Our identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the RBM brand instantly recognisable.

This document outlines the basic guidelines and principles that must be understood and adhered to.

There is also a templates & resources, where you can download the various RBM logos, Lock-ups and templates.
The Roll Back Malaria Partnership (RBM) is the global framework for coordinated action against malaria. Founded in 1998 by UNICEF, WHO, UNDP and the World Bank and strengthened by the expertise, resources and commitment of more than 500 partner organizations, RBM is a public-private partnership that facilitates the incubation of new ideas, lends support to innovative approaches, promotes high-level political commitment and keeps malaria high on the global agenda by enabling, harmonizing and amplifying partner-driven advocacy initiatives. RBM secures policy guidance and financial and technical support for control efforts in countries and monitors progress towards universal goals. The RBM Secretariat is hosted at WHO in Geneva, Switzerland.

For more information about what we do, visit us at: [www.rollbackmalaria.org](http://www.rollbackmalaria.org)
01/ OUR LOGO

The logo is the most visible element of our identity – a universal signature across all Roll Back Malaria Partnership communications.

Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.
Wherever possible our primary logo, shown here should be used. This includes the word PARTNERSHIP within the logo.

Occasionally it may not be possible to use the primary logo because of lack of space, for example on small merchandise items. In these cases the secondary logo can be used — see page 12 for more details.

01/ International Logo – Colour
Where possible the RBM logo should always appear in the RBM Blue and Black. At no time should the logo appear in grey or a tint of the blue.
Ideally, the logo should always appear on a white background to ensure legibility and clarity.

02/ Black (Single Colour) Logo
On a rare occasion when a single colour logo may be needed, there is a Black only logo. This is ideal for good reproduction on photocopiers and fax machines.
The RBM logo consists of two core elements which are fixed in size and proportion — the arrows graphic and the ‘Roll Back Malaria Partnership’ logotype. The RBM logo is a unique piece of artwork, it should never be recreated or altered, which could cause inconsistencies that dilute the impact of the brand’s power.

01/ Logotype
The logotype should always be used with the arrows graphic, it has been specifically designed to work together with the graphic so it should never be used on its own.

02/ Arrows Graphic
This fits alongside the logotype and under these circumstances must never be rotated, flipped or made bigger, and should always appear in the RBM primary colours.

Under certain circumstances, the arrow graphic can be used as a separate element to enhance a layout. See page 34 for more details.
To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly on a white background.

01/ Exclusion Zone
To preserve the logo's integrity, always maintain a minimum exclusion zone around the logo. This is to protect the RBM logo.

The size of this zone is determined by the height of the 'P' in 'Partnership'. This is a minimum recommended exclusion zone area – more space will always aid visibility.

02/ Minimum Size – Primary logo
When the logo is reproduced too small, it is no longer legible and its impact is diminished. The primary logo should never be less than 30 mm wide.

03/ Minimum Size – Secondary logo
This logo should never be less than 15 mm wide.

04/ Small Logo
This logo should be used if you need to use it smaller than 15 mm wide, this is ideal for use online. Always try the primary or secondary logo, before resorting to this version.
We have a range of RBM logos which have been translated into other languages. These logos have been specially designed with the translated text. Please contact the RBM Secretariat for more information on other language versions.
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We have a range of RBM logos which have been translated into other languages. These logos have been specially designed with the translated text. Please contact the RBM Secretariat for more information on other language versions.

07/ Japanese Logo

08/ Indonesian Logo
If you have any issues getting our primary logo to fit into a layout, especially on small documents, then use our secondary logo which doesn't have the 'Partnership' wordmark. Only use this logo after gaining approval from the RBM Secretariat.

01/ Secondary Logo
Always try the primary logo first, but if this does not fit or has to be made really small to fit, then consider using this version instead.

All the other rules for colour variations of the logo, exclusion zone and minimum size apply (see page 8).

02/ Black (Single Colour) Logo
On a rare occasion when a single colour logo may be needed, there is a Black only logo. This is ideal for good reproduction on photocopiers and fax machines.
Wherever possible our primary RBM Partnership logo should be used, but under certain circumstances these two secondary logos can be considered.

