

european haemophilia consortium

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# Brand Guide

Updated March 2019

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The European Haemophilia Consortium (EHC) is one of the largest international associations for the congenital blood disorders community.

We are dedicated to the well-being and improvement of the lives of our stakeholders, while providing advocates with the tools, training and support they need to become more effective.

Logos

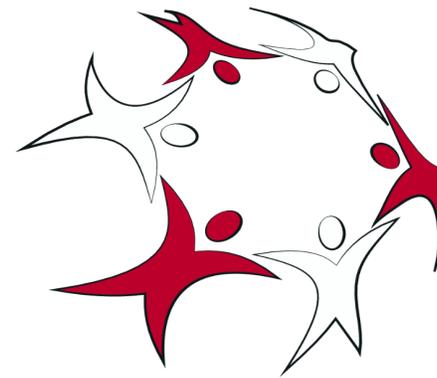
## LOGOS

# Primary Logos

The EHC logo is comprised of three elements: the primary logo icon, the wordmark and the full name of EHC. The icon has six parts - each representing a person - that come together to form a whole. Its different colors conceptually represent the blood and diversity of our community: the staff, donors, partners, and thousands of members we support.

The logo's wordmark is a fully customized font (GOTHAM) and is completely unique to us. It is a modern, sophisticated feel. The lower case Montserrat with rounded edges softens the logo and makes it friendly and accessible, just like EHC.

This horizontal version of our logo is preferred for most applications. It is acceptable to use the Montserrat lower case version european haemophilia consortium and the six-person wheel as a design element.



european haemophilia consortium

## LOGOS

# Secondary Logos

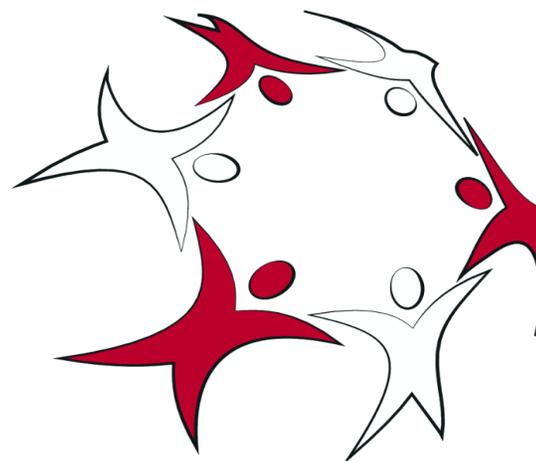
The initials of our logo can be used when the main logo does not fit comfortably in the allotted space or cannot be clearly represented — like in vertical applications.

Our one-color logo, both horizontal and vertical, should be used very selectively and only when small (not on large posters or where it is the main element on the page). It should only be used when the full-color logo doesn't work well, like when placed over a photo.

EHC

EHC

european haemophilia consortium

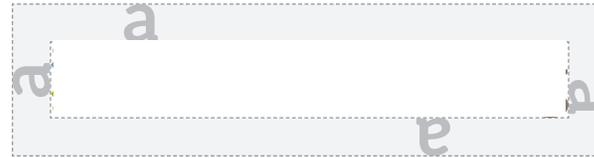


## LOGOS

# Using Our Logo

In the interest of protecting the integrity of the EHC brand, we have created basic logo guidelines in regards to safe area, logo combinations, and size restrictions.

Use discretion when scaling the logo. Be sure to err on the side of more white space so the logo has room to breathe.



### SAFE AREA

In order for our logo to retain its visual impact, please maintain a clear area around the logo, void of all imagery and graphics. This area is defined by the height of the "a" within our logo.

Organization  
EHC Logo



1 icon in between

Organization  
Example logo

### COMBINING LOGOS

When our logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width of the icon from the GlobalGiving logo.

## LOGOS

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# Logo Misuse

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo.

These usage guidelines apply to all versions of the logo.

