



IOF BRANDING GUIDELINES

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INTRODUCTION

The purpose of these logo guidelines is to ensure that all our work embodies the International Osteoporosis Foundation (IOF) brand attributes, expresses them consistently, and helps to build an awareness of the brand.

Our aim is to create a brand image that reflects IOF, an organization that is credible, modern, supportive and compassionate. IOF's brand image needs to be relevant to our diverse range of stakeholders, from patients and the general public, to corporate partners, to policymakers, and to the academic and scientific community.

An important component of building our strong brand image is consistency in our communications. The updated brand guidelines that follow present the unified and consistent image we wish to convey. Our brand guidelines establish the visual style to be maintained throughout all IOF-branded materials, including use of key brand elements, such as colour, type, logo and visual imagery.

Please refer to our Brand Guidelines document to have a complete overview. With your attention and support we will continue to communicate and reinforce a strong IOF brand and we thank you in advance for your efforts.

Sincerely,

Dr. Philippe Halbout

Chief Executive Officer



BRAND IDENTITY

Our brand identity, the essence of who and what we are, is communicated through our brand positioning and brand personality.

Our position statement, shown below, was carefully developed through workshops involving constituents of many areas of IOF business.

POSITIONING

Our positioning embodies the commitment and promise our brand offers. It is what distinguishes us from other organizations in the minds of our stakeholders. After careful analysis, the IOF has arrived at the following position statement that should guide all communication executions:

**IOF IS THE MOST
CREDIBLE AND
COMPREHENSIVE
GLOBAL SOURCE FOR
OSTEOPOROSIS AND
BONE HEALTH**

BRAND PERSONALITY

Brand personality defines the character inherent in our organization and is reflected by the people who work here. The results of our positioning exploration found several important personality traits relating to IOF:

CREDIBLE

AUTHORITATIVE, INTEGRITY, HONOURABLE,
OBJECTIVE, UNBIASED, SCIENCE DRIVEN

SUPPORT

CARING, THOUGHTFUL AND FRIENDLY

COMPASSIONATE

APPROACHABLE, AUTHENTIC, ACCESSIBLE

MODERN

CUTTING-EDGE, INNOVATIVE, DYNAMIC, SMART,
WITTY, YOUTHFUL

BRAND HIERARCHY

IOF BRAND



IOF SUB-BRANDS



WorldOsteoporosisDay
October 20



FRACTUREFOCUS
CONNECTING KNOWLEDGE FOR BETTER FRACTURE LIAISON SERVICES



PART OF THE IOF ECOSYSTEM



LOGO



IOF

**International
Osteoporosis
Foundation**

BRIEF SUMMARY

The IOF logo is the most visible expression of our brand. Once introduced, the logo becomes the consistent element that represents IOF in every communication. IOF symbol and logotype have a specific relationship and are treated as one unit. The relative size and spatial relationship of the logo elements should never be modified.



1 Logotype

1 Logotype + gap

FOR PRIMARY USE IN

General communications, website, publications, letterhead, business cards, stationery.

LOGO SIZE

STANDARD SIZE

The **standard logo size** for print has a width of 40 mm x 20 mm. This logo size is to be used for applications ranging in size from a business card to letterhead.

The standard logo size for web is 300 px x 160 px and the minimum size is 200 px x 100 px.

20mm



Standard size for print
40mm x 20mm

40mm

MINIMUM SIZE

Minimum size refers to the smallest size at which the IOF logo may be reproduced to ensure its legibility.

The **minimum reproduction size** of IOF's logo is 12.5 mm in height. However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, contact IOF for approval.

12.5mm



Minimum size for print
12.5mm in height

LOGO CLEAR SPACE

CLEAR SPACE

There must always be sufficient space surrounding the logo to avoid visual clashes with other elements and maintain visual impact.

The area of isolation represents the minimum clear space that must be provided at all times.

This area is determined by the height of the tallest character in the logo and is proportional regardless of logo size.

Space between the logo and the text is the same as the clear space, and the leading is half that size. This ensures that the logo is proportionate and visually balanced.



