HOW DO WE LOOK?

ANGELS GUIDELINES
2024

angels

CONTENTS

INTRODUCTION

EVERY 30 MINUTES A STROKE PATIENT WHO COULD HAVE BEEN SAVED,

DIES

## OR IS PERMANENTLY DISABLED, BECAUSE THEY WERE TREATED IN THE WRONG HOSPITAL.

THE ANGELS MISSION IS SIMPLE.

To increase the number of patients treated in stroke ready hospitals and to optimize the quality of treatment in all existing stroke centers. We are building a global community of stroke centers and stroke ready hospitals, working every day to improve the quality of treatment for every stroke patient.

Through all our live experiences, digital assets and printed literature we have united the Angels look and feel across the globe with simple, bold and versatile branding. Use these guidelines to carry forward the message and increase passionate momentum with our clear and distinctive character.

OVERVIEW

A snapshot of some of the hundreds of designed Angels applications illustrates commonalities across the examples. The core design elements (see page 14) are designed to be as versatile as possible to allow each piece to own its unique personality yet still belong to the Angels family,
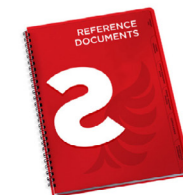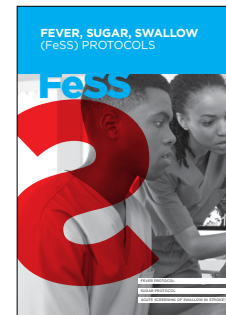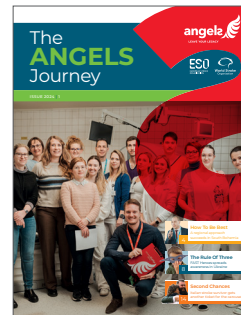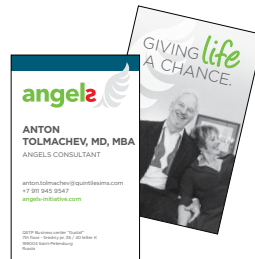
PRIMARY
TREATMENT
POSITIONING
GIVING LIFE A CHANCE
AWARDS
LANGUAGES
SUPPORTING
DISCLAIMER
OLD LOGO - DO NOT USE

PRIMARY LOGOS

Our Angels logo presents two very important graphics. **The 'red S'** which is intentionally reversed and symbolizes the effect of stroke caused by a blood clot or bleed on the brain that can leave the patient in an altered physical or mental state or dead. It is this that the Angels Initiative aims to better treatment for and **the 'Wing'** represents the growing global community who are committed to making this happen.

Our **signature messages** provide lockup logos that emphasize Angels, while differentiated by two call-to actions. Use these key messages in the appropriate communications whenever necessary.

The "100 Angels regions" logo should be applied to all new documents. Post 2027, please use the "Leave your Legacy" logo, or "60 Minutes = Life" logo if specified.

The 'S'   The 'Wing'

Angels lockup

100 REGIONS | DECEMBER 2027

LEAVE YOUR LEGACY

Signature message

60 MINUTES = LIFE
MAKE EVERY SECOND COUNT

PRIMARY
TREATMENT
POSITIONING
GIVING LIFE A CHANCE
AWARDS
LANGUAGES
SUPPORTING
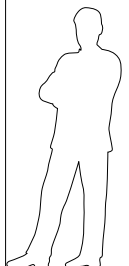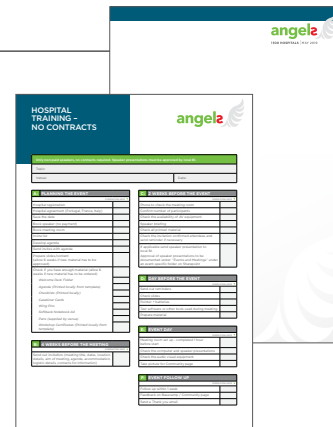DISCLAIMER
OLD LOGO - DO NOT USE

LOGO TREATMENTS

The Angels logo either with or without a signature message has been designed to sit on white or dark backgrounds.

The wing part of the logo occasionally benefits from overplapping onto the darker blue. And where size matter but space compromised allow the wing to crop off.
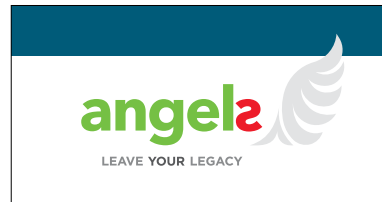
EXAMPLES

LOGO POSITIONING

Primarily the Angels logo sits most comfortably ranged top or bottom right.

Where the Angels logo is the main focus, such as business cards or set and exhibition panels, it sits centered at the top.

On many items the hero graphics (the 'red S' and the 'Wing') will have a large presence on the page so size the Angels logo to feel proportionally comfortable.

Always allow the minimum space of one 'S' height to the right of the logo.

EXCEPTIONS

There is one exception. This is the Angels Initiative website where the logo is best positioned in the top left to be immediately visible on opening across all devices.
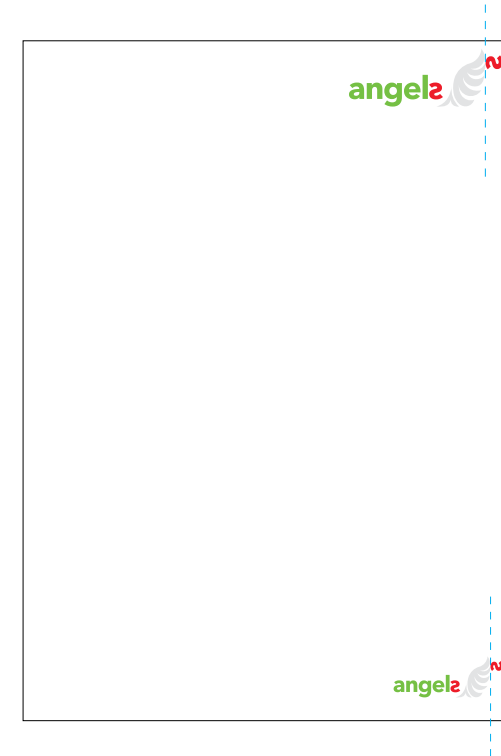
EXAMPLES

RANGE LEFT EXCEPTION

GIVING LIFE A CHANCE LOGO

Giving life a chance is a supporting logo that reinforces the essence of the Angels Initiative.

The key word 'life' is emphasized for additional visual strength.

This logo can be presented as a main heading or a supporting graphic to help further bring home the message on your application.

GIVING *life* A CHANCE.

GIVING *life* A CHANCE.

EXAMPLES

AWARDS

ESO & WSO AWARDS
Together with the European and World Stroke Organizations the Angels Initiative has designed awards to acknowledge and honor teams and individuals committed to quality improvement in stroke practice.

EMS AWARDS
The Angels Awards program recognizes excellence in prehospital stroke care, encouraging quality monitoring and promoting data-driven improvement in the prehospital phase.

