduce the logo at sizes that are too small. Ideally the minimum size should be no smaller than .75" in width.

Please note that the logo has been translated into multiple languages. Email WTD@isth.org if you would like to obtain a specific language.

Incorrect Applications of the WTD Logo

The typography and letter forms within the logo have been designed and carefully spaced for clear legibility. Reproduction projects may arise when attempting to reproduce the logo at sizes that are too small. Ideally the minimum size should be no smaller than .75" in width.
Correct Applications of the Eyes Open Brand Mark

Incorrect Applications of the Eyes Open Brand Mark

#WTDAY20  |  #EYESOPENTOTHROMBOSIS  |  #KEEPLIFEFLOWING
The Adobe Trade Gothic family is the typeface designated to complement the WTD graphic identity. For consistency, it is important to work with Trade Gothic typography within print and whenever possible to incorporate it into digital communications.

**Practical Use:** In addition to the logo, this font is used as header font in most documents.

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Core Sans Serif Fonts**

**Complementary Fonts**

To complement the use of sans serif Trade Gothsics, use Open Sans.

Open Sans is a humanist sans-serif typeface designed by Steve Matteson and commissioned by Google.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
The WTD logo is based on two colors. These two core colors are referred to as ISTH Blue and ISTH Red. We recommend using these two colors in all WTD materials and resources. The ISTH Medium Blue is only an accent color. You will also see it in the Eyes Open to Thrombosis symbol.

The core ISTH colors should be the only two colors applied to the WTD logo. We ask that partners and sponsors do not recreate the logo in various color.

Files are provided for all approved color combinations and must not be altered.

**What Colors Can I Use?**

- **ISTH Blue**
  - PMS 2768
  - C 100%, M 78%, K 44%

- **ISTH Red**
  - PMS 1797
  - C 100%, Y 99%, K 4%

- **Accent Color**
  - ISTH Medium Blue
  - PMS 2728
  - C 96%, M 69%
Eyes Open To Thrombosis Photography

When implementing the new WTD Eyes Open to Thrombosis imagery, we ask you to be mindful of the images you use. See samples below.
Examples of WTD and Eyes Open to Thrombosis

The WTD campaign offers an entire suite of images for easy, free download if you are a partner or supporter of the campaign. Visit the WTD website to review the graphics available. If something is missing, let us know!
Examples of WTD and Eyes Open to Thrombosis

Know the signs. Know the symptoms. Know the risk factors. WorldThrombosisDay.org

LEARN MORE ABOUT PULMONARY EMBOLISM (PE)

Know the signs, symptoms and risk factors.

PE is a blockage in one of the blood vessels in your lungs. It occurs when pieces of blood that have formed in your veins, or fat that has moved from elsewhere in your body, get into your lungs and block an artery.

PE is a rare but serious condition that can:
- Damage part of your lung's blood flow.
- Cause chest pain or tightness.
- Make breathing difficult.
- Damage the organs in your body because of a lack of oxygen.
- Cause blood clots to break free in the lungs. If this happens, your lungs may not receive enough oxygen, which can lead to damage to the organs.

PE SIGNS AND SYMPTOMS
- Swollen veins of the leg.
- Chest pain or tightness.
- Unexplained cough, sometimes with blood-streaked mucus.

PE RISK FACTORS
- Heart or lung disease
- Cancer
- Stroke
- Diabetes
- Injuries
- Long-term use of certain medications

TREATMENT OF PE

PE is a serious, life-threatening condition that requires immediate medical attention. Early diagnosis and treatment are crucial.

WHAT IS THROMBOSIS?

Thrombosis is a blood clot that forms in a vein or an artery. It can occur in any part of the body and can lead to serious health problems, including pulmonary embolism (PE) and deep vein thrombosis (DVT).

Work From Home Tips

1. Schedule a work out for yourself each day.
2. Build movement into your work activities.
3. Take a water break every 20 minutes.
4. Move every 90 minutes.

#WTDAY20 | #EYESOPENTOTHROMBOSIS | #KEEPLIFEFLOWING
Graphic Standards Overview

The WTD graphic identity program applies to any item bearing the WTD name, logo or other identifying marks. The ISTH requires that all print and digital ads as well as promotional items be approved by the WTD campaign team before they are published.

Please allow at least a week for review.

Available Artwork

The graphic standards provide explanations and examples to assist in maintaining a strong WTD brand image. Many of the available artwork files can serve as base templates for simple updating when a version is saved by a printer or designer.

It is imperative that no logos be recreated or typeset. All logo variants for WTD are available in all file formats. For questions, contact the WTD campaign team at wtd@isth.org.

Contact: ISTH WTD Team at +1 919-929-3807