



IFPA GUIDELINE

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Introduction

“2021 marks the 50th anniversary of the International Federation of Psoriasis Associations (IFPA). Following the landmark successes of the WHO Resolution on Psoriasis (2014) and the WHO Report on Psoriasis (2016), IFPA is ready to adopt new global strategic goals and revise our vision.

We would like to mark this important time in IFPA’s history with a rebranding of the organization that will take us into a brighter future.”

IFPA 3.0 Strategy & Rebranding



Psoriatic Disease
Awareness Ribbon



INTERNATIONAL FEDERATION
OF PSORIASIS ASSOCIATIONS

IFPA's previous logo

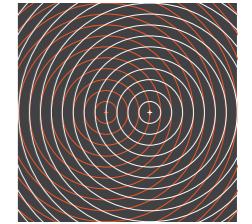
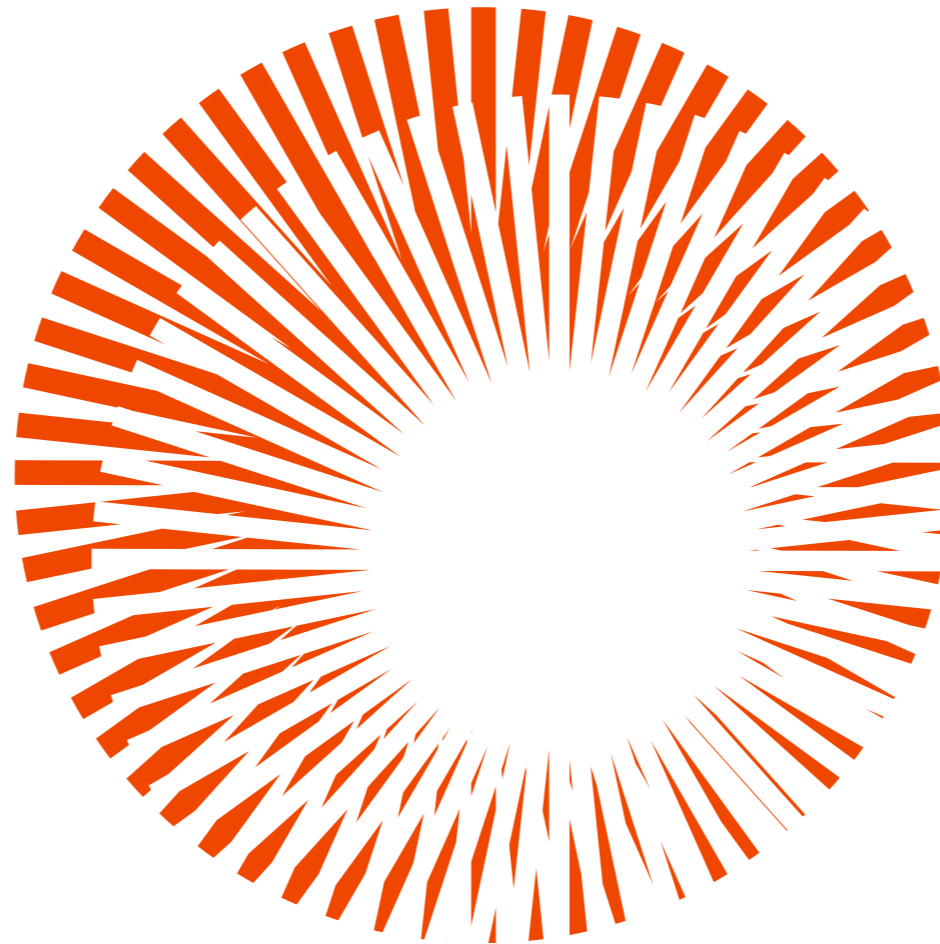
Design as the most powerful marker of change

The new IFPA logo marks the start of a new era:
Unite, strengthen, and lead.

The globe from the previous IFPA logo has been modernized and newly interpreted to visually express a powerful patient organization.

Orange and purple are widely associated with psoriatic disease and are found in the traditional orchid &

orange ribbon. These colors were updated to be more bold and powerful. This helps to strengthen IFPA's position on the global stage.



Example of
visual interference
by layering two
identical shapes

The concept behind the visual identity

A unique ID-element following the principle of “Interference” has been created. It expresses how IFPA creates a powerful force by uniting the collaboration of the many individual parts of this community - its member organizations and partners.

At the same time, the ID-element resembles the visual part of the disease by expressing both the inflammation and the fight against it.

Being the key visual in the new IFPA logo, the ID-element provides identity and stand out effect as a

graphical layer. It also serves as a visual graphical expression that is used on portrait photographs. This provides IFPA with an unique and emotional visual language that puts focus on people living with psoriatic disease.



IFPA's new tagline - a powerful new positioning

IFPA no longer uses its long name “International Federation of Psoriatic Associations” as a tagline. The name IFPA has established itself and is widely known and referred to in the psoriatic field.

Instead, a new tagline has been developed to take proud ownership of IFPA's role and position in the market. The new tagline expresses a new bold and rejuvenated IFPA taking a leading role in the global psoriatic disease community.

One united and strong IFPA
(Mother brand)



Flagship programs
(Sub brands)

IFPA
COALITION

IFPA
ACCELERATOR

IFPA
CONFERENCE
THE 7TH WORLD PSORIASIS
& PSORIATIC ARTHRITIS CONFERENCE 2024

IFPA
FORUM
ASIA PACIFIC 2022

**WORLD
PSORIASIS
DAY 2021**

One strong IFPA - many global actions

IFPA's various initiatives are proof points for delivering on our role as global leader on the global advocacy level as well as towards patients.

It is therefore strategically important that all internal and external stakeholders understand IFPA's flagship programs as being inherently and 100% IFPA owned initiatives. Instead of building different brands in the

psoriatic field, it has been decided that the focus is on:

One united and strong IFPA

All flagship programs, partner projects, and initiatives with member organizations are clearly branded with the bold and strong IFPA logo. Activities that are aimed at a specific program target group and stay within that

program, are regarded as sub-brands with IFPA taking the role as organizer.

As soon as content leaves the space of a specific program and is communicated to a broader audience, eg. when communicating results coming from one of the programs, the IFPA mother brand takes ownership as publisher.



IFPA
ACCELERATOR



IFPA
COALITION



IFPA
FORUM
ASIA PACIFIC 2022

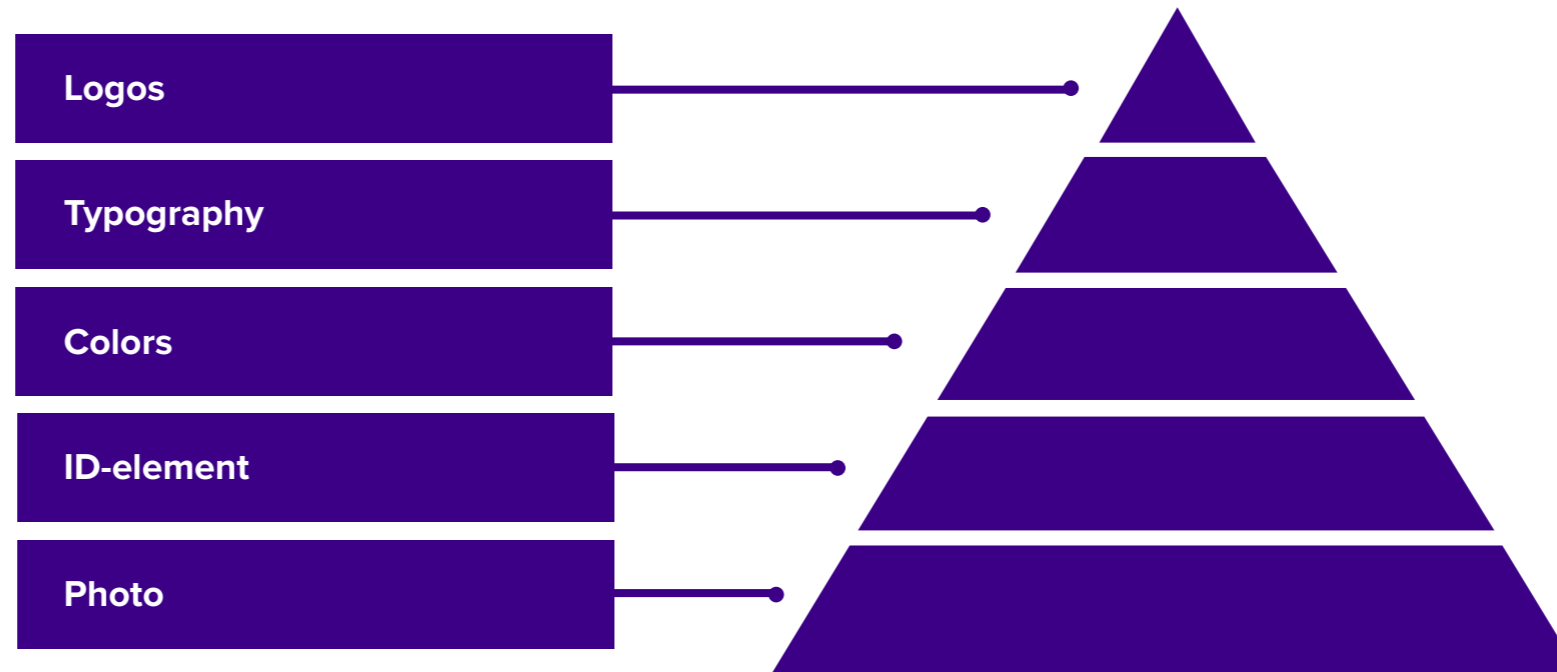


IFPA
CONFERENCE
THE 7TH WORLD PSORIASIS & PSORIATIC ARTHRITIS CONFERENCE 2024

IFPA's Visual Identity

IFPA's new visual identity has the important task of balancing IFPA's role of being a patient organization leading a fight for millions of people against an often-misunderstood disease and at the same time be a federation representing psoriatic disease on the global WHO advocacy level.

The rejuvenated visual identity gives IFPA the tools to adapt to the different target audiences without losing visual coherence across all media and platforms.



IFPA's Visual Identity toolbox

At the core of the IFPA Visual Identity is the Visual Identity Toolbox. Each of the tools and rules regarding usage will be explained in the following pages.

Logo

IFPA Logo

This is the primary logo of IFPA and the core graphic symbol in the organization's visual identity.

The logo is made as a lock-up. This means that none of the logo elements can be moved, sized or otherwise adjusted.

Only use the logos specified in this document and follow the rules accordingly.



Clear space

To ensure that the IFPA logo is always clearly visible, the clear space around the logo needs to be at least the height of the “I” in “IFPA”.

This needs to be respected across all touchpoints and media.

These rules apply for all versions of the IFPA logo.

Minimum size of the logo:
H: 15mm/300px



The clear space around the logo is the height of the “I” in “IFPA”



Min: 15mm (300px)

Color combinations

The IFPA logo is always in either Primary Colors or White.

The IFPA logo can also be used in a one-color version if needed. This version is often when only one color is available.

Primary Colors



One-Color

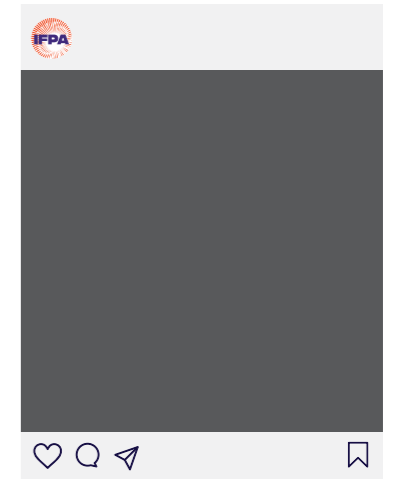


IFPA Shorthand Logo

A special version of the IFPA logo exists for Social Media profile pictures. This is to ensure maximum presence on digital platforms.

The rules regarding minimum clear space around the logo do not apply on Social Media profile pictures. In these situations the primary focus is to make the logo as big as possible.

The IFPA Shorthand logo is also used for round badges.



Example of the Shorthand Logo on Instagram.

Color combinations

The IFPA shorthand logo is available in 3 variations.



IFPA Logo w. Tagline

The IFPA Logo can be accompanied by a tagline.

The size of the tagline cannot be changed when it is part of the logo lock-up.

The tagline, or parts of the tagline, cannot be replaced with other text.



Clear space

To ensure that the IFPA logo with tagline is always clear and legible, and always perfectly presented, make sure that the minimum clear space around the logo is at least the height of the “I”.

The minimum size of the logo:
H: 20mm/300px

This needs to be respected across all touchpoints and media.



Min: 25mm/
300px

Color combinations

The IFPA logo with tagline is always in either Primary Colors or White.

The IFPA logo can also be used in a one-color version if needed.

Primary Colors



One-Color



IFPA Logotype

The IFPA Logotype can be used without the ID-element as part of a lock-up.

This version of the logo is often used when the ID-element is placed as a large scale graphical element on the same surface or media.

A large, bold, purple logotype of the letters 'IFPA' centered on a white background. The font is a heavy, sans-serif typeface with thick strokes and a slightly condensed appearance.

Clear space

To ensure that the IFPA logotype is always visible, the clear space around the logo needs to be at least the height of the “I”.

This needs to be respected across all touchpoints and media.

The minimum size of the logo:
H: 15mm/300px



IFPA | Min: 15mm/300px

Color combinations

The IFPA logotype is always in either Primary Colors or White.

The IFPA logotype can also be used in a one-color version if needed.

Primary Colors



One-Color



IFPA Logotype with Tagline

The IFPA Logotype can be accompanied by a tagline.

The size of the tagline cannot be changed when it is part of the logo lock-up.

The tagline, or parts of the tagline, cannot be replaced with other text.



Clear space

To ensure that the IFPA logotype with tagline is always clearly visible, and always perfectly presented, make sure that the minimum clear space around the logo is at least the height of the “I”.

The minimum size of the logo: H:
20mm/300px

This needs to be respected across all touchpoints and media.



Color combinations

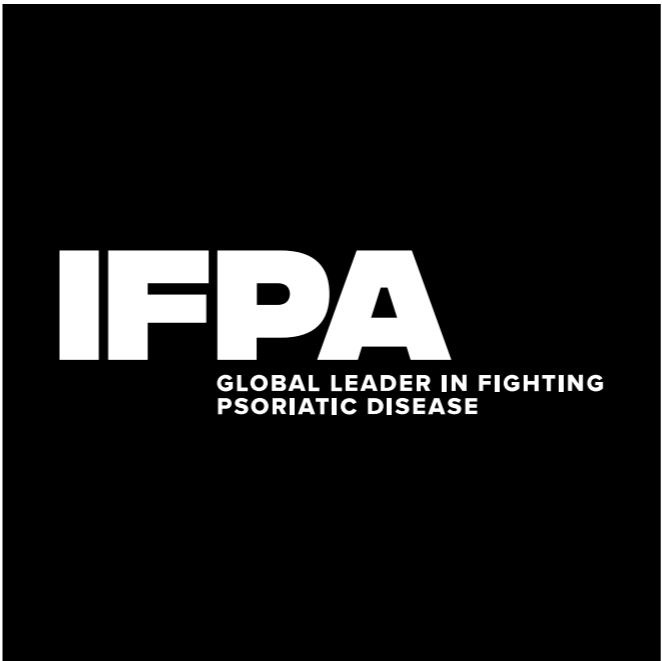
The IFPA logotype with tagline is always in either Primary Colors or White.