### Incorrect Usage

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Don't add shadows, strokes, or other effects



Don't rotate, make vertical, or flip



Don't alter proportions of the wormmark and icon



Don't alter the letters or spacing in any way



Don't change any color or the order of the colors



Don't change aspect ratio, stretch, or squeeze



Don't make the logo into an outline



Don't use old versions of the logo or colors

Colours

## COLORS

# Our Palette

Clean, natural, organic colors make up EHC’s primary color palette.

### Red

Reds (and inhibitor heart red) are our primary color palette . The light red and dark red reflect the main website while inhibitor heart red is reserved for the inhbitor network.

### Grays and Blue

Grays are our secondary palette. We are introducing new colours, including plums and shades of blue, as contrasting colours.

Blues can be used sparingly as an overlay for red content like buttons or hyperlinks.

When combining colors, secondary colors should be used only when accompanied by one or more colors from the primary palette.

## Primary Palette

COLOURS	INHIBITOR RED	LIGHT RED	DARK RED
<b>Web safe colour codes</b>	#fc2920	#b51d31	#942226
<b>RGB colours (screen)</b>	RGB 252, 41, 32	RGB 181, 29, 49	RGB 148, 34, 38
<b>Euroscale 4-colour print</b>	CMYK 0, 84, 87, 1	CMYK 9, 84, 73, 29	CMYK 0, 77, 74, 42
<b>PMS colours (Pantone Matching System)</b>	PMS Bright Red C	PMS187 C	PMS 704 C

## Secondary Palette

<b>Darkest Cool Gray</b> #293541	<b>Lighter Cool Gray</b> #C4C7CA	<b>Darkest Warm Gray</b> #3E3C39	<b>Dark Blue</b> #5405U #457389
<b>Dark Cool Gray</b> #32404E	<b>Lightest Cool Gray</b> #EBEEEE	<b>Dark Warm Gray</b> #5B564C	
<b>Cool Gray</b> #3E4B59	<b>Dark Plum</b> #4C2432	<b>Warm Gray</b> #867F75	<b>Blue</b> 5415U #5D87A1
<b>Light Cool Gray</b> #7D848A	<b>Plum</b> #683043	<b>Light Warm Gray</b> #C1BAB0	<b>Light Blue</b> #80A1B6

## COLORS

# Using the Palette

Our color palettes are the foundation for beautiful designs that look great with our photos. While the usage of the colors is somewhat flexible, there are some general rules to follow:

- Use our primary palette when possible, particularly red.
- Create contrast using combinations of light and dark colors.
- Darker colors can be made slightly transparent and overlaid on photos.
- Use our secondary color palette sparingly, particularly the lighter colors.

## Correct Usage

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Combine tints + shades of the primary palette



Place white logo or text over any palette color



Place orange logo over neutral or contrasting color



Combine primary and secondary colors



Use solid, opaque colors with text over photos



Use transparent colors over photos

## Incorrect Usage

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Combine colors with little or no contrast



Place the color logo over a non-neutral color



Combine colors that do not include primary palette colors

# Typography

## TYPOGRAPHY

# Our Fonts

Our fonts include serif and sans serif—Lato, Montserrat and Open Sans. They are clear, legible, modern typefaces that work well in print and online. Each of the “font families” include many “weights” like light, regular, and bold. They can each be downloaded online for free at: [Google.com/fonts](https://www.google.com/fonts).

Cooper is reserved for usage by the Inhibitor Network. Note: european haemophilia consortium is written in font Montserrat.

For headlines and titles, Lato is best. For highlighted quotes, and larger text, Montserrat may be used. For body copy subheadlines, captions, and smaller text use Open Sans. **Please do not use Montserrat in italics.**

**NOTE:** Lato and Open Sans are the primary fonts for conferences and publication. These fonts are for design and external imagery. The standard font for internal documents, PPs, etc. is Calibri.

## Montserrat

headlines, callouts, and quotes, no italics and no all caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()-=+

## Cooper

Inhibitor Network: all caps okay

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()-=+

## Open Sans

body copy + small text, italics and all caps okay

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()-=+

## TYPOGRAPHY

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# Using Our Fonts

Our fonts are flexible and can be used in a variety of ways. The examples here provide a general guideline on how use our fonts to maximize legibility and aesthetic appeal.

