

Annex 3 to GB decision N° GH-EDCTP3-GB/20/2024

Global Health EDCTP3 brand booklet



Co-funded by
the European Union

Brand purpose

Global Health EDCTP3's purpose is to reduce the burden of infectious diseases in sub-Saharan Africa and increase health security globally.

Brand tagline

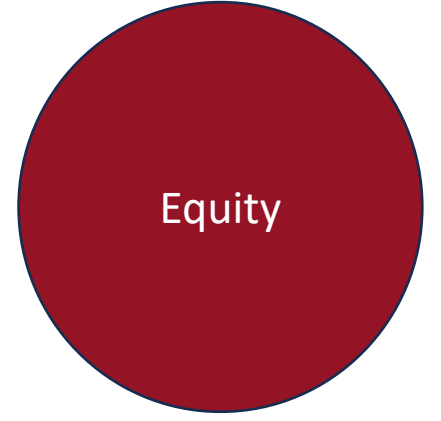
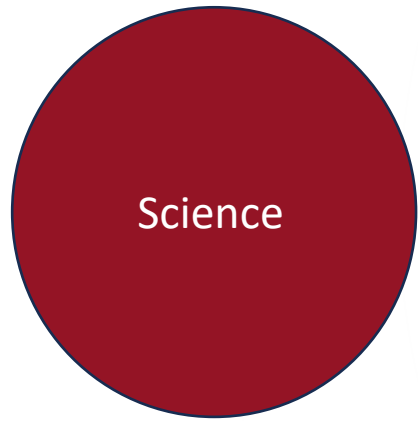
The African and European research
partnership on infectious diseases.

Brand positioning

Global Health EDCTP3

- Is a major contributor to the Africa-EU strategic partnership in global health
- Supports clinical research and capacity-building for the development of infectious diseases health solutions
- Focuses on high-burden diseases and encompasses populations often excluded in clinical studies
- Addresses horizontal societal challenges, such as climate health crises, antimicrobial resistance, global health security and emerging challenges in the end game of disease elimination
- Promotes people-centered approaches and community engagement through the research life cycle
- Operates as a partnership of equals at all levels.

Brand values



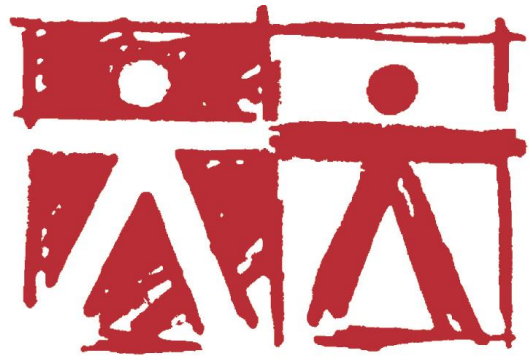
Name

Global Health EDCTP3

- No acronym for Global Health GH
- No need to add 'Joint Undertaking' or 'JU' for external communications
- Avoid ~~GHEDCTP3 JU~~