The IFPA logotype with tagline can also be used in a one-color version if needed.

Primary Colors



One-Color



Logo don'ts

Examples of how not to work with the IFPA logos.

These rules apply for all versions of the IFPA logo.

IFPA logo



Don't change the color of the logo or parts of the logo



Don't use outline



Don't stretch or distort the logo



Don't use effects

IFPA logotype w. tagline



Don't translate



Don't crop



Don't move or scale any parts of the logos



Don't tilt or add perspective to the logos

Logotype don'ts

Examples of how not to work with the IFPA logotype.

These rules apply for all versions of the IFPA logo.

IFPA logotype



Don't rotate or flip



Don't use brush effects in the logotype



Don't change the color of the logotype



Don't use the logo as a pattern

IFPA logotype w. tagline



Don't align the tagline with the left side of the logotype



Don't move the tagline above the logotype



Don't scale down the IFPA logotype



Don't scale down the tagline

Logo layout

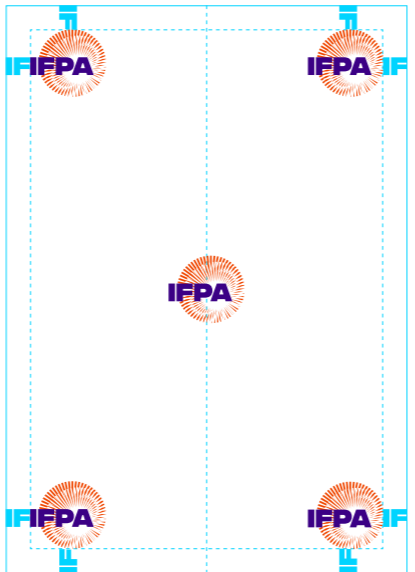
IFPA logo

Placement and size

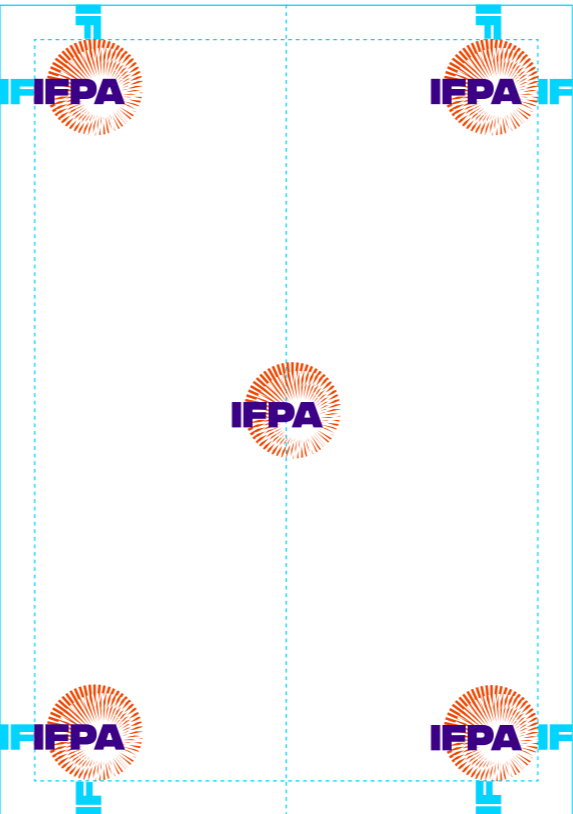
The IFPA logo can be centered or placed in all corners of a layout.

Be aware that the clear space of the logo needs to be manually adjusted according to the size of the logo.

Tip: Use the width of “IF” as a guidance for the best placement



A5
Logo: H: 25 mm



A4
Logo: H: 30 mm



Roll up (85x200 cm)
Logo: H: 25 cm

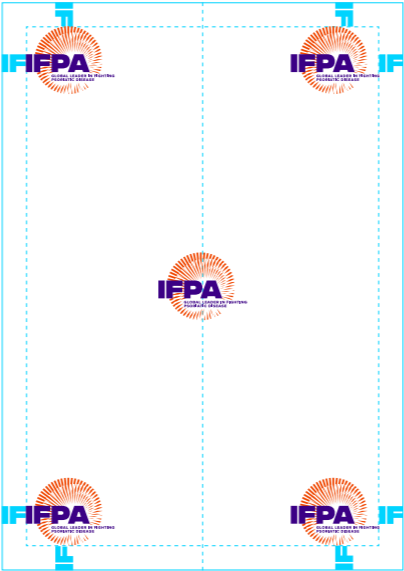
IFPA logo with tagline

Placement and size

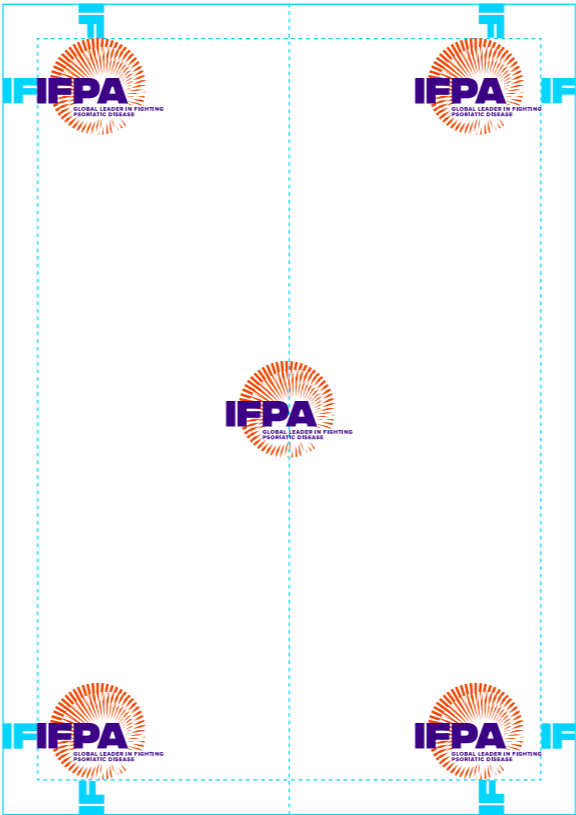
The IFPA logo with tagline can be centered or placed in all corners of a layout.

Be aware that the clear space of the logo needs to be manually adjusted according to the size of the logo.

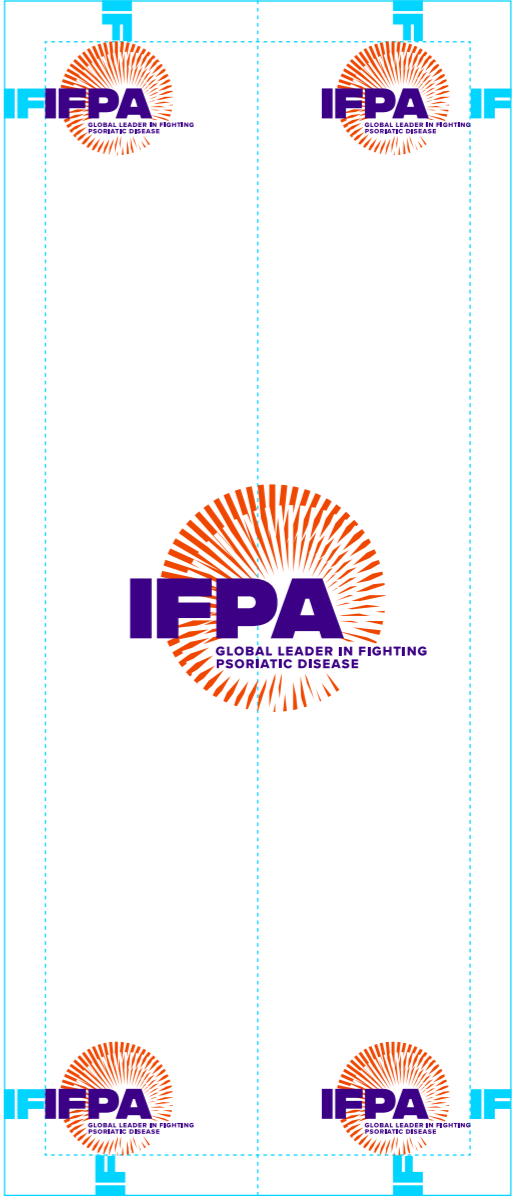
Tip: Use the width of “IF” as a guidance for the best placement



A5
Logo: H: 25 mm



A4
Logo: H: 30 mm



Roll up (85x200 cm)
Logo: H: 25 cm

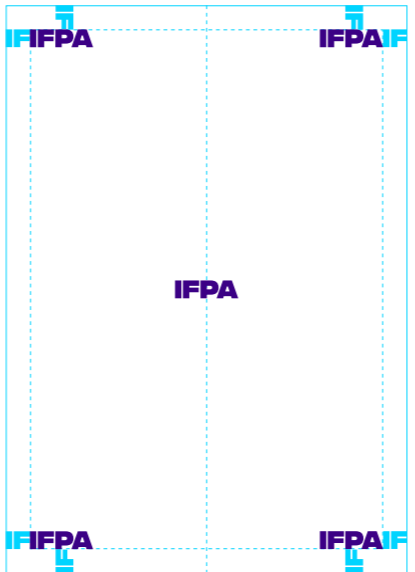
IFPA logotype

Placement and size

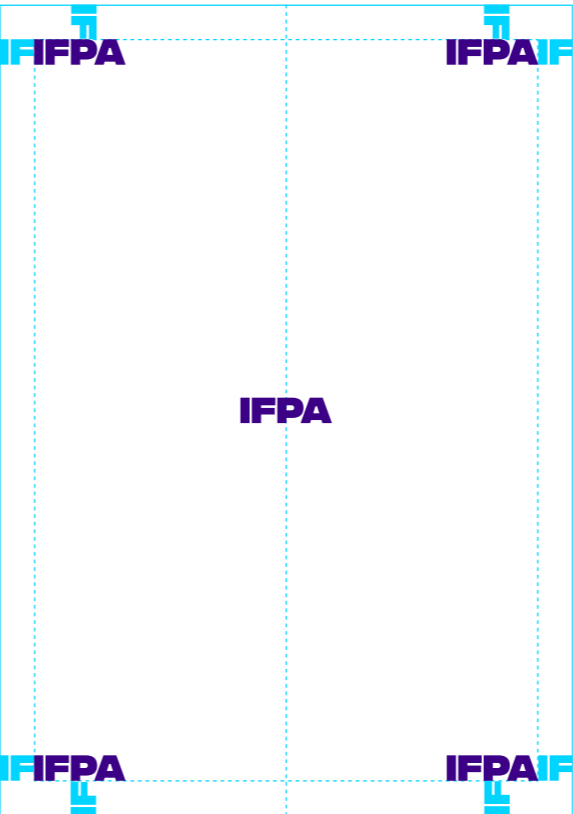
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Tip: Use the width of “IF” as a guidance for the best placement



A5
Logo: H: 25 mm



A4
Logo: H: 30 mm



Roll up (85x200 cm)
Logo: H: 25 cm

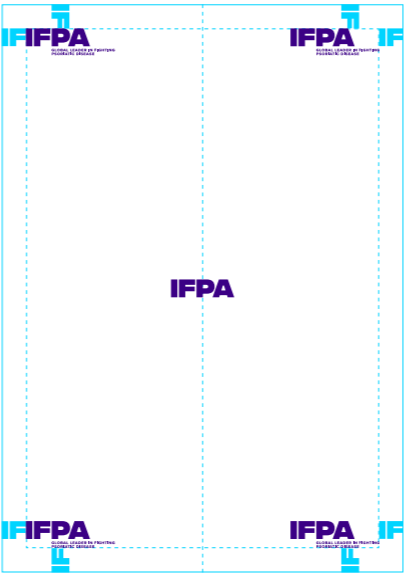
IFPA logotype with tagline

Placement and size

The IFPA logotype with tagline can be centered or placed in all corners of a layout.

Be aware that the clear space of the logo needs to be manually adjusted according to the size of the logo.

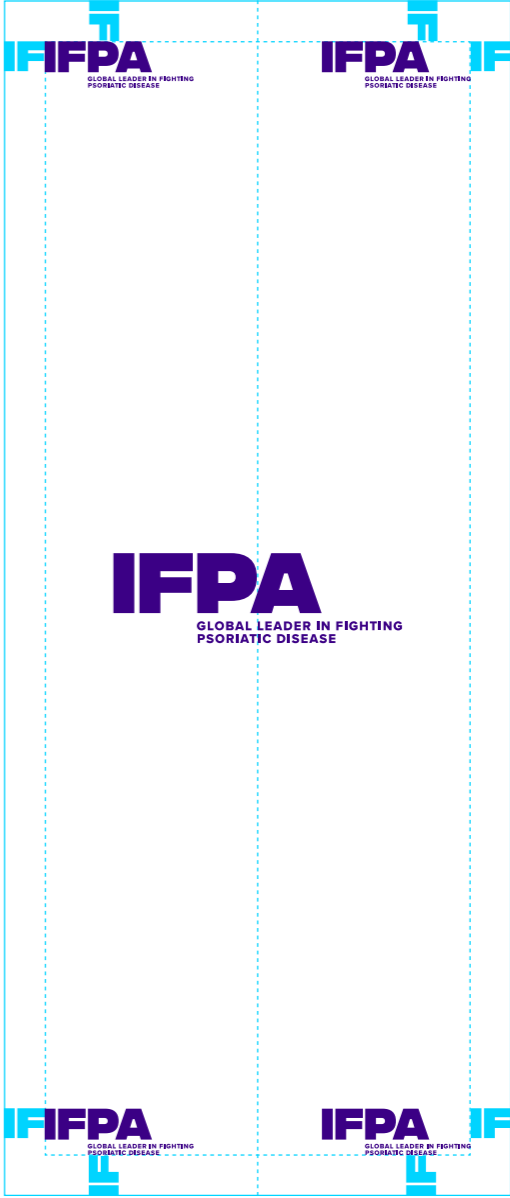
Tip: Use the width of “IF” as a guidance for the best placement



A5
Logo: H: 25 mm



A4
Logo: H: 30 mm



Roll up (85x200 cm)
Logo: H: 25 cm

Typography

Primary typography

The primary typography for IFPA is Proxima Nova.

The font plays an important role when securing visual coherence across the entire organization.

For a varied and more interesting visual expression, use the typeface's different weights.

PROXIMA NOVA

Proxima Nova, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
!"#%&/()=?@

Proxima Nova, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
!"#%&/()=?@

Proxima Nova, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
!"#%&/()=?

Proxima Nova, Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
!"#%&/()=?

Proxima Nova, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
!"#%&/()=?@

Proxima Nova, Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
!"#%&/()=?@

Proxima Nova, Black

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
!"#%&/()=?@

Use of typography

Examples of how to work with
Typography.

Use these examples as a guideline
and inspiration for how to use the
typography in different situations.

36pt/37pt
Black

We advocate to raise psoriasis on the international agenda

11pt/14pt
Regular

The 6th World Psoriasis and Psoriatic Arthritis Conference (WPPAC) 2021 is presented over four days in a novel virtual format and features the latest groundbreaking developments in the field of psoriasis and psoriatic arthritis research. The conference includes plenaries, lectures, oral presentation of abstracts on the latest research, presentations of challenging cases, and interactive sessions featuring Key Opinion Leaders from all over the world. The WPPAC is a unique cross-specialty forum and explores perspectives from dermatology, rheumatology, and more, all within the context of topics and priorities from people living with psoriatic disease.