The 'A & Wing' is the key graphic that identifies these logos which can also be used as an isolated hero graphic on relevant literature.

EMS LOGO AND TIER LOGOS

ESO LOGO AND TIER LOGOS

WSO LOGO AND TIER LOGOS

EXAMPLES

LANGUAGE OPTIONS

All the Angels logos, supporting and Award logos are available in 14 languages as Illustrator, JPG, TIF and PNG files.

BULGARIAN
CZECH
ENGLISH
FRENCH
GREEK
HUNGARIAN
INDONESIAN
ITALIAN
KOREAN
POLISH
PORTUGUESE
ROMANIAN
RUSSIAN
SLOVAKIAN
SPANISH
THAI
UKRAINIAN
VIETNAMESE

SUPPORTING LOGOS

BOEHRINGER INGELHEIM LOGO

The Boehringer Ingelheim logo is NOT to be used on Angels materials unless specifically advised or mandated by legal and regulatory requirements.

ESO / WSO LOGO

The logos can be used depending on the location.

European market: ESO logo
Emerging markets: WSO logo

It is important to note that if you are using the ESO/WSO logo, the BI logo must NOT be used.

SOCIETY AND NATIONAL STROKE ORGANIZATION LOGOS

Use of society logos is permitted. Please gain approval from your local society or stroke organization president in writing before applying to any documents.

MULTIPLE LOGOS

Where there are multiple logos position the logos in the bottom left with the Angels logo in the top or bottom right.
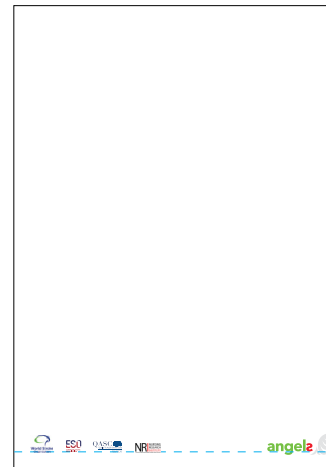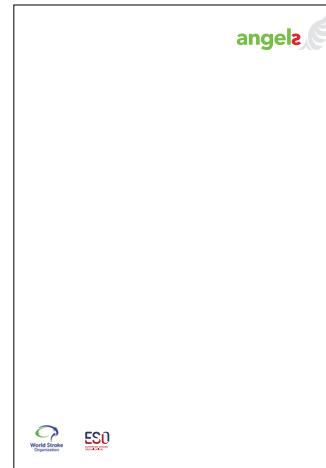
SINGLE LOGOS

Position single logos in the top or bottom left with the Angels logo top or bottom right.
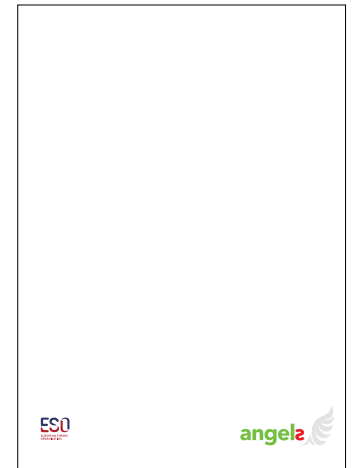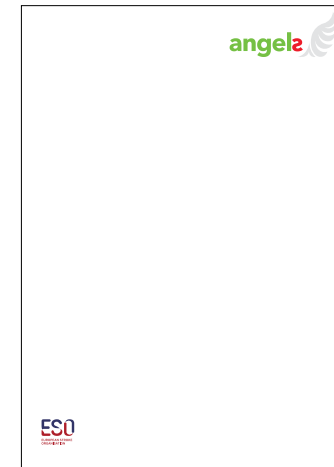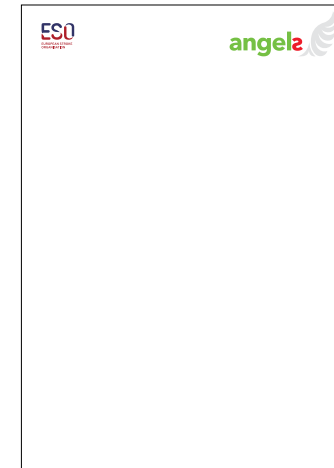
DISCLAIMER

SUPPLEMENTARY INFORMATION

All Angels documents should now include the following disclaimer in small print on the back page, rear of the document or bottom of a one page document:

Angels Initiative is a non-promotional, health care project of Boehringer Ingelheim International GmbH to support the ESO and WSO in implementing their main goal, to improve stroke care around the world.

The disclaimer is available in all the language options, (see Resources on page 36).

OLD LOGOS - DO NOT USE

OLD ANGELS LOGO

This is the original Angels logo from the project inception.

Please **DO NOT** use this logo as the tagline is no longer relevant to our strategy or aligned to objectives of the project.
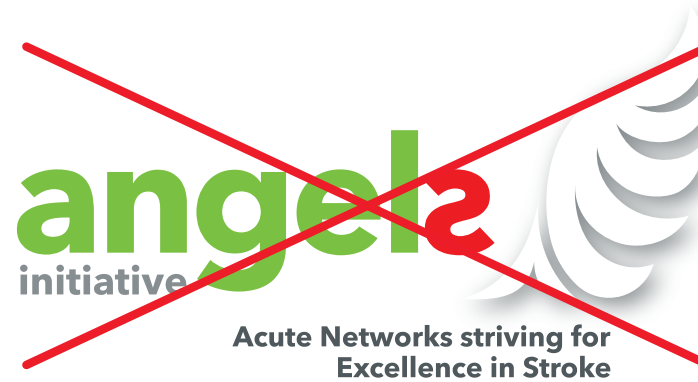
1500 LOGOS

This is the logo from the start of the new initiative.

Please **DO NOT** use this logo as this is no longer valid.

CONTENTS   INTRODUCTION   OVERVIEW   LOGOS   GRAPHIC ELEMENTS   COLORS   FONTS   PHOTOGRAPHY   POWERPOINT   EVENTS   COLLATERAL   RESOURCES   p14

THE 'WING' AND THE 'S'
USING THE 'S' EFFECTIVELY

THE 'WING' AND THE 'S'

The 'S' and the 'Wing' are our hero graphics in the branding assets and feature as a powerful design element in any layout.

They can be used together or as isolated graphics and they lend themselves to being enlarged, cropped and overlayed. They become bold, striking identifiers on pages offering more white space. There is no restricted positioning or proportion but to gauge what feels comfortable with the rest of the content.

Aside from the Angels logo the 'S' and or the 'Wing' should not appear more than once on any single visible page or surface.

Using the 'Wing'
The Wing is primarily Angels light gray, white, white with transparency so the image beneath shows through or inset with an image.
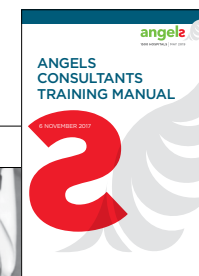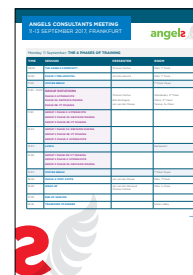
Using the 'S'
The 'S' is always Angels red with the exception of an inset photo. If used in programs such as INDD, Illustrator or Photoshop apply 'Multiply' effect so the image beneath shows through.
The 'S' can be cropped to suit the layout.