Logo

Logo evolution



E D C T P



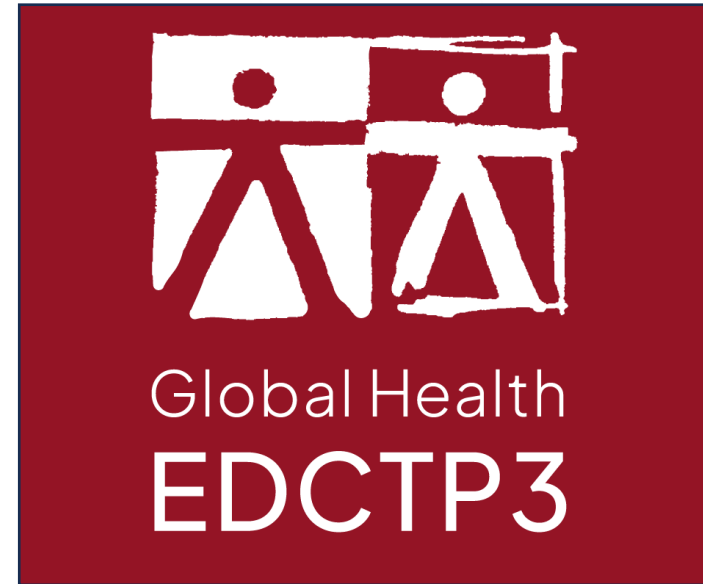
Global Health
EDCTP3

Logo

Logo variations



Global Health
EDCTP3



Logo

EU funding acknowledgement



Global Health
EDCTP3

EUROPEAN PARTNERSHIP



Co-funded by
the European Union

Colour palette

Red

RGB 148 20 37
CMYK 21 100 87 15
#941425

Beige

RGB 232 214 197
CMYK 7 18 23 0
#E8D6C5

Blue

RGB 54 116 140
CMYK 90 33 32 14
#36748C

Light Blue

RGB 161 197 217
CMYK 47 8 12 0
#A1C5D9

White

RGB 255 255 255
CMYK 0 0 0 0
#FFFFFF

Black

RGB 34 34 33
CMYK 0 0 0 100
#222221

Typography

Plus Jakarta Sans

Aa Bb

Plus Jakarta Sans - Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
0123456789

Plus Jakarta Sans - Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
0123456789

Imagery

- Researchers and healthcare professionals in Africa
- Research teams from Europe and Africa
- African patients
- Global health stakeholders