18pt
Bold

Register now!

24pt
Extrabold

Keynote lectures

14pt/16pt
Bold

Wednesday, June 30; 14:00-14:45 CEST

14pt/16pt
Regular

Professor Kenji Kabashima from Japan speaks and answers questions about new pathways/drivers of immunity.

24pt/26pt
Bold

Findings & best practices

11pt/13pt
Bold

Emphasis on access to adequate diagnosis, early, adapted, and appropriate treatment as well as affordable long-term supply of medicines and treatments would reduce the burden of psoriatic disease and would in turn favor return on for the overall society. Care management models should include:

11pt/13pt
Regular

Continuous professional training; Validated patient reported outcomes instruments; Emphasis on patient-centered care; and Integration of technology and innovation. The conference includes plenaries, lectures, oral presentation of abstracts on the latest research, presentations of challenging cases, and interactive sessions featuring Key Opinion Leaders from all over the world.

36pt/36pt
Black
All caps

ENABLING ENVIRONMENT

13pt
Bold

Findings & Best Practices

12pt/14pt
Regular

Emphasis on access to adequate diagnosis, early, adapted, and appropriate treatment as well as affordable long-term supply of medicines and treatments would reduce the burden of psoriatic disease and would in turn favor social and economic inclusion, generating important return on investments for the overall society.

Use of typography don'ts

Examples of how not to work with Typography.

Don't use All-caps for long headlines

WE ADVOVATE TO RAISE PSO-RIASIS ON THE INTERNATIONAL AGENDA

Don't use bold for bodycopy

The 6th World Psoriasis and Psoriatic Arthritis Conference (WPPAC) 2021 is presented over four days in a novel virtual format and features the latest groundbreaking developments in the field of psoriasis and psoriatic arthritis research. The conference includes plenaries, lectures, oral presentation of abstracts on the latest research, presentations of challenging cases, and interactive sessions featuring Key Opinion Leaders from all over the world. The WPPAC is a unique cross-specialty forum and explores perspectives from dermatology, rheumatology, and more, all within the context of topics and priorities from people living with psoriatic disease.

Make "call to action's" stand out

Register now!

Bigger headlines

Keynote lectures

Always highlight important informations

**Wednesday, June 30; 14:00-14:45 CEST
Professor Kenji Kabashima from Japan speaks and answers questions about new pathways/drivers of immunity.**

Never apply tracking

Findings & best practices

Don't make the line spacing too big (When in doubt: Use auto)

Emphasis on access to adequate diagnosis, early, adapted, and appropriate treatment as well as affordable long-term supply of medicines and treatments would reduce the burden of psoriatic disease and would in turn favor return on for the overall society.

Care management models should include:

Continuous professional training; Validated patient reported outcomes instruments; Emphasis on patient-centered care; and Integration of technology and innovation. The conference includes plenaries, lectures, oral presentation of abstracts on the latest

Don't change fonts

ENABLING ENVIRONMENT

Don't make the line spacing too narrow (When in doubt: Use auto)

Findings & Best Practices

Emphasis on access to adequate diagnosis, early, adapted, and appropriate treatment as well as affordable long-term supply of medicines and treatments would reduce the burden of psoriatic disease and would in turn favor social and economic inclusion, generating important return on investments for the overall society.

Colors

Primary Colors

The IFPA purple- and orange are the primary colors of IFPA.

The primary colors are represented throughout the entire organization and on all programs.

Headline colors are available and can be used for headlines.

Primary Colors

IFPA ORANGE

Pantone: BRIGHT RED-C, WARM RED-U
CMYK: 0/85/100/0
RGB: 240/72/0
HEX: F04800

IFPA PURPLE

Pantone: VIOLET-C, MEDIUM PURPLE-U
CMYK: 94/100/0/0
RGB: 58/0/132
HEX: 3A0084

WHITE

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

BLACK

CMYK: 0/0/0/0
RGB: 35/31/32
HEX: 231F20

Headline Colors

BLUE 1

Pantone: 2154-C, 301-U
CMYK: 95/80/25/18
RGB: 0/63/107
HEX: 234A75

BLUE 2

Pantone: 2149-C, 542-U
CMYK: 70/50/20/7
RGB: 65/110/140
HEX: 5A7797

BLUE 3

Pantone: 2169-C, 645-U
CMYK: 49/32/15/0
RGB: 125/155/180
HEX: 91A4BA

BLUE 4

Pantone: 5435-C, 2127-U
CMYK: 19/10/7/0
RGB: 190/205/215
HEX: C8D2DC

Headline colors In use

Examples of how to use headline colors.

Always use the darkest blue color for headlines in three or more lines.

Other headlines can be written in any of the blue colors available.

We advocate to raise psoriasis on the international agenda

The 6th World Psoriasis and Psoriatic Arthritis Conference (WPPAC) 2021 is presented over four days in a novel virtual format and features the latest groundbreaking developments in the field of psoriasis and psoriatic arthritis research. The conference includes plenaries, lectures, oral presentation of abstracts on the latest research, presentations of challenging cases, and interactive sessions featuring Key Opinion Leaders from all over the world. The WPPAC is a unique cross-specialty forum and explores perspectives from dermatology, rheumatology, and more, all within the context of topics and priorities from people living with psoriatic disease.

Register now!

Keynote lectures

Wednesday, June 30; 14:00-14:45 CEST
Professor Kenji Kabashima from Japan speaks and answers questions about new pathways/drivers of immunity.

Findings & best practices

Emphasis on access to adequate diagnosis, early, adapted, and appropriate treatment as well as affordable long-term supply of medicines and treatments would reduce the burden of psoriatic disease and would in turn favor return on for the overall society.
Care management models should include:

Continuous professional training; Validated patient reported outcomes instruments; Emphasis on patient-centered care; and Integration of technology and innovation. The conference includes plenaries, lectures, oral presentation of abstracts on the latest research, presentations of challenging cases, and interactive sessions featuring Key Opinion Leaders from all over the world.

ENABLING ENVIRONMENT

Findings & Best Practices

Emphasis on access to adequate diagnosis, early, adapted, and appropriate treatment as well as affordable long-term supply of medicines and treatments would reduce the burden of psoriatic disease and would in turn favor social and economic inclusion, generating important return on investments for the overall society.

Infographic colors

The Infographics colors act as secondary colors and are specifically designed to be used in infographics and for data visualization.

The infographic colors must never visually dominate the primary colors.

BRIGHT PEACH
Pantone: 2022-C, 2022-U
CMYK: 0/42/48/0
RGB: 247/163/128
HEX: F7A380

BRIGHT YELLOW
Pantone: 601-C, 3935-U
CMYK: 5/0/50/0
RGB: 247/240/144
HEX: F7F090

BRIGHT PURPLE
Pantone: 2577-C, 2573-U
CMYK: 40/50/0/0
RGB: 156/128/193
HEX: 9C80C1

BRIGHT BLUE
Pantone: 2708-C, 658-U
CMYK: 20/2/0/0
RGB: 206/227/246
HEX: CEE3F6

CLOUDY GREY
Pantone: COOL GRAY 6-C, COOL GRAY 7-U
CMYK: 0/0/0/45
RGB: 167/167/167
HEX: A7A7A7

BRIGHT GREY
Pantone: 427-C, 5315-U
CMYK: 0/0/0/15
RGB: 218/218/218
HEX: DADADA

ID-Element

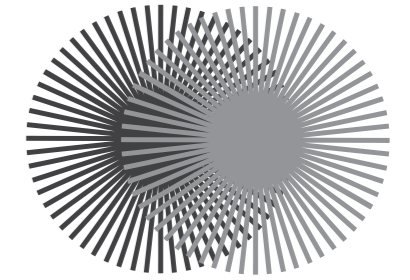
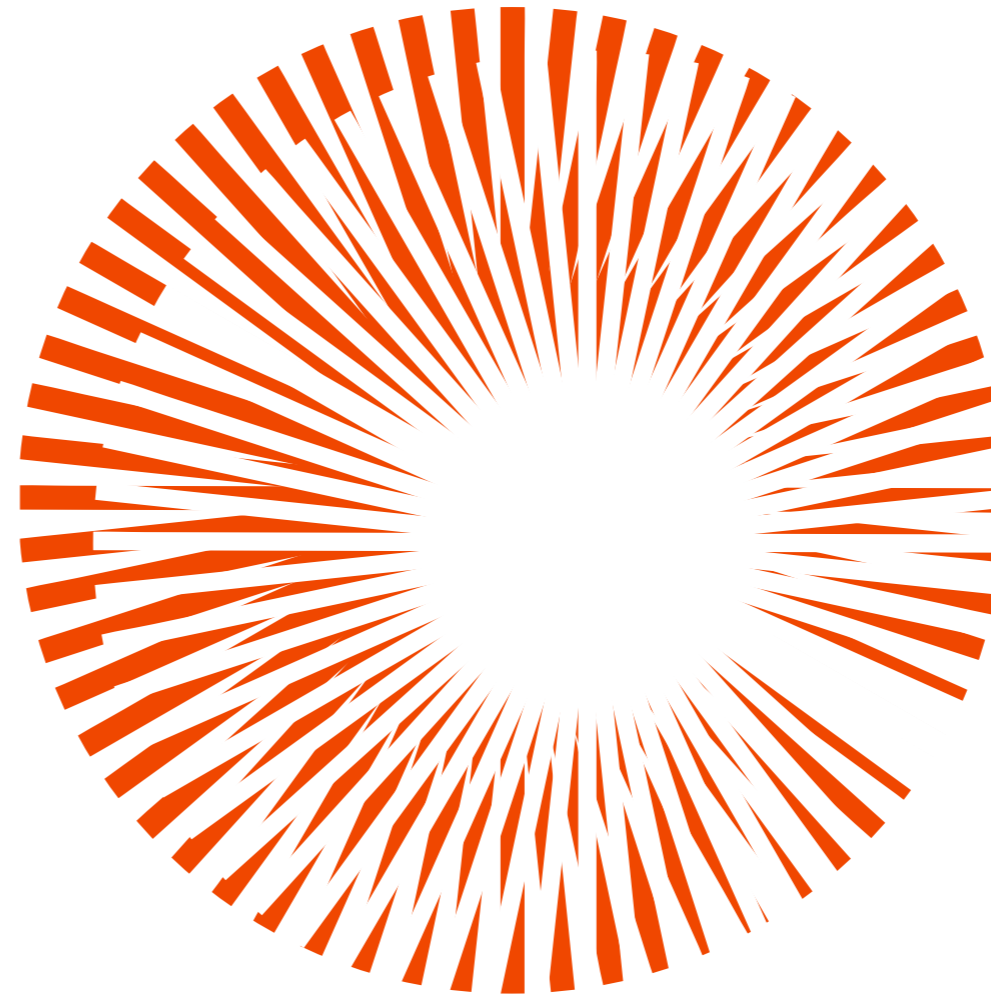
ID-element

The basis for the IFPA ID-element is two identical overlapping shapes.

This ID-element exists in two versions:

Version 1: A lock-up. This version is visually aligned with the symbol from the IFPA logo and cannot be altered in any way.

Version 2: The two overlapping shapes are placed as separate objects. This gives a larger degree of flexibility on digital media and in animation where each of the shapes can be moved individually.

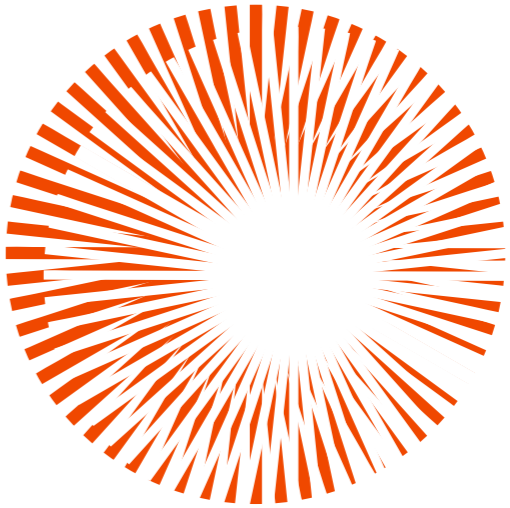
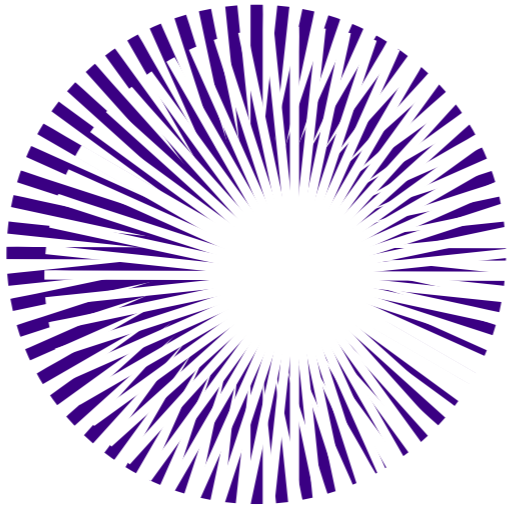
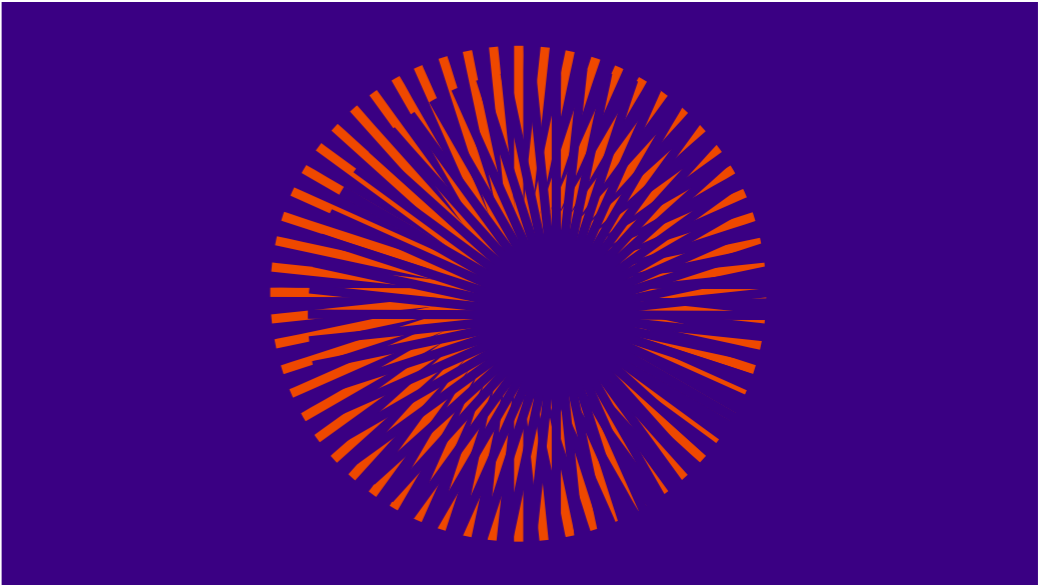
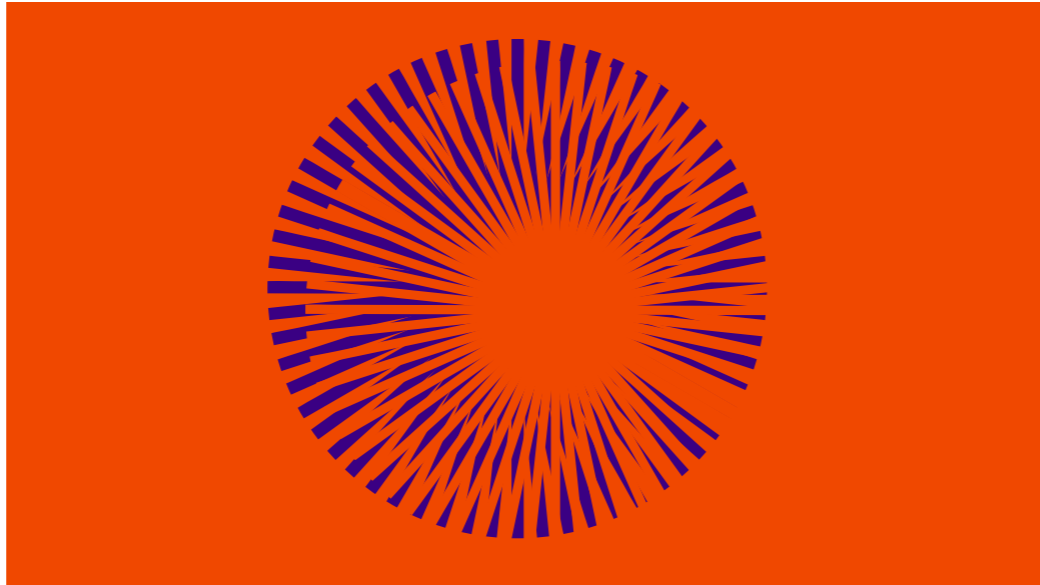


Two identical overlapping shapes are the foundation for the ID-element

Version 1

This is version 1 of the ID-element.