01/ Alternative Small Logo
Always try the primary logo first, but if you need it to be really small to fit, then consider using this version instead.

All the other rules for colour variations of the logo, exclusion zone and minimum size apply (see page 8).

02/ Whiteout Logo
On a rare occasion when the logo needs to be used on a dark coloured background, use the whiteout version. Always try and use the full colour RBM logo where possible, but if the whiteout logo is needed, only use it on one of the RBM colours. See page 33 for more information on the RBM colour palette.
01/ USING THE WHO WORDING

When using the RBM Partnership logo on printed material, then the WHO wording should be added below the logo.

01/ Using the WHO wording
The WHO wording should be positioned below the logo, and where possible set over three lines as above. If space is an issue this wording can be set over two or even one line.

This wording should always be positioned out side the logo exlusion zone (see page 8). It should be set in the RBM primary font Avenier 55 roman.

Please contact the RBM Secretariat for more information on using this wording.
The colour palette for RBM when consistently applied in combination with photography, graphics and fonts helps to define, communicate and reinforce our brand.

01/ Primary Colour Palette

RBM’s primary colours are Blue and Black. It is important that these colours are positioned at the heart of its identity. Used in combination, they are strong brand signifiers and are fundamental to the brand identity.

Primary Colours

RBM’s primary colours are Blue and Black. It is important that these colours are positioned at the heart of its identity. Used in combination, they are strong brand signifiers and are fundamental to the brand identity.

01 PRIMARY COLOURS

Pantone: Process Blue C
Process: C100 K10
RGB: 0 155 219
Web HEX: #0093D2

Black
Process: K100
RGB: 0 0 0
Web HEX: #000000
To maintain a strong, distinctive brand it is important to use the logo in a consistent way. Always select the correct logo for an application from our templates library and do not alter it in any way.

Here are some examples of what shouldn’t be done.

01/ Fonts
Do not substitute fonts or reset the logotype.

02/ Colour
Do not change the logo colours. The logo must always be in blue and black.

03/ Exclusion Zone
Do not encroach on the minimum clear space.

04/ Orientation
Do not rotate the logo.

05/ Relationship of Elements
Do not adapt or change the layout or positioning of the logotype and arrow graphic.

06/ Effects
Do not add embellishments like drop-shadows, embossing etc. to the logo.
A strong visual identity is one of the most valuable assets an organisation owns. To make it truly powerful it needs to be applied consistently so anyone dealing with the Roll Back Malaria Partnership knows who we are and what we stand for. Everyone has a part to play in doing this and bringing our brand to life.
The RBM visual identity consists of strong images, bold colours and a clean logo lock-up area. This consistent balance across all layouts and elements creates the distinctive RBM look and feel.

01/ Visual Area
The greater part of all the layouts is used for positioning images, titles and text, this section is always bold, eye catching and colourful. The flexible grid used in this area allows for a variety of designs, which can be adapted to suite the content. See page 21 for more information on using the grid.

02/ Brand Lock-up
The RBM logo is used in a brand lock-up bar which is included on all materials. This lock-up bar includes the logo and strap line, along with any partners’ logos. By always keeping this white bar consistent on all materials it creates an easily recognisable and uniform area to balance the flexible visual area above. See page 19 for more information regarding lock-ups.
This is the RBM lock-up for Portrait layouts, and this should be used on all of RBM’s publications and printed materials, to keep all materials looking consistent.

The lock-up consists of the RBM logo and strapline, which work together as a group. This lock-up should always sit on a white background and always be positioned at the bottom of the document.

On a Portrait layout, the lock-up should always be 1/3 of the document height.

The version shown here is the standard lock-up, and should be the first option when creating layouts. There are further lock-up variants for Landscape (see page 20) and Tall Thin layouts (see page 24).

Please note never set up the lock-up yourself, these are available to download, see page 47 for more information.
02/ PORTRAIT LAYOUTS – USING THE BRAND LOCK-UP 
INCLUDING PARTNERS’ LOGOS

It is often the case that partners’ logos will need to be included onto RBM materials. In this instance there is a specific RBM brand lock-up available.

01/ RBM & Partners’ Logos Lock-up
The partner logos are added along the bottom of the lock-up, a thin black key line is used to separate these from the RBM logo above. Thin black key lines are also used to separate each of the partner logos, which should always appear in single colour black.