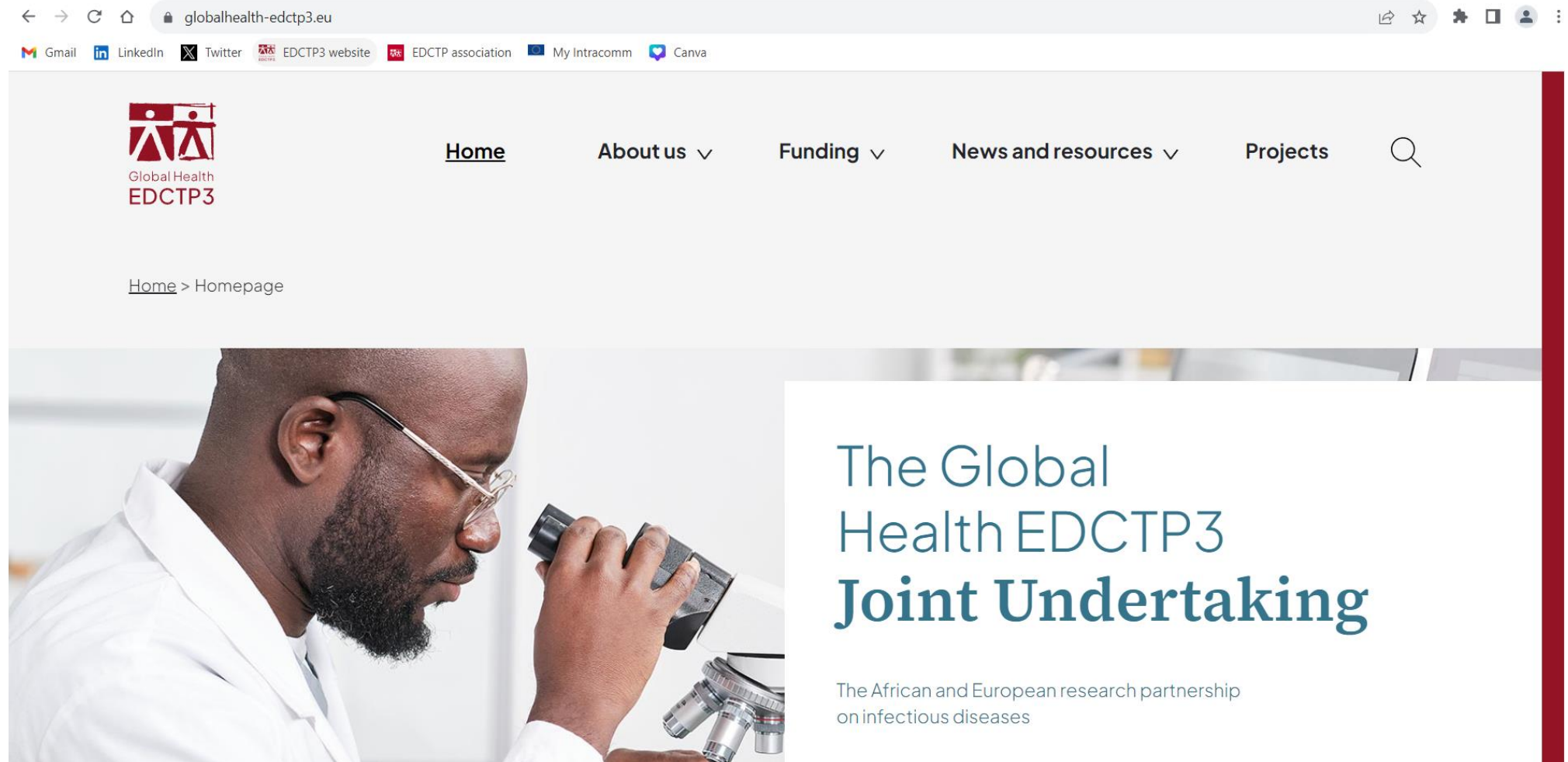


Pictures from the field should be privileged. A contractor could be hired to take photographs and videos in Africa from 2025 onwards

Infographics and iconography

To be developed in 2024

Website



The screenshot shows a web browser displaying the homepage of the Global Health EDCTP3 website. The browser's address bar shows the URL "globalhealth-edctp3.eu". The website's header features the logo on the left and a navigation menu with links for "Home", "About us", "Funding", "News and resources", and "Projects", along with a search icon. Below the navigation, a breadcrumb trail reads "Home > Homepage". The main content area is dominated by a large image of a scientist in a white lab coat looking through a microscope. To the right of the image, the main heading reads "The Global Health EDCTP3 Joint Undertaking" in a large, dark blue font. Below this, a subtitle states "The African and European research partnership on infectious diseases".

globalhealth-edctp3.eu

Gmail LinkedIn Twitter EDCTP3 website EDCTP association My Intracomm Canva

Global Health EDCTP3

[Home](#) [About us](#) [Funding](#) [News and resources](#) [Projects](#) 🔍

[Home](#) > [Homepage](#)

