

#inYourPower

instruction for use
visual campaign style



Infocampaign #InYourPower started up under the financial support and on the initiative of the regional “Sustainability of services for key populations in Eastern Europe and Central Asia region” (aka #SoS_project) project team..

There is a challenging task for the team project – to ensure sustainability of HIV services for key populations and PLH before 2021. To achieve this goal it is necessary:

Improve financial sustainability of HIV programs

Downgrade the existing legal barriers and ensure observance of the most important human rights to access the HIV prevention and care services

Raise effectiveness and accessibility of HIV-related services provision (testing and continuum of care) for key populations.

For this we will pay special attention of the efforts of governmental officials and politicians, efficient State – NGO partnerships as well as to specific successes of EECA countries in combating HIV/AIDS; we will find new heroes, inspire the whole region, world, universe, excite the curiosity, involve and struggle together; we will tell about effective performance of particular people – governmental officials, politicians; we are ready to the new mode and we will cooperate and initiate new dialogues.



Initiators
the campaign

Financial
Support

Informational
Support



#Logo

Large logo of the information campaign #inYourPower consists of three parts:

sign
campaign name
project logo #sos_project



elements of the large logo of the information campaign can be used separately. The name of the campaign can be used unsigned only with the project logo # sos-project

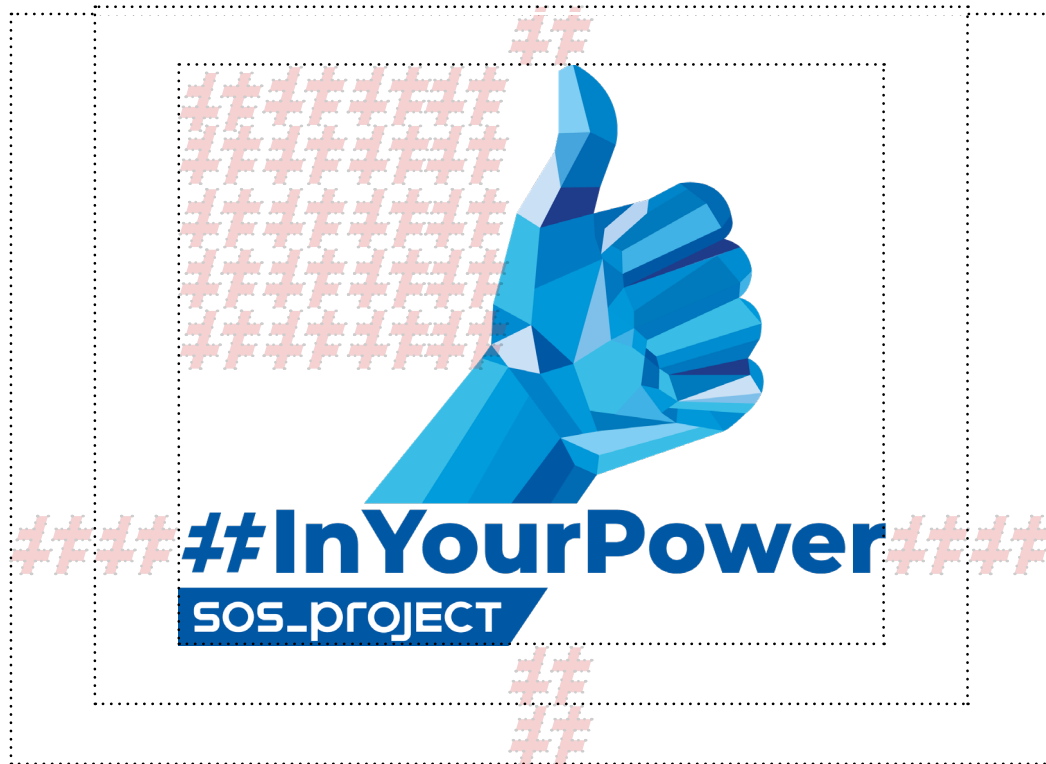
#InYourPower
SOS_project

text logo



sign

#using large logo



The large logo of the information campaign is located on a white background, or on a blue abstract or blue plain background. Other background options should not be used.