EXAMPLES

CONTENTS   INTRODUCTION   OVERVIEW   LOGOS   GRAPHIC ELEMENTS   COLORS   FONTS   PHOTOGRAPHY   POWERPOINT   EVENTS   COLLATERAL   RESOURCES   p15
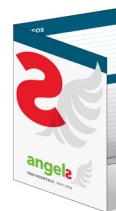
THE 'WING' AND THE 'S'
USING THE 'S' EFFECTIVELY

USING THE 'S' EFFECTIVELY

THE "S" STATEMENT

The red "S" presents a strong opportunity to showcase the Angels brand in a prominent and memorable way. Applying the principles outlined in the previous page, please be sure to make the 'S' prominent in all materials.

For example:
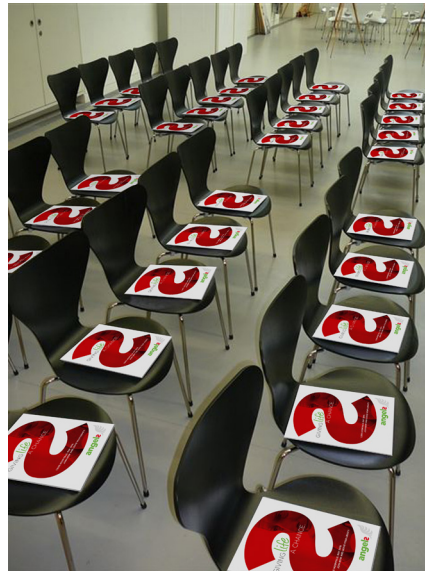
The red 'S' on the cover of the brochure design results in a highly visible impact in a symposium or meeting.

The red 'S' on the cover of the brochure creates a dynamic statement following a hospital visit.
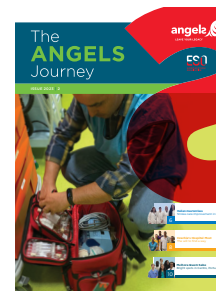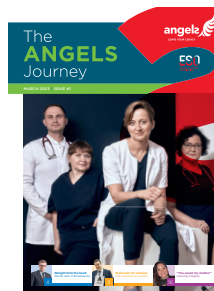
The red 'S' on the front of the The Angels Journey magazine means each issue is instantly recognizable as part of the Angels brand.

CONTENTS   INTRODUCTION   OVERVIEW   LOGOS   GRAPHIC ELEMENTS   COLORS   FONTS   PHOTOGRAPHY   POWERPOINT   EVENTS   COLLATERAL   RESOURCES   p16

VALUES
PRIMARY & SECONDARY
TERTIARY

COLOR VALUES

The Angels color palette covers a spectrum and falls into a hierarchy of three. See pages 17-18 for color usage.

Simple rule:
Only use the rich solid colors. No tints.

|	PANTONE	CMYK	RGB	HEX
PRIMARY COLORS				
	485	0/100/95/0	237/29/36	#e3051b
	368	59/100/0/0	117/192/67	#7ab929
	cool gray 10	0/0/0/80	87/87/86	#575756
	cool gray 8	0/0/0/55	137/139/142	#929292
	cool gray 1	0/0/0/12	226/227/228	#e9e9e9
SECONDARY COLOR				
	308	100/0/5/60	0/91/121	#005474
TERTIARY COLORS				
	288	100/70/0/30	0/51/102	#003d7c
	300	100/43/0/0	0/102/204	#0072bb
	cyan	100/0/0/0	0/174/240	#009fe3
	151	0/65/100/0	244/121/32	#ee7203
	137	0/40/100/0	255/153/0	#f7a600
	yellow	0/5/100/0	255/204/0	#ffe500
	253	41/92/0/0	160/58/149	#a63089
	267	84/99/0/0	84/48/148	#542784

PRIMARY COLORS

SECONDARY COLOR

TERTIARY COLORS

CONTENTS   INTRODUCTION   OVERVIEW   LOGOS   GRAPHIC ELEMENTS   COLORS   FONTS   PHOTOGRAPHY   POWERPOINT   EVENTS   COLLATERAL   RESOURCES   p17

VALUES
PRIMARY & SECONDARY
TERTIARY

PRIMARY & SECONDARY COLORS

PRIMARY COLORS

These are the colors that build the Angels logo and signature message. Apart from the logo the primary colors have specific roles:

- Angels red is always used for the S
- Angels green is mainly for highlighted text in headlines and where Angelina font is used
- Dark gray (80% black) is used for all body copy This takes the harsh edge from reading black text
- Mid gray (12% black) occasionally for larger text
- Light gray (12% black) primarily for the Wing

SECONDARY PALETTE

- This is the master Angels blue. Use as a feature background or identifying strip that bleeds off the top of the page on all generic Angels applications such as: sets & exhibitions, letterheads, welcome letters, name badges, business cards, banners, folders, notepads, certificates

PRIMARY COLORS

SECONDARY COLOR

angels
LEAVE **YOUR** LEGACY

EXAMPLES

CONTENTS   INTRODUCTION   OVERVIEW   LOGOS   GRAPHIC ELEMENTS   COLORS   FONTS   PHOTOGRAPHY   POWERPOINT   EVENTS   COLLATERAL   RESOURCES   p18

VALUES
PRIMARY & SECONDARY
TERTIARY

TERTIARY COLORS

TERTIARY COLORS

These colors bring to life all the varying applications with specific focuses, such as individual events and their collateral (agendas, welcome letters), forms, newsletters, etc. They help to differentiate topics & stories, segment chapters and agendas, liven up menus and educational games.

Simple rule:
Only use the rich solid colors. No tints.

TERTIARY COLORS

EXAMPLES

CONTENTS   INTRODUCTION   OVERVIEW   LOGOS   GRAPHIC ELEMENTS   COLORS   **FONTS**   PHOTOGRAPHY   POWERPOINT   EVENTS   COLLATERAL   RESOURCES   p19

PRIMARY FONTS
ALTERNATIVE FONTS
INSTALLING FONTS

PRIMARY FONTS

PRIMARY FONT

MONTSERRAT is our primary typeface. It has many different weights which makes it very versatile and has a full set of glyphs which makes it perfect for Roman and Cyrillic languages.

▮ Dark gray (80% Black) is used for all body copy on white or pale background.

SECONDARY FONT

ANGELINAFORANGELS is a secondary handwritten font. We use this font in modesty to emphasize key words.

There is only one weight but it comes with a full set of glyphs to allow for Roman, Cyrillic, Greek, Thai and Vietnamese languages.

