

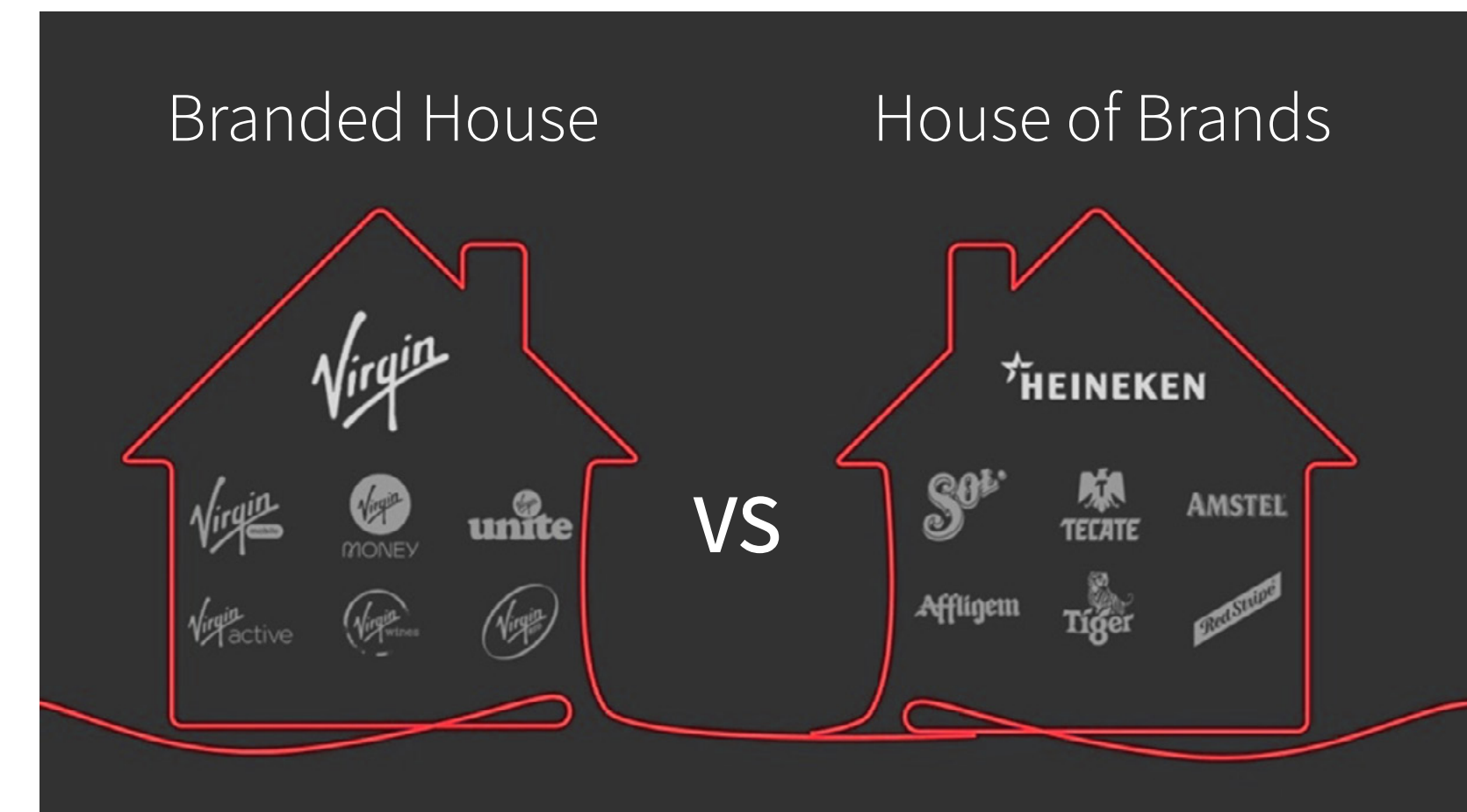


# Brand Hierarchy

Logo Adaptation

The recent rebranding of Unitaid has created a strong and clear master brand.