### Headline Example

Montserrat: large, Regular or Light, no italics

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# Headline or Large Text

### Body Copy Example

Open Sans: smaller, any weight.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer mollis mattis tellus. Vivamus mattis risus sed convallis sollicitudin. Vestibulum feugiat efficitur sodales. Mauris et lectus non ligula ullamcorper molestie. Vivamus sagittis lobortis nunc at maximus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer mollis mattis tellus. Vivamus mattis risus sed convallis sollicitudin. Vestibulum feugiat efficitur sodales. Mauris et lectus non ligula ullamcorper molestie. Vivamus sagittis lobortis nunc at maximus. Nullam sit amet hendrerit sapien, et sagittis sapien.

### Quote Example

Quote in Montserrat, byline in Open Sans, all caps.

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“Lorem ipsum dolor sit amet, consectetur adipi- scing elit. Integer mollis mattis tellus. Vivamus mattis risus set convallis sollicitudin.”

**AUTHOR'S NAME**

Imagery

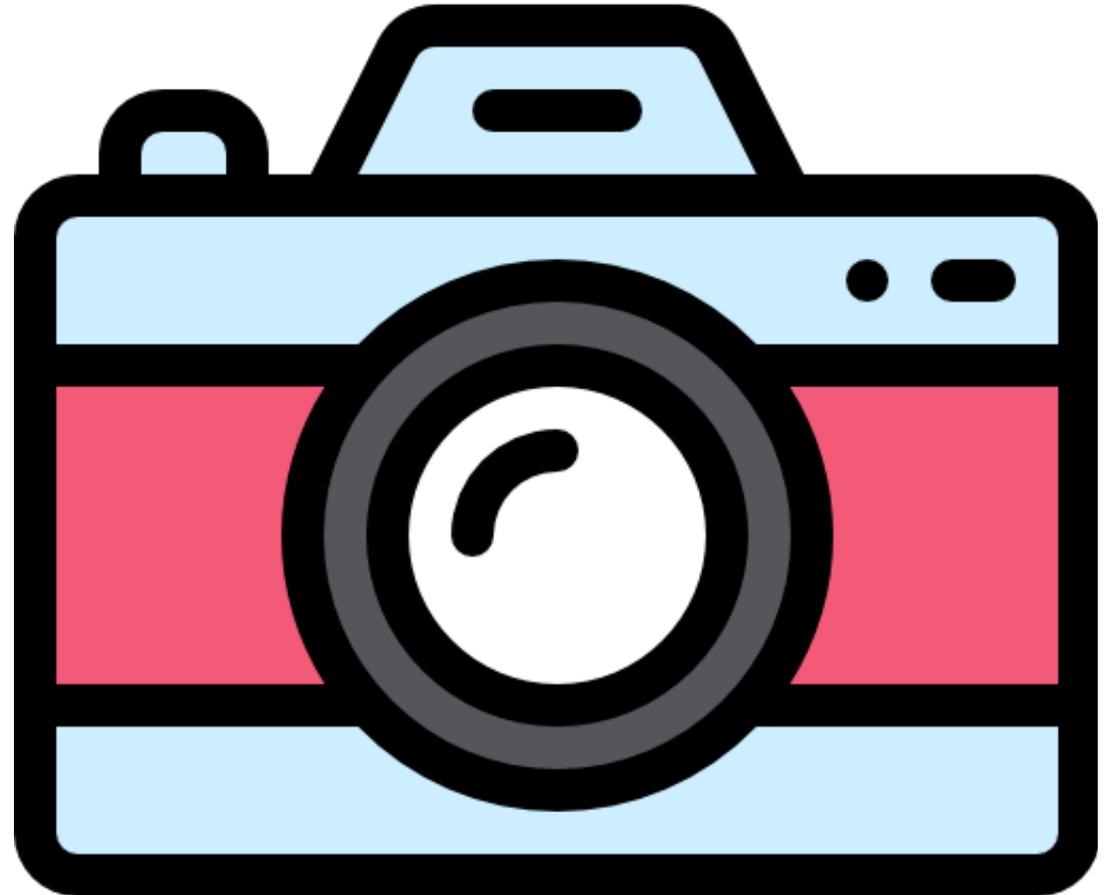
## IMAGERY

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# Our Photos

The imagery we use is just as powerful as the stories we tell. We choose our photos carefully, thoughtfully and compassionately; we take great pride in portraying people in the most positive light.

