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Imagine having a cure for an illness which affects 70 million. Imagine having a vaccine that can prevent 1 million deaths each year. Imagine eliminating a global killer that takes 1.4 million lives every year. Imagine if you could be part of making it a reality by 2030.

No need to imagine. We can do it.

NOhep is a global movement made up of those working in the field of hepatitis and others from around the world who have united around one common purpose: eliminating viral hepatitis by 2030.

This toolkit was developed to help you use the NOhep movement in your own communications and events. We hope you’ll find everything you need – from key messages to fonts and colors to preserve the look and feel of NOhep.

NOhep is one of our most powerful platforms, and this toolkit will ensure our message remains consistent and strong across all of our communications.
What we do.

**Connect and Unite** people across the world who have a common goal of eliminating a global killer.

**Lobby** governments and international organisations to make sure they drive action to eliminate viral hepatitis nationally.

**Inspire** and tells powerful stories of the people living with viral hepatitis.

**Campaign** for a world where people have access to lifesaving interventions.

**Lead** the world in eliminating hepatitis.

**Mobilise** supporters across the globe to be part of the next greatest achievement.

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2. Communication Guidelines

The more often the NOhep message is seen or heard, the stronger we become. The power of the message also depends on consistency — in look, feel and voice. The following are guidelines for getting NOhep the attention it deserves.
Boiler plate.

This concise description can be used in press releases and other communications materials, and as an “elevator pitch” whenever needed.

NOhep is a global movement made up of those working in the field of hepatitis and others from around the world who have united around one common purpose: eliminating viral hepatitis by 2030.

Launched on World Hepatitis Day (28 July 2016), it aims to bring people together and activate individuals and organisations to make change happen at a global and national level.

It contains a goal of reaching and mobilising 380 million people by 2030, the number of people infected, to make the elimination of viral hepatitis our next greatest achievement.

For more information about NOhep, visit: www.NOhep.org
Tone of voice.

Positivity is central to everything NOhep does and every way it presents itself. Hope, inspiration and positivity are much more effective drivers of change than guilt, negativity and scaremongering.

Key Messages.

This is language that can be used in speeches, advocacy or any time you want to communicate concisely yet powerfully about NOhep.

WHY?

We are uniting because NOhep…

Is Right

“4,000 deaths per day is 4,000 too many”

Is Smart

“Eliminating hepatitis C will pay for itself by 2030”

Is For All

“Viral hepatitis stigma stops people working, learning and having relationships”

Our Next Greatest Achievement

“Taking action now will save 7 million lives by 2030”
**HOW?**

Test for NOhep…
95% of people living with hepatitis don’t know

Treat for NOhep…
4,000 people day every day, yet life-saving medicines exist

Vaccinate for NOhep…
300,000 cancer deaths a year can be prevented

**NOhep Q&A.**

What is NOhep?
NOhep is a global movement aimed at uniting people from across the world to take action, to speak out and be engaged to ensure viral hepatitis is eliminated by 2030. In addition, NOhep provides a platform for the hepatitis community to share resources and materials so that actions can be taken to eliminate viral hepatitis.

What are NOhep’s objectives?
The fundamental objective of NOhep is to build awareness of viral hepatitis and the crucial role people can play, in their own lives, at more structural levels and in their communities, to help eliminate viral hepatitis by 2030.

What does NOhep do?
NOhep unifies the hepatitis community. It connects people across the world who want to take action to ensure a global killer is eliminated. It also acts as an accountability and advocacy tool, ensuring governments take the necessary measures to meet the targets outlined in the WHO’s Viral Hepatitis Strategy. It inspires people and tells powerful stories of the achievements of people living with viral hepatitis and it mobilises people to campaign for a world where people have access to life saving interventions and do not suffer discrimination.
Why NOhep?

In 2015, the hepatitis community convened at the World Hepatitis Summit where they called for a global movement to eliminate viral hepatitis. A movement which would elevate awareness of viral hepatitis and unify people to take action.

NOhep also came about because for the first time, the elimination of viral hepatitis is achievable given the availability of vaccines for hepatitis A, B and E, effective treatments for hepatitis A and B and a cure for hepatitis C.

Adding to this, there has been an upsurge in political commitment towards hepatitis. In 2015, the Sustainable Development Goals (target 3.3) included a reference to combat hepatitis by 2030, signalling for the first time hepatitis being seen a global development priority. Following this, in 2016 the World Health Organization’s first ever Global Hepatitis Strategy was adopted by 194 Member States. The strategy includes a number of targets and a goal of eliminating viral hepatitis by 2030.