Like the IFPA logos, the IFPA ID-element is always used in primary colors.

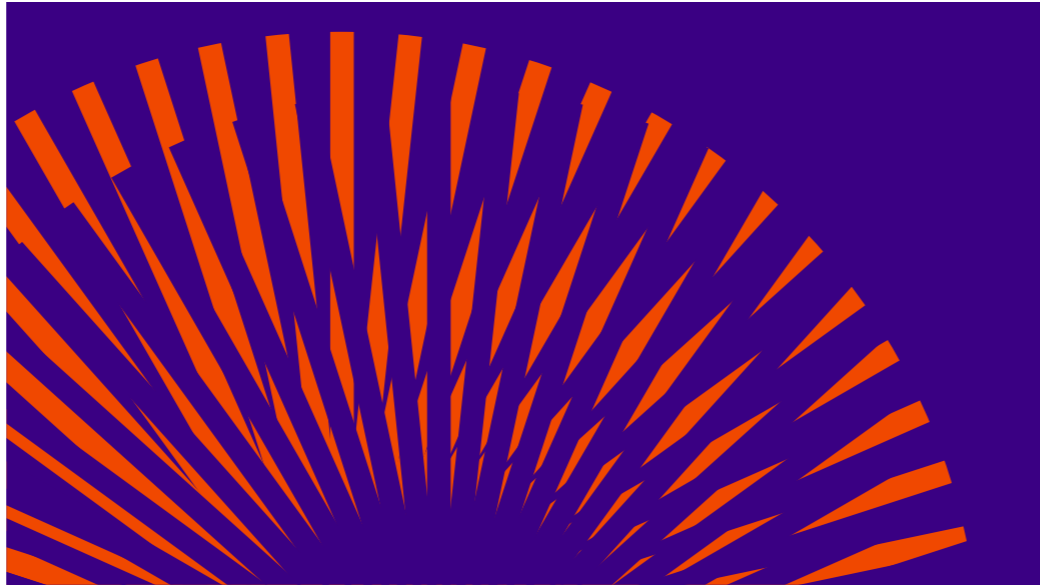


Version 1 cropping

The ID-element can be enlarged so it can be cropped by the media.

The opacity of the ID-element can be toned down to create a more subtle expression. This is practical when there is a need of adding text on top of the ID-element.

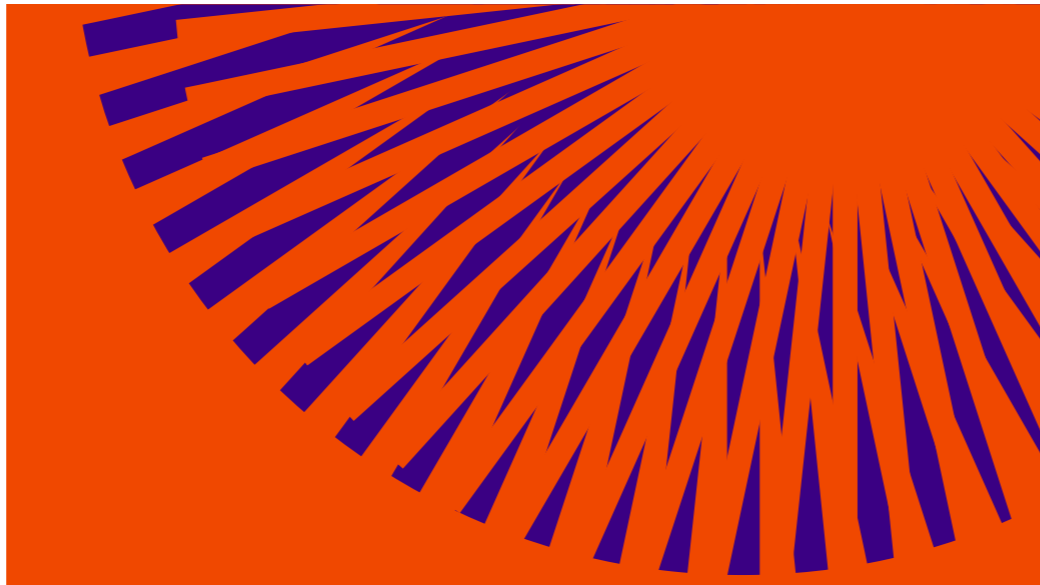
The ID-element can also be used on a white background.



Background: 100% opacity
Symbol: 100% opacity



Background: 100% opacity
Symbol: 10% opacity



Background: 100% opacity
Symbol: 100% opacity

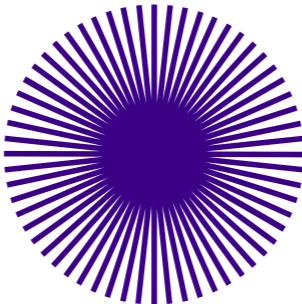


Background: 100% opacity
Symbol: 10% opacity

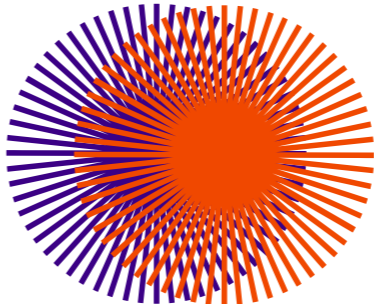
Version 2

This is version 2 of the ID-element.

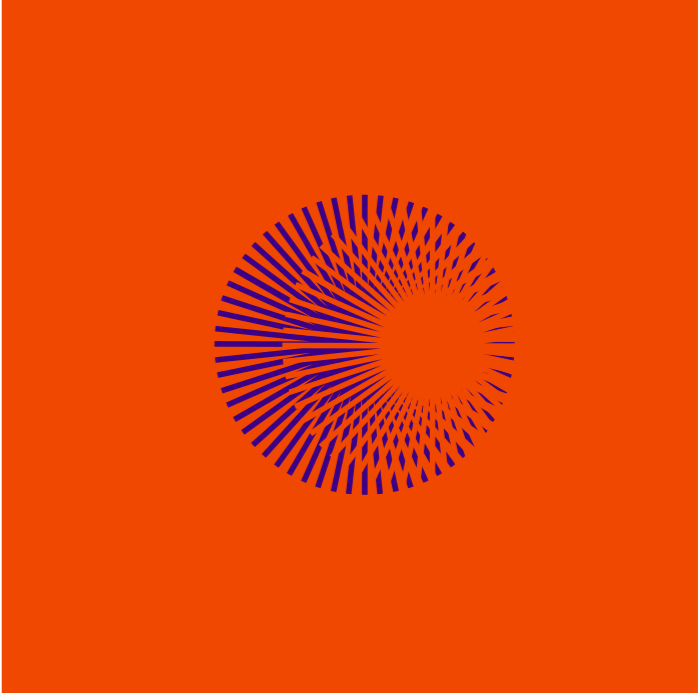
When using the two individual shapes, it's important that the top shape always takes the color of the backdrop that the ID-element is placed on.



Step 1



Step 2



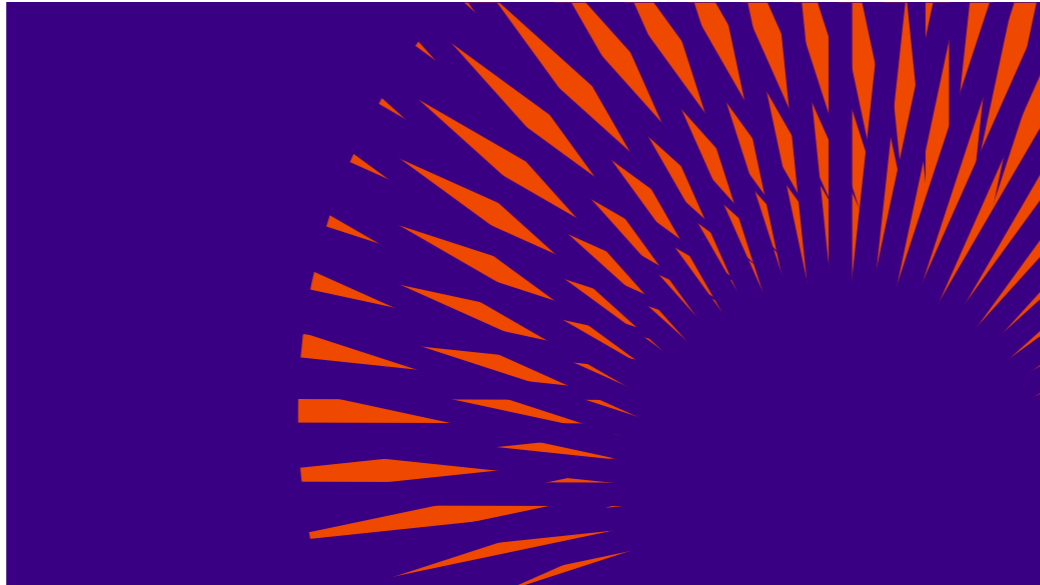
Step 3

Version 2 cropping

The ID-element can be enlarged so it can be cropped by the media.

The opacity of the ID-element can be toned down to create a more subtle expression. This is practical when there is a need for adding text on top of the ID-element.

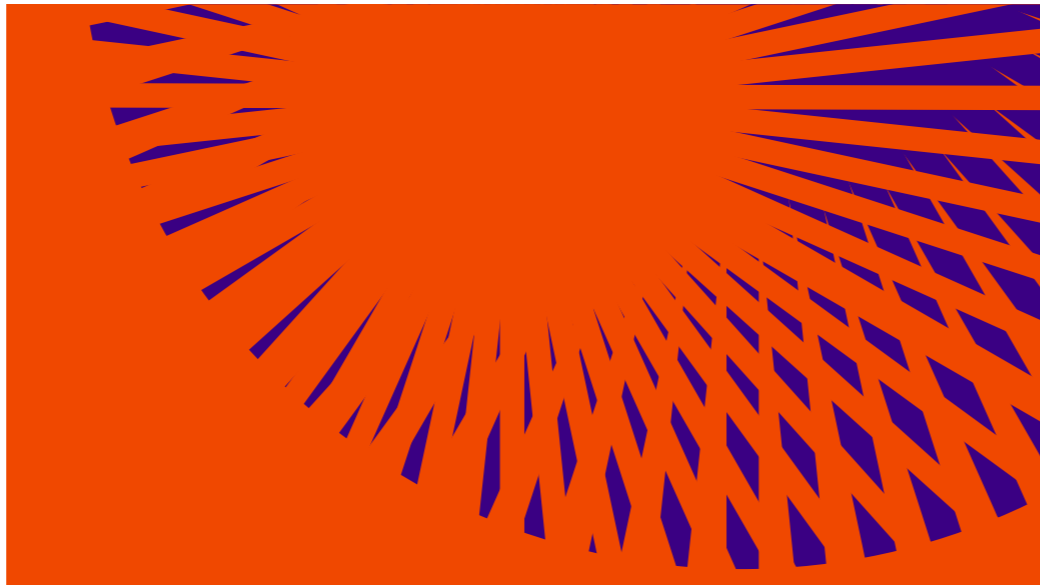
The ID-element can also be used on a white background.



Background: 100% opacity
Symbol: 100% opacity



Background: 100% opacity
Symbol: 10% opacity



Background: 100% opacity
Symbol: 100% opacity

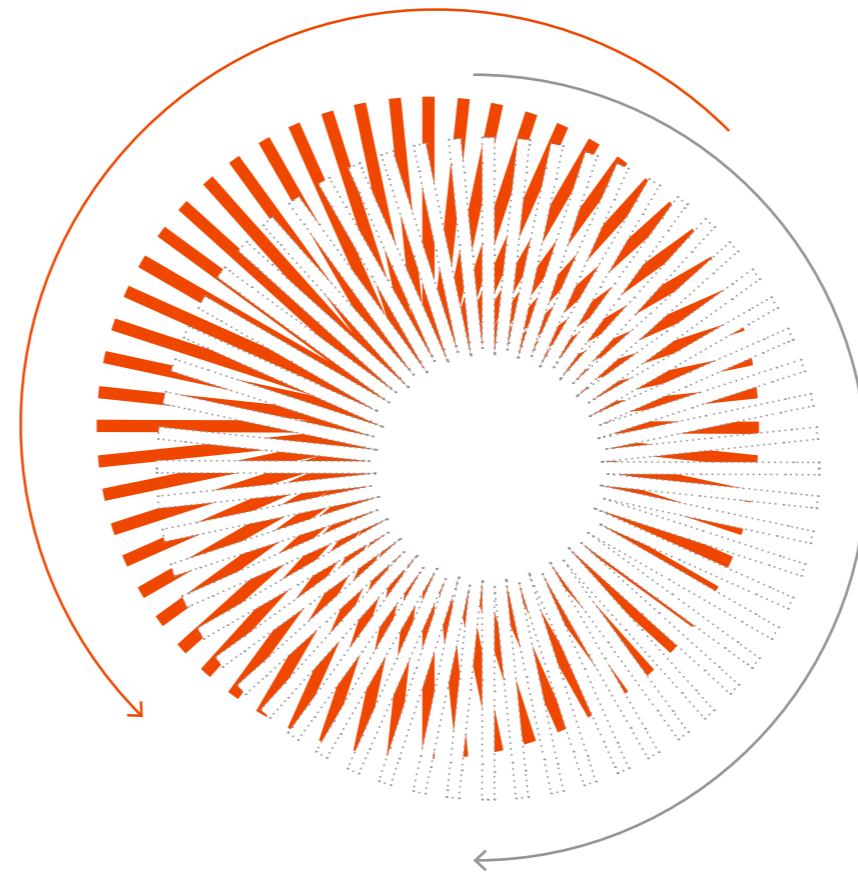


Background: 100% opacity
Symbol: 10% opacity

Animation

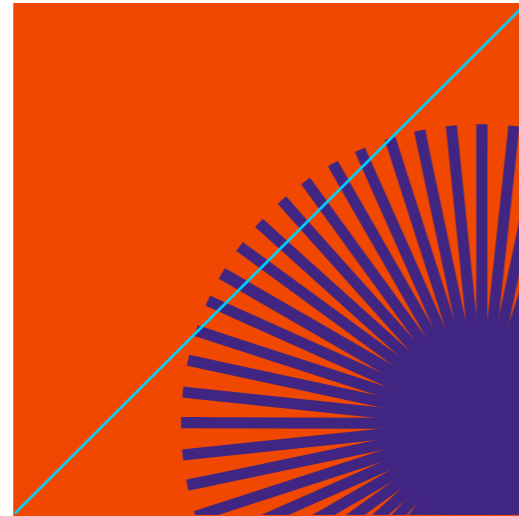
Version 2 of the ID-element is designed to come to life through animation.