We use photos that come directly from our staff, agents we have commissioned or our nonprofit partners. These photos represent us best and we are proud to showcase them. Our partners have given us full permission to use their images under the EHC copyright. If you are interested in obtaining re-publishing rights for any of our projects' photos, please email for more information.



## IMAGERY

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# Choosing Great Photos

Great photos are the foundation of the EHC brand. They help bring our human, authentic, personal, relationship- driven values to life.

Variety and inclusiveness are important to us. Groups of photos should represent the breadth of the projects we support, demonstrating the geographical, generational, cultural, and social diversity of our nonprofit partners. We want everyone to be equally represented through our imagery.

We favor photos with bright colors, bright light, contrast, depth, and dynamic composition. All photos used should be high resolution (at least 1000 pixels wide) and should follow the guidelines listed on the right. Blurry, grainy, or low quality photos should not be used even if the content is good.

### Do use images of:

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- ✓ Hopeful faces full of genuine joy
- ✓ People looking at the camera
- ✓ Personality and character
- ✓ Collaboration and people working
- ✓ Our project themes (education etc.)
- ✓ Animals and plants
- ✓ Empowered, confident people
- ✓ Diversity of every kind
- ✓ Stereotypes being challenged
- ✓ High quality and color

## IMAGERY

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# Avoiding Bad Photos

It is critical that the photos we use do not damage our brand or portray anyone negatively. Please take the time to choose photos carefully and thoughtfully. If there is any doubt about whether or not a photo is appropriate, please avoid it. On the right are some easy rules to avoid bad photo choices.

While images of vulnerable people may generate action in the short-term, they can perpetuate misconceptions that a country or its people cannot solve their own problems. We never use photos of people who are suffering, are in vulnerable situations, or are portrayed as “less than.” We make sure that every single photo we use preserves the dignity of the people portrayed.

A simple rule is to always ask yourself, “Would I be happy to be portrayed this way?”

### Don't use images that:

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- ✗ Portray people as helpless victims
- ✗ Show pain, discomfort, sadness or fear
- ✗ Cut out essential context
- ✗ Have blurred or obstructed faces
- ✗ Are too dark to see the subjects
- ✗ Have text or logos over them
- ✗ Are poor resolution or low quality
- ✗ Are dull, drab or uninspiring
- ✗ Are stock photography unless necessary
- ✗ Don't “feel” like the EHC brand

## IMAGERY

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# Why Photo Choice is So Important

Our project leaders and the people they serve are the heroes of EHC. Our job is to ensure that they are all represented as powerful, resilient and equal. Not only does this reinforce our values as an organization, but it also helps shape the perceptions and perspectives of our many audiences.

We have an obligation and an opportunity to change and improve the portrayal of people in difficult circumstances, and our photos play a huge role in that.

As our work involves children, considerable care must be taken to make sure we have been given the authority and rights to use the image. Again, we never portray our subjects as victims. Children especially should be reflected in the most positive light.



# Brand Elements

## BRAND ELEMENTS

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# Our Brand Elements

Our brand elements are clean and simple, made up of solid colors, photos, text diagonals, a custom map of our nation state partners, a subtle fabric pattern, and simple divider lines.

Diagonals, used sparingly, add interest to a composition. They can be used at any horizontal angle. Our map, available in our two primary and one inhibitor colour, is used often as a large graphic element and to add texture to solid colored backgrounds.