Simple rule:

▮ Use the green to highlight a word

Montserrat

ExtraLight *Italic*
Light *Italic*
Regular *Italic*
Medium *Italic*
Bold *Italic*
Extra Bold *Italic*
Black *Italic*

AngelinaforAngels

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz 1234567890

life

EXAMPLES

PRIMARY FONTS
ALTERNATIVE FONTS
INSTALLING FONTS

ALTERNATIVE FONTS

FONT AVAILABILITY

Some languages aren't available in Montserrat so please
use Noto Sans or Kanit as an alternative where necessary.

Language	First Font Choice: Montserrat		Second Font Choice: Noto Sans		Backup Font Choice		Supporting Font: AngelinaforAngels
Language	Montserrat Available	Example Text	Noto Sans	Example Text	Kanit	Example Text	AngelinaforAngels
Bulgarian	Yes	Да дадем шанс на живота					Yes
Czech	Yes	Dáváme životu šanci					Yes
English	Yes	Giving life a chance					Yes
Estonian	Yes	Elule võimaluse andmine					Yes
Spanish	Yes	Dándole una oportunidad a la vida					Yes
French	Yes	Donner une chance à la vie					Yes
Greek	No	N/A	Yes	Δίνουμε στη ζωή mia eykaipia			Yes
Italian	Yes	Dai alla vita una possibilitá					Yes
Hungarian	Yes	Adjon az életnek estélyt					Yes
Latvian	Yes	Dodot dzīvei iespēju					Yes
Lithuanian	Yes	Suteikti gyvenimui galimybę					Yes
Polish	Yes	Dajmy życiu szansę					Yes
Portuguese	Yes	Dar à vida uma oportunidade					Yes
Romanian	Yes	O Șansă pentru viață					Yes
Russian	Yes	Датb жизни шанс					Yes
Slovak	Yes	Dajme životu Šancu					Yes
Ukrainian	Yes	Надаючn життю шанс					Yes
Vietnamese	Yes	Cho cuộc đời một cơ hội	Yes	Cho cuộc đời một cơ hội			Yes
Indonesian	Yes	Memberi kesempatan hidup	Yes	Memberi kesempatan hidup			Yes
Korean	No	N/A	Yes	삶에 기회를 주는 것			No
Thai	No	N/A			Please use Kanit	ก็ให้โอกาสชีวิต	Yes

INSTALLING FONTS

GOOGLE FONTS

How to download and install fonts:

1. Download the font files using the links on this page

2. If the font files are zipped, unzip them by right-clicking the .zip folder and then clicking 'Extract'

3. Right-click on the fonts you want, and choose 'Install'

4. If you're prompted to allow the program to make changes to your computer, and if you trust the source of the font, click 'Yes'

Link to download Montserrat:
https://fonts.google.com/specimen/Montserrat?query=montserrat

Link to download Noto Sans:
https://fonts.google.com/noto/specimen/Noto+Sans

OTHER FONTS

Link to download AngelinaforAngels:

www.angels-initiative.com

Select Angels Admin > Large Assets > Graphics & Templates > Angels Initiative Fonts

(Make sure you are logged into the website first)

PHOTOGRAPHY

Photographs help to tell a story or convey an emotion more immediately than words. We prefer to use them over iconography and illustration. You can find our regularly used images and more in the Angels Image Library on Teams.

Photo usage
Use color or black and white photos.

Color photos
Color photos make impactful backdrops to workshops when used full bleed. And when appropriate use color photos inset into the 'Wing' and 'S'.

Black and white photos
Black and white photos are most effective when used with a block of color with text the red 'S'. Apply the 'Multiply' effect, when using INDD or Photoshop, to allow the background image to show through.

Adding 'Noise'
Noise is a grainy/speckled filter effect added to an image in Photoshop. This can soften an image and heighten the emotion. Apply 'Noise' when using images on a large scale, such as workshop backdrops, which helps to blur pixelled edges. Be careful of the amount of 'Noise' added. Keep it subtle and not to obscure the image.
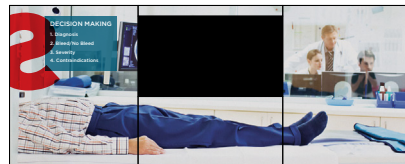
Color original

Color with Noise effect

Black and white

Black and white with noise effect

EXAMPLES

POWERPOINT

The Angels logo appears on each slide in the relevant language translation.

TYPOGRAPHY
The default font is Calibri.

Headings:
Calibri bold
36pt
Headings can span two lines

Body copy:
Calibri
20pt

All design elements used as standard features on slides, such as circles, numbers, arrows, backgrounds etc are included in the slide template for you to use.

Fonts and colors are built into the template.

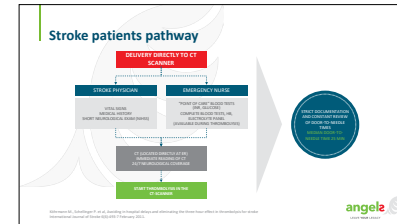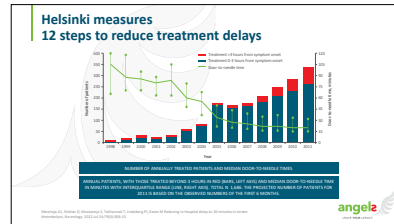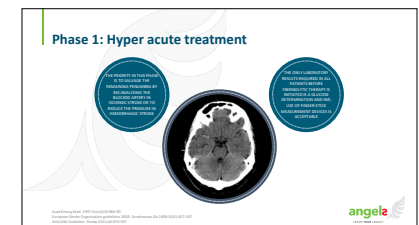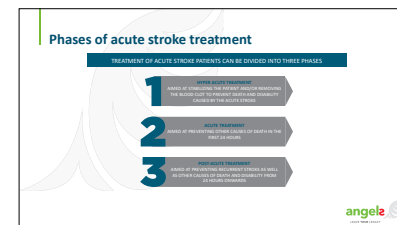Circles and dotted lines are used to feature key messages.

Title slides

Section dividers

Content slides

BANNERS & SIGNAGE
POP-UP EXHIBITION SET
EXHIBITIONS
SETS
MEETING BACKDROPS
ONLINE EVENTS

BANNERS & SIGNAGE

DIRECTIONAL SIGNAGE

Generic A3 & A4 signage is an exception to the rule by having the Angels logo ranged top left. This is to create a sense of balance with the background 'Wing' yet leaving maximum space for centered text.

Simple rules:

- Dark blue band across the top

- Angels logo with Leave Your Legacy tagline

- Light gray 'Wing' placed to right edge

- Dark blue Montserrat medium for text

- Use green for directional arrows
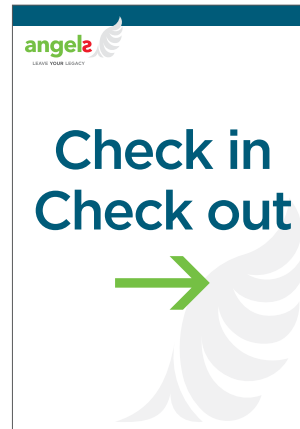
BANNERS

Generic Angels roll-up banners are a simple way to identify a space with a strong sense of the brand.