Yet, more need to be done. 125 countries still don’t have national strategies for viral hepatitis and many more will need to invest heavily into developing the resources needed to meet these targets. NOhep will acts as an accountability and advocacy tool, ensuring governments take the necessary steps needed to meet the targets outlined and the goal of elimination.

Why is NOhep necessary?

Every year 1.4 million die globally, less than 1% receive treatment and only 5% are aware of their condition. Every day people are being denied the chance of a healthy future despite effective interventions existing, they are being denied jobs, academic opportunities and in some case the chance to get married. This is not good enough. NOhep and its supporters will unite with a common voice and a common goal to end these abuses by eliminating viral hepatitis.

How can I become a NOhep supporter?

It’s easy! Everybody can get involved. You can join the movement and become a supporter by:

- **Sign up:** Go to this page and sign up by simply entering your contact information. Once you sign up, you will receive breaking information on our campaigns around the world and be able to take immediate action. You can unsubscribe at any time.
- **Use #NOhep:** On social platforms and materials, use the #NOhep when discussing hepatitis. You can also follow our social platforms to stay connected.
- **Share your content:** We are always on the lookout for fresh content to upload on the website to share with our supporters. Find out more here.
- **Become a Heptivist:** Heptivists are NOhep’s most committed members and the foundation of all that we do. They are taking action all over the world at this moment to eliminate viral hepatitis. You can find out how to join this brigade of everyday heroes here!
By taking any of these steps, you become a NOhep supporter and will get updates on all future activities where your voice can make a difference to the lives of 7.1 million by 2030.

**What will change because of this campaign?**

NOhep’s ambitious goal is to reach over 380 million people by 2030 to accelerate action towards the elimination of viral hepatitis. If we join together and governments meet their targets by 2030, there will be a 65% reduction in annual deaths, 90% of people will be aware of their condition and 80% of people will receive the necessary treatment and care. That means at least 7 million lives will be saved. We will also change the way people view hepatitis. If people join together then we can de-bunk myths, end stigmatisation and create awareness.

Read more about NOhep [here](#)
Writing considerations.

VOICE & TONE
NOhep is:

- positive and inspiring
- bold and ambitious
- clear and straightforward
- strong and impactful

All materials should be uplifting and focus on achievements.

TRANSLATION RECOMMENDATIONS:
If you translate the NOhep materials, please let us know so we can share it. When translating, please work carefully to emphasize that elimination is not eradication.

DOS & DON’TS WHEN WRITING
No one owns NOhep

NOhep was initiated by the World Hepatitis Alliance, who currently acts as the secretariat. It is supported by, and was made possible with, the input of many individuals and organisations. References to specific organisations should only be used to illustrate its wide range of support, or that your organisation is one of many supporters of NOhep.

Do say:
“NOhep is a global movement made up of hundreds of organisations and individuals who have united around one common purpose: eliminating viral hepatitis by 2030.”

Don’t say:
“The World Hepatitis Alliance owns NOhep.”

“NOhep is the World Hepatitis Alliance’s movement.”
SOCIAL MEDIA

Social media can greatly increase the impact of a campaign launch. You can social media to:

- Increase awareness of viral hepatitis
- Promote your activities
- Raise your organisation’s profile
- Launch the NOhep movement

**NOhep social channels:**

Facebook: /NOhepmovement
Twitter: @NO_hep #NOhep
Instagram: @NO_hep
NOhep social channels.

TWITTER

HASHTAGS

People use the hashtag symbol (#) before relevant keywords or phrases e.g. #hepatitis to categorise social posts and give them prominence in Twitter & Facebook searches.

They are really useful to signpost to other content as they automatically become links, so that when a user clicks on them, they can all other Tweets or Facebook posts marked with that keyword. You can use them anywhere in your posts, either as part of a sentence or at the end of your post.

The official NOhep hashtag is #NOhep

Use it when you tweet about NOhep so your tweet gains maximum visibility and can be seen and/or retweeted by other supporters and the @NO_hep movement.

