

A black and white photograph of three women in saris walking outdoors, carrying bundles of fabric. The woman on the left is smiling broadly, the woman in the middle is also smiling, and the woman on the right has a neutral expression. The background shows a simple building and trees.

THE BRAND MANUAL

KHPT Brand Manual

©KHPT, November 2020

Publisher:

KHPT

IT Park, 5th floor

1-4, Rajajinagar Industrial Area,

behind KSSIDC Admin office,

Rajajinagar, Bengaluru,

Karnataka 560044

Ph: +91 80 4040 0200

Fax: +91 80 4040 0300

Website: www.khpt.org

Email: khptblr@khpt.org

*All photographs used in the report have been
taken with the consent of the person(s)
featured/ the community*

Acknowledgements

Editorial team

Mohan H.L

Mallika Tharakan

Vrinda Manocha

Layout and design

Tanvi Khandelwal

INTRODUCTION

KHPT is emerging as an organisation of national and international repute. Its position is earned through the work that it has done in the development sector, its competencies in evidence-based programming and knowledge translation and the prowess of its core team members. KHPT is committed to building and nurturing partnerships at regional, national and international levels and developing as a learning organisation. Therefore, it becomes critical for the organisation to project itself as professional, strong, efficient and integrated in its communication with partners and stakeholders. All types of communications between KHPT and the communities, partners, stakeholders and the government have an impact on how perceived.

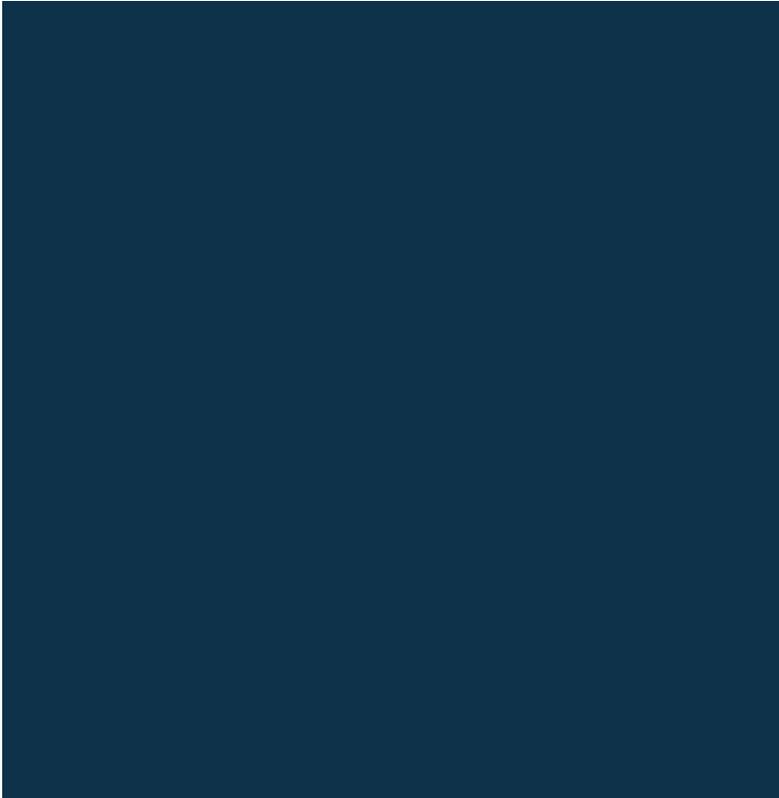
KHPT introduces its branding policy as part of its continuing effort to develop a unified image, increasing the organisation's visibility and supporting its growing reputation.

This policy sets forth the approved usage of KHPT's logo for communications in print, web and electronic form. Adherence to these guidelines will protect the integrity of our visual identity and ensure the consistency in our communications.

Control over the visual expression of KHPT is vested with the Senior Management team of the organisation. The Knowledge Management team within KHPT will manage the use of the brand on behalf of the organisation.

