Thanks to antiretroviral treatment, people living with HIV have a better chance of living a long and healthy life. But many PLHIV are struggling to get on treatment because they are afraid of what their family and community will think.

The I CAN campaign seeks to rebrand anti-retroviral therapy (ART) as not something one should be ashamed of but rather an opportunity to have your pre-diagnosis life post-diagnosis.
I CAN

OUR FTS CAMPAIGN IS DUBBED I CAN

We want to let people know that they can continue doing what they love most. Nothing has to change after being diagnosed with HIV. One can choose to live long because HIV is a manageable illness as long as one adheres to the medication plan.
THE **I CAN** LOCK-UPS

The lock-up/holding device rejuvenates the whole look and feel of the campaign, making the messaging pop out more. Different colour variations are used for specific messages. The use of **I CAN** is clearly illustrated here with examples.

**With HIV treatment**, you can reduce the virus in your body so much, you cannot pass it on to others. **Ask your nurse or counselor about getting a viral load test.**

**I CAN LOVE** without passing on the virus.

**I CAN HAVE KIDS** without passing on the virus.

**I CAN MARRY** without passing on the virus.

**I CAN AGE WELL** without passing on the virus.
CAMPAIGN IDENTITY

I CAN

Lock-up usage

In all instances, the campaign lock-up should have good contrast against any background it is placed on.

Do not alter or recreate the lock-up or its elements.

I CAN LIVE without passing on the virus.

With HIV treatment, you can reduce the virus in your body so much, you cannot pass it on to others. Ask your nurse or counselor about getting a viral load test.

I CAN LIVE without passing on the virus.

With HIV treatment, you can reduce the virus in your body so much, you cannot pass it on to others. Ask your nurse or counselor about getting a viral load test.

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CAMPAIGN IDENTITY

Lock-up usage

In all instances, the campaign lock-up should have good contrast against any background it is placed on.

Do not alter or recreate the lock-up or its elements.

Standard application

with shadows and
good contrast.

Flat application

No shadows and
good contrast.

Suited for embroidery
and engraving.

Flat application

No shadows and
good contrast.

Suited for embroidery
and engraving.

Do not alter or create outlines.

Good contrast on backgrounds or images

Flat application

No shadows and
good contrast.

Bad contrast
The campaign I CAN is emphasized by the use of #icanlive placed at the top left of the artwork.

The lock-up should be placed centrally on common portrait layouts with the I CAN messaging in Cocogoose Letterpress typeface and the body copy in Century Gothic family.

Always ensure the spacing and sizing of artwork elements are as per this guide demonstrated here.
CAMPAIGN TEMPLATES

The lock-up should ideally be placed towards the right of the artworks on the landscape templates.
With HIV treatment, you can reduce the virus in your body so much, you cannot pass it on to others. Ask your nurse or counselor about getting a viral load test.

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**I CAN MARRY** without passing on the virus.

**I CAN AGE WELL** without passing on the virus.

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With HIV treatment, you can reduce the virus in your body so much, you cannot pass it on to others. Ask your nurse or counselor about getting a viral load test.
CAMPAIGN TYPOGRAPHY

Typography is an essential element of I CAN and plays its role in supporting brand recognition and awareness along with colours and other brand elements.

The primary typeface is Century Gothic. The font to be used wherever possible, particularly in publication materials. In cases such as the website where the font may not render effectively, the alternative is Helvetica.

Headline Font :
Cocogoose Pro letterpress

The type is only used on headlines and Sub-headlines of our main communication.

Body copy Font :
Century Gothic

Century Gothic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Bold
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

n o p q r s t u v w x y z

Figures

01234567890

Special Characters

! “ $ % & / ( ) = ? ‘ ; : / \ [ ] | { } # ± ‘
Σ € ® † Ω “ / ø π • ± ‘
∞ ∞ @ ą ° © f ź , á ¥ ç
CAMPAIGN COLOURS

Color is an important aspect and it influences the tone of the campaign, how users move around a particular layout, and what they feel as they do so. Each colour selected has a deeper meaning:

**Primary Colours**

**I CAN Yellow**
Pantone 102 C
C:6 M:0 Y:90 K:0
R:247 G:236 B:51

Yellow is the color of the life, smiley faces and the sun. It’s a happy colour, full of hope and positivity.

**I CAN Gray**
Pantone 7545 C
C:75 M:60 Y:31 K:10
R:81 G:98 B:130

Gray represents neutrality and balance.

**Secondary Colours**

**HAVE KIDS**
Pantone 201 C
C:25 M:96 Y:35 K:21
R:158 G:39 B:46

Maroon in the colour of family, depth and passion.

**MARRY**
Pantone 192 C
C:0 M:100 Y:65 K:6
R:232 G:21 B:71

Rose colour represents love, kindness and affection.

**AGE WELL**
Pantone 3425 C
C:100 M:0 Y:85 K:62
R:00 G:86 B:47

Green is the colour of health and longevity.
OOH
OUT OF HOME SAMPLES
With HIV treatment

I CAN LOVE

without passing on the virus

Ask your nurse or counselor about getting a viral load test.
BTL

POSTERS
BTL

BROCHURE
BTL

BANNERS & GAZEBOS

With HIV treatment without passing on the virus.
BTL

TEAR DROP BANNERS

With HIV treatment

#Icanlive

Without passing on the virus.

With HIV treatment

Ask your nurse or counselor about getting a viral load test.

I CAN

LIVE
With HIV treatment, I CAN LIVE without passing on the virus.

With HIV treatment, I CAN LOVE without passing on the virus.

With HIV treatment, I CAN HAVE KIDS without passing on the virus.

With HIV treatment, I CAN MARRY without passing on the virus.

With HIV treatment, I CAN AGE WELL without passing on the virus.

BTL MERCHANDISE
BTL
Tent Card Sample
DIGITAL APPLICATION

Simplicity and cleanliness of the campaign elements makes them user friendly and applicable on any platform.

The lock-up can easily be used on digital material with examples demonstrated here.

WEBSITE SAMPLE
SOCIAL MEDIA

Social media avatar

FB page

ICAN
SOCIAL MEDIA
Social Media banners & posts

With HIV treatment, you can reduce the virus in your body so much, you cannot pass it on to others. Ask your nurse or counselor about getting a viral load test.

#icanlive

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#icanlive

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I CAN

LOVE

without passing on the virus.

I CAN

HAVE KIDS

without passing on the virus.
SOCIAL MEDIA

Social Media banners & posts

With HIV treatment, you can reduce the virus in your body so much, you cannot pass it on to others. Ask your nurse or counselor about getting a viral load test.

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With HIV treatment, you can reduce the virus in your body so much, you cannot pass it on to others. Ask your nurse or counselor about getting a viral load test.
Contact & resources

Thank you for reviewing
The FTS campaign guidelines.

We appreciate your commitment to preserving the integrity
of our brand across all communication.

For more information please contact
PSI Front Desk
Phone: (202) 785-0072
Email: info@psi.org

www.psi.org
THANK YOU