Simple rules:

- Dark blue band across the top

- The Angels logo with 'Leave Your Legacy' tagline

- Red 'S'

- 'Wing' with inset image

- 'Giving Life a Chance' as supporting logo

POP-UP EXHIBITION SET

We have prepared the template for a Pop-up exhibiton set comprised of three parts.

This is designed for you/your print supplier to resize the graphics to fit your preferred substrates.

See page 36 for asset downloads.

3X3 CURVED POP-UP EXHIBITON STAND
Size: 3365mm(w) x 3335mm(h)

POP-UP CASE GRAPHICS
The case turns into a stand
Size: 1500mm(w) x 2145mm(h)

PULL-UP BANNER
Size: 1765mm(w) x 790mm(h)

EXHIBITIONS

Exhibition stands should feature white as the primary base color, allowing the Angels brand to pop/shine. Incorporate the key elements:

Keep it simple by using the following key elements:

■ The S & Wing

■ The Angels logo with Leave Your Legacy tagline

■ The Giving Life a Chance headline

Where possible, include:

■ A Perspex feature box to showcase the Stroke Bag, clipboard and checklists

■ One or more iPads with the Angels website ready to register new hospitals

■ Touchscreen to highlight the latest information on the Angels program

Provide brochure stands with literature for further information, including:

■ Angels brochure

■ Angels Initiative Magazine

■ Angels Journey

■ Angels Awards program/flyer

■ FAST flyer/s

See next page for further examples.

See page 36 for asset downloads.

CONTENTS   INTRODUCTION   OVERVIEW   LOGOS   GRAPHIC ELEMENTS   COLORS   FONTS   PHOTOGRAPHY   POWERPOINT   EVENTS   COLLATERAL   RESOURCES   p27

BANNERS & SIGNAGE
POP-UP EXHIBITION SET
EXHIBITIONS
SETS
MEETING BACKDROPS
ONLINE EVENTS

SET ENVIRONMENTS

GENERIC SETS

Generic sets are bold and impactful in their simplicity. They should incorporate one of each of these key elements:

Back wall

- Angels logo
- Angels dark blue band stretches across the top
- Large red 'S'
- Large light gray 'Wing'

Crop the 'S' and the 'Wing' to suit the layout. The size and positioning of the elements will vary depending on the size and scale of your set.
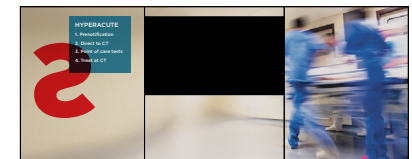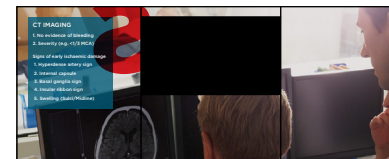
Lecturn

- Angels logo
- Giving life a chance logo

BREAKOUT SETS

For breakout sets use a single full bleed photo of the relevant Phase (see page 28 for the Phase images).

See page 36 for asset downloads. Simply resize these to your room or staging setup maintaining the size ratios as shown below.
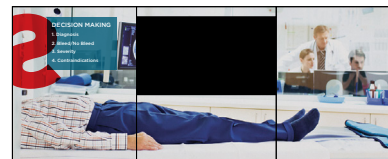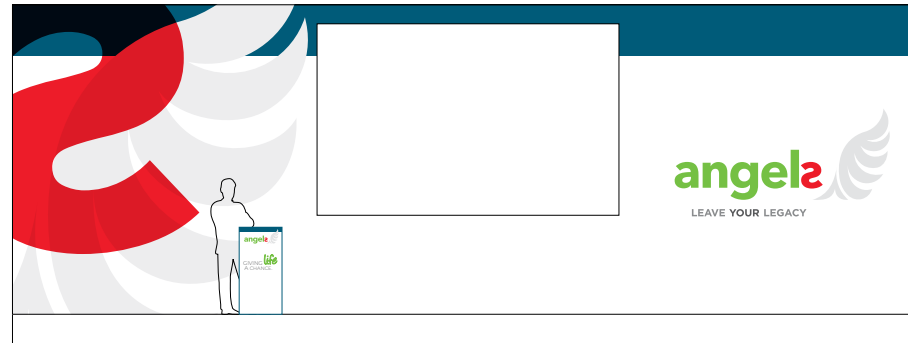
MEETING BACKDROPS

For meeting and breakout workshops use large format backdrops to bring to life the relevant 'Phase' that is the focus of the meeting.

Phases are represented by a specific images:

Pre-hospital

Hyperacute

Decision Making

CT Imaging

Post-acute
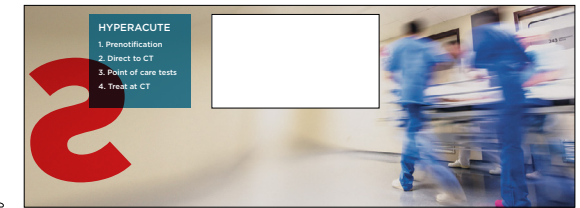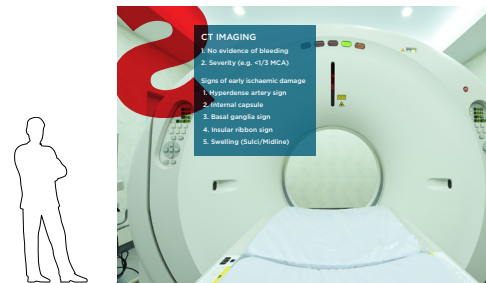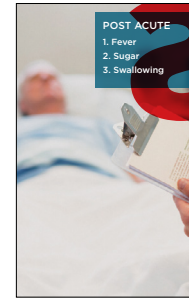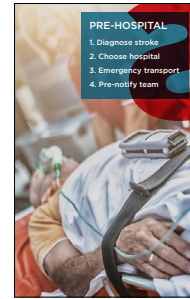
Each image should incorporate a large red 'S' and an Angels dark blue box with relevant text.

4 PHASE BANNERS

Lightweight fold-up banners may also be used during your smaller workshops and meetings.

Resize them to suit your room and function.

4 Phase Banners

ONLINE EVENTS

Angels Team members have the ability to create events through the Angels website. To learn more, view the Angels Website Event Landing Page Manual, found on the Consultant Resources page.

This useful tool will help you:

- Create an event on the Angels website and assign a local agency (if applicable)
- Design the event landing page including the banner template and agenda
- Approve the event landing page
- Publish the event landng page
- Close Registration
- End the event and publish post-event resources

CARABINER CARDS

Whilst there is a lot of freedom across all printed and digital materials the most frequently used generic applications benefit from basic grids for speed and consistency.

Carabiner cards act as flash cards for the important Phases in the treatment of stroke. They are designed to be accessed quickly by securing them with a carabiner or ring for easy attachment.