HASHTAGS YOU CAN USE WITH #NOhep

Keywords & topics, e.g:

#NOhep  #hepatitis  #hepatitisC
#SDGs  #globalhealth

TOP TIPS:

• Tweets are limited to 140 characters so keep your posts short and to the point
• When sharing web links in your posts, use a free link-shortening service such as bitly.com
• Follow other organisations or individuals who are posting about similar topics. Engage with them by mentioning them in your posts. Don’t forget to include their Twitter handles
• Keep on top of the conversation by following key topic hashtags and retweet and respond to others’ posts in real time
• Consider creating a content calendar and scheduling proactive posts in advance to save time

SAMPLE TWEETS

• Join #NOhep to make the elimination of viral #hepatitis our next greatest achievement www.nohep.org
• Join the global effort #NOhep and call for the elimination of viral #hepatitis www.nohep.org
• I’ve joined #NOhep to help eliminate viral #hepatitis by 2030 www.nohep.org #WorldHepDay
• We can create our next greatest achievement, the elimination of hepatitis. How do we do this? [link to infographics] #NOhep
FACEBOOK

Facebook can be very useful in raising awareness, inviting people to events and sharing visual content.

Top tips:

• Although there is no character limit, keep your posts short
• Include images and videos as much as possible. The NOhep videos and materials are great content to share
• If you are launching NOhep, create an event and invite people to take part
• After your event, create a photo album and if possible tag people who attended

Schedule posts in advance to save time

DIGITAL CONTENT

THE ASK: Sign up to the NOhep movement

DIGITAL ASSETS

Engaging content that’s great for sharing on social media:

• Customizable posters
• Customizable postcards
• Infographics

Access materials here
Consistent use of the visual elements of NOhep is vital to grow the movement and ensure it received the recognition it deserves.

**COLOURS.**

NOhep colours are bright, positive and vibrant, to reflect the movement. In order to create a unified brand, please follow these colour guidelines when creating a new message or design.
Colours

Primary Green
R106  G206  B60
C59    M0    Y87  K0
# 6ACE3C

Secondary Green
R114  G239  B34
# 72EF22

Tertiary Green (online colour only)
R153  G255  B0
# 99FF00

Charcoal
R63   G63   B63
# 3F3F3F
Font

Montserrat
Bold . Modern . Versatile

Weights

Black
Bold
Regular
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

NOhep
LOGO.

To show that NOhep supporters are connected and part of a broader movement, you can use the NOhep logo on its own or with your own organisation’s logo for things like presentation covers, film title slides or when logo use is comparable to a publishers mark.

Do not stretch, shade, or in any way distort the logo.

Endeavour to keep the logo on white and grey at all times but on coloured backgrounds change the ‘hep’ to white. The ‘NO’ remains charcoal in all instances.

When colour reproduction is not possible, use the following greyscale and white iterations of the logo.

JPEG logo [here](#)

This is our primary logo lockup

Full
Logo Usage

Maintain a ‘circle’s’ width around all logos, especially logos found in the corner of pages.

When using your organisation’s logo with the NOhep logo and name, the hierarchy of the logos should be equal. When using them in small sizes, make sure they are big enough to be seen and read.

The NOhep logo cannot be changed and other organisations cannot add their logo to it.
Usage guidance for organisations

Non-commercial organisations may use the NOhep logo as they wish e.g. for advertising, marketing collateral, website and social media. We ask that the logo must always be used as per the branding guidelines. Any use that falls outside of these specifications is strictly prohibited.

Do not use the NOhep logo in products, product packaging or other business services for which a formal license is required.

Commercial organisations may only use the NOhep logo for non-branded activities. NOhep logo cannot be used on any product or promotional materials.
PHOTOGRAPHY.

Given that NOhep is an independent initiative developed for and by the hepatitis community, it’s essential that supporters have the ability to ’own’ the movement and direct it to their needs.

Photography is a vital instrument to allow any organisation to contribute to the conversation. NOhep uses group shots and people focused imagery.

If you would like to share photography, please contact us at connect@NOhep.org

Campaign Imagery

The primary campaign image is a mosaic of human achievements and movements to reinforce the achievement campaign.

It will be used across all central / global marketing activities. You are encouraged to use it as part of your campaign to ensure consistency.

You will find below examples of how they are printed on the printed materials.
Make the Elimination of Viral Hepatitis Our Next Greatest Achievement

#NOhep  Join Us  NOhep.org
As well as using the mosaic campaign in the circle you can use other imagery within the circles.

The campaign editable posters are a prime example of how you can do this. You can add your own imagery and message to make it fit for your needs. You can find the customisable poster tool on the NOhep website.

In order to marry this with the NOhep brand, the following points should be considered:

• You can use your own photos of events but ensure you are using natural pictures of rather than over posed.
• Aim for authentic, avoid stock smiles and cliché where possible.