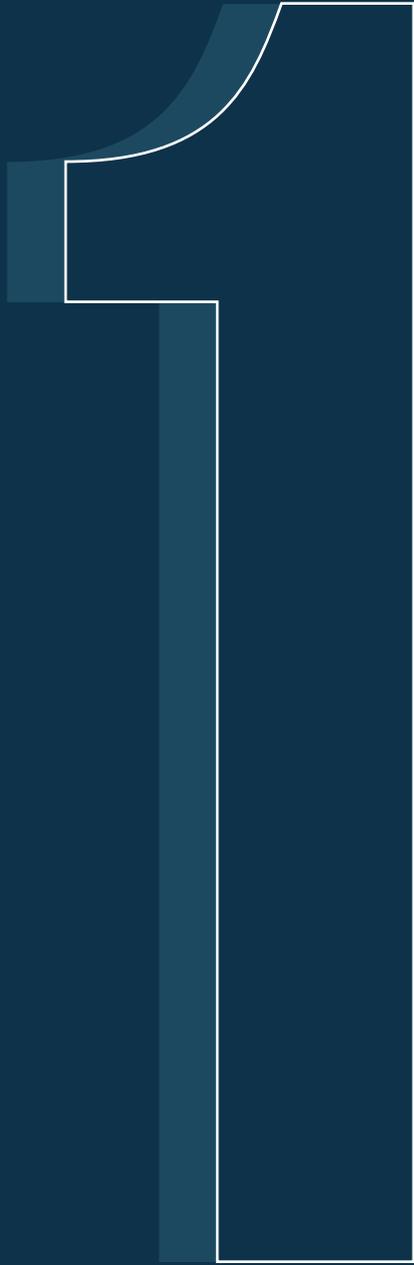
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STATEMENT OF PURPOSE

This document provides guidelines to ensure the correct use of the **KHPT** brand identity. Our brand is key to ensuring that our outreach presents the organisation consistently across geographies. A strong brand aids recognition of **KHPT** by our partners and stakeholders, conveys what we stand for and helps to build a reputation for excellence. By applying these guidelines in all communications, campaigns and materials, we aim to strengthen the **KHPT** brand image and enhance the visibility of the organisation.



VISION AND MISSION STATEMENT

OUR VISION

Communities in India are empowered to lead a life of quality health and well-being.

OUR MISSION

To reduce inequalities in health by building responsive systems through evidence-driven approaches.

INTENDED IMPACT

Strengthening health systems to achieve population-level impact. KHPT's social ambition is to achieve population-level through a systems change approach by adopting three core strengths-

Evidence Generation- Applying scientific knowledge for program design and implementation.

Grassroots Community Connect- Placing the community at the centre.

Government Relationship- Forging strong partnerships with government at all levels.



TAGLINE

engage, innovate, empower

KHPT's tagline, "engage, innovate, empower", sums up the essence of the organization's mission and core strengths.

Engage- We engage with vulnerable communities to understand their needs and aspirations, mobilize and strengthen their leadership, and facilitate creation of community institutions. We collaborate with government, private institutions, community organisations and academia to implement programs, conduct research, and further knowledge sharing and uptake through learning platforms led by us.

Innovate- We design and implement innovations that are grounded in scientific evidence and local realities. Our interventions effectively balance community needs and programme objectives.

Empower- We focus on empowering communities as a desired outcome of all our processes and strategies across programmes. We believe that empowered communities can identify problems come together and generate joint solutions; challenge power imbalances and break away from the vicious cycle of social exclusion and marginalisation.





LOGO



from this



to this



BRAND STYLE

round edges to give an idea of an approachable, reliable and friendly organisation

highlighting the letter 'H' to portray the organisation's field of work clearly, i.e., health



the colour navy blue signifies trust, confidence, stability and faith. It is also soothing to the eye and mind

removal of the abstract human to solely emphasize the logo and the name of the organisation

the spark of green adds freshness to the logo. The green colour signifies growth and safety, essentially what KHPT as an organization wants to abide by

COLOUR LOGO



B&W LOGO



REVERSE LOGO





The KHPT logo should be used as an indivisible unit and its integrity should be respected at all times. Placing the KHPT logo on any materials (including partnerships) represents our endorsement of its contents.

