

# STYLE GUIDE

2021

WILLIAMS  
SYNDROME  
DAY

20  
may

# ABOUT US



**WILLIAMS  
SYNDROME  
DAY**

**20  
may**

**20 May is International Williams Syndrome Day.**

Join us and together, let's shine a light on Williams syndrome.

### **HOW TO JOIN THE MOVEMENT?**

- Explain the idea to all your members and contacts.
- Ask them to send their photos with bubbles, symbolising the missing genes of chromosome 7, one week before 20 May.
- Post the photos on your social networks (Facebook, Twitter, Instagram...), on the day..
- Then, let the magic of your networks work and raise awareness among as many people as possible!

**TO HELP YOU, USE THE (COMMUNICATION KIT :)**

[autourdeswilliams.org](http://autourdeswilliams.org)

# Logo Type



**OFFICIAL LOGO**  
To be used in priority



**OFFICIAL LOGO**  
To be used in priority



**BLACK AND WHITE**  
Use only if you cannot  
use the colour version.

# Logo Uses



## LOGOTYPE CLEAR SPACE

This diagram indicates space that should be left around logo. Logo should not be integrated or merged with any other logo

## DON'T

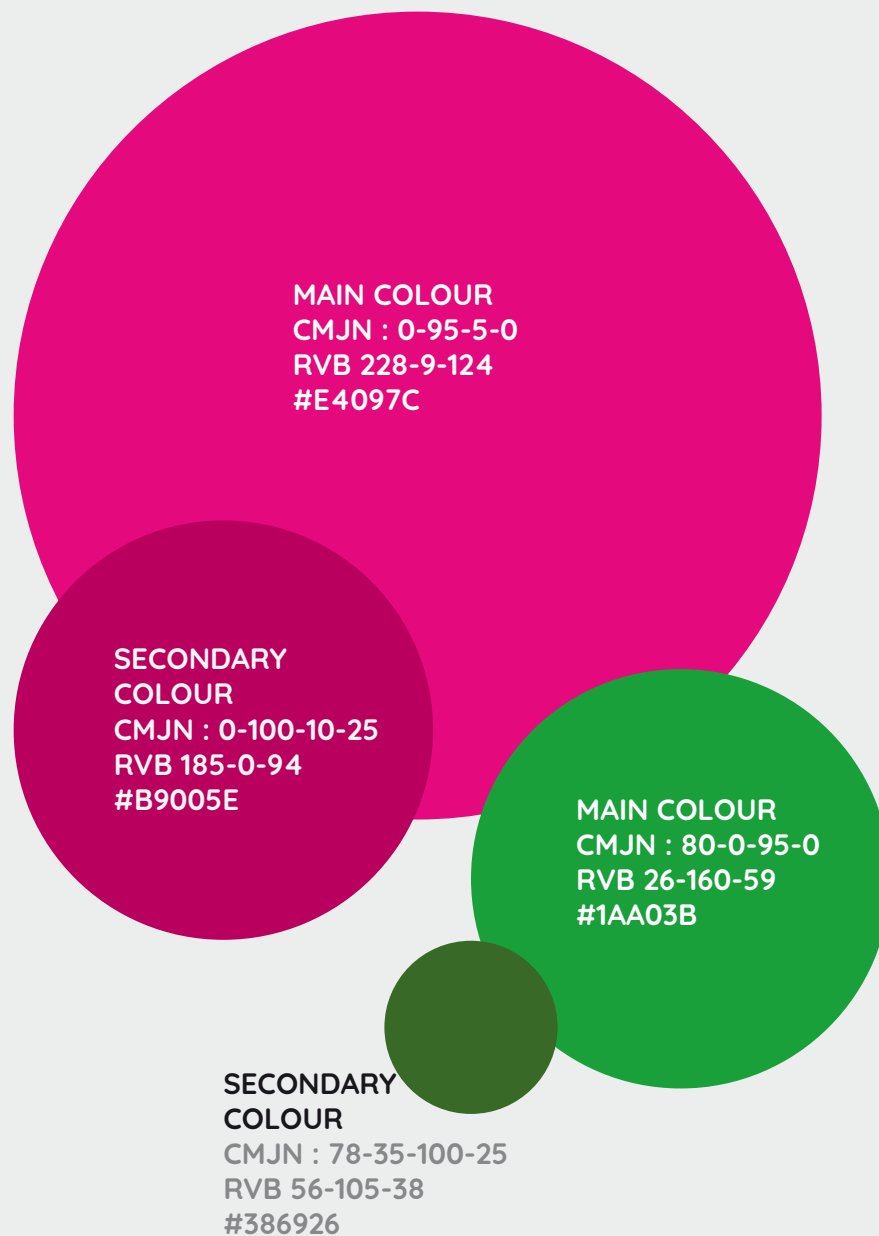


DO NOT ADJUST COLOURS IN LOGO



BE CAREFUL WHEN RESIZING THE LOGO

# COLOURS



TYPEFACE

TRASHAND  
Use for titles

# JOIN THE MOVEMENT

#WilliamsSyndromeDay

QUICKSAND  
Use for running copy