



International Pediatric Association Brand Book

Foreword

The International Pediatric Association (IPA) Brand Book is the manual for all IPA communications. It is a practical guide for producing clear, confident and straight-forward visual, written and spoken communications on behalf of IPA. All materials produced for IPA, whether web campaigns and communication, social media, video or print should follow the instructions in the IPA Brand Book.

The Brand Book has been produced to ensure that we can communicate effectively and efficiently. It should be used in conjunction with the IPA Communications Strategy to determine what needs to be communicated and how it should be presented.



Brand IPA

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Brand IPA



What is a Brand?

A Brand is the external identity of an organisation, how it presents itself to the world. It is everything that an IPA supporter, or potential supporter, thinks of when you say the “International Pediatrics Association” to them.

Why does it matter?

IPA is the global home of pediatricians and a world-leader in children’s health.

For more than a hundred years IPA has been at the forefront of work to improve children’s health. Building a respected and trusted Brand for IPA will enable us to communicate effectively and so deliver on our commitment to improve child health.

IPA has members in 140 countries. Between us we represent over a million pediatricians improving the health and saving the lives of more than a billion children.

We work across each continent and have the ear of policy makers at the highest levels, nationally and internationally.

Communicating effectively, with pediatricians, with parents, with policy makers, with partners, with politicians, is key to IPA’s ability to improve child health and rights. Every member of staff, committee member, partner and member organisation can do their part to spread IPA’s message of high quality, evidence-based and child-centred pediatric care.

Understanding the Brand will help all the disparate people who communicate on behalf of IPA to speak authoritatively, with one voice.

IPA Value Proposition

A Value Proposition is a statement describing the value that you will provide to the people you serve. The Value Proposition should be the first thing that visitors see on the website. The audience for this proposition is member societies and pediatricians.

Key features:

- + **IPA connects** pediatricians from all over the world to lead improvements in child and adolescent health and rights
- + **IPA uses** evidence based policy and research to advocate for child health
- + **IPA provides** expert guidance and support to implement child health interventions

Headline:

Connecting pediatricians, worldwide

Subhead:

Supporting pediatric associations with knowledge and expertise, championing the importance of quality pediatric care and promoting the importance of creating a well resourced and educated pediatric workforce



IPA Promise

The Brand Promise is the broader mission of IPA. It should flow through every interaction which stakeholders have with the Brand.

To create a world where all children, regardless of age, location or family situation can live healthy lives

IPA Attributes

IPA's Attributes are the traits that we want our supporters and potential supporters to associate with the IPA brand, regardless of the area of work.

- + **Holistic:** Working for every child, every age, everywhere to promote physical, mental and social health and wellbeing
- + **Hands-on:** Supporting people fighting for child health locally, nationally, globally
- + **Expert:** Spearheading improvements to child health and lower childhood mortality through evidence based policy, research and education

IPA Values

IPA's Values are the standards which underpin the organization's work. They flow through all of IPA's actions, including communications.

Excellence of knowledge and expertise in child health:

Pediatricians will be leaders in defining and creating a sound body of scientific and practical knowledge concerning child health.

Evidence based action:

Pediatricians will incorporate best practices validated by evidenced based studies into all their professional activities.

Prevention as well as

treatment: Pediatricians will emphasize prevention of disease and ill health, as well as care for illness which has not been prevented.

Education: Pediatricians will design and implement education and training programs for pediatricians and other child health personnel, basing these programs on the needs of their populations and the best evidence based information.

Service: Pediatricians will deliver the best possible preventative and curative services for children, and will strive for the necessary facilities to provide these services.

Partnership: Pediatricians will seek out and work with other partners in maternal and child health, including their government ministries of health, United Nations agencies at country and global levels, and donors.

Advocacy: Pediatricians will promote health for all children from birth through adolescence, and will advocate for the right of every newborn, child, and adolescent to health and well being.

Collegiality: Pediatricians will be global citizens, collaborating locally and internationally with their colleagues in pediatrics and child health.

IPA Tagline

A tagline is an eye-catching phrase which succinctly expresses the Brand's mission and appears each time IPA communicates. It is the most repeated organizational text after the IPA name.

IPA's tagline is:

IPA: Working for every child, every age, everywhere

Although the tagline is abbreviated in the logo, in copy it should always be written in full.