The KHPT Logo should be displayed only in its approved colours. The examples shown on the left illustrate the correct use of the logo.

The KHPT logo may be used without the tagline in case of its reproduction on smaller products on which the tagline would be unreadable. The decision to use the KHPT logo without the tagline will need to be communicated to the Knowledge Management Team for approval.



UNACCEPTABLE USE OF LOGO



Do not rotate or
change the direction
of the logo



Do not use monochromatic versions of the logo



Do not change the
color of the tagline



Do not recreate, re-size, add, or change any elements of the logo



Do not add special effects to the logo (drop-shadows, outlines)



Never show the logo as transparent or with a washed out effect



Do not add space between each letter



Do not alter the proportions of the logo by stretching or shrinking it unproportionately



Do not place the doublecolored logo on gradient backgrounds



Do not place the double colored logo on backgrounds that provide little contrast or legibility

LANGUAGE VERSION OF THE LOGO

A Kannada version of the KHPT logo and tagline is also available on request.

COLOUR LOGO

ಕೆಎಚ್‌ಪಿಟಿ
ಸಹಭಾಗಿತ್ವ ಅವಿಷ್ಕಾರ ಸಬಲತೆ

B&W LOGO

ಕೆಎಚ್‌ಪಿಟಿ
ಸಹಭಾಗಿತ್ವ ಅವಿಷ್ಕಾರ ಸಬಲತೆ

REVERSE LOGO

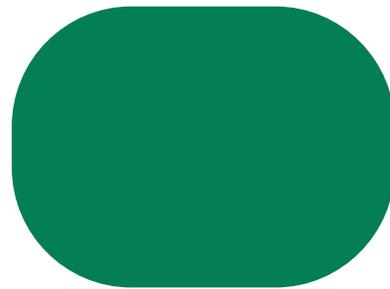
ಕೆಎಚ್‌ಪಿಟಿ
ಸಹಭಾಗಿತ್ವ ಅವಿಷ್ಕಾರ ಸಬಲತೆ



BRAND COLOURS

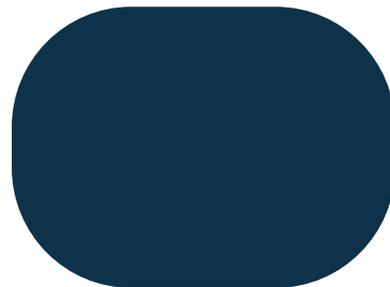
PRIMARY COLOURS

The primary colour palette is as shown below: KHPT navy blue and KHPT green. Either of these colours should be used primarily.



#037E57

C	M	Y	K
88	27	80	13



#043249

C	M	Y	K
98	75	46	44

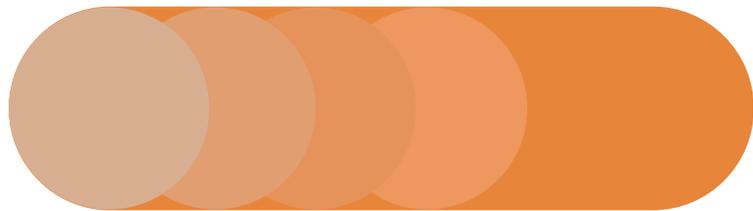
SECONDARY COLOURS

Some campaigns or documents may require the use of additional colours. Use the secondary colour palette when an additional colour is needed for other types of knowledge products. Sometimes, a wider range of colours is needed when presenting data.



