



Brand Manual

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www.tb-capt.org

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Introduction

TB-CAPT (Close the gap, increase Access, Provide adequate Therapy) will provide evidence for impactful implementation of tuberculosis (TB) and TB/HIV co-infection diagnostic strategies, including drug-susceptibility testing through a series of trials in Tanzania, Mozambique, and South Africa.

TB-CAPT is funded by the European and Developing Countries Clinical Trials Partnership (EDCTP) and will run for 3.5 years, with planned completion in 2023.

The project is coordinated by FIND, the global alliance for diagnostics (Switzerland,) and managed by LINQ management GmbH (Germany).

Logo Versions

POSITIVE LOGO

Whenever possible the TB-CAPT logo should be used in colour.

GREY SCALE LOGO

For black and white documents, a grey scale version of the square and horizontal logo has been developed

Full Logo



Compact Logo

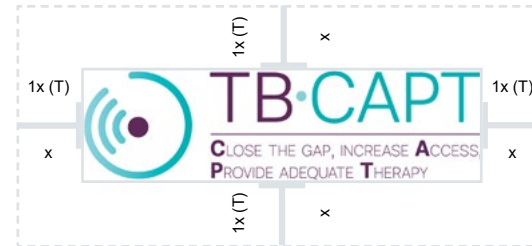


Logo Clear Zone

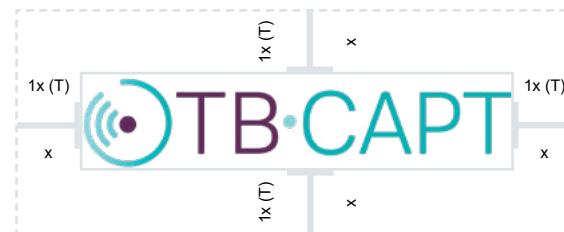
A clear zone for the TB-CAPT logo in its different versions has been defined in order to protect its integrity and strength. The dimension of the clear zone equals the “T” in TB-CAPT.

No graphic element of any kind may intrude on this space. The respective proportions of the logo and its clear zone remain the same, regardless of the size of the logo.

Full Logo



Compact Logo



Logo Usage

USING THE LOGO ON IMAGE BACKGROUNDS

1. The colour version of the logo can be used over visuals, on their clearest part not to compromise legibility.
2. When the background compromises legibility, use the logo on a white strip under the visual.



Main Colours



AUBERGINE

Use aubergine for main headings, epigraphs and other highlighted text.

N.B.: Standard colour for texts is black.

TURQUOISE

Use turquoise for secondary or sub-headings or for colour strips or blocks.

Blue-Grey

Blue-Grey is suited to colour blocks or borders for insert/excerpt text.

LIGHT BLUE-GREY

The light blue-grey can be used to separate more intense colour blocks, such as Turquoise or Blue-Grey.

WHITE

White lightens the layout and guarantees the clarity and intelligibility of TB-CAPT's discourse.

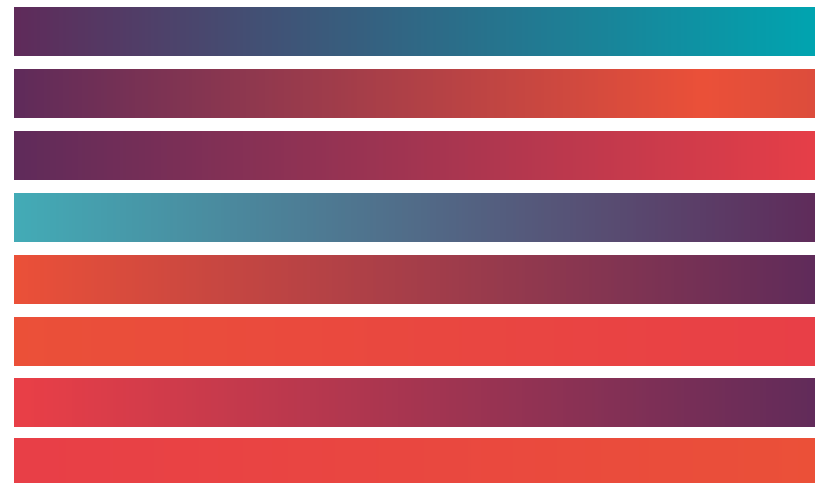
Secondary Colours & Colour Usage



POMEGRANATE & ORANGE

Pomegranate and Orange are two accent colours, to be used sparingly. They are intended to identify or highlight an item or specific information on a page.