The size of the RBM logo and strap line should not be reduced, instead the partners’ logos need to be added onto the bottom, and they should not be too large so not to overpower the RBM logo.

02/ RBM & Partners’ Logos Lock-up (Primary & Secondary)
If further secondary partner logos need to be included, they should be positioned below the primary partners’ logos.

Again these secondary logos will need to be one colour black and smaller than the primary partner logos.
Various layouts (grids) can be used within the visual area, so that it can be adapted to accommodate content. This flexibility allows layouts to keep a diverse and individual feel, and yet still be consistent with the RBM brand.

01/ 3x3 Grid
This is the standard layout which has 9 individual squares and is ideal for layouts which only use photographs.
Another good option for this grid is to remove the top 3 photos and use a colour here instead, then use this space to position a title.

02/ 6x6 Grid
This grid has 36 squares, so allows for a lot more flexibility, shown above is a layout where the centre of the grid is used for a large title and text over a bold background colour. The images are then placed around the edges. Always remember to keep an even balance between the amount of images that are used and the space for titles and text.
Here are a few more examples of how adaptable the grid structure can be, depending on content.

03/ 3 row grid
This example shows how the grid can be split into 3 strips. This usage is ideal if there are wide landscape images which will not fit into a square format.

04/ Flexibility of the grid
The grid is very versatile. Different sized boxes can be used to hold the photos as long as they always fit within the grid structure.

If a report cover is being created for example, a mixture of photos and text can be used to get a message across. The text box can be any size as long as it sits within the grid area.
This is the RBM lock-up for Landscape layouts. This is ideal for use on press advertising. As with the other lock-ups, this should be used on all RBM materials.

The lock-up consists of the RBM logo, which is aligned to the right and strapline on the left. These elements are designed to work together as a group. This lock-up should always sit on a white background and always be positioned at the bottom of the document.

On a Landscape layout, the height of the lock-up should always be 1/4 of the document height.

The version shown here is the standard lock-up, and should be the first option when creating layouts, and is especially useful for adverts.

Landscape layouts may often be different widths, always align the logo to the right and the strapline to the left and the space between can vary.
It is often the case that partners' logos will need to be included onto our RBM materials. In this instance there is a specific RBM Brand lock-up available.

01/ RBM & Partners’ Logos Lock-up
The partner logos are added under the strapline and website with a thin black key line being used to separate them. Thin black key lines are also used to separate each of the partner logos, which should always appear in single colour black.

The size of the RBM logo and strapline should not be reduced, instead the partner logos need to be added onto the bottom, and they should not be so large as to overpower the RBM logo.

02/ RBM & Partners’ Logos Lock-up (Primary & Secondary)
If further secondary partner logos need to be included, they should be positioned below the primary partners’ logos.

03/ RBM Alternative Lock-up
In some cases there may not be enough space to fit all the partners’ logos onto the layout, especially when designing a small advert. In these cases the logos can be removed and replaced by the simple line of copy as above.
Various layouts (grids) can be used within the visual area, so that it can be adapted to accommodate content. This flexibility allows layouts to keep a diverse and individual feel, and yet still be consistent with the RBM brand.

4x2 Grid
This is the standard layout which has 8 individual squares and is ideal for layouts which only use photographs.

Another good option for this grid is to use half the visual area (4 squares) as a colour here instead of photos and use this space for text.
The grid is very versatile. Different size boxes can be used to hold the photos as long as they always fit within the grid structure.

If an advert is being created for example, a mixture of photos and text can be used to get a message across. The text box can be any size as long as it sits within the grid area.
This is the RBM lock-up for Tall Thin layouts. This is ideal for use on large format banners. As with the other lock-ups, this should be used on all RBM materials.

The lock-up consists of the RBM logo, which is aligned above the strapline. These elements are designed to work together as a group. This lock-up should always sit on a white background and can be positioned at the top or bottom of a document.

On a Tall Thin layout, the height of the lock-up should always be \( \frac{1}{4} \) of the document height.