LOGO COLOURS

For consistency, IOF's logo may only be applied in a limited number of colours and techniques. To preserve legibility, the **full colour logo should only be placed on a white or off-white background.**

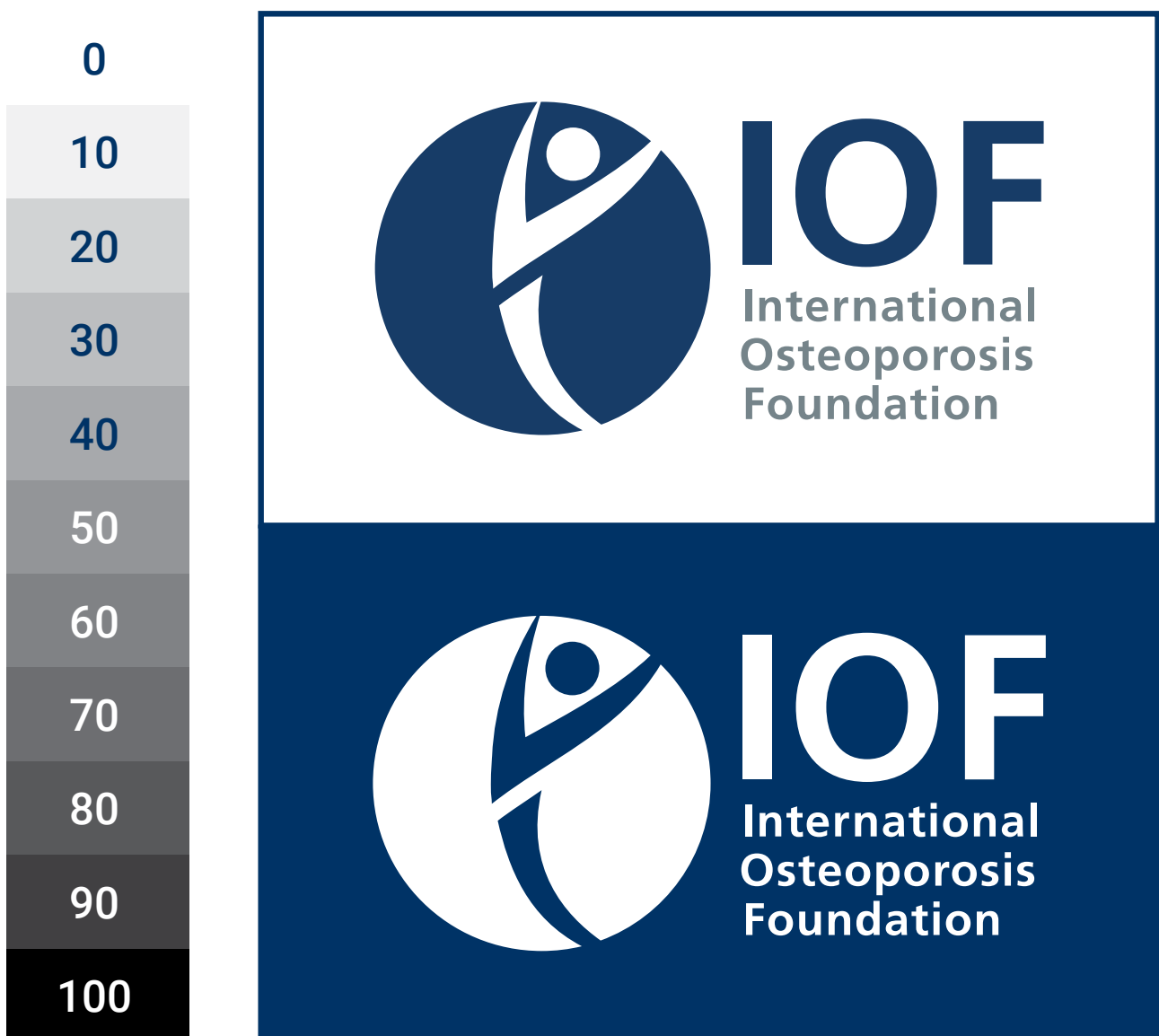
Whenever possible, the full colour logo should be used. When it is not possible to use the full colour logo, the one colour logo may be used.



LOGO BACKGROUND

When **positioning the logo on a coloured background**, the value of the background determines how the logo is used. If the tint of the background is less than 50%, the coloured version should be used - if it is more than 50%, then the reversed out white version should be used.

