



**MAY.2019**



**United  
World  
WEEK**

**COMMUNICATION GUIDELINES**



“Here is an invitation for all of us – young people from all around the world, an invitation extended to national and international institutions, to public and independent agencies, to all people of good will. This invitation, this appointment is to participate in **UNITED WORLD WEEK**.

Its aim will be to encourage initiatives that promote unity at all levels.”

Youth for a United World, Genfest 1995, Rome, Italy

This annual showcase of the United World Project is a coordinated global expo of ideas, actions and initiatives which are inspired by a commitment to building a peaceful, more united world.

Since its launch in May 1995, United World Week involves children, youth and adults in activities, conventions, campaigns and cultural exchanges aimed at impacting public opinion in their own societies. It generates a widescale shared testimony that a united world is possible, leaving a lasting mark on people, cities and institutions.

A week to change yourself. A week to change the world.

We are the teens and young people of the Focolare from all around the world and together with adults we launch to anyone who cares about the seven billion people who live on our planet, the campaign, "No One In Need."

#### WHY?

- We want to say **"ENOUGH" to poverty, in all its expressions**, in whatever form it takes, on all latitudes.

- We no longer tolerate a world going ahead at **two speeds**: the speed of the rich and that of the poor.

- There are **many forms of poverty** in our cities, in our countries, or within us, not only from the point of view of hunger but also in terms of emptiness, loneliness, addictions... That's why we need you, we need everyone, to find them, understand them, study them, get our hands dirty, and, TOGETHER, put an end to them.

#### HOW?

- Let the **"culture of giving"** drive us, which means giving to others, from our own personal possessions, in the aim of breaking down extreme poverty and end the spreading of injustice.

- We believe that **only love for one's neighbor can defeat all kinds of poverty**.

For this reason, we focus on **relationships**: we live and promote respect, the acceptance of those who are different, those who are considered strangers, and even those we find hard to understand. Let us open our hands, our hearts, our wallets, our homes...

#### WHAT ARE YOU READY TO GIVE?

Let's get together and be heard! **For seven days, let us bombard our friends, colleagues, organizations, and national and international institutions with one idea: NO ONE IN NEED.**

## THERE ARE SO MANY INITIATIVES. DO YOU WANT TO KNOW THEM? HERE ARE SOME:

- **The Street Store**, a temporary and free shop for the people in the city;
- **#ZeroHunger Actions**, such as the "shared meal" with those most in need, or a proposal to city restaurants to have a "meal-on-hold" program in which any customer can buy an extra meal and put it on-hold for whoever needs it but have no means to pay for it like the homeless for example.
- **Into the LABEL**: the "responsible consumer" laboratory. While we acquire things we consume, we can "vote with our wallets," by rewarding or not, the values and production style of a certain company over another.
- Awareness actions for **divestment in banks involved in weapons manufacturing** or unethical funds, and investment in sustainable development and peace.
- **Fundraising for development projects** like Communion and Action; AMU Development Projects.
- Conferences and workshops on entrepreneurship, work, poverty, consumption, investment for development, etc.

### Global Initiatives:

- May 5 - Run4Unity: #zerohunger.
- May 11 - **Worldwide IntoTheLABEL**, the global "responsible consumer" laboratory.



## "NO ONE IN NEED" - the event

**June 9 through 16**, at Mariapolis Luminosa, **USA**, there will be a special event to report about what has been done in the whole world in 2018-2019, to achieve the goal "No One in Need"

# VISUAL IDENTITY GUIDELINES

Here we give you some guidelines on how to use the graphic materials in your images and in your posts, so that we can have a more unified visual image and give our United World Week a stronger and more universal "look".

All these materials are related to the 2019 United World Week. The use of these materials is only a suggestion. Definitely feel free to use your own creativity!

## COLORS

<b>red</b>		c	0	r	240
		m	100	g	20
		y	100	b	20
		k	0		

<b>black</b>		c	0	r	20
		m	0	g	20
		y	0	b	20
		k	100		

## TIPOGRAPHY

FOR TITLES » Nilland

REGULAR Regular

BOLD Bold

**BLACK Black**

FOR TEXT » Noto Sans

REGULAR Regular

*ITALIC Italic*

**BOLD Bold**

***BOLD ITALIC Bold Italic***

## GRAPHIC ELEMENTS

### lines

vertical lines can be used with the UWW logo to create composition and organize the information



### color plans

polygons (with or without transparency) can be used to create a highlight effect over an information, for example a title