The version shown here is the standard lock-up, and should be the first option when creating layouts. The main use of this lock-up is for large format banners and in these situations it can be positioned at the top of the layout, as this aids visibility. On all other printed materials, like a DL leaflet, the lock-up should be positioned at the bottom as with the landscape and portrait lock-ups.
It is often the case that partners' logos will need to be included onto our RBM materials. In this instance there is a specific RBM Brand lock-up available.

01/ RBM & Partners' Logos Lock-up
The partner logos are added under the strapline and website with a thin black key line being used to separate them. Thin black key lines are also used to separate each of the partner logos, which should always appear in single colour black.

The size of the RBM logo and strapline should not be reduced, instead the partner logos need to be added onto the bottom, and they should not be so large as not to overpower the RBM logo.

02/ RBM & Partners' Logos Lock-up (Primary & Secondary)
If further secondary partner logos need to be included, they should be positioned below the primary partners' logos.

Again these secondary logos will need to be one colour black and smaller than the primary partner logos.
Various layouts (grids) can be used within the visual area, so that it can be adapted to accommodate content. This flexibility allows layouts to keep a diverse and individual feel, and yet still be consistent with the RBM brand.

01 2x3 Grid
This is the standard layout which has 6 individual squares and is ideal for layouts which only use photographs.

Another good option for this grid is to remove the top 2 photos and use a colour here instead, then use this space to position a title.

02 3row grid
This example shows how the grid can be split into 3 strips. This usage is ideal if there are wide landscape images which will not fit into a square format.

03 Single Image
Here is a single image which has been used instead of the square format. This is an ideal use of the grid if a single bold image is to be featured.
02/ USING THE SOCIAL MEDIA DEVICE

01/ Positioned on the Back Page
The ideal position for the Social Media device is on the back of a document, next to the address or website. An example of this is shown here where it is positioned on the back page of a leaflet.

02/ Positioned within the Lock-up
With an advert or a poster the social media device will need to be positioned inside the lock-up as shown above. Only use the social media device in the lock-up if there are no partner logos, as there will not be enough space to include both. On some occasions, if free space is an issue just use the social media icons without the text.

RBM’s Social Media channels should be included wherever possible. This is good help keep people up-to-date with RBM news and events.
02/ USING THE ARROW GRAPHIC

The arrows graphic can be used as a separate element to enhance layouts. This graphic should never be used instead of the RBM logo and brand lock-up, but in conjunction with it.

The arrow graphic can either be used as a tint of white over a coloured background, or as a tint of the RBM Blue over a white background.

01/ Arrow Graphic on a colour background
In this example of a report cover, the arrows graphic has been used as a 40% tint of white on the RBM Blue. This can be a good alternative background if there are no images available to use for a specific document or report. The arrow graphic should be tinted back by at least 50% to create a subtle look.

This same style could also be used with any other of the RBM Secondary Colour Palette (see page 32 for more information on the secondary colours).

02/ Arrow Graphic on a blue background
In the second example, this poster has a lot more text, so a very subtle tinted blue arrow graphic has been used as a background.

When using the graphic on a white background, it must be the RBM blue colour tinted back to at least 20%, so it is very subtle, like a water mark.

The blue arrow graphic should under no circumstances be positioned behind the logo or brand lock-up.
02/ COLOURS

01/ Primary Colour Palette
RBM’s primary colours are Blue and Black. It is important that these colours are positioned at the heart of its identity. Used in combination, they are strong brand signifiers and are fundamental to the brand identity.

02/ Secondary Colours
The secondary colours have been developed to work alongside the RBM Blue and Black. These can be used to add colour into layouts and adverts. They should never replace the RBM blue, but be used to work alongside it.

It is not advisable to use more than one of the secondary colours per page or advert.

See page 36 for examples of RBM materials.
The two main fonts, which are used throughout all RBM materials are above. The fonts are an integral part of the brand, never use any other fonts otherwise this will weaken the brand.

**01/ Body Copy font**
Avenir 45 Book is our primary body copy font and should be used on all publications. Other weights of Avenir, like 65 Medium or 45 Book Oblique (or italic) can be used to highlight text or for sub titles and quotes.