The Unitaid logo works independently or accompanied by the organisation's strapline, "Save lives faster." Adapting this lock-up to incorporate sub-brands (in this case Delegations) requires careful consideration to maintain brand consistency. Especially if some, but not all, of these sub-brands require their own strapline. There are two distinct ways to achieve this:



We believe that an adapted version of the Branded House approach works more effectively for Unitaid.

# Unitaid: Branded House

## Delegation logos

Retaining the Unitaid logo at all times keeps close ties between the master brand and any sub-brands. This ensures that all Delegation activity will be recognised and associated with Unitaid.

Writing the sub-brand name below the master Unitaid logo means there is simple flexibility to expand the list of sub-brands when required without significant design work. This approach also avoids multiple competing logos and maintains consistency at all times.

Sub-brand naming uses the typeface *Overpass* following the master strapline for brand consistency.

Unitaid master logo with organisation strapline



Sub-brand logos



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## Presentation title for visuals

Presentation subtitle for visuals

unitaid.org

Date

# Delegation Straplines

## Strapline placement

The sub-brand strapline is positioned as separate from the lock-up directly across or in the bottom right-hand corner of any page, slide or image. This creates a 'hero' lock-up that is consistent across all sub-brands. This also creates a recognised position for any delegation straplines.

A. On A4 to A1 documents, the strapline sits **across** from the lock-up, aligned to the right margin.

B. On widescreen assets, the strapline sits in the **bottom right-hand corner** in a clear area of the brand graphic.

Sub-brand straplines use the typeface *Overpass* following the master strapline in ALL CAPS, to ensure all straplines under the Unitaid brand have a consistent and recognisable treatment.

Sub-brand lock-up with strapline



BRINGING COMMUNITY VOICES  
TO HEALTH INNOVATIONS

A. A4 documents to A1 posters



B. Widescreen presentations





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# POSTER TITLE

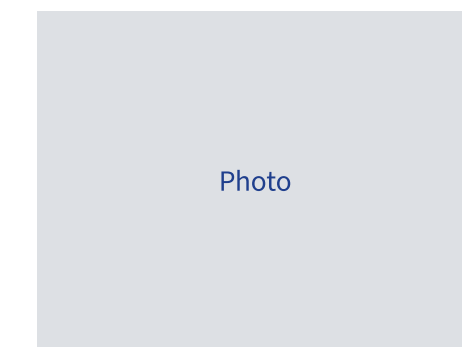
Year – Year

List of Countries



Tuberculosis (TB) is one of the deadliest infectious diseases worldwide, killing over 4,000 people every day.

This is unnecessary as TB can be cured with appropriate treatment. A number of barriers, however, prevent patients from recovering from this disease, including long and complicated treatment regimens that involve the daily intake of medicines over the course of 6-24 months.



**Rethinking optimal care for TB**  
Historically, the most widely-implemented means of supporting people patients on TB treatment is **Directly Observed Treatment (DOT)** where a health care worker oversees the medication being taken, either at a health care facility or at home.

The DOT approach has advanced global decline in TB incidence. However, innovations are needed to improve person-centered care, enable a more efficient health care system and empower patients and health care workers so that a greater impact in curing and preventing all types of TB can be achieved.