Specifications:
Size: 85mm(w) x 55mm(h)
Prints: double sided onto gloss laminated card
Hole: 8mm diameter in top corner

Phase colors:

- Pre-Hospital
- Hyperacute
- CT Imaging
- Decision Making
- Post Acute

EXAMPLES

Front

8mm

11mm

POST ACUTE

Header in Montserrat Bold

Back

3.5mm

POST ACUTE

1. Fever
2. Sugar
3. Swallowing

Header in Montserrat Bold

Text in Montserrat Medium

BUSINESS CARDS

Specifications:

Size: 86mm(w) x 55mm(h)
Prints: double sided onto 350gsm card
Finish: Spot UV varnish on the red 'S'

Text:

All text in Dark gray (80% black)
except web address in Green

Always keep the same order of text:

- First name only on the top line
- Surname and any qualification acronyms
- Job title
- An employee of IQVIA

- Email address
- Contact number
- Angels web address (in green)

- Office address
- Country

See page 36 for asset downloads.

IQVIA Front

Name
Surname, Acronyms
10pt Montserrat Bold CAPS

Title
8pt Montserrat Book CAPS

Email & contact number
8pt Montserrat Book

Web address
8pt Montserrat Medium. Green

Office address
5pt Montserrat Book

FIRST NAME SURNAME

CONSULTANT ROLE
An employee of IQVIA

firstname.surname@iqvia.com
+11 2345678901
angels-initiative.com

Address line 1
Address line 2
Address line 3

Boehringer Ingelheim Front

FIRST NAME SURNAME

CONSULTANT ROLE
An employee of Boehringer Ingelheim

firstname.surname@boehringer-ingelheim.com
+11 2345678901
angels-initiative.com

Address line 1
Address line 2
Address line 3

Back

GIVING *life* A CHANCE.

Artwork templates are available with 'Giving life a chance' in 14 different languages for you to choose your preferred option

EXAMPLES

angels
**LOLA
BELTRÁN MOLINA, PhD**
ANGELS CONSULTANT
Lola.Beltran@quintilesims.com
+34 690 264 275
angels-initiative.com
Via de los Poblados
3 Edificio 7 1 & 5ª Planta
28033 Madrid
Spain

angels
**STEFANIA
FIORILLO, PhD**
ANGELS CONSULTANT
stefania.fiorillo@quintilesims.com
+39 349 0980427
angels-initiative.com
Caserta Plaza, Edificio F, scala 2
Via Roma, 108
20080 - Casina Del Pecchi (Mi)
Italy

angels
**LIGIA-IOANA
BĂLĂNEAN**
CONSULTANT ANGELS
Ligia-Ioana.Balanean@quintilesims.com
+40 758 089 583
angels-initiative.com
10, Bucuresti Nord Street Global City
Building 021, 5th floor
Voluntari 077190
Romania

angels
**ЮЛІЯ
ВАДЗЮК, К.ФАРМ.Н.**
КОНСУЛЬТАНТ ІНІЦІАТИВИ ANGELS
Yulia.Vadzuik@quintilesims.com
+380 67 239 18 26
angels-initiative.com
вул. Мечева Анісова, 12, 7 поверх
Київ 03038
Україна

angels
**JARMILA
LAKOMÁ, Ing., Ph.D**
ANGELS CONSULTANT
jarmila.lakoma@quintilesims.com
+420 607 042 470
angels-initiative.com
Radlická 714/113, 4th Floor
158 00 Praha 5
Czech Republic

NAME BADGES

There are three name badge templates.

Mail merge version:

For use with word and excel documents which have been set up and linked exclusively for the name badge merge.

Download the 'Namebadge Instructions.pdf' for further infomation (p36).

Size: 90mm(w) x 57mm(h)
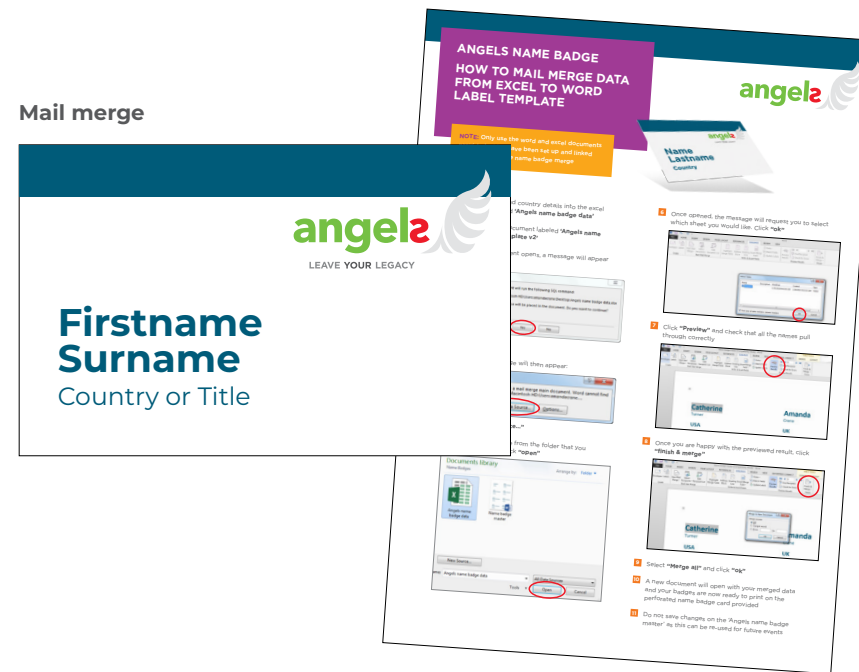**Font:** Calibri

Print version (credit card size):

An INDD template is available for you to change the details and send to your preferred printers.

Size: 86mm(w) x 55mm(h)
Font: Montserrat Bold and Montserrat Book

See page 36 for asset downloads.

Mail merge

angels
LEAVE **YOUR** LEGACY

Firstname Surname
Country or Title

Print version

9.5mm

angels
LEAVE **YOUR** LEGACY

Montserrat Bold 18pt
Montserrat Book 14pt

LETTERHEADS

There is **ONE** letterhead template available as INDD and Word docs and in 14 different languages.

Content & usage:
Content for welcome letter, announcements, recognitions, etc, will vary so populate the content as suits the purpose.