The Global Health EDCTP3
Joint Undertaking

The African and European research partnership
on infectious diseases


Website

Joining *europa.eu* domain in 2025

ema.europa.eu/en/homepage

Gmail LinkedIn Twitter EDCTP3 website EDCTP association My Intracomm Canva

An official website of the European Union How do you know? ▾

 **EUROPEAN MEDICINES AGENCY**
SCIENCE MEDICINES HEALTH

Medicines ▾ Human regulatory ▾ Veterinary regulatory ▾ Committees ▾

COVID-19 ▾

ecdc.europa.eu/en

Gmail LinkedIn Twitter EDCTP3 website EDCTP association My Intracomm

An official website of the European Union How do you know? ▾

Other sites : ECDC European Antibiotic Awareness Day

 **European Centre for Disease Prevention and Control**
An agency of the European Union

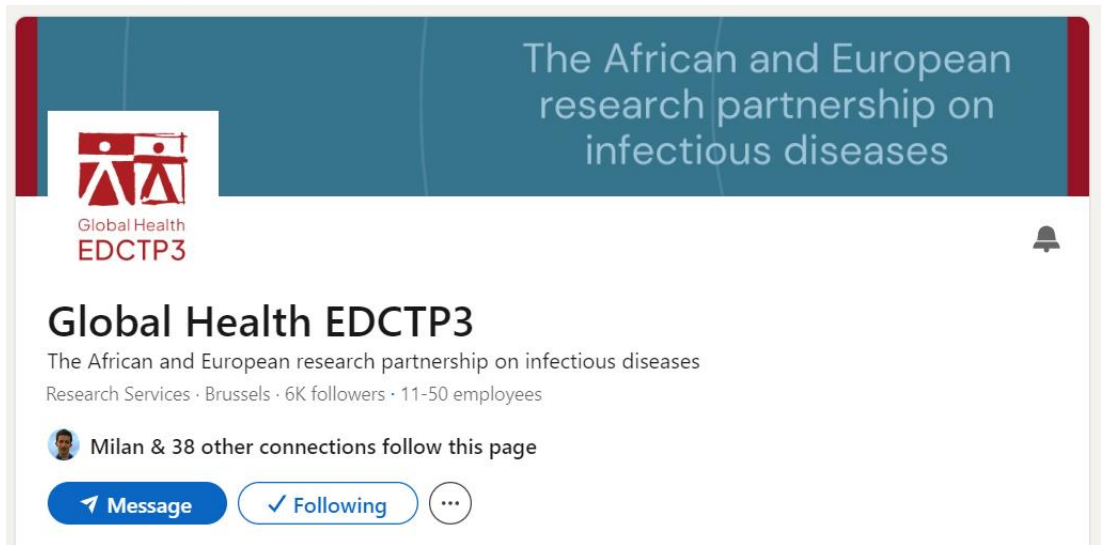
cbe.europa.eu

Gmail LinkedIn Twitter EDCTP3 website EDCTP association My Intracomm

An official website of the European Union How do you know? ▾

Social media

LinkedIn, X and YouTube



The African and European research partnership on infectious diseases

Global Health EDCTP3

Global Health EDCTP3
The African and European research partnership on infectious diseases
Research Services · Brussels · 6K followers · 11-50 employees

Milan & 38 other connections follow this page

Message Following



← **Global Health EDCTP3**
498 posts

The African and European research partnership on infectious diseases

Global Health EDCTP3

Global Health EDCTP3
@EDCTP3

The African-European research partnership on [#infectiousdiseases](#)
Supported by [@HorizonEU](#) [@EU_Commission](#)

Brussels, Belgium [globalhealth-edctp3.eu](#) Joined March 2023

912 Following 1,373 Followers



Tone of voice

Global
partnership
mindset

Mutual
respect

Expert
without
being too
scientific

Human with
a focus on
people

Jargon-free,
clear and
concise

Tone of voice



Global Health EDCTP3

6,197 followers

3w • Edited • 🌐

Thank you [Maria Cristina Russo](#) for supporting [Global Health EDCTP3](#)'s mission and values 🙏

Our goal is indeed to build a [#partnership](#) of equals between the [European Commission](#) and European and African countries to advance [#research](#) on infectious diseases and capacity-building 🌍

Read this [Science|Business](#) article to know more about the EU [#globalhealth](#) approach and the key partnerships we are building, for instance with the [Bill & Melinda Gates Foundation](#) 🤝



Global Health EDCTP3

6,197 followers

1mo • Edited • 🌐

Yesterday we had the pleasure to host a meeting with the [Wellcome Trust](#) where we discussed:

- ◆ Our [#research](#) and innovation priorities
- ◆ How we can work together to advance [#equity](#) and [#diversityandinclusion](#) in science

Coordinating efforts to reach a bigger [#globalhealth](#) impact is a key part of our mission 🚩

Find out more about our work programme for 2024:
<https://lnkd.in/eXf8v6QX>

Templates - Print

Letterhead



SENDER: name SURNAME
E-MAIL: emailaddress@...
PHONE: 00 xx xxx xx xx

Dear Madam, dear Sir,

This is a Word template you may use for letters, press releases, press dossiers or other longer documents.

The purpose is to offer basic guidance so that all documents circulating in the name of the project look alike.

The standard typeface used is Plus Jakarta Sans Light.

When setting up a document, you may require various levels of titles, sub-titles, etc. Here are the basic styles and indications that should be followed:

EDCTP3 normal: Plus Jakarta Sans Light 10 pts, line spacing: simple

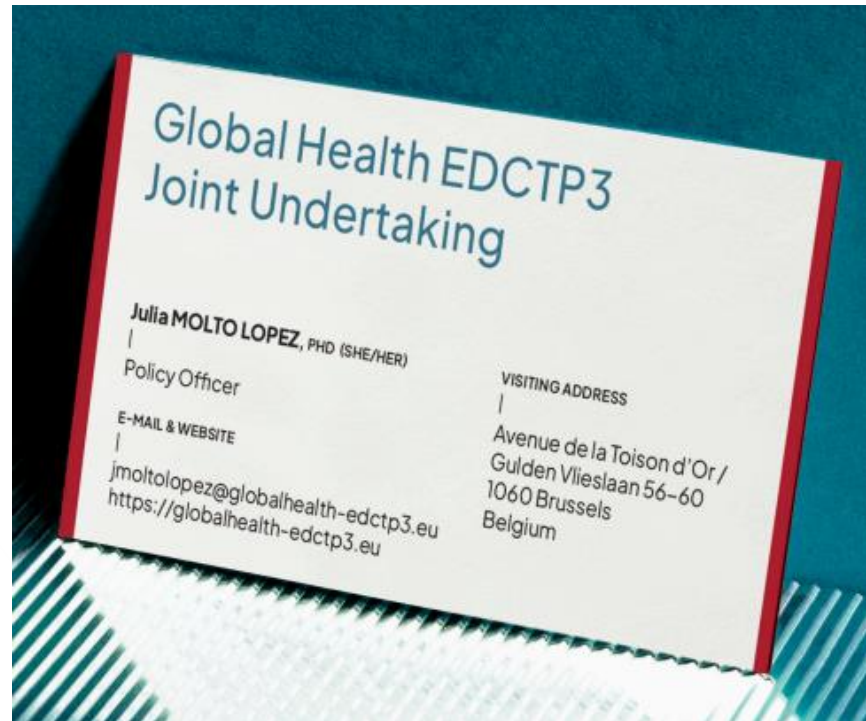
**EDCTP3 chapter title: Plus Jakarta Sans
Light 24 pts, line spacing: simple**

