



WORLD ARTHRITIS DAY & MOVE TO IMPROVE CAMPAIGN: GUIDE TO USING LOGOS AND RESOURCES

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1. World Arthritis Day

The official World Arthritis Day is celebrated on 12 October, although campaigning continues around the year.

The aims of World Arthritis Day are:

- To raise awareness of rheumatic and musculoskeletal diseases (RMDs) amongst the medical community, people with RMDs and the general public
- To influence public policy by making decision-makers aware of the burden of RMDs and the steps which can be taken to ease it
- To ensure all people with RMDs and their caregivers are aware of the vast support network available to them.

2. World Arthritis Day website

The World Arthritis Day website (www.worldarthritisdaily.org) is the hub for World Arthritis Day campaigns and is supported and managed by EULAR, the European League Against Rheumatism.

3. World Arthritis Day themes

Each year or two EULAR selects a new theme for World Arthritis Day. The 2009/2010 theme was 'Work and Rheumatic Diseases'.

The 2011/2012 the theme is '**Move to Improve**', which focuses on the benefits of physical activity for people with RMDs.

4. World Arthritis Day campaign resources

To support national organisations of People with Arthritis/Rheumatism in Europe (PARE), EULAR develops template campaigning materials and resources. These can be downloaded from the World Arthritis Day website in English, or can be adapted and translated by national organisations for local use (www.worldarthritisdaily.org/resources/organisations). There are also downloadable resources in English for people with RMDs (www.worldarthritisdaily.org/resources/people-with-rmd).

5. World Arthritis Day campaign resources and logos

Resources include a graphic toolkit with the World Arthritis Day and campaign theme logos. These are available for use by national organisations and anyone supporting a non-commercial World Arthritis Day campaign (see point 6 below).

6. Use of World Arthritis Day campaign resources and logos

EULAR is happy for pharmaceutical and other commercial companies supporting World Arthritis Day campaigns to support national organisations of PARE and to use campaign resources and the World Arthritis Day logo and campaign theme logos **providing they are not in any way associated with, or used in conjunction with any commercial company, product or brand promotion.**

National organisations of PARE can put their logos on resources they use in their countries.

The EULAR logo cannot be used on any materials other than those provided in pdf files, which remain unchanged. The EULAR logo cannot be added to, or used on any resources produced by national organisations or commercial organisations.

EULAR will not provide any endorsement or statements of support for World Arthritis Day campaigns supported or run by commercial companies.

7. For further information

For more information, please contact the World Arthritis Day team at wad@eular.org

**MOVE
TO IMPROVE**

MOVE TO IMPROVE 2011





WORLD ARTHRITIS DAY & MOVE TO IMPROVE CAMPAIGN: GRAPHIC TOOLKIT

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World Arthritis Day (WAD) Logo

Designed for simple application across materials, the logo may not be changed or altered. The logo is provided in the [online toolkit resources area](#) in both Apple Mac print and PC/web formats.



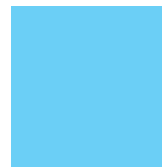
World Arthritis Day core colours

CMYK colours (for artwork and printing)

These colours can be applied to graphics and text



C100 M44 Y0 K0



C5 M0 Y0 K0



C98 M85 Y106 K6

RGB colours (for PC and web/online use) can be sampled from the logo artwork in the toolkit resources

'Move to Improve 2011' theme

The WAD 2011 theme logo can be adapted for different applications, this version being used in conjunction with the WAD logo on the website. The logo and elements are provided in the [online toolkit resources area](#) in both Apple Mac print and PC/web formats.

MOVE TO IMPROVE 2011

2011 World Arthritis Day

'Move to Improve' theme colours

CMYK colours (for artwork and printing)

These colours can be applied to graphics and text



C100 M0 Y0 K0



C100 M44 Y0 K0



C0 M57 Y100 K0



C50 M0 Y100 K0

RGB colours (for PC and web/online use) can be sampled from the logo artwork in the toolkit resources





WORLD ARTHRITIS DAY & MOVE TO IMPROVE CAMPAIGN: GRAPHIC TOOLKIT

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World Arthritis Day (WAD) core and secondary colours can be used to great effect to highlight key messages.

We have provided some simple and adaptable templates in Word and as artwork templates for printing with these colours and logos that you can use to develop your materials.

World Arthritis Day 2011 'Move to Improve' theme colours and support colours complement the core WAD suite of colours.

Type face - we recommend Helvetica or Arial as typefaces to use for all materials.

2011 World Arthritis Day support colours

CMYK colours (for artwork and printing)

These colours can be applied to graphics and text



C0 M95 Y20 K0

C67 M78 Y0 K0

C0 M28 Y84 K0

RGB colours (for PC and web/online use) can be sampled from the artwork in the toolkit resources

Poster layout - using logos, 2011 theme, pictures and colours to emphasize titles, dates times and key messages. Images can be effective in highlighting activities.

This template has been provided in Word and as Apple Mac artwork for printing in the [online toolkit resources area](#) in both Apple Mac print and PC/web formats. Add your copy and pictures and adapt the layout as you wish to suit your project.

World Arthritis Day 2011 and 2012

MOVE TO IMPROVE

Physical activity and rheumatic and musculoskeletal diseases

Visit our new World Arthritis Day website

Resources

- Information and campaigning tools for national organisations of PARE
- Information and resources for people with rheumatic and musculoskeletal diseases

Get involved!

- Action shot!** enter our photographic competition
- Activity of the Month:** learn about different forms of exercise and send in a review
- Show your support:** display the World Arthritis Day button on your blog or organisation's website. Click on the button to show your support!
- Join the community:**

Updates

- Post information** about your campaigns and events
- Find out what's happening** around the world

eular
The World Arthritis Day website is supported and managed by EULAR, the European League Against Rheumatism.

www.worldarthritisday.org



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Examples of how the logos can be adapted and used in different colours and combinations on various campaign items using different printing processes.



T shirts

Pen

Balloons

Badges or stickers

Cup