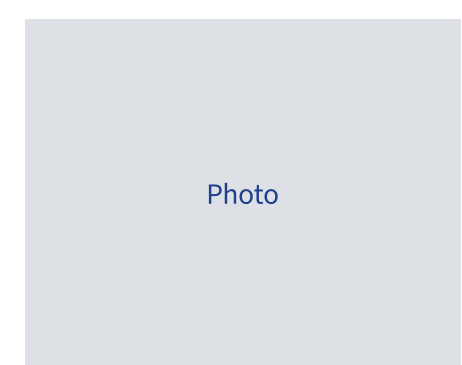
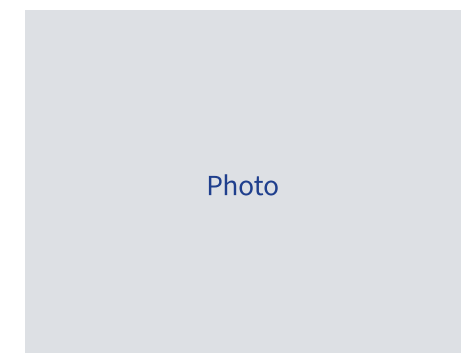
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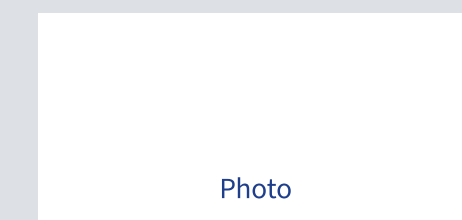
The **ASCENT project** supports people successfully complete their course of treatment through the use of digital adherence technologies and data-driven support interventions, utilizing tools such as smart pill boxes and other innovations.

These digital adherence technologies empower people on TB treatment to take their daily medication at a time and place that suits them best.

- Additionally, they provide information to the TB care provider
- helping to determine the most appropriate treatment approach for each individual
- by enabling focused efforts on those persons that require extra support
- by enabling focused efforts on those persons that require extra support



- The ASCENT project supported over 19,000 people affected by TB during their treatment with digital adherence technologies (DATs) in 5 different countries
- Over 1,000 health providers from



- The project aims to help people adhere to their medication regimes and raise the world's plateauing cure rates for TB
- Evidence generated during the ASCENT project will contribute