IPA Personality

A Brand Personality is the qualities which form its character- the way it conducts itself in the world.

At the centre of IPA's work are children and their parents and, reflecting this, our core personal qualities are **positive, supportive, involved**.

IPA is a global leader, a respected voice in the international health community.

We use our century long experience in improving child health to inform our cutting edge policy and advocacy work.

IPA is affirmative of other global leaders and confident in our own abilities, a willing partner in projects which help deliver on our Brand Promise. IPA is a friend to parents and the champion of every child, every age, everywhere.



Written Communication

IPA Tone of Voice

IPA's Tone of Voice is the way that IPA speaks. It reflects the Brand Personality and ensures that the language that IPA uses is consistent across all channels, regardless of who is writing. The topic of IPA's communications will often be complex and specialised but each topic will be expressed clearly and simply. **IPA is always straightforward enough for a parent to understand and has a confident and active tone.**

Complicated and straightforward writing styles:

Example one

- ✘ **Complicated:** The organization wishes to utilize the expertise of pediatric healthcare practitioners to formulate IPA's policy positions.
- ✔ **Straightforward:** We will use pediatricians' expertise to develop our policies.

We use singular verbs about ourself to reflect the unity we brings to member organizations. However IPA uses "we" and "our" pronouns rather than "it" to make the organization sound approachable and collaborative.

Example two

- ✘ **Complicated:** IPA today will advise our valued partners of the need for them to recruit additional staff to administer Hepatitis B vaccines in the event of an unforeseen outbreak
- ✔ **Straightforward:** Today IPA will tell our partners that they will need more staff to give Hep B vaccines if there is an unexpected outbreak of the virus.

Verb and pronoun use:Example one

- ✘ **Plural verb and “it” pronoun:**
IPA are a global organization. It connects pediatricians.
- ✔ **Singular verb and “we” pronoun:**
IPA is a global organization. We connect pediatricians.

Example two

- ✘ **Plural verb and “it” pronoun:**
IPA is values-driven and its work with diverse communities is central to its work improving the health and saving the lives of children.
- ✔ **Singular verb and “we” pronoun:**
IPA is values-driven and our work with diverse communities is central to our work improving the health and saving the lives of children.

The IPA name should be **spelled out fully the first time it is used** in each text and thereafter initialized, e.g. “We are the International Pediatric Association (IPA). IPA believes child health is vital for a healthy world”.

We are “the International Pediatric Association” not “The International Pediatric Association”.
We are “IPA” not “the IPA”.

The primary language of IPA is **American English**. For all spelling, grammar and style issues refer to *The New York Times Manual of Style and Usage*.

IPA Key Messages

Key Messages are the **core points** that we want our audience to remember about IPA and the issues for which we advocate.

Key Messages are the **building blocks of all IPA's communications**. Every time that IPA communicates it should be to advance one of the Key Messages.

By **repeated exposure**, IPA's Key Messages will become associated with the IPA Brand, helping to reinforce them in the audience's mind.

IPA Key Messages

	YOUR CORE POINT	PRIMARY MESSAGE	SECONDARY, SUPPORTING MESSAGES	ACTIONS
Key Message	<p>IPA promotes and strengthens the work of pediatricians worldwide</p>	<p>IPA advocates globally, nationally and locally for high quality, evidence-based and child-centred pediatric care.</p>	<ul style="list-style-type: none"> » IPA is a respected partner of WHO and UNICEF » IPA is part of the Global Alliance for Vaccines and Immunization (GAVI), the Partnership for Maternal and Newborn Child Health, the International Health Partnership, The Global Alliance for the Prevention of Obesity and Related Chronic Disease Website, The Taskforce on Innovative International Financing for Health Systems and the Global Health Workforce Alliance » IPA provides global leadership on emerging child health issues, tackling obesity and advocating for childhood vaccinations through our work with these organizations and other leading global health players » IPA represents over a million pediatricians saving the lives and improving the health of more than a billion children 	<p>Visit IPA's website and follow us on Facebook, LinkedIn and Twitter to keep up-to-date with our work</p>
Key Message	<p>IPA is working to improve the health and save the lives of all children</p>	<p>IPA represents pediatricians from over 140 countries, enabling them to work together to improve the physical, mental and social health and wellbeing of all children, from birth through adolescence.</p>	<ul style="list-style-type: none"> » IPA represents member societies from over 140 countries » IPA has over 150 member societies » For over 100 years, IPA has been the only global body representing professional societies of pediatricians » IPA represents over a million pediatricians saving the lives and improving the health of more than a billion children 	<p>Visit IPA's website and follow us on Facebook, LinkedIn and Twitter to keep up-to-date with our work</p>

IPA Boilerplate

Boilerplate is the **standard text** which appears after the unique copy in communications and expresses what an organization is, what it does and its contact details. It is used in its original form wherever it appears. It is used in **press releases, policy documents** and **leaflets**.