When animating the ID-element, move the two shapes in slow speed in opposing directions.

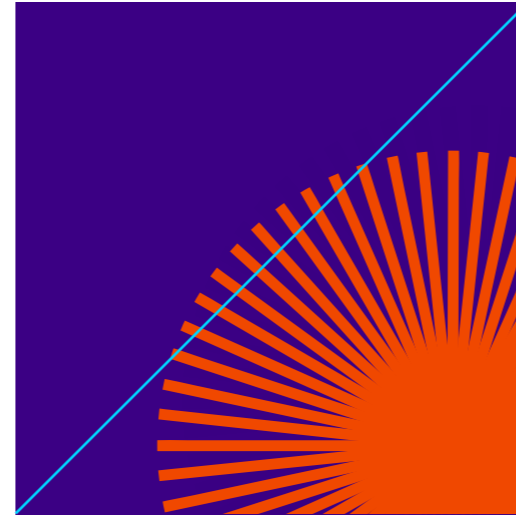


Version 1 don'ts

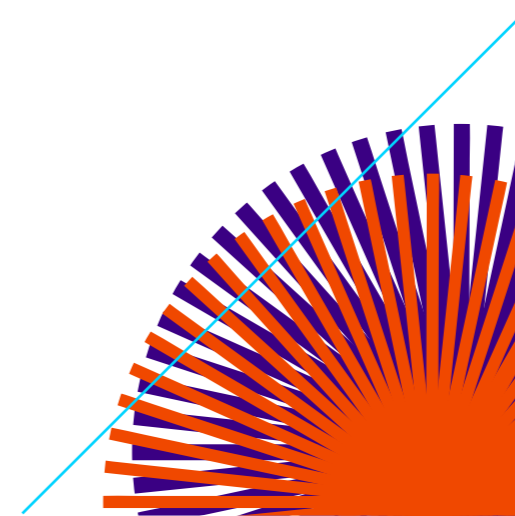
Examples of how not to use the ID-element



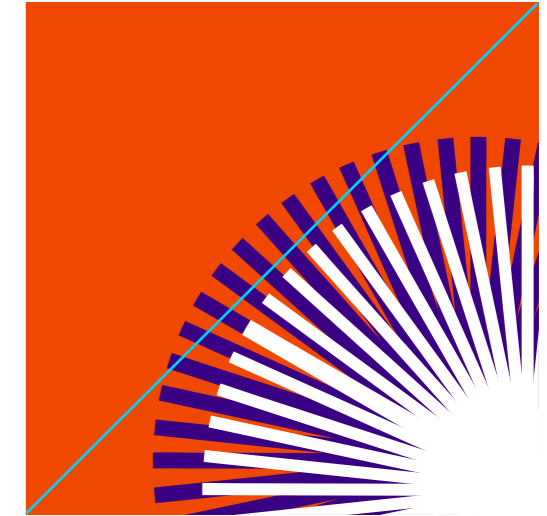
Only one shape



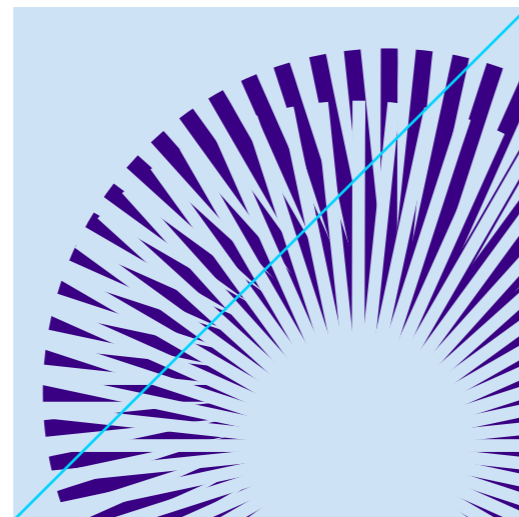
Background color has the same color as the background shape



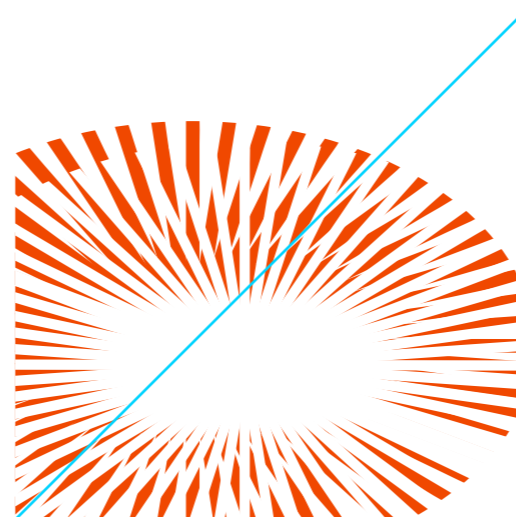
Foreground shape does not have the same color as the background



Wrong background color



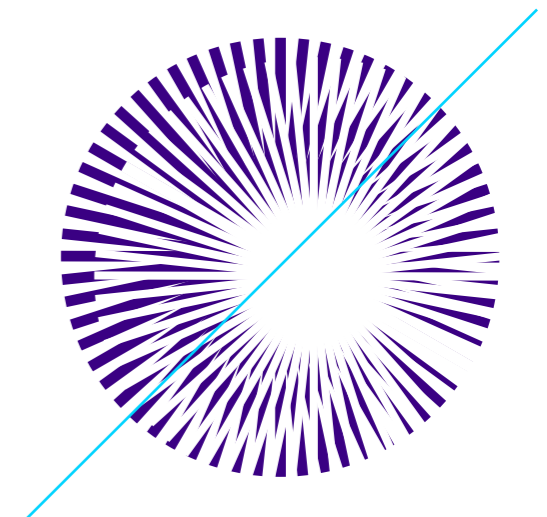
The background color is not from the IFPA primary color palette



ID-element has been stretched



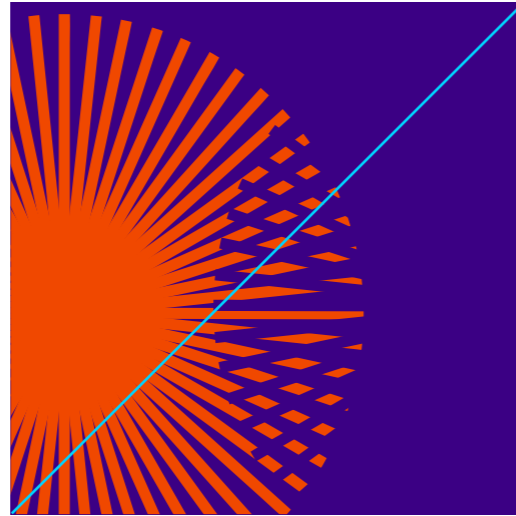
ID-element is cropped too tight



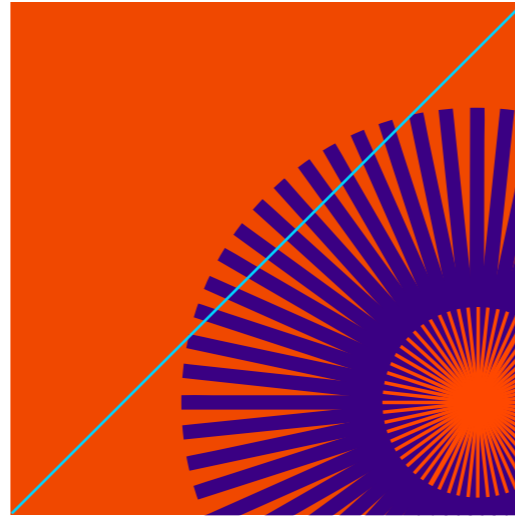
ID-element is not cropped by the media

Version 2 don'ts

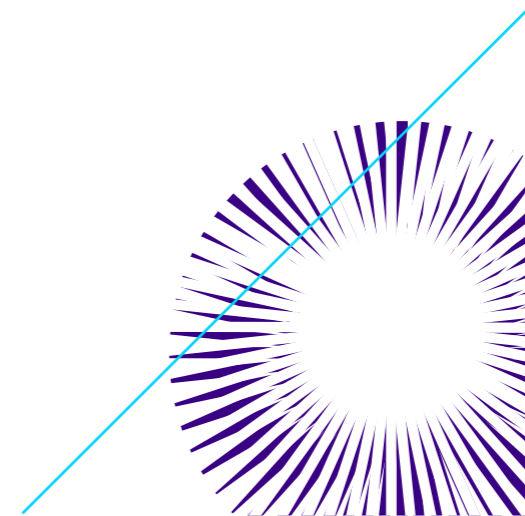
Examples of how not to use version 2 of the ID-element