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BRINGING COMMUNITY VOICES TO HEALTH INNOVATIONS

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BRINGING COMMUNITY VOICES TO HEALTH INNOVATIONS

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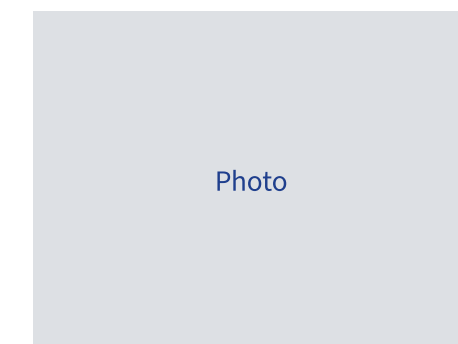
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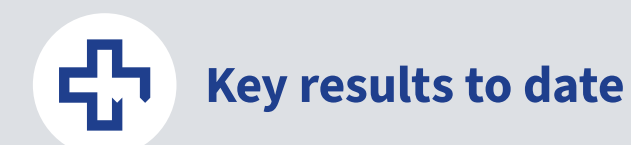
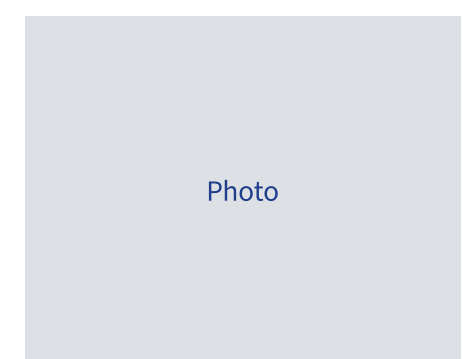
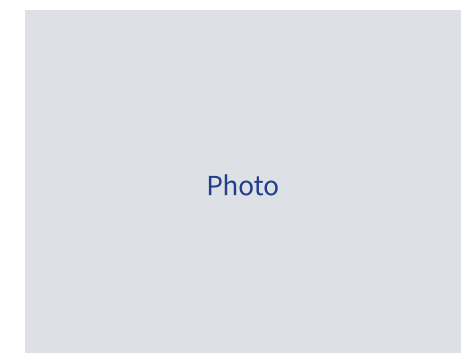
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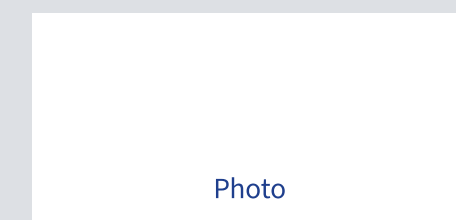
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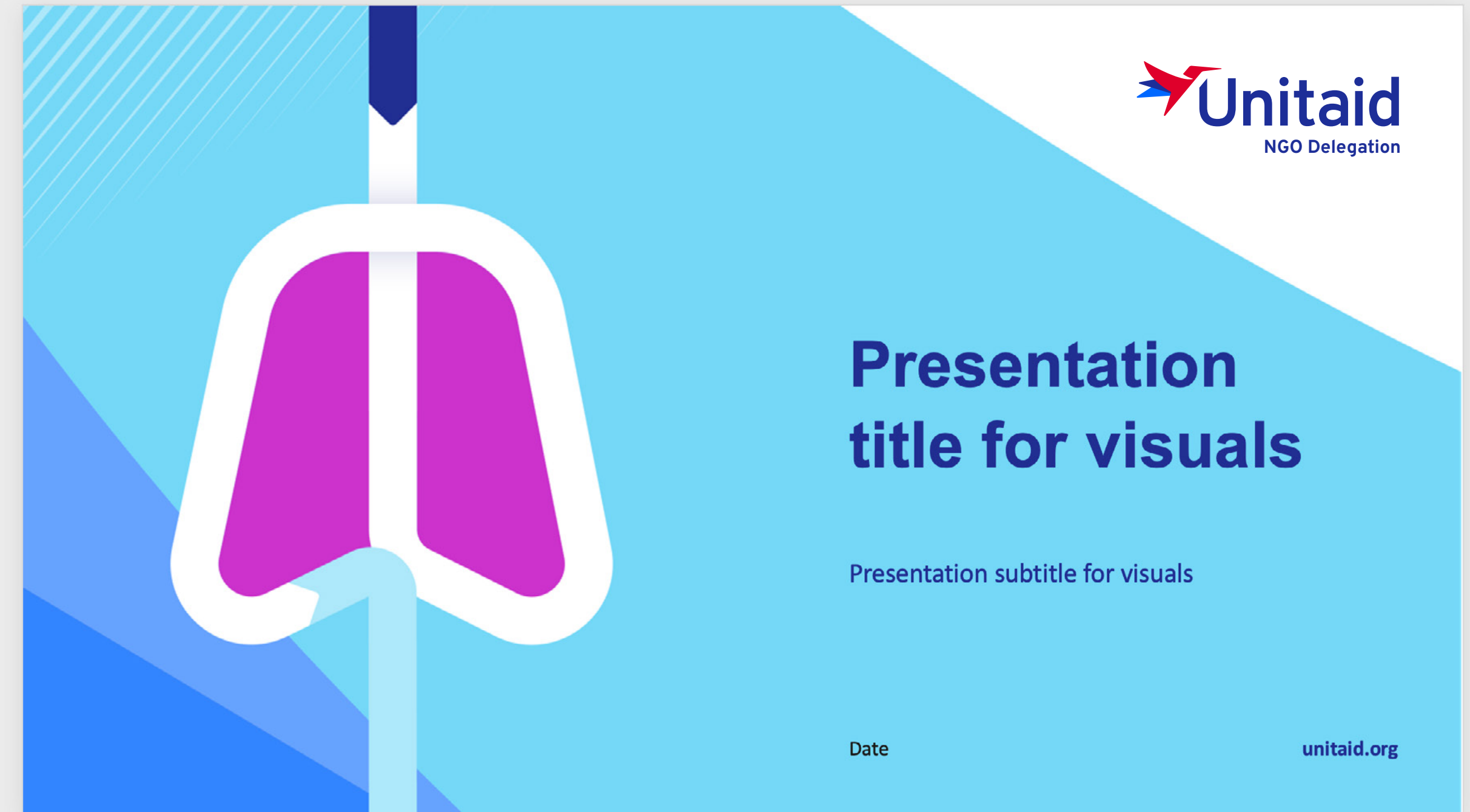


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Use the Delegation strapline on any of these four PowerPoint cover slides to ensure standout.