Founded in 1910, the International Pediatric Association (IPA) is the internationally respected global membership organization for pediatric societies. We represent over a million pediatricians who improve the health and save the lives of more than a billion children. IPA connects pediatricians from over 140 countries, enabling them to work together to improve the physical, mental and social health of all children, from birth through adolescence. We advocate globally, nationally and locally for high quality, evidence-based and child-centered pediatric care.

IPA: working for every child, every age, everywhere.
www.ipa-world.org

Visual Communication

Visual Communications Guide

This visual communication guide demonstrates the IPA logo and visual identity. They should be used consistently throughout all printed and digital materials produced by IPA.

Keeping the look of IPA consistent helps to achieve a strong and focussed message.

The logo of IPA communicates
its **global scope**,
togetherness and **inclusivity**
with a symbolic embrace

The Logo

The logo in its most complete form is an embrace symbol, logotype and a tagline. An example of the logo in a small size and on a dark background are shown overleaf.



Full logo with embrace symbol, logotype and tagline



Readability & Size

If there isn't space in your communication for the full logo, then the embrace symbol can be used on its own or with the IPA initials. For example on IPA's social media pages.

Simple logo - embrace symbol



Simpler Versions of the Logo

The logos on this page and overleaf can be used on documents with limited space, where legibility would be compromised if the full logo was used. They can also be used on documents where a clean or pared down aesthetic is required. Each logo version is shown in 3 different sizes to demonstrate an example of legibility when scaled smaller.

Simple logo - horizontal version



Simple logo - vertical version



Black & White Versions

The **black logos** can be used on office documents which will be printed in greyscale, for example invoices.

The **white logo** can be used on photos which have a darker background and on visuals that are in one bold, bright colour.

All versions of the logo are prepared in black & the full version of the logo is also prepared in white.



Logo Protective Zones

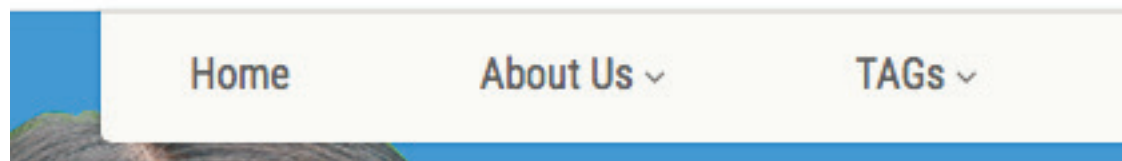
A 'protective zone' is the area where no text and no image (except of a sufficiently contrasting background image) can go, in order not to interfere with the logo itself.

Use these protective zones to avoid diminishing the visibility of the brand. **These zones can be increased** but not decreased, as this impacts the visual identity.





Exemplary Usage of Logos



In smaller spaces use the simplified logo; where there is more space (like on the website), use the full logo version.



Example of uses of the full version logo with a white rectangle.



The simple, vertical logo can also be used with a white rectangle underneath, with a protective zone.



The white logo can be used on solid backgrounds where the full colour logo would disappear.



The darker the background, the more visible the white logo becomes.

IPA Brand Colors

These colors make up the IPA logo.

Use CMYK values for print design and RGB and the #-coded color values for digital purposes.

IPA Turquoise

CMYK: 100/0/28/0
RGB: 0/171/192
#00abbf

IPA Green

CMYK: 55/5/100/0
RGB: 130/186/65
#81ba41

IPA Orange

CMYK: 0/70/100/0
RGB: 243/112/33
#f36f21

100%
Black

70%
Black

IPA Colors in the Visuals

These colors are used in the visual assets on social media and the website. You can use them to expand the color choices for IPA's visual identity.

Use CMYK values for print design and RGB and the #-coded color values for digital purposes.