50% Black or Less



51% Black or More

INCORRECT LOGO USES

1 LOGO RESOLUTION

Do not enlarge a smaller logo unless it is in a vector format. Enlarging a JPEG or PNG file will make it pixellated and it will lose detail.

2 DISTORTION AND EFFECTS

Do not skew or rotate the logo. The logo may only be positioned on a 0° horizontal axis. Do not add visual effects to the logo such as bevels or filters.

3 INCORRECT CONTRAST

Do not apply the logo to a background where lack of contrast diminishes legibility.

4 CHANGING THE SIZE OF THE SYMBOL OR LOGOTYPE

Do not alter the size and spatial relationship of the symbol and logotype.

5 INCORRECT COLOUR

Do not reproduce the logo in an unapproved colour. Do not reproduce the logo as a screen or tint.

6 INCORRECT VERSION

Do not position the logo within a box or other containing shape. The version of the logo should be appropriate to the background.

7 INCORRECT FONT

Do not redraw or use another font to create the logo.

8 INCORRECT LOGO

Do not use previous versions of the logo.

1



2



3



4



5



6



7



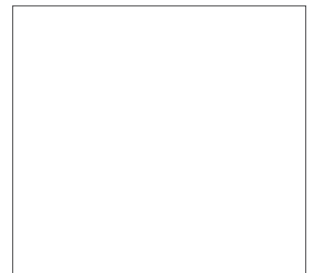
8



COLOUR PALETTE

Consistent colour usage ensures maximum brand recognition. IOF's primary colour palette is the foundation of the brand and should always be used properly to reinforce brand equity. The secondary and grayscale palettes should be used as complements to the primary palette. All colours may be used at any transparency in print and digital applications.

PRIMARY PALETTE



CMYK 100|86.61|33.03|22.78
PANTONE PANTONE 2955C
RGB 0|51|102
HEX #003366

CMYK 0|38.77|89.04|0
PANTONE PANTONE 1365C
RGB 250|169|54
HEX #FAA936

CMYK 0|0|0|0
PANTONE PANTONE 000C
RGB 255|255|255
HEX #FFFFFF

GRAYSCALE



BLACK

70%

50%

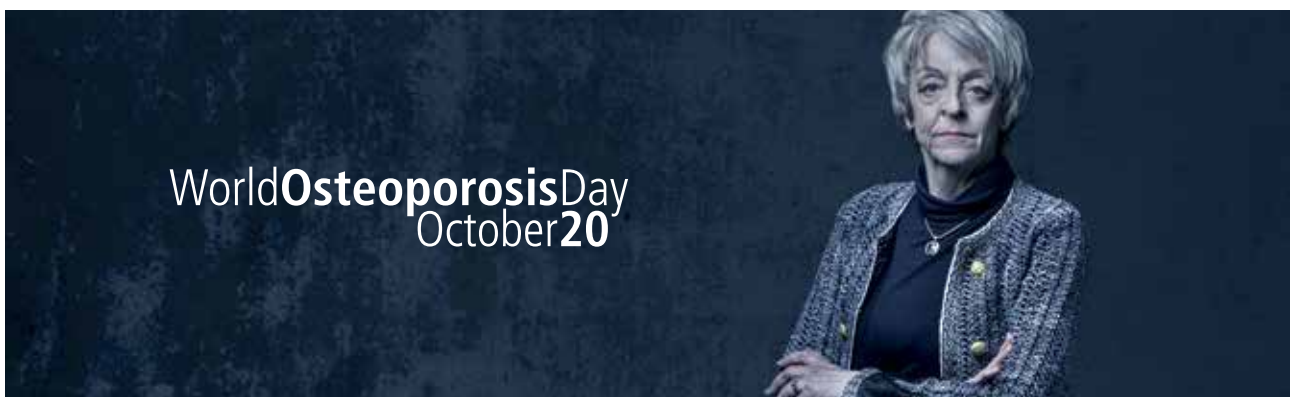
20%



IOF'S SUB-BRANDS

IOF has certain key projects who are at the center of the foundation's mission and goals. As such, these projects have been dedicated branding, that match the language and spirit of each of these operations.