**02/ Title Font**
Univers 45 Light should be used for large headings on all documents and the slightly bolder Univers 55 Roman can be used to highlight specific words. See page 36 for examples of font usage in the layout examples section of these guidelines.
There may be circumstances where different fonts are required. Above are a couple of other possible fonts that can be used on RBM materials. But always try and work firstly with the two Primary fonts.

03/ Special Fonts
Under certain circumstances, special fonts can be introduced into title or quotes to enhance a specific message. Above is a hand written font which can be used for a child’s quote, and also a bold distressed font which can be used to create a feel of deprivation or distress. Using specialised fonts should be used sparingly and mainly on adverts and posters.

On all normal documents the Primary fonts should be used.

04/ Lock-up Font
Univers 57 Condensed is the font used for the text on the lock-ups, and this can also be used as a title font on documents.

05/ Alternative (Online/Digital usage)
With regards to online and digital media, use Arial as an alternative font, Univers or Avenir is not available as a standard font on all computers. Also use it on all internal documents such as word files or power point displays. But do not use Arial on any printed materials.
RBM uses a bold and striking style of photography which has a positive and energetic feel. The photographs are cropped in close and are specifically focused on the person or subject matter.

01/ Family Life
The images should be people-based and should also be energetic and have a sense of optimism about them. They should be cropped so that you are only focusing on the person and not the whole scene. We want to try and show a variety of people from around the world and of all ages – this will give the viewer a sense of just how many people are affected by the disease worldwide.

02/ Young People & Community Life
Using images of young people is eye-catching and powerful. The shots need to be natural and capture a moment in time. The most powerful images are the ones that are positive and vibrant.

03/ Research & Action
It is important to show a range of shots illustrating the research and action side of RBM’s work. These images are encouraging and demonstrate hope and progress.
Above are several examples of RBM adverts. Often with small adverts the space can be limited, as above often it is an option to use the landscape lock-up even on the portrait layouts. This should only ever be considered on adverts where there is limited space.

01/ Portrait Column Advert
This advert is a small column advert, which uses one large image, child’s quote is set in a hand written font to enhance the message.

The social media icons are used at the bottom in a Landscape lock-up layout, which has been adapted because of the small size of the advert.

02/ Full Page Advert
This advert uses the standard Landscape lock-up, with the social media icons included. The title of this advert has been positioned over the photograph.

03/ Half Page Advert
This layout uses a standard RBM look with a range of small images positioned alongside the coloured text area. This advert also includes several partner logos on the landscape lock-up.
This is a typical example of an RBM publication. The cover uses the standard Portrait lock-up, while the visual area includes a mix of photographs and a coloured area which contains the report title.

01/ Cover
This cover uses the standard Portrait lock-up, with the document title appearing in the colour bar at the top. The title is white-out text on the dark blue, which is one of RBM secondary colours.

02/ Internal Spread
On the spread, the title font is Univers Regular with all body copy set in Avenir. The images have been positioned into the same square format grids to follow the brand style of the cover.
Above are examples of the RBM Stationery, including Letterhead, Compliment Slip and Business Card and press release.

01/ Stationery
Both the letterhead and compliments slip use a clean layout with the RBM logo positioned in the top left corner, with plenty of white space around it.

The back of the business card uses the same arrow Graphic effect, except it has a bold and strong blue background to create a contrast with the white front.

02/ Press Release
The press release has a similar simple and clean feel, but on this images and a top bar have been introduced to give it a little more impact.
The P&I Series reports are different from all the other RBM publications, so different rules apply! Instead of using a grid, we want to make the layouts more dynamic and free, so this is where the ‘collage’ theme comes into it.
03/ FRONT COVER – STRUCTURE

01/ Brand Lock-up

The P&I Series Reports are different from all the other RBM publications, so they have a different look and feel.

The P&I Series Reports are different from the other RBM publications but they still need to have a brand lock-up so that there is some consistency between all the publications. The lock-up must never be altered.

02/ Visual Area

A single image should be used and can be placed on a coloured background along with the arrow graphic. The title can sit on the image, so that it is interacting with the subject matter.

03/ Partner Logos

The partner logos should sit along the bottom of the cover and should all be white. They should not be so large as to overpower the RBM logo. Thin white key lines are also used to separate each of the partner logos.