Our "fabric pattern" is made up of fabric. This should be used sparingly but adds a rich, textured feel. The pattern references the colours in the logo icon, and its tones reinforce the fact that we are a web-based, online platform. It also represents the concept that all of us, while uniquely different, are part of a larger whole, the fabric of our community.

### EHC Map

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### "Fabric" Pattern

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### Diagonals

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## BRAND ELEMENTS

# Combining Our Elements

### EXAMPLE 1

This full page layout combines the elements of a big bright photo, dark-colored shapes that use both slight transparency and diagonals, plus white text over a dark color. Together, these elements “feel” like EHC.



## BRAND ELEMENTS

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# Combining Our Elements (continued)

### EXAMPLE 2

The top example on the right is a social media image used for sharing on Facebook. It combines a photo with a white film that includes good composition, bright color, and a person portrayed in a dignified light. It also uses white Montserrat text over the photo for added interest.



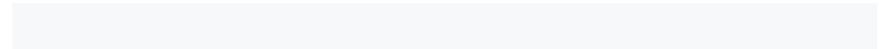
## BRAND ELEMENTS

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# Combining Our Elements (continued)

### EXAMPLE 3

The examples on the right are a design that reflects multiple uses of our elements and colors. Its header image uses our dark map with white Monsterrat text. The EHC partner map is subtly placed behind the text for added texture.



Identity

## IDENTITY

# Our Name

EHC is a more than a geographical area that includes European and near-European nations: we are a people-oriented community and online information clearing centre. Here are a few things to remember:

- Our official name reads "European Haemophilia Consortium" but our preferred name is EHC.
- We use EHC.EU when referring to the website itself; it is not the organization's name. It should never appear with a www preceding it.

Always three letters  
all letters capitalized  
with no space.

✓ **EHC**

Never with a space

✗ **E HC**

Never just one  
letter capitalized

✗ **EhC**

Never all lowercase

✗ **ehc**

Never unbolded

✗ **EHC**

Never broken into two  
lines or hyphenated

✗ **E  
HC**

**E-HC**

## IDENTITY

# Our Purpose

## MISSION

The European Haemophilia Consortium (EHC) is a non-profit, non-government organisation that works to improve the quality of life for people with congenital bleeding disorders such as haemophilia, von Willebrand Disease (VWD) and other rare bleeding disorders in Europe.

## WHO WE ARE

The European Haemophilia Consortium (EHC) is an international non-profit organisation that represents 45 national patients' organisations of people with rare bleeding disorders from 27 Member States of the European Union (EU) and most Member States of the Council of Europe.