For detailed information about the usage of each of these logos, please contact info@osteoporosis.foundation.





BoneCast



IOF ACADEMY

Science, Knowledge & Education



FRACTUREFOCUS

CONNECTING KNOWLEDGE FOR BETTER FRACTURE LIAISON SERVICES



Fundamentals of Osteoporosis

Enhancing Clinical Excellence



IOF'S BRANDING ECOSYSTEM

IOF has sub-logotypes that are part of the main logo's ecosystem. These sub-logos are used to highlight certain operations, or affiliations. This includes the "Proud Member" and "Recommended by IOF" logos.

"PROUD MEMBER" LOGO

FOR MEMBERS OF
THE COMMITTEE OF
NATIONAL SOCIETIES
AND MEMBERS OF
THE COMMITTEE OF
CORPORATE ADVISORS



USAGE

The "proud member" logo can be used in the **member's website**. Usage in other places such as social media posts is allowed when used to announce the entry of a member (for corporate partners). For National Societies, usage in printable resources is also allowed.

CLEAR SPACE

There must always be sufficient space surrounding the logo to avoid visual clashes with the other logo. The area of isolation represents the minimum clear space that must be provided at all times. **Ideally, you should leave twice as much empty space if possible.**

This area is determined by the height of the tallest character in the logo and is proportional regardless of logo size. The logo must be readable at all times.

Please consider the "RED LOGO" as a placeholder for your logo



“RECOMMENDED BY IOF” LOGO

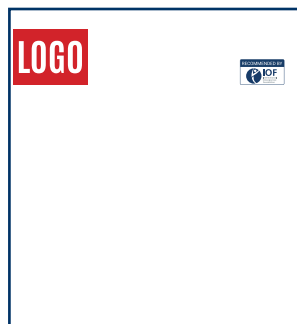


USAGE AND PLACEMENT

The “recommended by IOF” logo can be used by partners as a logo on pack (following a formal agreement with IOF), or in promotional materials used to promote the same product the logo is being used on. The logo can only be used in Blue or White. For background colors, please use the same rules as for the main IOF logo.

The logo may be used in other colors to better match the packaging upon approval from the communications department.

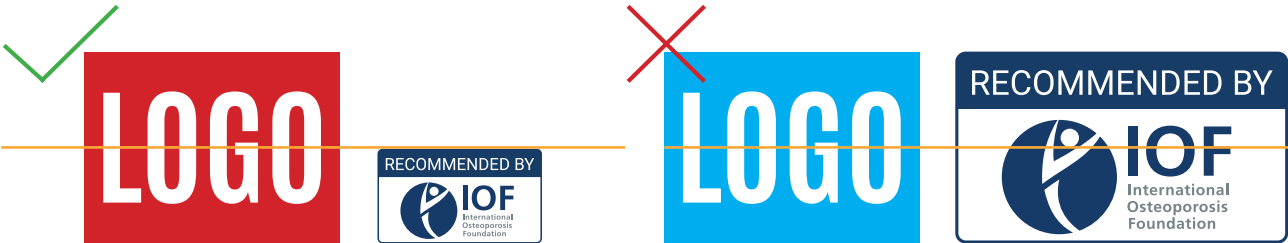
The “recommended by IOF” logo **cannot be placed next to a partner’s logo** either on the packaging, in promotional campaigns or advertisement. If placed at the same level, each logo should be on opposite sites of the layout and only if you can have a blank space of at least 3 “recommended by IOF” logos, between each logotype.



MINIMUM AND MAXIMUM SIZES

Maximum size refers to the size the “recommended by IOF” logo can have when compared to the partner’s logo. This applies to all “recommended by IOF” logos.

The logo cannot have more than half the height of a partner’s logo at all times, regardless of where it’s being used. *Comparison aid below (please note that this is a visual aid, the “recommended by IOF” logo cannot be used next to a partner).*



Minimum size refers to the smallest size at which the “recommended by IOF” logo may be reproduced to ensure its legibility.

The minimum reproduction size is 10 mm in height for the horizontal version, and 15mm for the circular. However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, contact IOF for approval.



Minimum size for print 10mm in height



Minimum size for print 15mm in height

CLEAR SPACE

There must always be sufficient space surrounding the logo to avoid visual clashes with other elements and maintain visual impact.