IPA Lime Green

CMYK: 47/9/100/0
RGB: 149/184/26
#95b81a

IPA Purple

CMYK: 41/100/32/11
RGB: 149/0/98
#950062

IPA Orange

CMYK: 7/62/100/1
RGB: 230/123/20
#e67b14

IPA Dark Green

CMYK: 90/35/100/30
RGB: 6/99/41
#066329

IPA Blue

CMYK: 68/28/0/0
RGB: 0/162/255
#00a2ff

IPA Red

CMYK: 18/100/100/11
RGB: 186/0/0
#ba0000

Typography

The IPA font is Avenir. Together with the brand colors, image style and logos a consistent use of Avenir will ensure the visual identity stays strong and recognizable.

When Avenir is not available, Verdana is the preferred substitute.

Avenir Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXx
 YyZzÖÄ0123456789!"%&/())=?`^~:;.,:_

Avenir Book Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXx
 YyZzÖÄ0123456789!"%&/())=?`^~:;.,:_

Avenir Heavy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXx
 YyZzÖÄ0123456789!"%&/())=?`^~:;.,:_

Avenir Heavy Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXx
 YyZzÖÄ0123456789!"%&/())=?`^~:;.,:_

Verdana Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZzÖÄ0123456789!"%&/())=?`^~:;.,:_

Verdana Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZzÖÄ0123456789!"%&/())=?`
^~:;.,:_**

Verdana Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZzÖÄ0123456789!"%&/())=?`^~:;.,:_*

Verdana Bold Italic

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZzÖÄ0123456789!"%&/())=?`
^~:;.,:_***

Using the Logo Correctly

To ensure the logo versions stay consistent, recognizable, strong and visible, please be mindful of the protective zone and the colors and fonts assigned to them.



- + correct protective zone
- + correct IPA colors
- + correct typography
- + correct angle
- + correct proportions
- + white rectangle under the logo when used on a dark background

Correct VS Incorrect



Not using the white rectangle on a dark background may result in the logo not being visible, readable and recognizable.

This is especially obvious if one of the colours of the background is also a brand colour, like the IPA turquoise here.

Incorrect Logo Treatment



- wrong proportions of the logo



- wrong angle



- outlines on the logo



- wrong colors



- gradients on the logo



- "special effects" like drop shadow, outer glow, 3D, inner glow...



- changes to the original typography

Image Treatment

Images used by IPA have these characteristics in common:

- + a child or children in focus
- + boldly colorful OR purely white background
- + a positive, personal mood
- + portraits with a simple background

The images **do not** contain gradients, pastel backgrounds, patterns in the backgrounds or large crowds of people in the background.

This treatment is specifically for branding purposes on social media, print & IPA's website.



This image is correct, with its bold purple background and a child in focus.



In this image the beige background is not correct, because beige is NOT a bold colour and it is also NOT white.

Choosing More Images

IPA uses images of children on white and colorful backgrounds as part of our visual identity. The image should...

- + have a child or children in focus
- + the background is not too cluttered with objects and other people
- + the photo is natural and not too staged
- + the children are of various ethnicities, genders, ages and social backgrounds
- + the child is fully dressed, top and bottom



Examples of Possible Images

Recommended photo stocks include Dreamstime, Istock, Getty Images, Wikimedia Commons. Commissioned photos may also be used.

Search with keywords, such as:

- + "children"
- + "siblings"
- + "African"
- + "Asian"
- + "toddler"
- + "positive"
- + "natural"
- + "portrait"
- + "teenager"

After finding the right images, follow the website's guide on how to download them. It's always better to download a bigger size than a smaller size. Bigger images can be used without losing their quality or sharpness.





M4ID for IPA

The new visual identity for the International Pediatric Association and this accompanying Brand Book were developed by M4ID as part of the Technical Assistance Partnership (TAP) funded by Bill & Melinda Gates Foundation.

M4ID is a globally recognised leader in providing creative communication and service design solutions for development and health initiatives. Together with its partners, M4ID delivers social change projects across Asia, Africa, the Americas and Europe. M4ID works with civil society, foundations, UN agencies, academia and public sector actors. The agency also independently researches and develops new service and communication concepts, filling innovation gaps in the area of reproductive, maternal and newborn child health.

Please visit www.m4id.fi to learn more about us.

Thank you