Size: A4 portrait. 210mm(w) x 297mm(h)

Background gradient: If recreating the letterhead follow the dimensions as shown. For the graduation apply an 8% tint of black from the bottom right corner to white at a 23% angle.
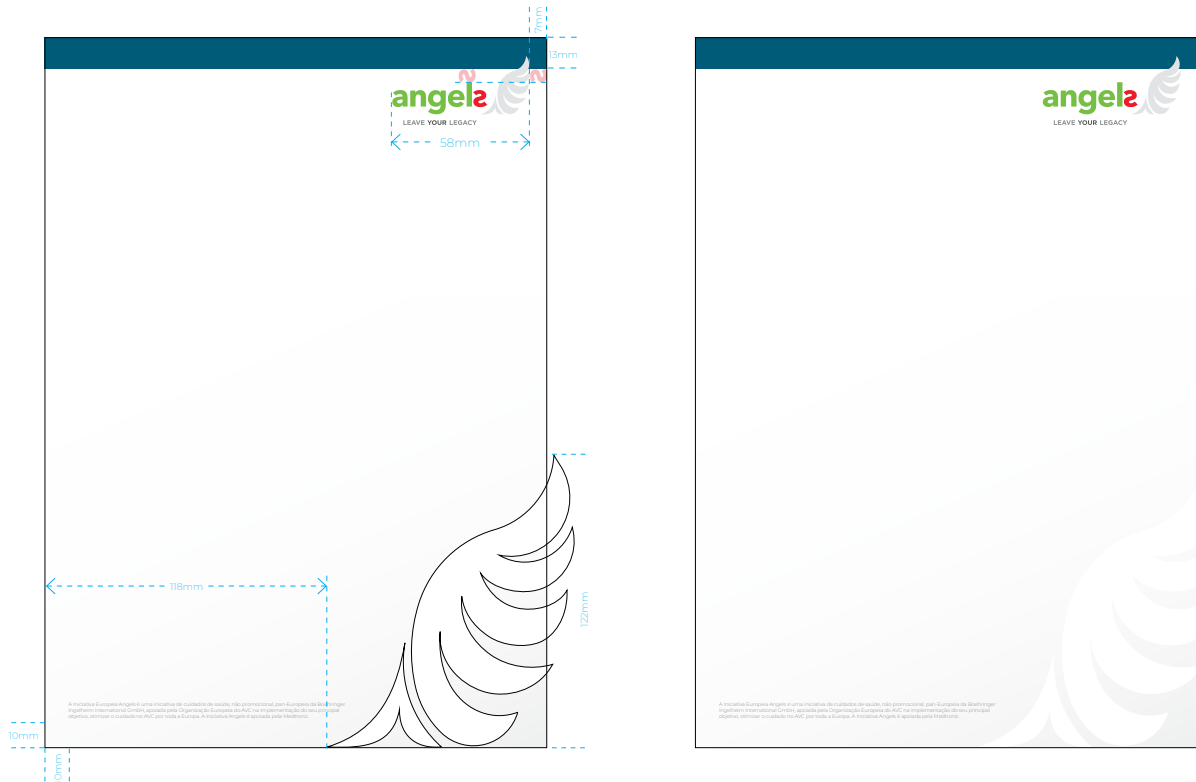
Font for content:
Use Montserrat when using INDD
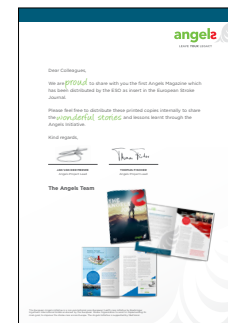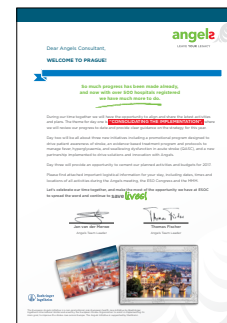Use Calibri when using Word

Disclaimer:
As of Dec 2018 the Angels letterhead must now display the disclaimer in small print in the bottom left corner. Size: 6pt.

See page 36 for asset downloads.

EXAMPLES

AGENDAS

There is a generic A4 portrait template available for agendas of which the dark blue band and logo are fixed graphics. There are then 6 other items that can adapt to your content.

1 - 3: Use any color from the Angels palette (p16).

1: Main heading
Enlarge or reduce your text to fit the space comfortably. If necessary expand the box but ensure it's anchored to the top left position.

2 - 3: On occasion these boxes may not be necessary if you choose to put text only into **1**.

2: Date/Country detail
Increase or reduce the size of this box to accommodate your text.

3: Venue/Room and address detail
Change this to any color from the Angels color palette (see p16). Increase or reduce the size of this box to accommodate your text.

4: Agenda
Add your agenda table using black 0.18pt/ hairline rule throughout. Select a color for time and session fields. Highlight the coffee and lunch breaks in 5% black.

5: Continuation sheet
Make this the same color as box 1. Make the heading text and the box small but ensure it's anchored to the top left position.
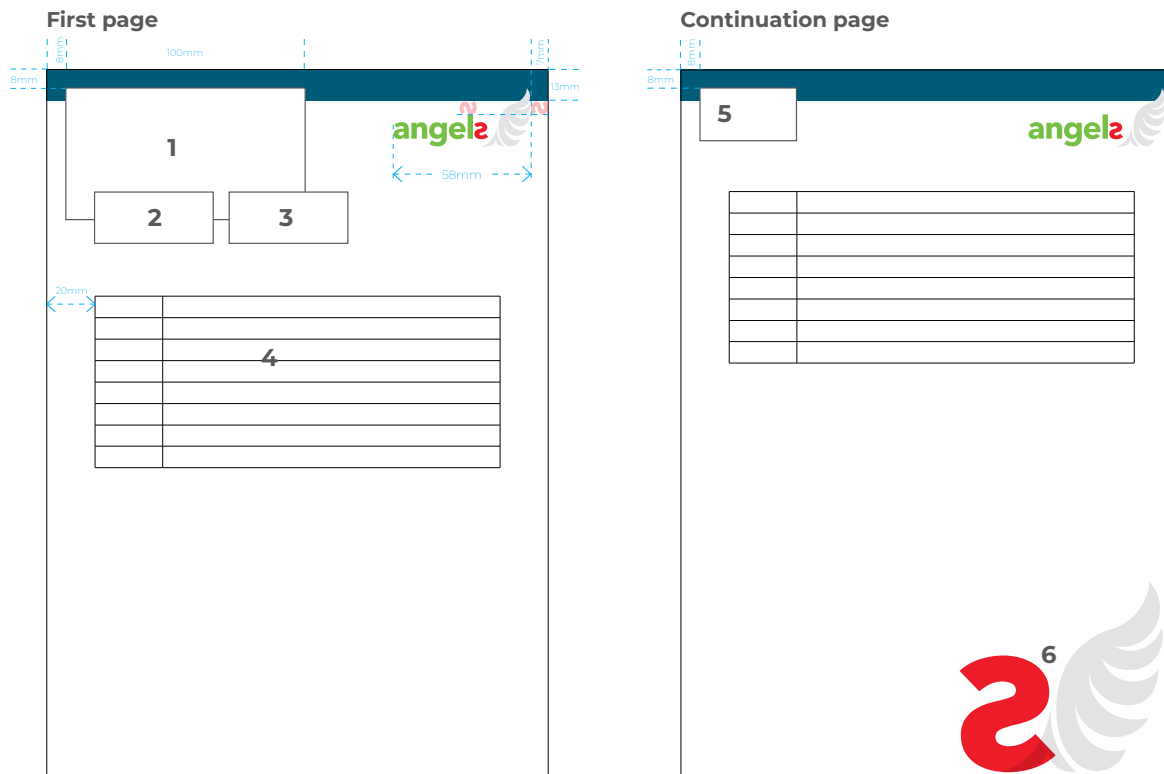
6: Graphic elements
Optional. If there is a fair amount of white space below the agenda enlarge or reduce the red 'S' and 'wing' graphic for impact.