The area of isolation represents the minimum clear space that must be provided at all times. This area is determined by the height of the letter “O” in IOF.



PACKAGING RULES

The **rectangular logo** should be placed at the bottom right or left, and never aligned with the partner's logo. It can be placed in any side of the package side, but in no more than 2 sides, and only once per side.

The rules regarding sizes should always be taken into consideration.



Example of good logo placement

IOF logo is not placed next to the partner's logo

IOF logo has half the size of the partner's logo

IOF logo is only used in 2 sides of the packaging



Examples of bad logo placement

IOF logo too large or too close to partner's logo

Changes on the angle of the IOF logo



IOF logo is being used in more than 2 sides, and more than once per side.

IOF logo is too large. Even if not placed on the same side as the partner's logo, the ratio should still be assured.

PACKAGING RULES

The **circular logo** should be placed at the bottom right or left (maintaining the size ratio mentioned previously), or as a stamp on top of to the partner's logo (in this case, the circular logo should be reduced to 1/3 of the height of the partner's logo instead of half, and with a 13° clockwise rotation). The logo can be placed in any side of the package side, but in no more than 2 sides, and only once per side.



Example of good logo placement

IOF logo is being used as a stamp on top of the partner's logo and has no more than 1/3 of the height of the partner's logo.

IOF logo is only used in 2 sides of the packaging



Examples of bad logo placement

IOF logo too large or too close to partner's logo

Changes on the angle of the IOF logo



IOF logo is being used in more than 2 sides, and more than once per side.

IOF logo is too large. Even if not placed on the same side as the partner's logo, the ratio should still be assured.



TYPOGRAPHY

ROBOTO

Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system Android.

The font is described as being “modern, yet approachable” and “emotional”.

USAGE

Main body text, footnotes, graphics, captions, titles, headings, callouts.

ROBOTO THIN
ROBOTO THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

ROBOTO LIGHT
ROBOTO LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

ROBOTO REGULAR
ROBOTO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

ROBOTO MEDIUM
ROBOTO MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

ROBOTO BOLD
ROBOTO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

ROBOTO BLACK
ROBOTO BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

OPEN SANS

Open Sans is a humanist sans-serif typeface designed by Steve Matteson, commissioned by Google and released in 2011. It is based on his previous Droid Sans design, designed for Android mobile devices, but slightly wider.

USAGE

Main body text, footnotes, graphics, captions, titles, headings, callouts.

OPEN SANS LIGHT
OPEN SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

OPEN SANS REGULAR
OPEN SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

OPEN SANS SEMIBOLD
OPEN SANS SEMIBOLD IT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

OPEN SANS BOLD
OPEN SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

OPEN SANS EXTRABOLD
OPEN SANS EXTRABOLD IT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

EDITORIAL

REFERRING TO IOF

When referring to **the International Osteoporosis foundation**, 'the' is to be used.
When using the acronym **IOF**, 'the' should not be used.

SPELLING

It is important to maintain a consistent system of spelling in all publications to uphold IOF's brand identity.

IOF uses Oxford Rules, a set of rules used by a majority of international organizations including the WHO, WWF, UN, WTO etc.

When in doubt, use British spelling, but substitute 'ise' for 'ize'.

Some specific examples:

- Centre
- Globalized
- Organization
- Paediatric
- Programme
- Realize

All 'OU' words such as colour (not color) or favour (not favor).

REFERENCING IOF PUBLICATIONS IN WRITING

When referencing a journal title within a block of text, the title should be written in full, not the abbreviated form. The title is to be italicized, and capitalized, however any text appearing after a colon should not have capitals.