To be used on its own on the page. See example on following page

EDCTP3 SECTION TITLE:

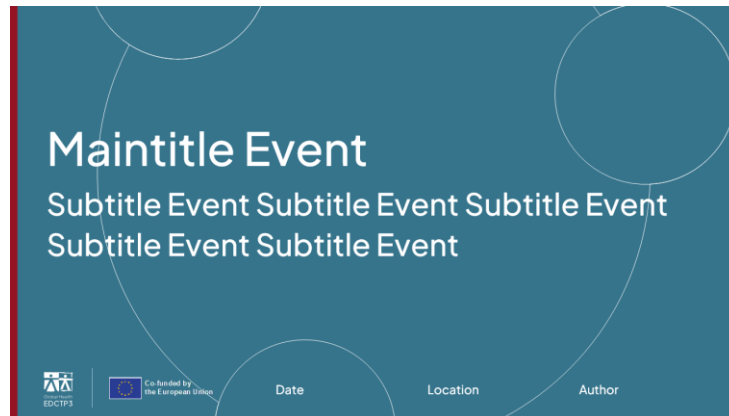
Templates - Print

Business card



Templates - Digital

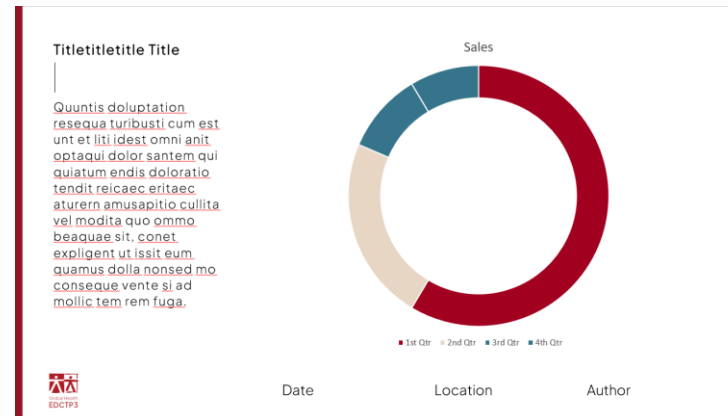
PowerPoint slides



Main title Event
Subtitle Event Subtitle Event Subtitle Event
Subtitle Event Subtitle Event

EDCTP3 Co-funded by the European Union

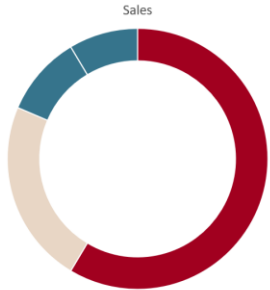
Date Location Author



Title title title Title

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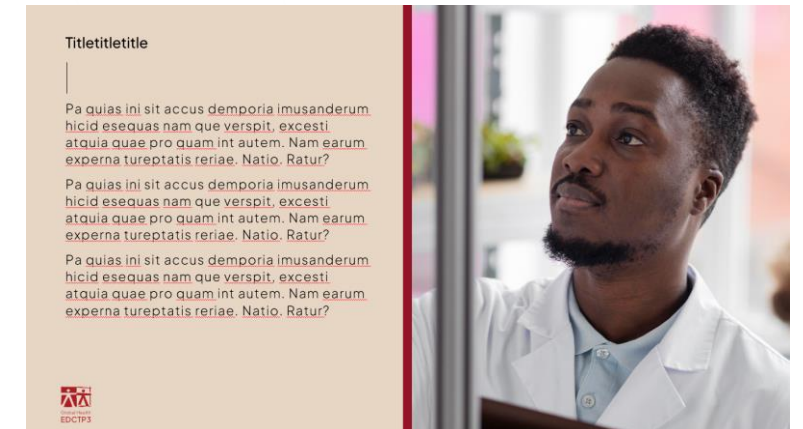
Sales