Font:
Use Montserrat when using INDD
Use Calibri when using Word

See page 36 for asset downloads.

First page

Continuation page

EXAMPLES

NEWSLETTERS

Newsletters offer a lot of freedom within the layouts. Follow these basic guides to set up your document to then populate with your content:

Size: A4 landscape. 297mm(w) x 210mm(h)

1 Mast head
The Angels Initiative mast head is always in Angels dark blue & bleeds off the top left corner.

2 Cover image
Select one large image for the cover. Always position to the left hand side. Expand or reduce the width of the box to suit your content.

3 Red 'S'
Always position somewhere over the cover image a large red 'S'.

4 List of content
List your stories/articles and hyperlink them to the relevant pages.

5 Contents
Populate with story/articles, images, links to videos and PDFs, highlight interesting facts and figures. Designate one predominant color per story/article to help differentiate from another.

6 Color panels
On each page allow for a panel of color from the Angels palette (see p16). Increase or reduce the width of these panels to suit your content. Change this color on each subsequent page.
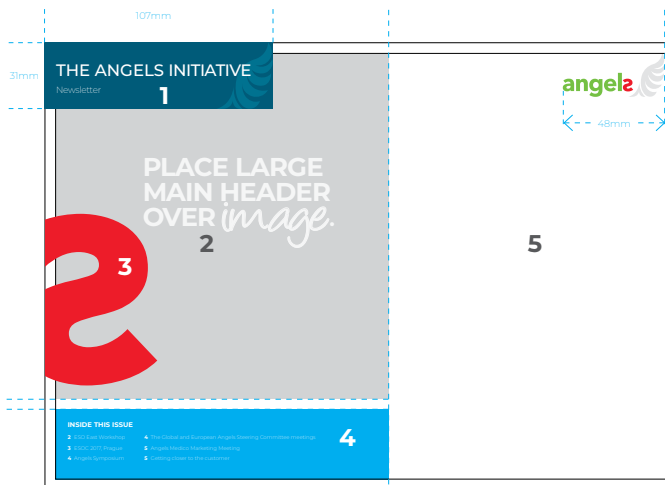
7 Back to contents
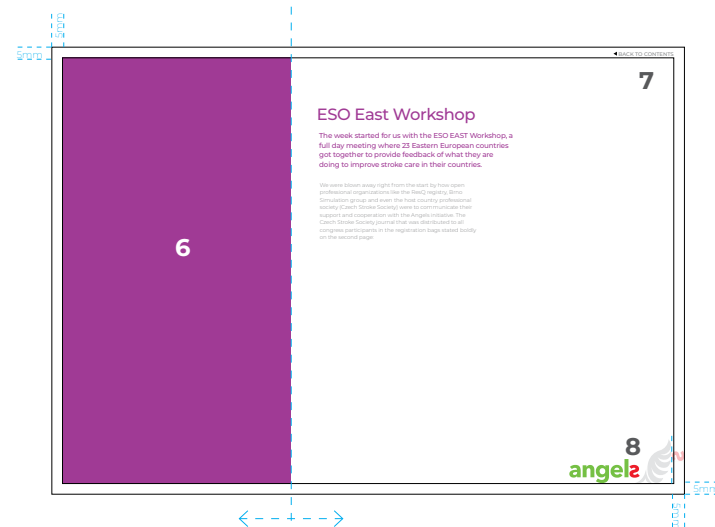In the top right corner place 'BACK TO CONTENTS' hyperlinked to page 1.

8 Last page
Ensure the Angels logo appears on the last page in the bottom right.

First page

Subsequent pages
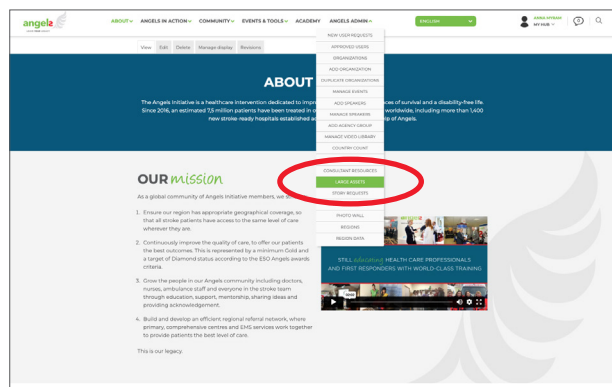

EXAMPLES

RESOURCES
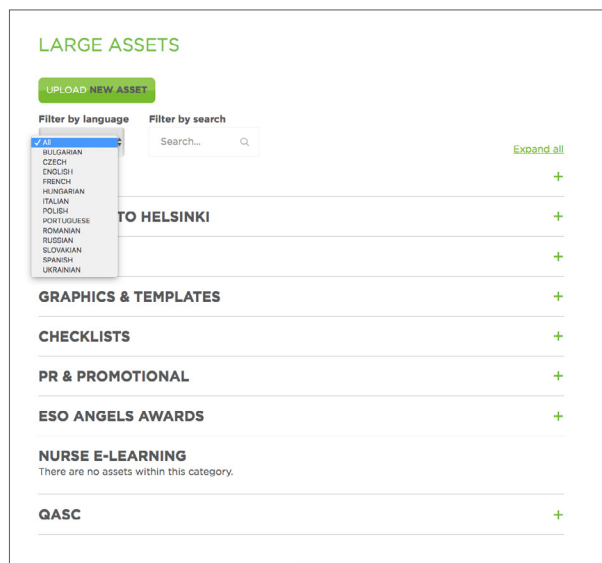
DOWNLOADING LARGE ASSETS

The main templates and resources are available on the Angels website, in the Large Assets section. You can access this if you are an Admin.

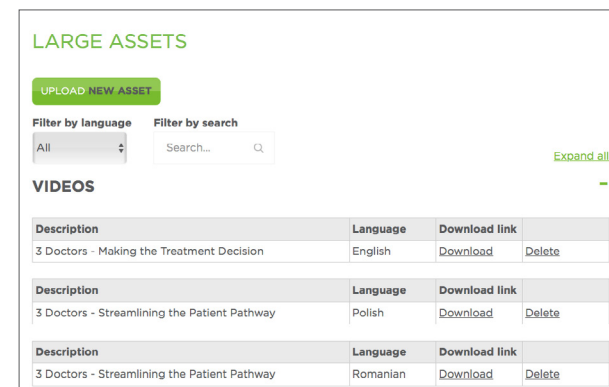If you are not an admin contact angelscoreteam@iqvia.com.

1 Simply log in, click on Angels Admin on the top navigation bar, and go to the Large Assets folder.

2 Once in this folder you can search by language.

3 You can see the relevant assets per category by expanding the "+".

CONSULTANT RESOURCES

In the Admin drop down menu, Consultant Resources will take you to a useful page where you can access assets for use in the field, training and events, including descriptions on how and where they can be used.

SUPPORT

For further guidance on using the Angels brand or support in creating assets, please contact angelscoreteam@iqvia.com.

THANK YOU

ANGELS GUIDELINES
2024

angels