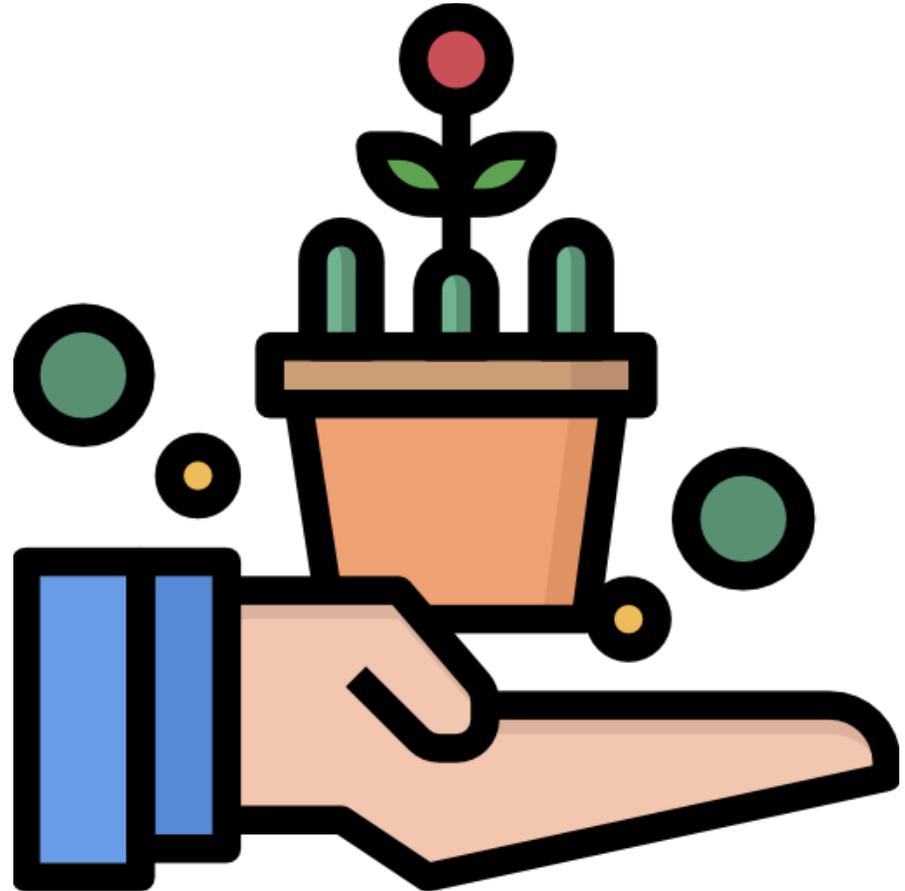


## IDENTITY

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Our brand is:

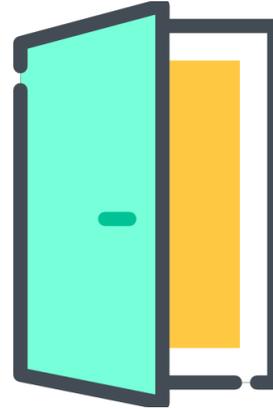
engaging,  
understanding,  
accessible,  
hopeful,  
human,  
substantive,  
forward-thinking,  
smart  
and enthusiastic.



## IDENTITY

# Our Core Values

EHC has four core values that are more than just buzzwords. They're at the center of our office culture and drive our daily work. These values take the place of manuals and rules; they serve to guide staff whether we are answering a call or designing a course.



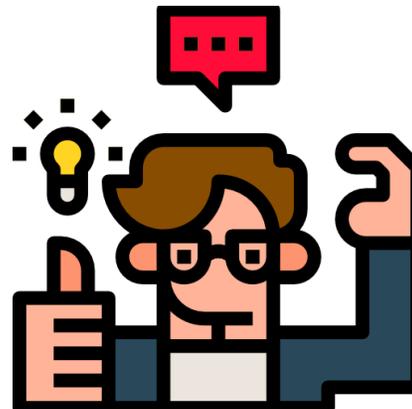
### Always Open

We believe in the power of great ideas and that these ideas can come from anyone, anywhere, at anytime.



### Never Settle

We have an obligation to question the rules, change them for the better, raise the bar, play a different game, and play it better than anyone thinks is possible.



### Listen, Act, Learn. Repeat.

We continually experiment. We fail quickly and productively. We use data and feedback to guide our course.



### Committed to WOW

We act promptly, enthusiastically, and professionally so people are WOW-ed by their interactions with us.

## VOICE

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# Our Audiences

EHC has two main audiences: people with blood disorders and their families and the medical community. We also have a variety of secondary audiences: strategic partners, media, our staff and Board of Directors, alumni, prospective employees, government agencies, and funders, among others.



# Value Proposition

## VALUE PROPOSITION

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# Our Value Proposition

These are several descriptions of EHC that help convey our value to our many audiences. You'll find them in various forms throughout our website and communications.



- EHC is one of the largest haemophilia organisations in Europe and near Europe.
- EHC makes it possible for people with haemophilia and congenital blood disorders to network and exchange information.
- EHC makes it possible for people with haemophilia to have direct input and connection with medical personnel, advances and services not only in their own country but in the wider European haemophilia community as well.
- EHC is one of the largest organisations to encourage research to understand and improve the quality of life for people with haemophilia and related rare bleeding disorders.

## VALUE PROPOSITION

# Our Key Messages

These key messages are at the heart of the brand of EHC; they explain what makes us different and the reasons people partner with EHC.