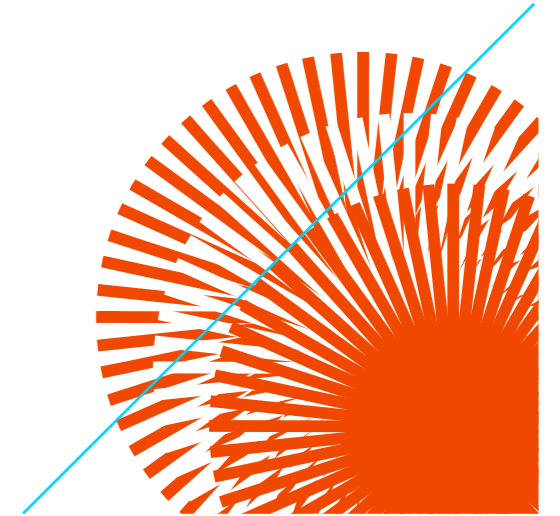
Not enough overlap of the shapes



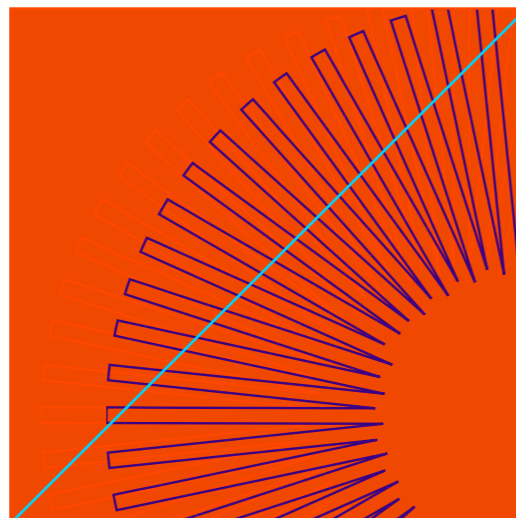
One shape has been scaled down in size



One shape has been scaled up in size



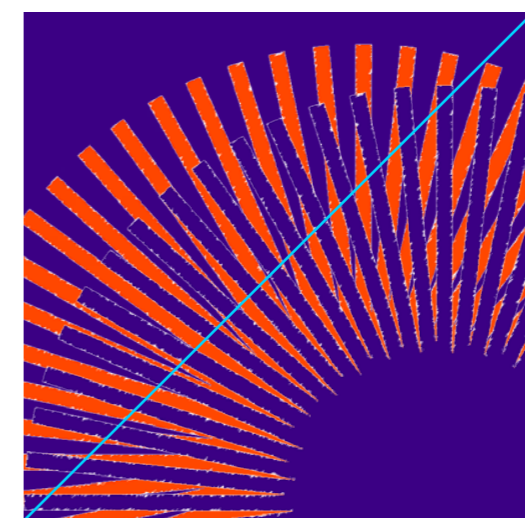
More than two shapes have been used



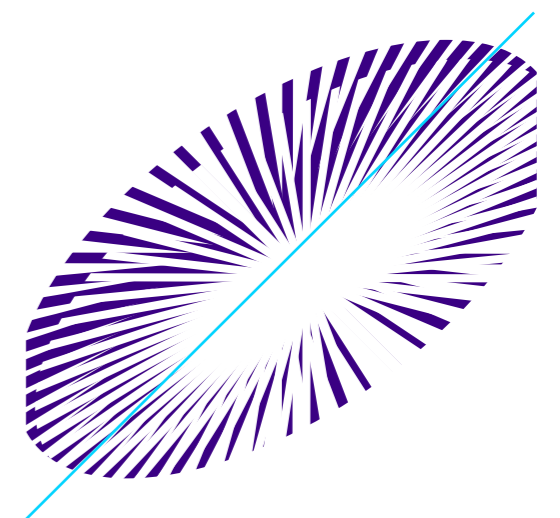
Outline added to shape



Photo is masked in one of the shapes



Graphic effect is added to shape

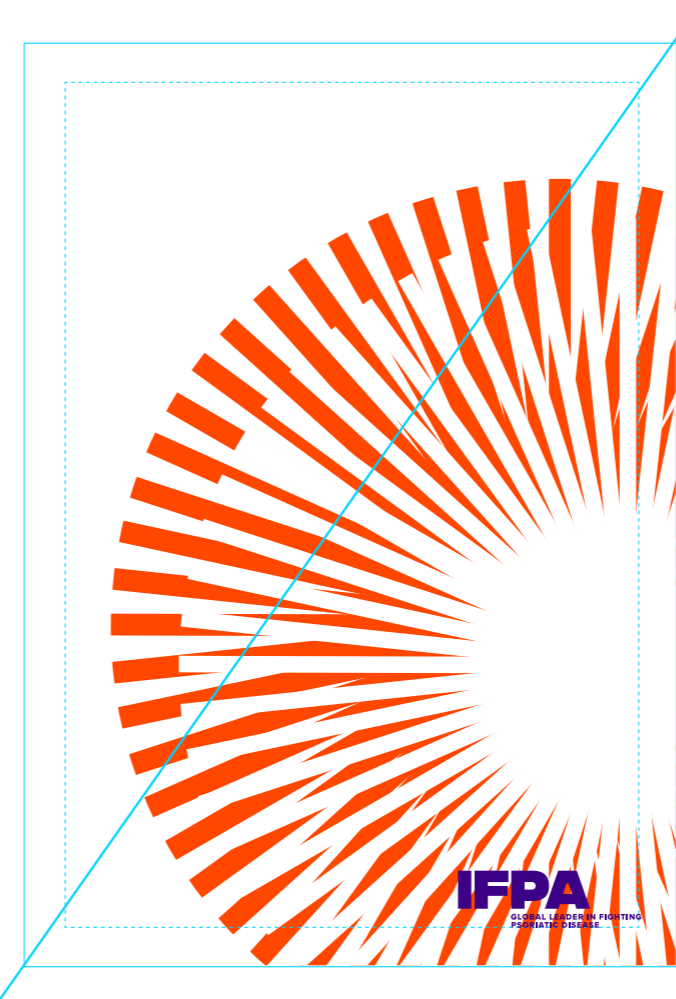
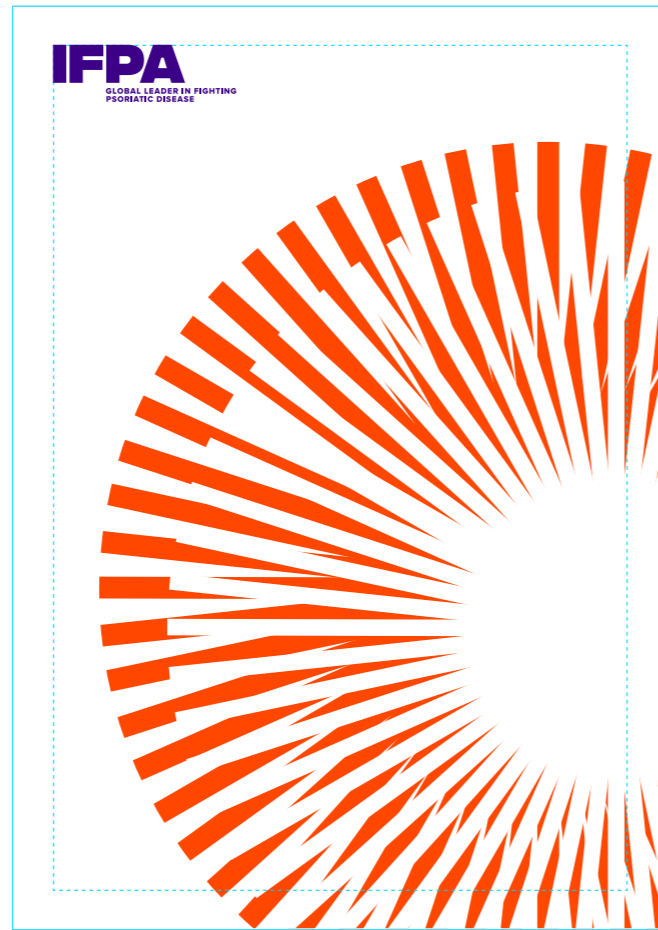


Shapes have been distorted

Layout

When placing a IFPA logo in context with the ID-element, please ensure that the IFPA logo is not overlapping the ID-element.

Never use the IFPA logo with the symbol in combination with the ID-element as a graphical element.



Photo

Photo style Patients

The photo style of IFPA consists of a series of images focusing on people living with psoriatic disease.

If possible, portraits of real patients should be encouraged. The patients do not need to have any visible signs of psoriatic disease.

Diverse ethnicity, sex and age groups makes images relatable to any part of the world.

Images need to have a calm or blurry background to make the person really stand out.

These images are used as the basis for the IFPA graphical tool

Examples of motifs in this category:

- A traditional woman wearing a cultural headgear
- A young child
- A relaxed man in a working attire

Images shown on this page are for inspiration only and cannot be used without acquiring licensing.

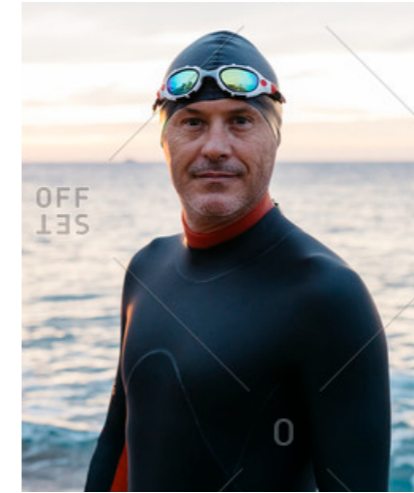


Photo style

Global Voice

A series of images that put further emphasis on IFPA as a global voice.

These images capture many people at various locations.

Examples of motifs in this category:

- Community working together
- People embracing each other
- Urban cityscapes with many people in motion
- Politicians voting by raising their hands

Images shown on this page are for inspiration only and cannot be used without acquiring licensing.



Cropping of images

When cropping an image, try to capture the motif as clearly as possible.

Do, however, note that cropping needs to be less tight if the photo is placed in context with the ID-element.

No ID-element



Image placed
in center
of ID-element



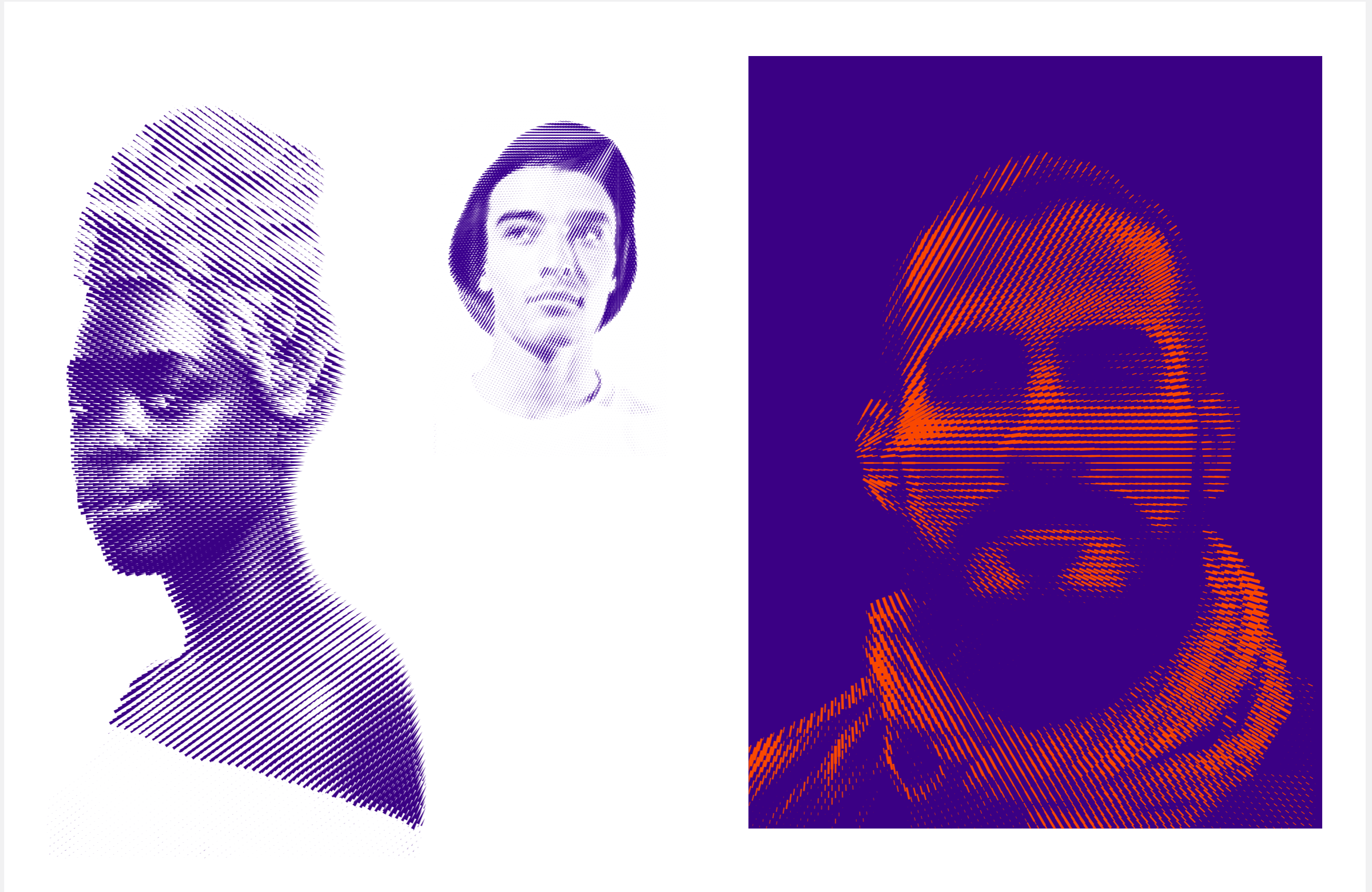
ID-element version 1
used on photo



Photo treatment

As psoriatic disease is often hidden in plain sight, a graphical tool has been developed to show the disease in an artistic and abstract way.

The tool is specifically developed for IFPA and cannot be used for any other organization. This helps extend IFPA's visual presence even further.





IFPA Graphic tool


To make the creation of graphical images easier, a web based tool has been developed.


Link, The Graphical tool:
<https://tool.ifpa-pso.com>

Adjust your graphic with the sliders below





Brightness  0.274

Contrast  0.315

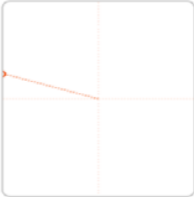
Detail  578


Spike size  1.4

Select color combination

Invert **Add text**

Spike rotation
Click and drag 

Your image 

CHOOSE NEW IMAGE **RESET**

SAVE AS IMAGE **SAVE AS SVG**

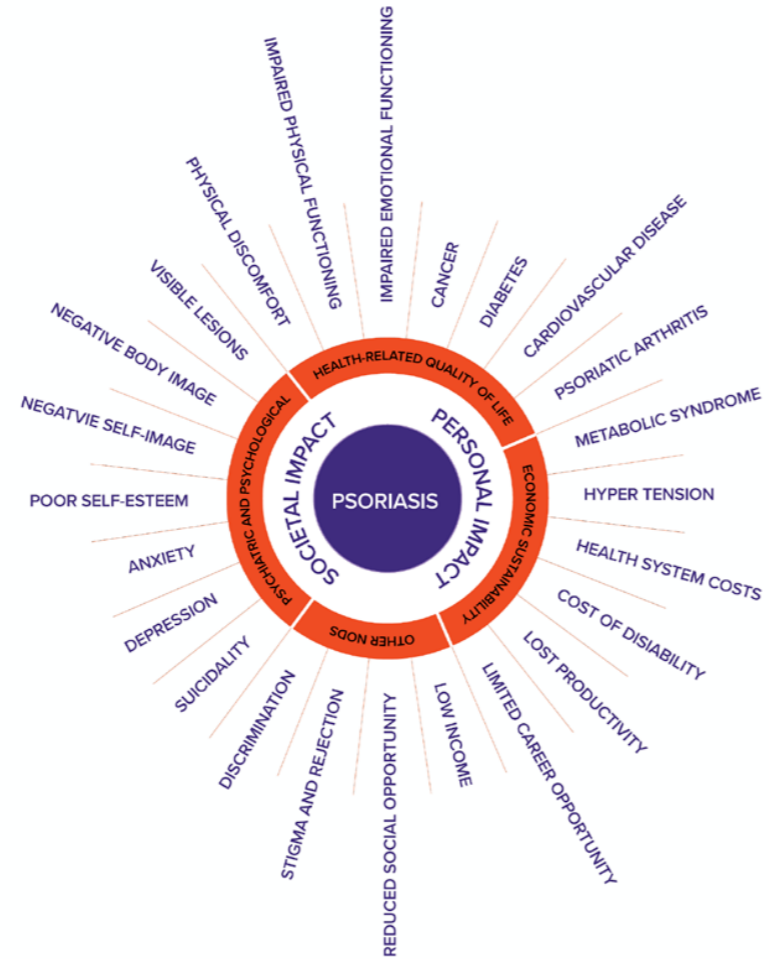


Infographics

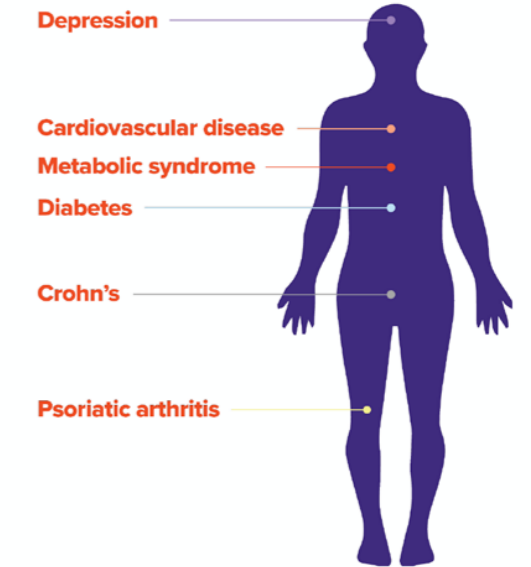
Infographics

Infographics for IFPA use the secondary color palette to add detail and character to data visualizations.

Always try to design simple infographics with as few boxes as possible.



Psoriasis affects the whole person



Programs

One united and strong IFPA
(Mother brand)



Flagship programs
(Sub brands)

IFPA
COALITION

IFPA
ACCELERATOR

IFPA
CONFERENCE
THE 7TH WORLD PSORIASIS
& PSORIATIC ARTHRITIS CONFERENCE 2024

IFPA
FORUM
ASIA PACIFIC 2022

**WORLD
PSORIASIS
DAY 2021**

Sub-brand architecture to address diverse target groups

IFPA's new brand architecture follows a sub-brand model:

When IFPA needs to communicate content to a broader audience, the motherbrand's logo is used. (eg. when communicating results coming from one of the programs).

Whenever activities are aimed at a specific program

target group and stay within that program, a sub-brand approach should be used. In this case the relevant program logo is used as the main logo and the IFPA motherbrand logo takes a secondary role.

This ensures the following:

- IFPA is represented as **one leading global patient organization** with diversified global actions

- One strong motherbrand - IFPA - takes clear ownership of all programs
- Possibility of addressing different target groups via sub-brands with denominators
- IFPA name is included in all sub-brands (besides World Psoriasis Day), which helps building equity in the IFPA brand
- Structure provides clarity and cost efficiency

Mother brand



IFPA Strategy document

This is an example of a publication where IFPA is the primary publisher.

Sub brands



IFPA Mentor program

This is an example where IFPA Accelerator program is the primary publisher and IFPA mother brand is the secondary publisher with (logo on the back)



Branding: When to use IFPA or Sub-brand logo Exemplified

Exemplified content branded with IFPA mother brand as the main logo

- All publications aimed at a broad audience
- Position papers aimed at national policy makers
- General information about psoriatic disease
- Reports from all flagship programs (results, numbers of attendees etc.)
- Projects with partners

Exemplified content branded with IFPA programs as the main logo

- Publications targeted at specific target groups

IFPA Coalition

IFPA Coalition Logo

The IFPA Coalition brings together stakeholders across borders, disease areas, and sectors to speak up for people living with psoriatic disease. The IFPA Coalition plays a key role in uniting stakeholders around unified actions.

The usage of Coalition's old logo (orange circle with blue stripes) is no longer allowed.

The logo consists of the word "IFPA" in a large, bold, purple sans-serif font, positioned above the word "COALITION" in a smaller, bold, orange sans-serif font. Both words are centered horizontally.

IFPA
COALITION

Clear space

To ensure that the IFPA Coalition logo is always clearly visible, the clear space around the logo needs to be at least the height of the “I”.

This needs to be respected across all touchpoints and media.