Lorem ipsum dolor, *Title: egestas faucibus platea, risus massa sit amet, vel interdum.*

OFFICIAL REFERENCE SHORT FORMS FOR IOF SCIENTIFIC PUBLICATIONS

Osteoporosis International = **Osteoporos Int.**

Archives of Osteoporosis = **Arch Osteoporos.**

Calcified Tissue International = **Calcif Tissue Int.**

IOF SPECIFIC TERMS

Committee of National Societies (CNS)*

Committee of Scientific Advisors (CSA)

Committee of Corporate Advisors (CCA)

** When listing all three committees, list in the order
CNS, CSA and CCA (CCA last).*

IOF Regionals 1st Latin America Osteoporosis Meeting

IOF Regionals 1st Middle-East & Africa Osteoporosis Meeting

IOF Regionals 1st Asia-Pacific Osteoporosis Meeting

IOF Worldwide Conference of Osteoporosis Patient Societies
(IOF WWC)

Satellite Symposia (or Symposium) **not Industry or Corporate Session**

Meet-the-Expert Sessions **use hyphens**

Board Member

Regional Advisory Committee (RAC)

Chair/Vice-Chair **not Chairman/woman**

REFERRING TO OFFICES

When referencing IOF offices in any instance, use the following spelling and formatting.

- IOF Asia-Pacific
- IOF Middle-East & Africa
- IOF Latin America

FORMATING DATE AND TIME

When mentioning the date and time within text, the time should be shown in military, and the numbers should not include th.

**Wednesday July 13, 2011
22:00 - 23:00**

~~**Wednesday July 13th, 2011
10:00pm - 11:00pm**~~

WRITTING NUMBERS

When writing numbers in text, all single digit whole numbers should be spelled out, and any number greater than nine should be represented with numerals. Per cent is spelled using Oxford Rules.

**Nine per cent of patients
experience this.**

~~**9 percent of patients
experience this**~~

EMAIL FORMATING

In order to maintain a consistent image and uphold IOF's brand identity, all IOF email signatures should be formatted with the employee name in Roboto bold 15 pt, job title in uppercase medium 11 pt, 'International Osteoporosis Foundation' in Roboto regular 13 pt, followed by the address and telephone number in Roboto regular 13 pt. The e-mail address should appear on the last line along with the website in Roboto regular 11 pt.

Social media icons will appear lastly, preceded by "Follow us" in Roboto Bold 14 pt.



Name Surname JOB TITLE
International Osteoporosis Foundation

9 rue Juste-Olivier • CH-1260 Nyon • Switzerland
T +41 22 994 01 27

email@iofbonehealth.org • www.osteoporosis.foundation

TYPE HIERARCHY

LAYOUT FOR PATIENT-ORIENTED ARTICLES

For patient-oriented publications, use Roboto Black 23 pt Uppercase for titles, Open Sans Light 10 pt for body text, and Roboto Bold 14 pt for sub headers. Generally patient-oriented publications use a three column layout.

The leading must remain consistent. Leading refers to the distance between the baselines of successive lines of type, and is measured in points.

The leading after the main title should be set at 14 pt.

The same measurement applies after a paragraph when a new sub header is started. The leading between a sub heading and its following paragraph should be set at 7 mm. The space between paragraphs in the same section should also be set at 7 mm. The space between two different sections should be 14 mm.



TITLE IN ROBOTO BLACK

SUBTITLE IN ROBOTO BOLD

Text in Roboto Light

caectatur? Otat qui rehentium in etur sitasperum hit, sam re as utem harum odicimi, quatia accabor sundae doluptas et, qui officae seque natio. Ut quat magnisi alis dAapicidoluptate porest, tem reicaec tatestrunt pos corestio

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SUBTITLE IN ROBOTO BOLD

The graphic designer is reserved the right to make changes when appropriate. However, if not part of the IOF team, please validate all changes with a member of the IOF communication department. No changes can be made without prior approval from the IOF team.

TITLE IN ROBOTO BLACK

SUBTITLE IN ROBOTO BOLD

Cus, in reprae litaestis mos cumquas dolorum nestrume dolorehendel magnihi caectatur? Otat qui rehentium in etur sitasperum hit, sam re as utem harum et aut adior aut omnit, sim quis ipsam eate sitiis ention cum eaquam quidunt rem nestiores maio ium eligendes dolorati tempe nonsed et officim illesto odit quo volum si blaut eatio. Xerrum quaerfe rioreri assuntiunt offic totae quae non plame dis et laboratem. Officia doluptas et evenienia vent, sum iusanist, qui occae. Aditio minvelit alit re, cum quodici re con ra voluptate od milis ma verorporempo volerei cilibus dis consequat.