## EFFECTIVENESS

EHC represents approximately 90,000 people diagnosed with a rare bleeding condition such as haemophilia, von Willebrand Disease (VWD) and other rare bleeding disorders across Europe. However, it is estimated that many more live with an undiagnosed rare bleeding disorder.

EHC actively supports its National Member Organisations (NMOs) at national and European levels, and also helps NMOs to engage with each other, with the objectives of:

- Improving quality of life of people living with rare bleeding disorders,
- Improving diagnostic and treatment facilities,
- Ensuring adequate supply of – and access to – safe factor concentrates,
- Promoting patients' rights and raising ethical issues,
- Following and influencing developments in European health policy,
- Understanding the status of haemophilia care in member countries through regular surveys,
- Stimulating research in all fields related to haemophilia and related rare bleeding disorders.

EHC draws on the knowledge of patients, healthcare professionals, the scientific community, the European institutions and the pharmaceutical industry to share expertise within Europe. The EHC also collaborates closely with other European patient organisations to ensure a strong collective voice for people with rare bleeding disorders.

Voice

# Our Philosophy Around Language



## Words are powerful.

The language we use influences our feelings and decisions, drives social policies and laws, and affects people's everyday lives.

We use People First language when describing individuals and their circumstances. People First language puts a person before a disability instead of labeling them based on it. Rather than describing a group of "disabled children,"

for example, describe them as "children with disabilities," or better yet, "children who use wheelchairs," if that is accurate.

We refer to the clients and community members that our nonprofit partners serve as "patients" or as "the people we intend to help". Labeling them differently portrays them as inadequate rather than active drivers of their own empowerment.

# Our Philosophy of Better Storytelling + Communication

## Promoting human development with the words we choose.

Storytelling and communication are not just a means for building EHC's brand and visibility. They are a strategic part of helping EHC achieve our mission and vision. That's what we mean by "better" storytelling and communication: promoting equality, dignity, transparency, collaboration, and learning through the actual words, images, and narratives we share. How do we tell compelling, yet not overly-simplified stories? How do we inspire action without eliciting pity? Here are some principles from [The Development Element](#):

**Layer information.** Build opportunities for people to "dig deeper" through multiple layers of information on issues. Digital media is powerful in this way.

**Analyze voice.** No one is "voiceless". People no longer want to hear about people, but *from* them. Enable people to tell their own stories whenever possible.

**Show people's sense of agency.** There's no need to underestimate or fail to

represent people's abilities, skills, or commitment. Root out stereotypes, generalizations, victimization, and exploitation.

**Take two on technology.** Avoid the hype of "solutions" and demonstrate the demand side for technology.

**Bridge the "us" versus "them" divide.** Create opportunities for people to connect with the universality of the human experience without relying on pity, guilt, or shame.

**Make the connection between failure and results.** Don't underestimate how much donors want to see the ways you have learned from failure and that you're making adjustments to your strategy, approach, or programs.

**Show who's driving.** Accountability is no longer just about reporting to donors. Demonstrate how you incorporate initiatives, feedback and decision-making into your work.

**Don't skip the boring stuff.** Acknowledge and show complexity. Portray multiple factors and long-term perspectives.

**Avoid jargon.** If you can help it. (Hint: you can always help it.)

## VOICE

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# Our Philosophy of Better Storytelling + Communication (continued)



### Empowering hearts and minds with our stories.

Stories are some of the most powerful tools to move people to take action. But stories with purpose don't just materialize—they're strategically planned, creatively crafted, and purposefully designed to achieve measurable outcomes. Here are some tips on how to craft a powerful story:

- Always add context and evidence. No data without a story, no story without data.
- The best calls-to-action are specific, relatable, and emphasize choice, and loss aversion (“We can’t give up now, we’ll lose all this ground we’ve gained”).
- Make the call-to-action achievable and meaningful. If we can convince people that they can make a difference, this belief will drive them to do something. We want to change peoples’ views of their own impact.

QUESTIONS?

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## Our contact Information

Please feel free to contact us with questions about our brand or the information provided in this guide.



### Charles Kinney

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