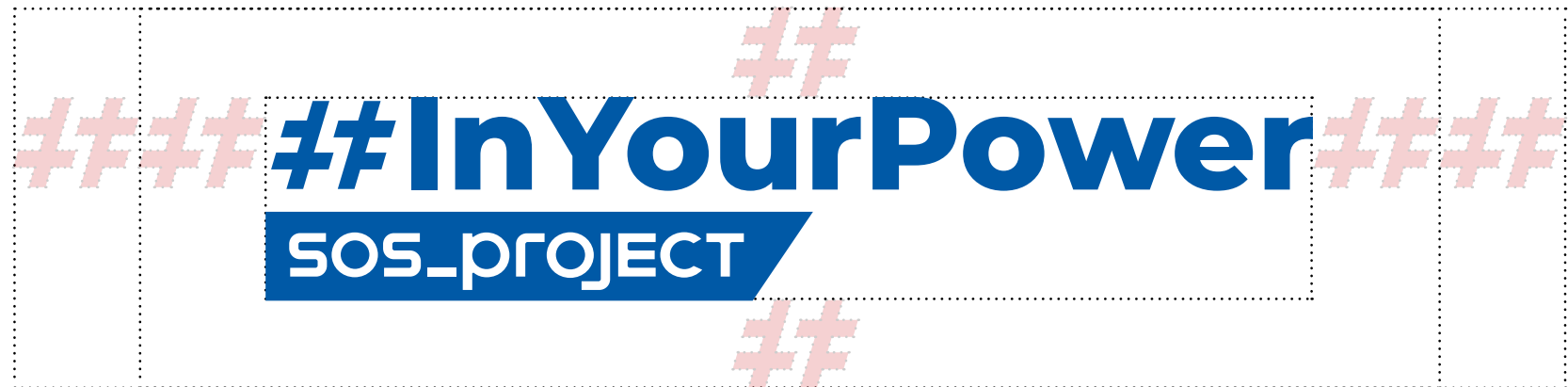


Text blocks, images and other graphic objects can be placed no closer than one size of the hashtag above the logo, and two sizes on both sides and at the bottom of the logo.

The area in the upper left corner of the logo should remain empty.






#using textual logo

The text logo, consisting of the campaign name and the project logo #sos_project, is located to other graphic elements no closer than one hashtag above and below the logo, and two sizes on both sides of the logo.



#colours

The color scheme of the information campaign logo mark:

	0c4691
	1264ad
	bdddf5
	1d9fd9
	31b9de



When printing in black and white, the large logo of the information campaign is not used.

In the text logo, depending on the background, the colors change. Only blue and white are used. When printing in black and white, depending on the background, a white version of the logo is used, gray or black.

		0362b0
		ffffff

		ffffff
		0362b0

		ffffff
		524f4e

		524f4e
		ffffff

		ffffff
		000000

		000000
		ffffff

#font

The #inYorPower information campaign uses the **Montserrat** font. When changing the size, the ratio of the size of the title to the general text should be maintained.

Headings - **Montserrat Black 40 pt**

The title looks like this

Main text - **Montserrat regular 12 pt**

The text block looks like this. For example, a paragraph of text:

HIV is a problem common for all states and communities, joint responsibility and a challenging task, the price of which is 2 mln lives. Chief executives of government and healthcare departments, cities' majors, politicians and public opinion leaders.

The future of more than 2 mln people depends on your decisions. It is namely in your power to stop the HIV/AIDS Epidemics.

We appreciate your job, your courageous and insightful decisions in support of HIV programs for the sake of more than 2 mln people in the EECA countries. We are ready to cooperate even more efficiently and share our 30-year expertise.

#materials the campaign



For everyone who wants to join the information campaign #InYourPower, the initiators have prepared a number of visual materials. They will help to more clearly express their position and more effectively convey a message to those who have real leverage to influence the HIV situation at the level of government.

In order to get illustrative materials, just go to the inyourpower.org section of the website “[Download](#)” and download the graphic object that interests you.

In the catalog presented by the #InYourPower initiative, you will find postcards for selfies, wall posters, calendars for 2020 and even banners.



#contact

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