Please note that NOhep launch campaign materials is available in seven languages, which you can find here.
Key Points for Collateral

As well as using the mosaic campaign, and other images within the frame of the three circles, there are a number of other points you need to know to create posters and print that is on brand:

Also ensure you have the following elements in your footer:

a. #NOhep
b. Join Us
c. NOhep.org

Use the NOhep logo

Use a greyscale backdrop in lieu of a plain white backdrop

Use of the key messages provided within these guidelines (NOhep...is RIGHT ETC.)
PRINT MATERIALS.

We have designed a number of ways to spread our message, from pins to the actual billboard designs. When printing the materials, please follow the requirements below to ensure a consistent, and therefore more powerful message.

Banner

(Artwork Dimensions 455x185)

Available 7 languages here
Billboard  (Artwork Dimensions 700x330)
Available in 7 languages here
T Shirts
Here is an example of the T Shirts that can be printed during the campaign.

In order to keep a unified design across all supporters we advise printing the following.

Please note that printing will need to be organised by a local vendor,

Main Logo
Position: Central Chest
Suggested Dimensions 17 x 12 cm

Messaging (Optional based on costs):

Make the Elimination of Viral Hepatitis
Our Next Greatest Achievement

Position: Back, across the shoulders
Font: Montserrat Black
Messaging:

1. Join the Movement to Eliminate Viral Hepatitis by 2030

2. Save 7 million lives by 2030. Join Us

Spaces on the arms can also be used for additional information such as the hashtag #NOhep or the website NOhep.org

Imagery:

The mosaic image can also be used on clothing as an additional image.

OR

The NOhep logo is also available for use.
Badges

Just like NOhep clothing, badges can be used to establish the brand following launch and so should also sit quite closely with the existing brand by focusing on the logo initially, before using secondary badges to bring to life the key messages.

SIZE GUIDE:
Feel free to experiment with your own NOhep badge designs but bear in mind that the most common, and easily sourced badge sizes are 25mm (1 inch) and 38mm (1.5 inch) in diameter so clarity from a distance is the main consideration.

Bespoke pins can be ordered from many suppliers in sizes up to around 35mm. All that is needed is the ‘circles’ logo, though these will cost more per unit than the standard circular options.
Wristbands

Another key design element is the NOhep wristband. Rubber bands are easy and cost-effective materials to source. Given their everyday wear, we advise using the linear logo on black. Other additions such as contact information for your organisation can be easily added by printers on the reverse and even inside.
LEGAL GUIDELINES.

We encourage the reproduction and distribution of NOhep logo and materials. However, use of NOhep and corresponding materials have limitations, and it’s important that you read and understand the information provided.

You may use NOhep logo and materials hosted on NOhep.org for non-commercial or educational purposes only.

Non-commercial organisations may use the NOhep logo as they wish e.g. for advertising, marketing collateral, website and social media. We ask that the logo must always be used as per the branding guidelines. Any use that falls outside of these specifications is strictly prohibited.

Do not use the NOhep logo in products, product packaging or other business services for which a formal license is required.

Commercial organisations may only use the NOhep logo for non-branded activities. NOhep logo cannot be used on any product or promotional materials.

You may not: use any NOhep.org material appearing on this website (the “Material”) for personal or corporate gain unless granted prior written consent from NOhep.org; make any suggestion of NOhep.org endorsement, approval, sponsorship or affiliation of a product or policy where such endorsement has not explicitly been made in writing by NOhep.org; make any false representation about yourself as a NOhep.org employee, partner or official spokesperson; make any false representation related to NOhep.org, including but not limited to any statement that you are raising funds or donations for or on behalf NOhep.org; use the Material in a way that violates or causes NOhep.org to violate any law, statute, ordinance or regulation of any governing jurisdiction including, without limitation, those governing property, consumer protection, unfair competition, false advertising, discrimination, privacy or human rights; use the Material in a way is defamatory, trade libelous, unlawfully
threatening, unlawfully harassing or contrary to the mission of NOhep.org; use the Material in connection with pornography, obscene or offensive material, or any material that would be harmful to minors.

The logo remains the exclusive property of NOhep.org, and by using it you agree not to directly or indirectly register, attempt to register, or challenge NOhep's use of the logo in any way.

Any use of the NOhep.org materials other than as set out above, including for fund raising purposes, requires express written permission from NOhep.org. Please contact connect@NOhep.org to inquire about such permission.

Questions?

Feel free to get in touch with us for more information on design, branding or specifications needed for printers. Contact is at: connect@NOhep.org