The partner logos should sit along the bottom of the cover and should all be white. Thin white key lines are also used to separate each of the partner logos.
Here are a few examples of how various report covers can look different, simply by using coloured backgrounds and images.

On all three cover examples, the RBM Brand lock-up is in the same position. It must always be at the top of the document and must remain the same height.

The visual area is more flexible, and can be altered. The background colour can change as long as you use the colours from the Secondary Colour Palette (see page 32). The title of the report can be moved around and can sit on the photo. It is advisable to have the text in white as most of the background colours are quite dark.
This section will show how the RBM logo should be applied to partners' publications, without disappearing on the page.
We want the RBM brand to have a consistent look and feel on all materials even when we are not producing them. This is why we have come up with three styles in which the RBM logo can be used in every circumstance you can think of.

01/ RBM Partner Materials
Here is an example of how to apply the RBM Sticker Device onto Partner Materials.

02/ Non-Partner Materials
Here is an example of how to use the RBM logo alongside other non-partner logos. The logos need to be visually balanced, with neither being more prominent than the other.

03/ RBM Materials
Here is an example of how to use the RBM Partner lock-up on RBM materials. The Partner logos should always sit underneath the RBM logo at the bottom of the page.
04/ USING THE RBM LOGO ON PARTNERS’ MATERIALS

The RBM Sticker Device should be used if a partner wishes to use the RBM logo as an endorsement on its own initiative. For example, if an RBM Partner produces a corporate brochure and would like to include the RBM logo to show that it is part of the Partnership, then the RBM Sticker should be used.

01/ RBM Sticker Device
The RBM Sticker Device has been created so that it stands out from all the other partners’ logos which come under the RBM Partnership umbrella. It is flexible as it can sit anywhere on the page which makes it easy to use without breaking any of the guidelines.

02/ Layout Examples
Above are a couple of examples of how to apply the RBM Sticker Device onto Partner Materials. It can be placed anywhere on the layout and must not be altered in any way.
When the RBM logo is used with other global health partnerships of major institutions, then the logos must be used on equal footings.

The RBM-logo should always be the same size as the non-partner logo and the exclusion zone should always be adhered to.

Here are a couple of examples of how to use the RBM logo alongside other non-partner logos on an equal footing.

The logos are visually balanced, with neither being more prominent than the other.

Always remember a non-partner logo should never be placed inside the RBM logo exclusion zone. Try to maintain sufficient space between them. The RBM logo should always appear in Blue and Black.

See Our Logo section for more details.
04/ USING PARTNERS' LOGOS ON RBM MATERIALS

When using Partner logos on any RBM materials, the RBM (Portrait/Landscape/Tall Thin) lock-up with the Partner logos should always be used if possible.

The RBM logo should always be stronger and larger and wherever possible placed above the partner logos.

01/ Primary Lockup
Here are a couple of examples of how to use the RBM Partner lock-up on RBM materials.
Always remember to put the Lock-up at the bottom of the document and make sure that the RBM logo is more prominent than the Partner logos.
See Our Brand section for more details.

02/ Alternative Lockup
If the Partners' logos require more prominence, then they can be placed above the RBM logo and below the strapline as the above version illustrates. But remember to always keep the RBM Logo larger than any partners' logos.
Within this section, are all the various files for you to download along with other resources such as explanations of file formats and file types.

All the RBM logos and lock-ups have been saved into packages of files, which include various formats and colour ranges.

There are also templates for Stationery and Powerpoint.
01/ Stationery
There are three versions of the stationery templates available for download:

- English (Geneva Address)
- French (Geneva address)
- English (New York office)

Word templates for each of the Letter heads are also included in these downloadable files.

02/ Press Release
This is available as either a Word template or as a high resolution pdfs.
SCALING UP ITN PROGRAMMES IN AFRICA:
A Strategic Framework for Coordinated National Action

RBM Partners Meeting,
Geneva 26-28 February

FOR A MALARIA- FREE WORLD
Work with the Roll Back Malaria Partnership: www.rollbackmalaria.org

SCALING UP ITN PROGRAMMES IN AFRICA
THE NEED

• Commitment to ITNs as one of the four key approaches of RBM and to the Abuja target for 2005 means we need to act now
• Current status in Africa: many local, time-limited projects, lack of coordinated action among implementing agencies (see map) and among donors
• Need for a balance between sustainability and equity necessitates a public-private partnership – the question is how?