### logos

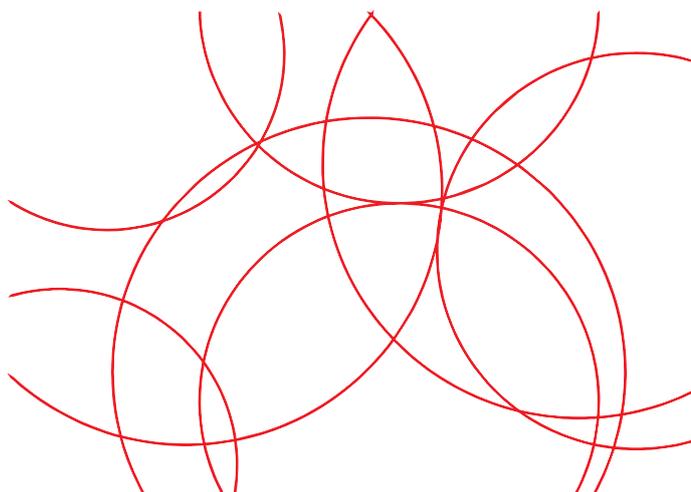
all the logos will be available both PNG and vectorial format



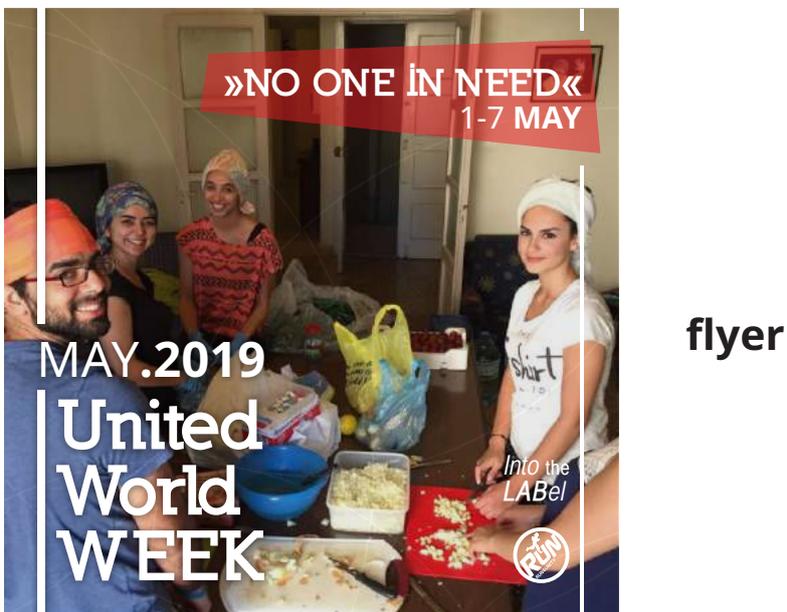
*Into the  
LABel*

### pattern

these lines can be used over the photos to create dynamic effect



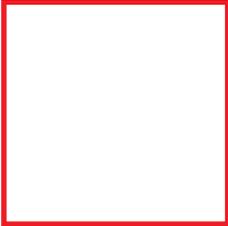
# EXAMPLES



# MEDIA



## Square



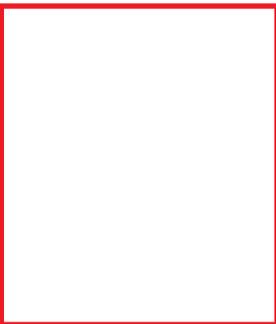
**600x600 px.** | 300 ppi.

## Horizontal



**1080x566 px.** | 300 ppi.

## Vertical



**1080x1350 px.** | 300 ppi.



## Horizontal



**1024x512px.** | 300 ppi.  
JPG - PNG/ 5MB  
GIF / 3MB



### Miniatura Horizontal



**1280x720 px.** | 300 ppi.

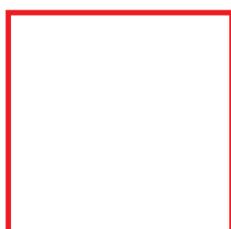
### Video Horizontal



**1920x1080 px.**  
1080p (HD)

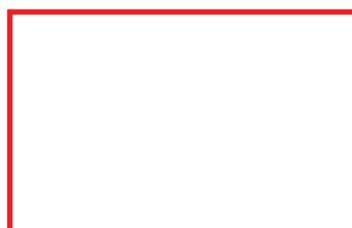


### Square



**1200x1200 px.** | 300 ppi.

### Horizontal



**1200x628px.** | 300 ppi.

### Cover Page



**851x315px.** | 300 ppi.



**560x315px.**

GOOD LUCK!



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In collaboration with



<http://www.unitedworldproject.org/en/get-involved/>

[www.y4uw.org](http://www.y4uw.org)