These rules apply for all versions of the IFPA Programs

Minimum size of the logo:
H: 20mm/300px



IFPA
COALITION

Min: 20mm/
300px

Color combinations

The IFPA Coalition logo is always in either Primary Colors or White.

The IFPA Coalition logo can also be used in a one-color version if needed.

Primary Colors



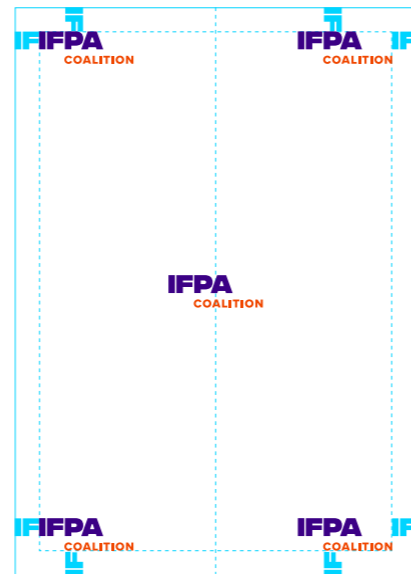
One-Color



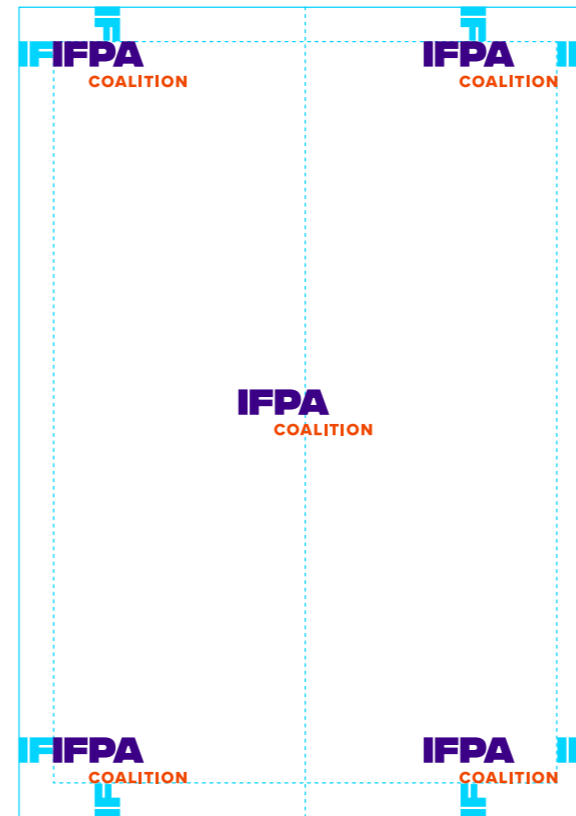
Placement

The IFPA Coalition logo can be centered or placed in all corners of a layout.

Be aware that the clear space of the logo needs to be manually adjusted according to the size of the logo.



A5
Logo: H: 10 mm



A4
Logo: H: 15 mm



Roll up (85x200 cm)
Logo: H: 10 cm

IFPA Conference

IFPA Conference Logo

The World Psoriasis & Psoriatic Arthritis Conference is an established scientific conference organized by IFPA which takes place every third year. It presents the latest developments in psoriasis and psoriatic arthritis research. Because medical professionals from both the dermatology and rheumatology field attend, the conference provides a unique cross-specialty forum.

The IFPA Conference tagline is updated for each conference. The tagline cannot be used to communicate anything else but the annual conference.

IFPA
CONFERENCE
THE 7TH WORLD PSORIASIS
& PSORIATIC ARTHRITIS CONFERENCE 2024

Clear space

To ensure that the IFPA Coalition logo is always clearly visible, the clear space around the logo needs to be at least the height of the “I”.

This needs to be respected across all touchpoints and media.

These rules apply for all versions of the IFPA Programs

Minimum size of the logo:
H: 20mm/300px



Color combinations

The IFPA Conference logo is always in either Primary Colors or White.

The IFPA Conference logo can also be used in a one-color version if needed.

The logo may only be used as directed.

Primary Colors



One-Color



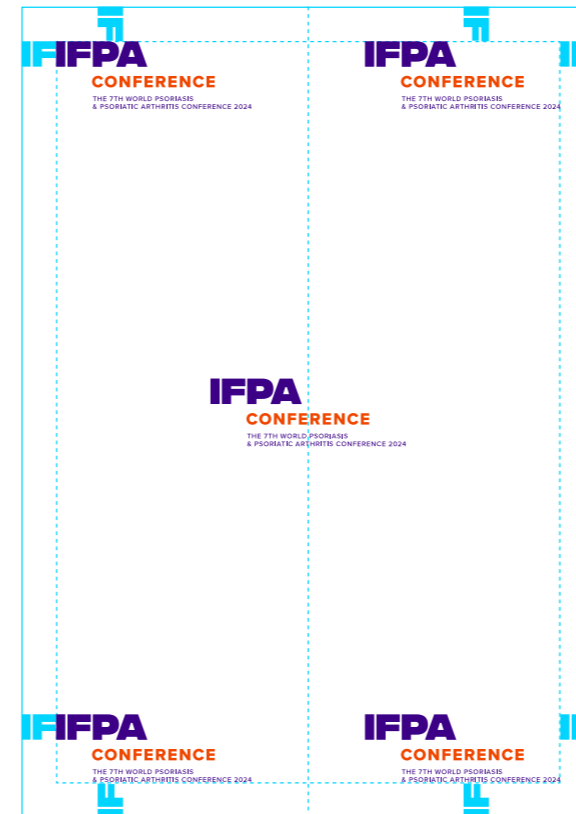
Placement

The IFPA Conference logo can be centered or placed in all corners of a layout.

Be aware that the clear space of the logo needs to be manually adjusted according to the size of the logo.



A5
Logo: H: 15 mm



A4
Logo: H: 20 mm



Roll up (85x200 cm)
Logo: H: 15 cm

Key visual

The IFPA Conference key visual concept shows the ID-element merged with a duo-tone silhouette photo of a city skyline.

The city needs to be from the location of the upcoming IFPA Conference.

Key visual



Footer



IFPA Accelerator

IFPA Accelerator Logo

IFPA Accelerator is IFPA's mentorship program. Here, IFPA supports the development and training of local ambassadors in our member organizations in order to support them in building and leading local patient organizations and increase global collaborations amongst members within the psoriatic community.

The logo consists of the word "IFPA" in a bold, dark blue, sans-serif font, positioned above the word "ACCELERATOR" in a bold, orange, sans-serif font. Both words are centered horizontally.

IFPA
ACCELERATOR

Clear space

To ensure that the IFPA Accelerator logo is always clearly visible, the clear space around the logo needs to be at least the height of the “I”.

This needs to be respected across all touchpoints and media.

These rules apply for all versions of the IFPA Programs

Minimum size of the logo:
H: 20mm/300px



IFPA Min: 20mm/
ACCELERATOR 300px

Color combinations

The IFPA Accelerator logo is always in either Primary Colors or White.

The IFPA Accelerator logo can also be used in a one-color version if needed.

Primary Colors



One-Color



Placement

The IFPA Accelerator logo can be centered or placed in all corners of a layout.

Be aware that the clear space of the logo needs to be manually adjusted according to the size of the logo.



A5
Logo: H: 10 mm



A4
Logo: H: 15 mm



Roll up (85x200 cm)
Logo: H: 10 cm

Key visual

To put further emphasis on the IFPA Accelerator program, use the ID-element as a border on portraits.



IFPA Forum

IFPA Forum Logo

IFPA wants to unite the worldwide psoriatic disease community to enable multinational collaboration. At the IFPA Forum, IFPA wants to create an opportunity for patients, member organizations, and medical partners to meet and connect in person. Every year a different region is in focus, and players from the region as well as global players interested in the specific region can meet to discuss unmet needs, challenges and agendas for this specific part of the world.

The tagline for the IFPA Forum logo is updated for each specific event. Please use the IFPA Forum logo template that has been provided.



IFPA
FORUM
ASIA PACIFIC 2022

The logo consists of three lines of text. The first line is 'IFPA' in a large, bold, purple sans-serif font. The second line is 'FORUM' in a bold, orange sans-serif font. The third line is 'ASIA PACIFIC 2022' in a smaller, bold, purple sans-serif font.

Clear space

To ensure that the IFPA Forum logo is always clearly visible, the clear space around the logo needs to be at least the height of the “I”.

This needs to be respected across all touchpoints and media.

These rules apply for all versions of the IFPA Programs

Minimum size of the logo:
H: 20mm/300px



Color combinations

The IFPA Forum logo is always in either Primary Colors or White.

The IFPA Forum logo can also be used in a one-color version if needed.

Primary Colors



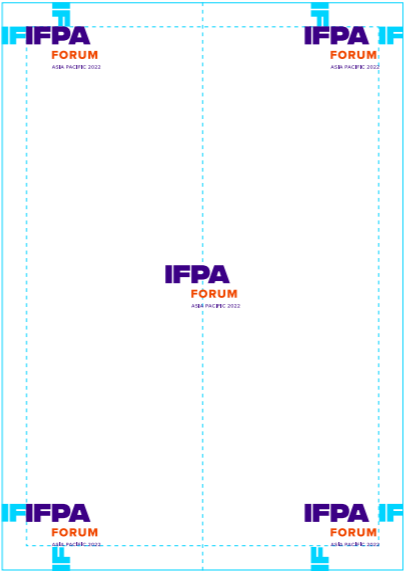
One-Color



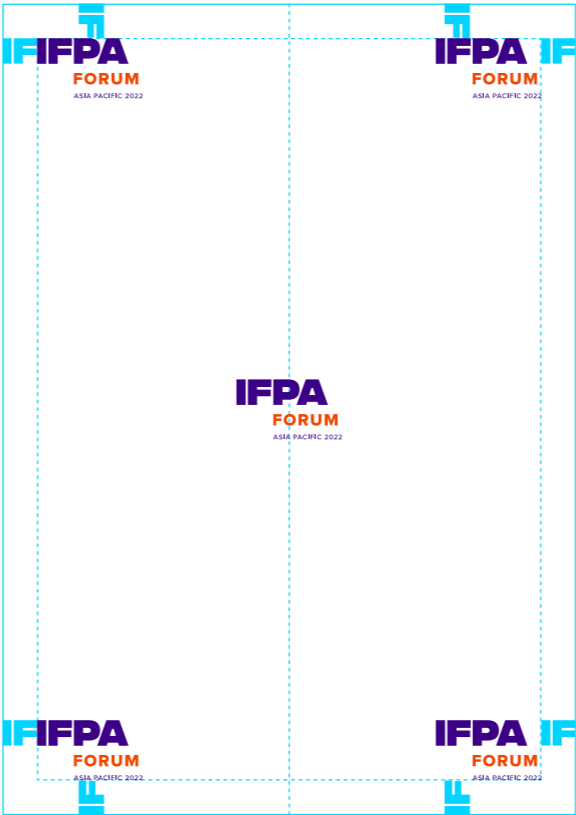
Placement

The IFPA Forum logo can be centered or placed in all corners of a layout.

Be aware that the clear space of the logo needs to be manually adjusted according to the size of the logo.



A5
Logo: H: 15 mm



A4
Logo: H: 20 mm



Roll up (85x200 cm)
Logo: H: 15 cm

Key visual

To put further emphasis on the IFPA Forum, use the ID-element as a border on pictures of the community coming together.



World Psoriasis Day

World Psoriasis Day Logo

One of IFPA's flagship programs is the World Psoriasis Day.

The purpose of World Psoriasis Day is to speak directly to individuals, activating the global community to spread awareness and fight for progress against psoriatic disease.

In order to create a successful World Psoriasis Day, it is important that stakeholders that are not part of the IFPA community, feel comfortable using the WPD logo.

By giving the WPD a more stand alone design, it effectively communicates to a broader audience.

In order to stress the connection between the World Psoriasis Day and its initiator and organizer, IFPA, the ID-element of IFPA as well as IFPA's primary colors are represented in the WPD logo.

The logo for World Psoriasis Day 2021 is displayed in a bold, sans-serif font. The words "WORLD", "PSORIASIS", and "DAY" are stacked vertically on the left side, with "2021" positioned to the right of "DAY". The letters "WORLD", "PSORIASIS", and "DAY" are filled with a vibrant orange and purple tiger-stripe pattern. The year "2021" is rendered in a solid, bright orange color. The entire logo is set against a plain white background.

Clear space

To ensure that the World Psoriasis Day logo is always clearly visible, the clear space around the logo needs to be at least the height of the “I”.

This needs to be respected across all touchpoints and media.

These rules apply for all versions of the World Psoriasis Day logo.

Minimum size of the logo:
H: 20mm/300px



Color combinations

The World Psoriasis Day logo is always in either Primary Colors or White.

The World Psoriasis Day logo can also be used in a one-color version if needed.

Primary
Colors

**WORLD
PSORIASIS
DAY 2021**

**WORLD
PSORIASIS
DAY 2021**

**WORLD
PSORIASIS
DAY 2021**

One-Color

**WORLD
PSORIASIS
DAY 2021**

**WORLD
PSORIASIS
DAY 2021**

World Psoriasis Day Logo don'ts

Examples of how not to work with the
World Psoriasis Day logo.



Don't change the color of
the logo or parts of the
logo



Don't stretch or distort
the logo



Don't use effects around
the logo



Don't use effects in the
logo



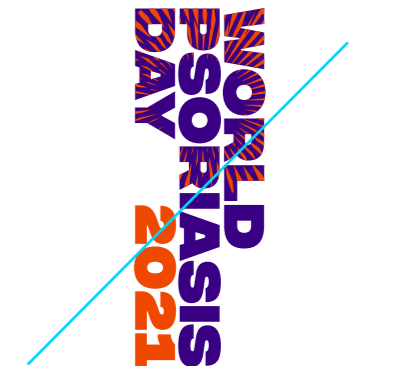
Don't crop



Don't translate



Don't move or scale any
parts of the logos



Don't tilt or add
perspective to the logos

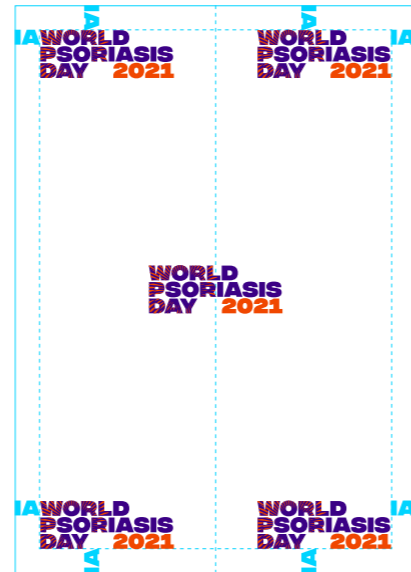
Placement

The World Psoriasis Day logo can be centered or placed in all corners of a layout.