01/ Power Point
This contains two slide templates, one for the cover slide and the second for all the internal pages.

DOWNLOAD
The RBM Partnership Secretariat is hosted by the World Health Organization.
01/ French Logo
DOWNLOAD

02/ Spanish Logo
DOWNLOAD

03/ Portuguese Logo
DOWNLOAD

04/ Indonesian Logo
DOWNLOAD

05/ Japanese Logo
DOWNLOAD

06/ Chinese (Traditional) Logo
DOWNLOAD

07/ Chinese (Simplified) Logo
DOWNLOAD

08/ Arabic Logo
DOWNLOAD
01/ RBM PORTRAIT LOCK-UPS

01

FOR A MALARIA-FREE WORLD
Work with the Roll Back Malaria Partnership: www.rollbackmalaria.org

02

FOR A MALARIA-FREE WORLD
Work with the Roll Back Malaria Partnership: www.rollbackmalaria.org

03

FOR A MALARIA-FREE WORLD
Work with the Roll Back Malaria Partnership: www.rollbackmalaria.org

DOWNLOAD PACKAGE

01/ RBM Lock-up
02/ RBM & Partners Lock-up
03/ RBM & Partners Lock-up (Primary & Secondary)
05/ RBM TALL & THIN LOCK-UPS

01

FOR A MALARIA-FREE WORLD
Work with the Roll Back Malaria Partnership: www.rollbackmalaria.org

02

FOR A MALARIA-FREE WORLD
Work with the Roll Back Malaria Partnership: www.rollbackmalaria.org

03

FOR A MALARIA-FREE WORLD
Work with the Roll Back Malaria Partnership: www.rollbackmalaria.org

DOWNLOAD PACKAGE

01/ RBM Lock-up
02/ RBM & Partners Lock-up
03/ RBM & Partners Lock-up (Primary & Secondary)
This is available in both of the above formats, either can be used depending on the space available.
MEMBER OF THE
ROLL BACK MALARIA
PARTNERSHIP

01/ RBM Sticker Device
DOWNLOAD

Malaria & children
Progress in intervention coverage
Summary update 2009
Each of the logo and lock-up packages contain a range of files and different colour formats. Below is a brief and simple explanation of what these files are and where they are best used.

**Available logo & Lock-up formats:**

- **.eps** *(Illustrator)*
  Illustrator eps files are ideal for use on any printed material, as they can be scaled as large or small as you require without losing quality. These files are ideal for use on like brochures, leaflets, and any large format elements like flags and banners and are the preferred choice for designers or printers. You will probably not be able to open these file types on your PC, but any printer or designer will.

- **.pdf** *(Adobe Acrobat)*
  Pdf files are similar to Illustrator files, they also a good format to send to designers and printers. They can also be scaled to any size without loss of quality, and these can be opened and used on your pc.

- **.jpg / .tiff**
  These are perfect for use in your own powerpoint and word templates, but do not send .jpgs or .tiff to designers or printers, they will always prefer an Illustrator .eps or .pdf file.

- **.png**
  These can also be used in your own powerpoint and word templates. They have a transparent background, so can be placed over colours or photos without showing a white box. But they are only for digital use, never use them to print from as the quality will not be high enough.

**Available colour formats:**

- **CMYK** *(four colour process)*
  This is the primary colour range and can be used on most printed material, such as brochures, reports and newsletters. If you are unsure about what colour format to use, then use CMYK.

- **Spot colour** *(Pantone / special colours)*
  This is for two colour print runs, when you only need to use the RBM corporate blue and black. It is ideal for stationery, signage, t-shirts.

- **RGB** *(websafe RGB or hexadecimal colours)*
  This is used for electronic & online media only, such as websites, powerpoint presentation & email newsletters. Never use an RGB logo on a print project as the colour will reproduce incorrectly.

- **Black** *(Single colour)*
  The black (single colour) logo is only to be used when you are restricted to a single colour print, or if you need good reproduction on a fax or photocopier.