Possible options for graduated two-colour strips

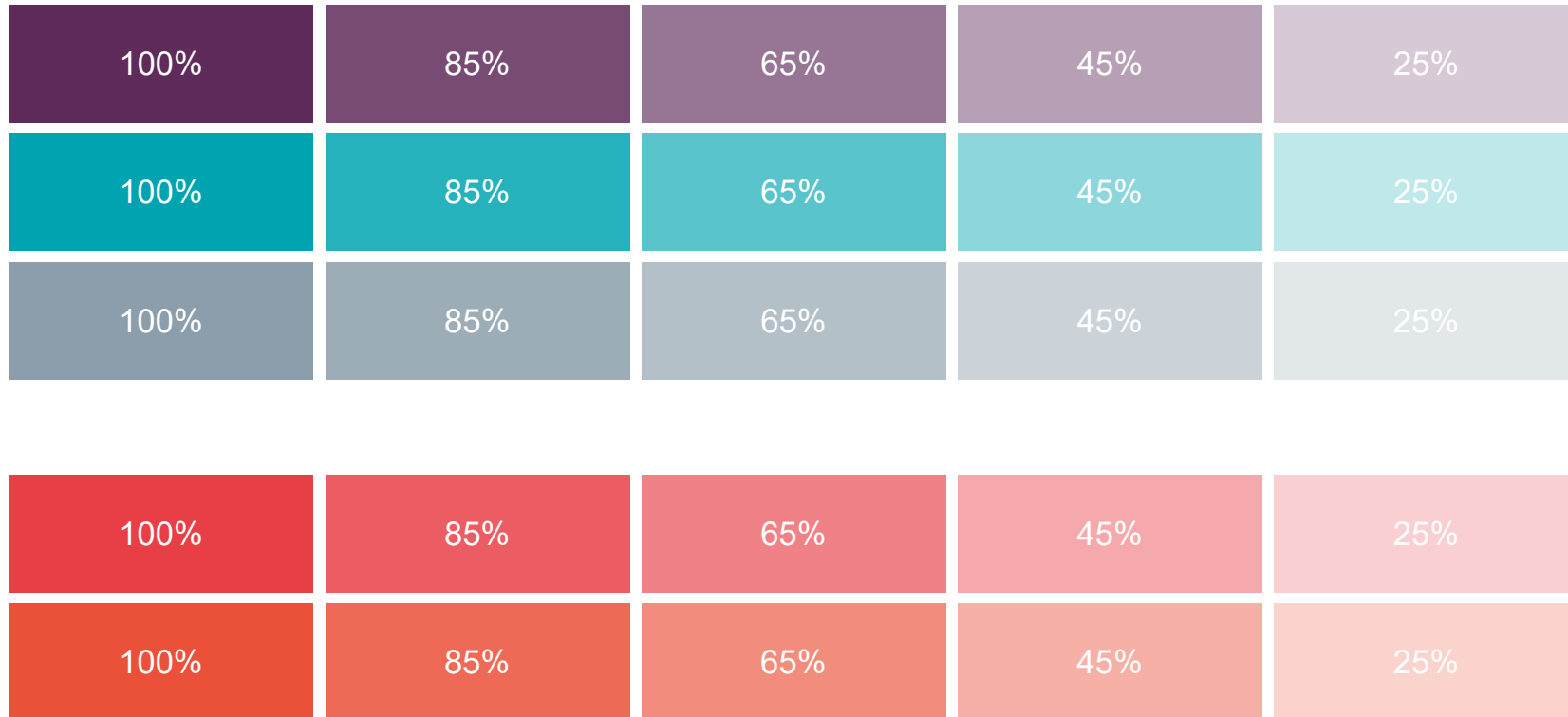


TWO-COLOUR STRIPES

Graduated two-colour strips serve as heading bands in a chart to delineate an image. The two colours blend at the centre of the strip. The creation and use of these strips are a matter of art direction, to be decided by a professional.

Colour Usage

Colour Shades



Colour Usage

Writing on colour backgrounds: examples

 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	
 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>
 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	

Typography

Franklin Gothic Medium

The Franklin Gothic Medium typeface family is used for titles, subtitles and introductions.

Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a
b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5
6 7 8 9 0 ! " § \$ % & / () = ? * ' : ; _ - +

Styles

Regular + *Italic*

Arial

Arial is the standard typeface family for texts, legends, captions and notes.

Arial Bold is for highlighting words and sentences.

Arial Regular is for texts.

Arial Narrow is for titles and texts within schemes and graphs.

Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5
6 7 8 9 0 ! " § \$ % & / () = ? * ' : ; _ - +

Styles

Bold + *Italic* Regular + *Italic* Narrow Regular + *Italic* **Narrow Bold + *Italic***

 TB·CAPT