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Cus, in reprae litaestis mos cumquas dolorum nestrume dolorehendel magnihi caectatur? Otat qui rehentium in etur sitasperum hit, sam re as utem harum et aut adior aut omnit, sim quis ipsam eate sitiis ention cum eaquam quidunt rem nestiores maio ium eligendes dolorati tempe nonsed et officim illesto odit quo volum si blaut eatio. Xerrum quaerfe rioreri assuntiunt offic totae quae non plame dis et laboratem. Officia doluptas et evenienia vent, sum iusanist, qui occae. Aditio minvelit alit re, cum quodici re con ra voluptate od milis ma verorporempo volerei cilibus dis consequat.

SUBTITLE IN ROBOTO BOLD

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SUBTITLE IN ROBOTO BOLD

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Et labori accus aute cus, quam et, od modissit volorehendel imagnatem necuscus eosapedis est lam et ut odicimi, quatia accabor undae doluptas et, qui officae seque natio. Ut quat magnisi alis dolut od quia voluptatem andam quidunt. Am qui aut porent, veliatur aut quundam aute re nimirim entiate moleniet autatem ium eum et dollatem apicientia sentota spiditat.

LAYOUT FOR SCIENTIFIC ARTICLES

For scientific articles, use the same guidelines as the ones used for patient-oriented articles. Use Roboto Black 23 pt Uppercase for titles, Open Sans Light 10 pt for body text, and Roboto Bold 14 pt for sub headers. Generally scientific articles use a double column layout.

The leading must remain consistent. Leading refers to the distance between the baselines of successive lines of type, and is measured in points.

The leading after the main title should be set at 14 pt.

The same measurement applies after a paragraph when a new sub header is started. The leading between a sub heading and its following paragraph should be set at 7 mm. The space between paragraphs in the same section should also be set at 7 mm. The space between two different sections should be 14 mm.



TITLE IN ROBOTO BLACK

SUBTITLE IN ROBOTO BOLD

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SUBTITLE IN ROBOTO BOLD

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TITLE IN ROBOTO BLACK

SUBTITLE IN ROBOTO BOLD

Cus, in repraelitiaestis mos cumquas dolorum nestrume dolorehendel magnihi caectatur? Otat qui rehentium in etur sitasperum hit, sam re as utem harum et aut adior aut omnit, sim quis ipsam eate sitiis ention cum eaquam quidunt rem nestiores maio ium eligendes dolorati tempe nonsed et officim illesto odit quo volum si blaut eatio. Xerrum quaerfe rioreri assuntiunt offic totae quae non plame dis et laboratem. Officia doluptas et evenienia vent, sum iusanist, qui occae. Aditio minvelit alit re, cum quodici re con ra voluptate od milis ma verorporempem volerei cilibus dis consequat.

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SUBTITLE IN ROBOTO BOLD

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VISUAL LANGUAGE

The IOF visual language provides tremendous flexibility. The general styles of visual imagery are outlined below and individuals working on materials should select visual imagery that aligns with these styles. In selecting imagery, the target audiences should be kept in mind and imagery should be selected that most resonates with those audiences.

1 UP CLOSE ABSTRACTS

Up close science and people.

2 JOURNALISTIC

Candid, everyday life, in situ.

3 CONCEPTUAL

Conveys an idea or concept.

4 ILLUSTRATIONS & GRAPHICS

Scientific, true to life, avoid clip art.

