

The information below sets out terms of use for the World Obesity Day Logo(s) & campaign material.

Definitions:

The following terms of use refer to the use of any downloadable assets available from the World Obesity Day website or otherwise provided by World Obesity Day. This includes the World Obesity Day (WOD) logo(s) and any campaign material created for the 'Every body needs everybody' Campaign.

Permissions:

If you do not have written permission to use WOD materials please contact WOD@WORLDOBESITY.ORG.

You do not need to seek permission if:

- You already have written permission from World Obesity Day;
- You are a member of the World Obesity Federation;
- You are an official sponsor or partner of World Obesity Day;
- You are a journalist, media outlet or blog using the logo for editorial purposes.

Please note:

- **Permission to use the WOD logo or campaign materials does not constitute an endorsement by World Obesity Day or any of its partners.**
- World Obesity Day reserves the right to deny requests for usage.

All permitted usage of the World Obesity Day logo is subject to the usage guidelines below:

- Use of the WOD logo and name is for non-commercial use only. Usage of WOD's logo for commercial sales, individual or organizational fundraising is strictly prohibited without explicit written permission from World Obesity Day.
- The WOD logo, materials or name must not be used in any way that mischaracterizes any relationship between you and World Obesity Day.
- You may not use the WOD logo, materials or name to advertise World Obesity Day or its partners as affiliated with you or your organization without World Obesity Day's written permission.
- The WOD logo, materials or name may not be used in any manner that is deemed to discredit World Obesity Day or its partners or that violates any law, regulations or other public policy.
- All goodwill generated by the use of the WOD logo and materials inures to the benefit of World Obesity Day.
- You must, if requested by World Obesity Day, provide samples of any materials that include the WOD logo or campaign assets to ensure compliance with usage policy. You must make any change(s) to your use of the assets as requested by World Obesity Day.
- You must not use the WOD logo, materials or name in connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable.



2021 LOGO

This is the standard WOD Logo. It should be used on any approved materials for the 2021 campaign.

It consists of a seven color globe and date stamp.

Versions available with date stamp in all brand colors



USAGE

Adequate clear space should surround the logo when it is used.

The clear space should be no smaller than the capital W in World. No text or graphics should overlap the clear space.

The logo may not be stretched or flipped. The colours of the globe may not be altered.



2021 WOD + CAMPAIGN LOGO

The logo + campaign stamp lock up can be used instead of the above 2021 logo where editorially appropriate. It is primarily an option for materials where other graphics featuring the 'Every body needs everybody' stamp are not prominent.

Versions available with stamp in all brand colors.

USAGE

As per the '2021 Logo' usage.



LOGO WITHOUT DATE STAMP

All electronic and printed material should use the above 2021 Logo or Campaign logo.

A logo without a date stamp should **only** be used on items that might realistically be expected to be reused across different campaigns

eg. T-shirts or other merchandise.

USAGE

As per the '2021 Logo' usage.