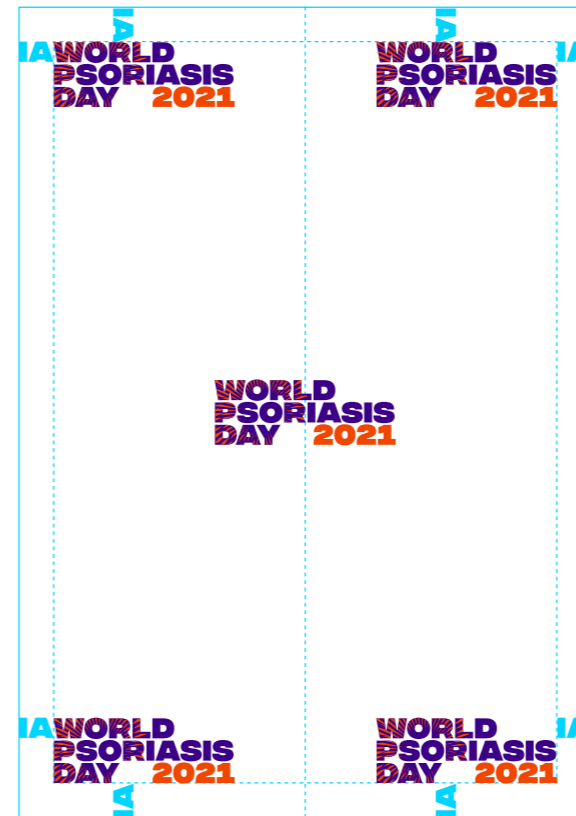
Be aware that the clear space of the logo needs to be manually adjusted according to the size of the logo.

The recommended clear space is the width of "IA" from the World Psoriasis Day logo.

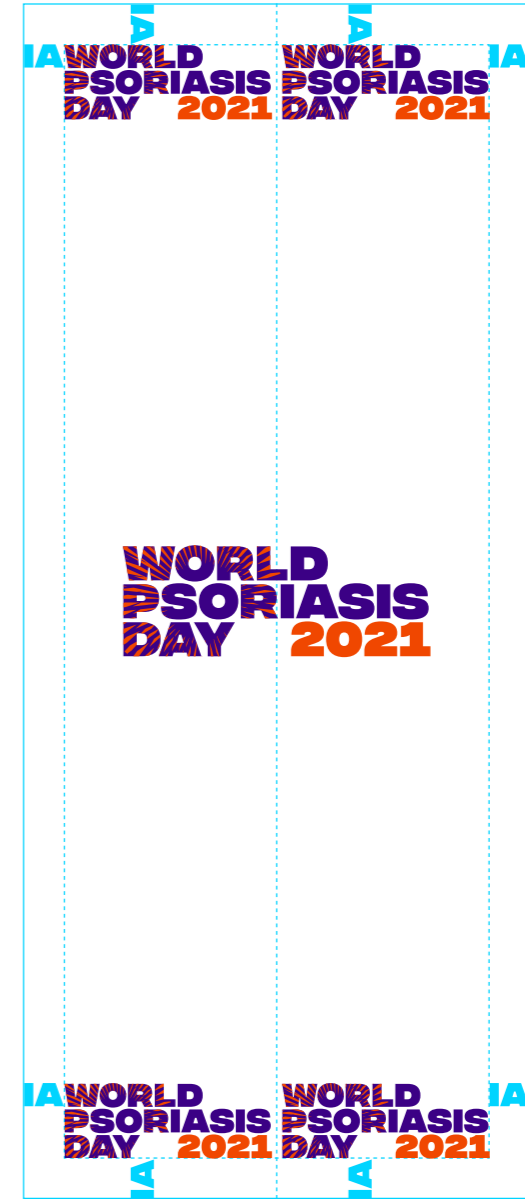
IA = Clear space



A5
Logo: H: 15 mm



A4
Logo: H: 20 mm



Roll up (85x200 cm)
Logo: H: 15 cm

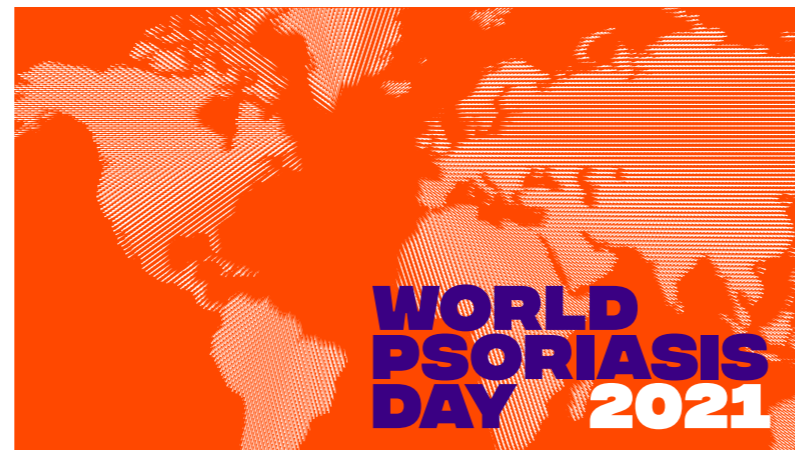
Key visual

To put further emphasis on the World Psoriasis Day, a key visual made from layered graphical photos can be designed.

This is updated to fit with the theme of the annual World Psoriasis Day .



**UNITING
FOR
ACTION**



Visualizations



IFPA

LOGIN FOR MEMBERS FOR PARTNERS FOR THE BOARD

COVID-19 HOME ABOUT OUR CAUSE OUR ACTIONS GET INVOLVED NEWS

INSIDE PSORIATIC DISEASE: DIABETES

Psoriasis is more than skin deep. Explore the shared risk factors and common solutions of diabetes and psoriatic disease.

[VIEW THE REPORT](#)

NEWS



COVID-19 Vaccines and Psoriatic Disease



Download the WPD toolkit



Quarterly Newsletter: October 2020

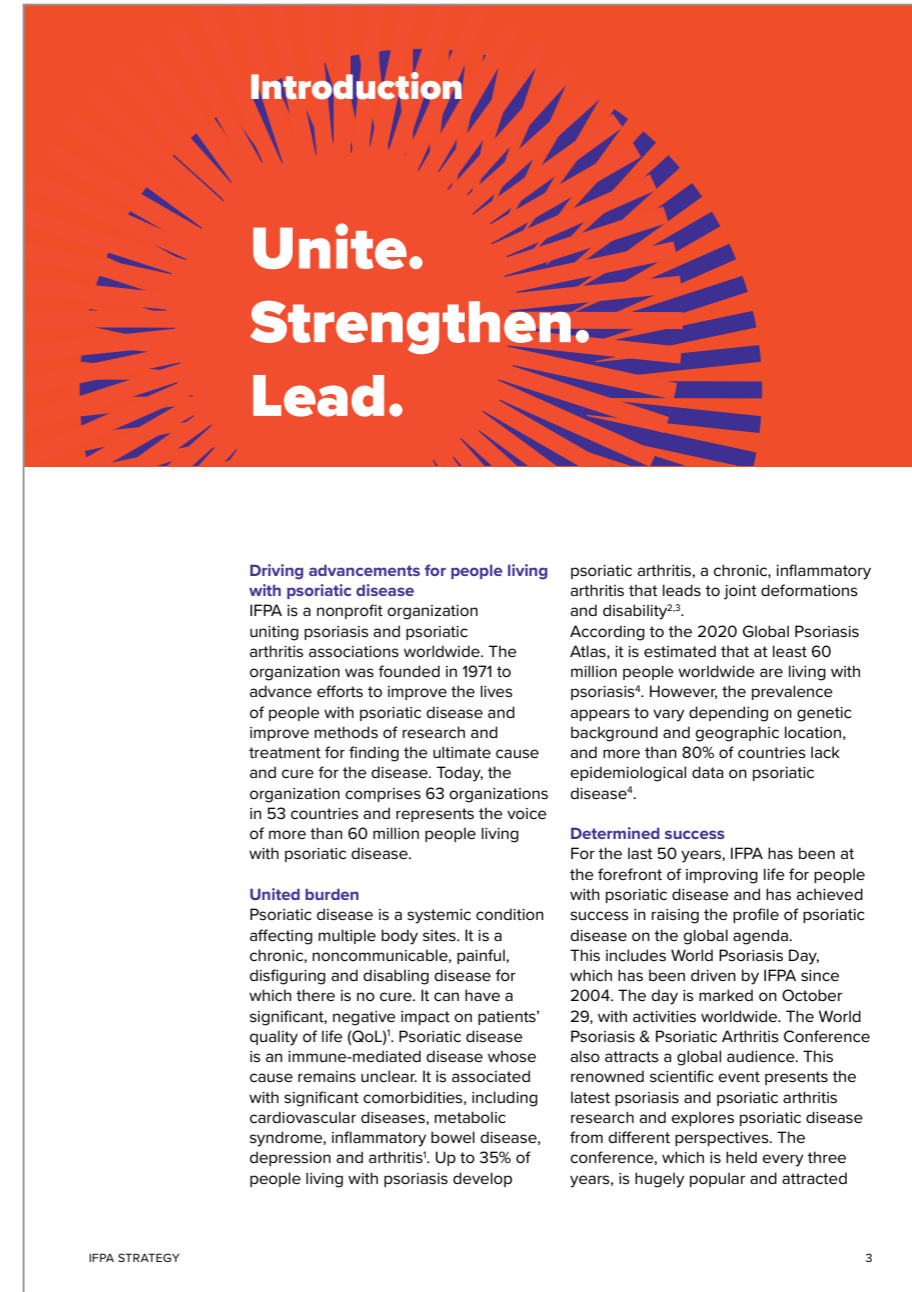
Film



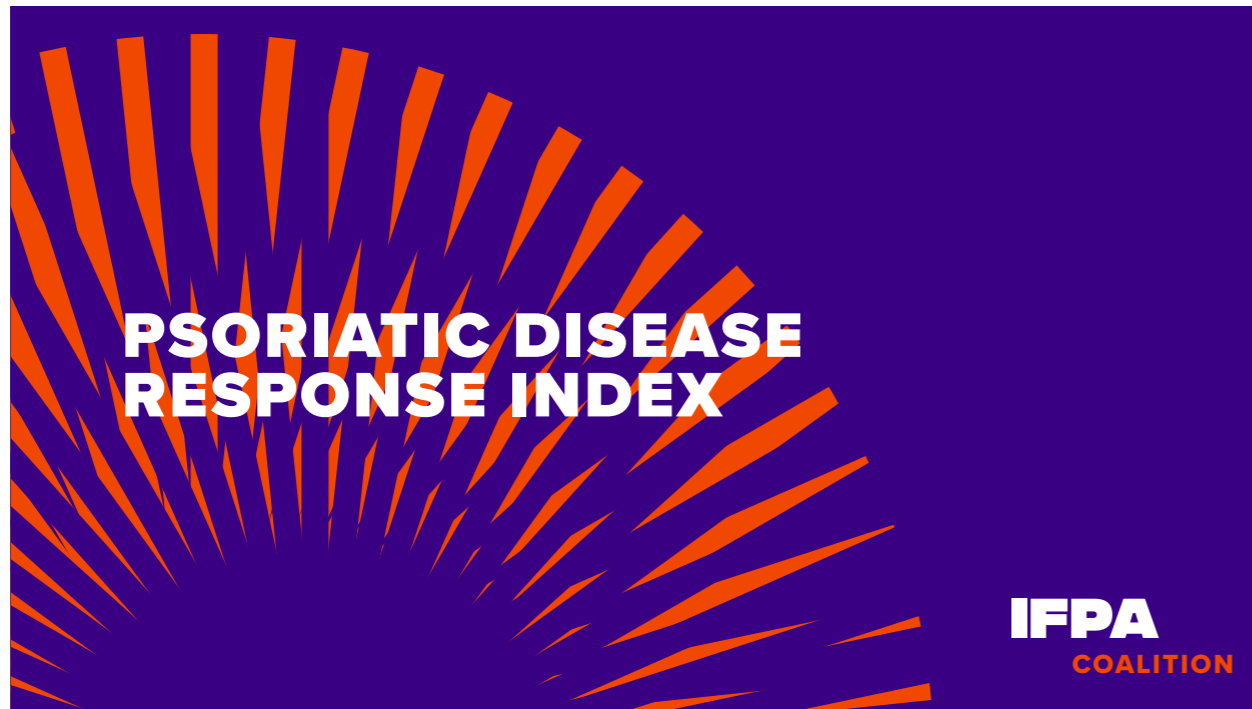
Hoseah Waweru
President of IFPA, 2018 - ongoing

63 Organizations
In **53** Countries
representing
60,000,000 People
living around the globe
with psoriatic disease

Print layout



Power point presentation



ENABLING ENVIRONMENT

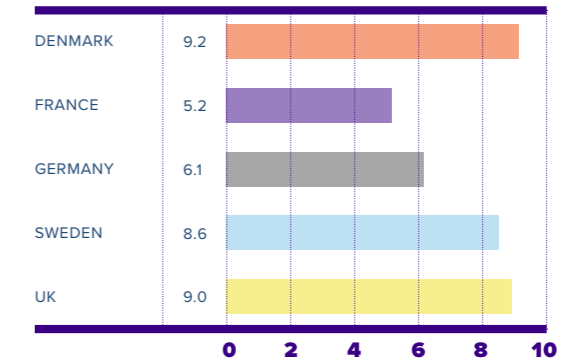
Findings & Best Practices

Emphasis on access to adequate diagnosis, early, adapted, and appropriate treatment as well as affordable long-term supply of medicines and treatments would reduce the burden of psoriatic disease and would in turn favor social and economic inclusion, generating important return on investments for the overall society.

Care management models should include:

Continuous professional training;
Validated patient reported outcomes instruments; Emphasis on patient-centered care; and
Integration of technology and innovation.

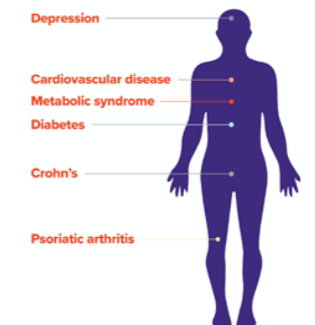
Governments should be incentivized to enact national policies, as outlined in the 2014 WHO resolution, by emphasizing the larger scope of the disease such as the burden on economies and overall detriment to health.



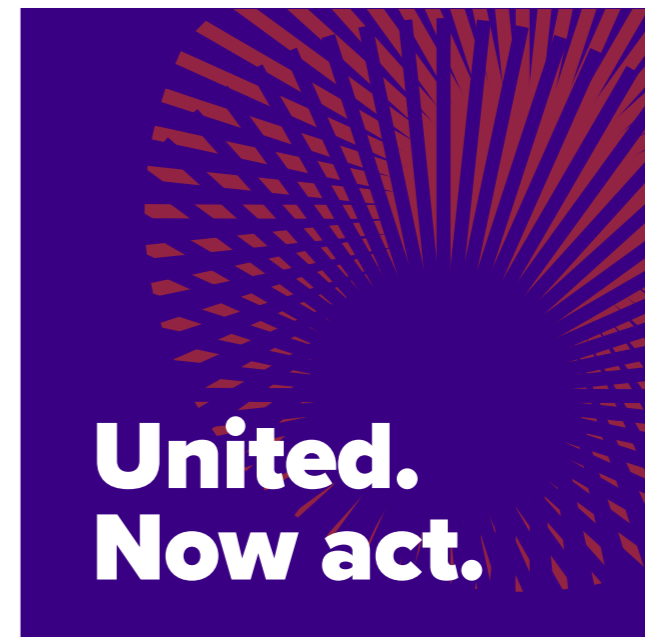
IFPA COALITION



Psoriasis affects the whole person



So-Me posts



Merchandise