1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

EDCTP3

Date Location Author

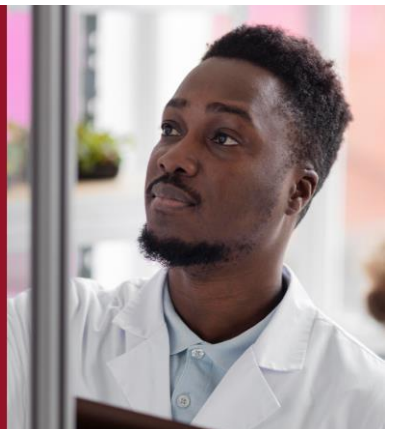


Title title title

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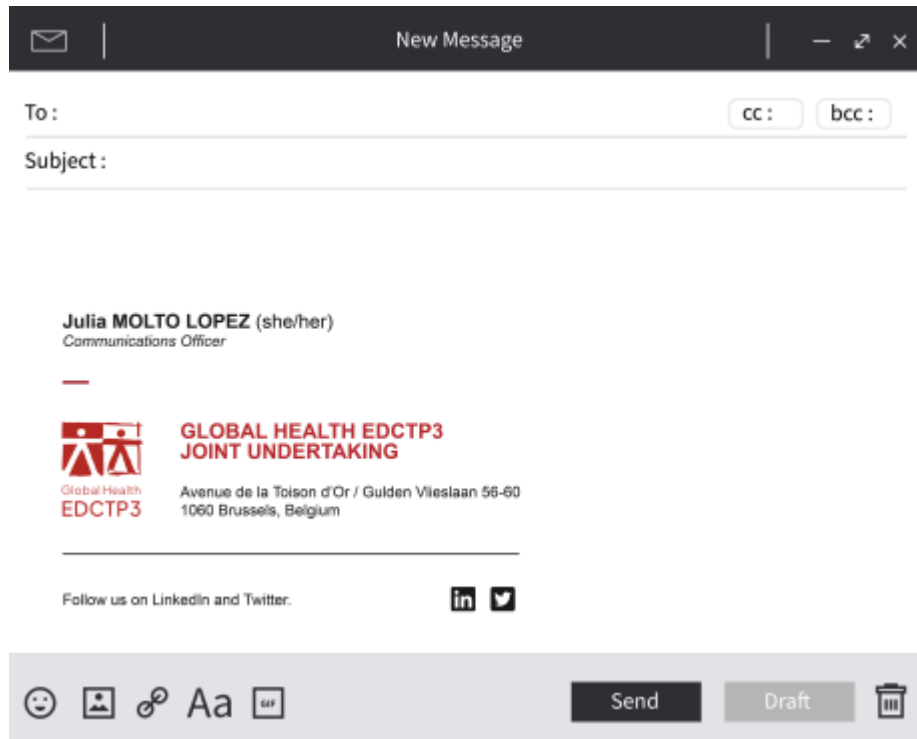
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EDCTP3

Templates - Digital

Email signature



Sandra RAMOS (she/her)
Communications Officer



Global Health EDCTP3 Joint Undertaking
Avenue de la Toison d'Or / Gulden Vlieslaan 56-60
1060 Brussels, Belgium

Visit us at <https://globalhealth-edctp3.eu/>
Follow us on [LinkedIn](#)

Next steps

Internal

- Booklet for staff on key branding principles
- Review and enlarge templates offer (factsheet, report, etc.)
- Info session for staff to be organised

External

- Review communication guidelines for beneficiaries
- Develop new communication materials/tools: one-pager, brochure, folder, video, infographics, banners, Teams background, slide deck, etc.
- Potential review and adaptation of some of the visual identity elements