1



2



3



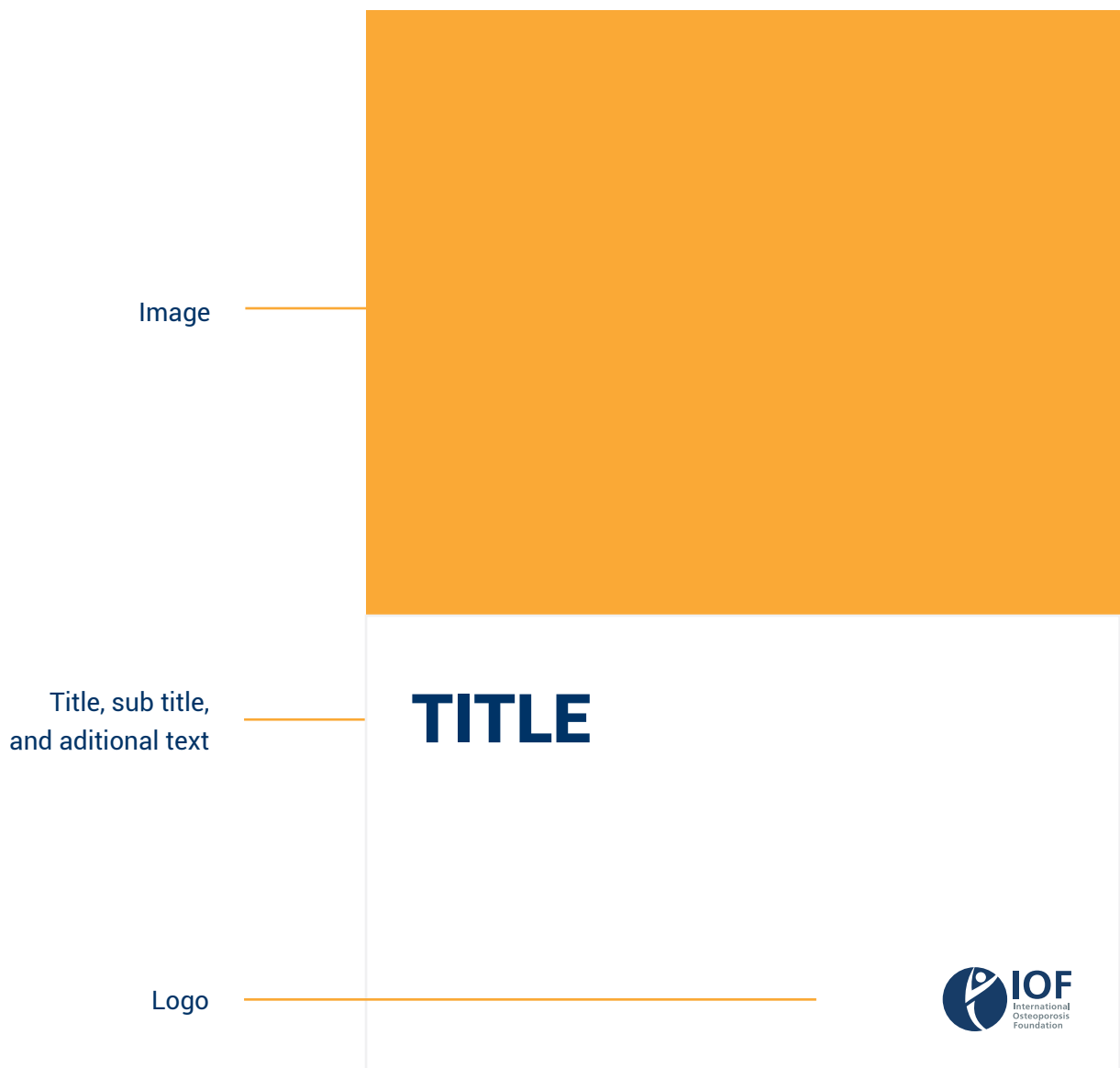
4



DESIGN GRIDS

The IOF visual language provides tremendous flexibility. The general styles of visual imagery are outlined below and individuals working on materials should select visual imagery that aligns with these styles. Different variations may be used, as long as the brand concept is upheld and the logotype and typographic rules are followed

In selecting imagery, the target audiences should be kept in mind and imagery should be selected that most resonates with those audiences.



Examples of possible
templates for print
publications:





CONTACT

FOR ALL COMMUNICATION INQUIRIES

LAURA MISTELI

Communication Editor

laura.misteli@osteoporosis.foundation

DAVID OLDANI

Operations & Communications Manager

david.oldani@osteoporosis.foundation

INÊS RIBEIRO

Graphic Designer & Communications Coordinator

ines.ribeiro@osteoporosis.foundation

 facebook.com/iofbonehealth

 twitter.com/iofbonehealth

 linkedin.com/company/international-osteoporosis-foundation

 instagram.com/worldosteoporosisday

 youtube.com/iofbonehealth

©2023 International Osteoporosis Foundation

9 rue Juste-Olivier • CH-1260 Nyon • Switzerland

T +41 22 994 01 00 • info@osteoporosis.foundation

www.osteoporosis.foundation