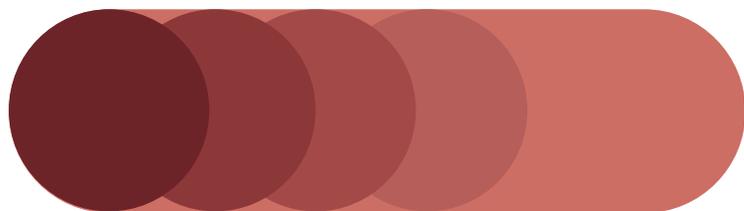
#773C42

C	M	Y	K
39	79	61	34



#E8863B

C	M	Y	K
6	56	87	0



#C86D64

C	M	Y	K
18	67	58	2

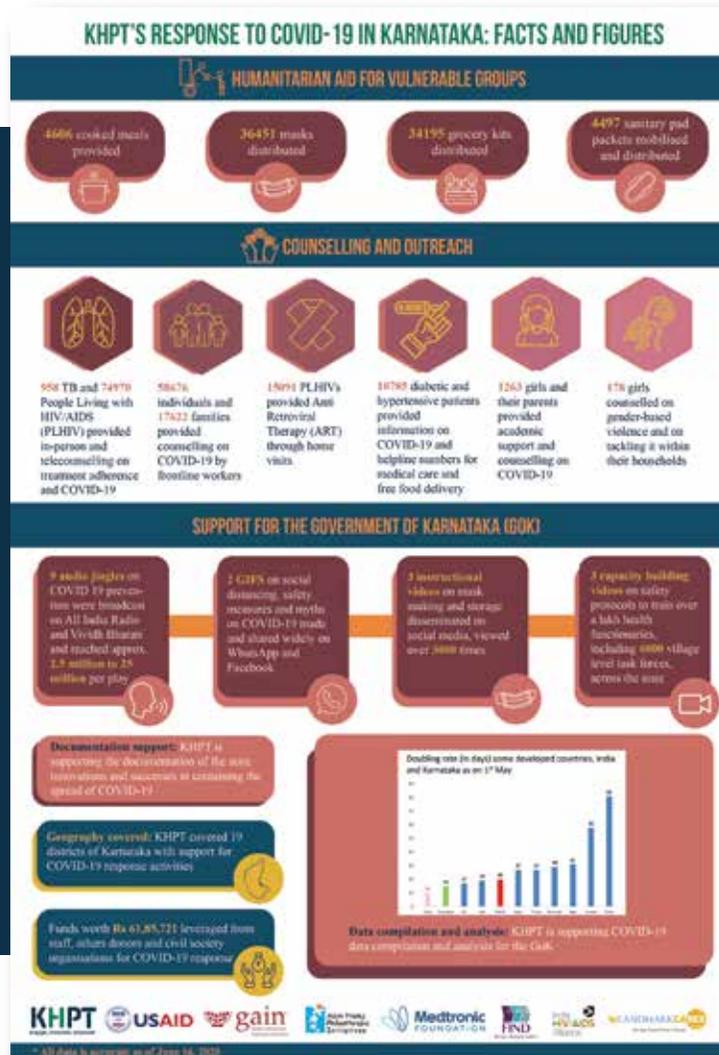


#F1B721

C	M	Y	K
5	29	98	0

EXAMPLES OF COLOUR USE

Examples on this page illustrate the combination of primary and secondary colour palettes.



PROJECT NAME
Tuberculosis Health Action Learning Initiative (THALI)

GEOGRAPHY
THALI covers a total population of 40.9 million people in 15 districts of Karnataka, 12.8 million people in 6 districts of Telangana and 14.2 million in 3 districts of Andhra Pradesh.

Objective: THALI is a patient-centric family-focused TB prevention and care initiative that aims to facilitate vulnerable populations' access to quality TB services from health care providers of the patients' choice. THALI is funded by the United States Agency for International Development (USAID) and implemented in collaboration with TB Alert India.

KEY HIGHLIGHTS

- KHPT's capacity-building initiatives:
- 65 representatives attended three Training of Trainers programs on the effective management of TB in 31 medical colleges in Karnataka.
 - 772 staff were trained in 15 Continuing Medical Education programs, including District TB Officers (DTOs), Revised National TB Control Program (RNTCP) officials, members of the State Level Task Forces (STF) and Indian Medical Association.
 - 1662 staff attended 40 RNTCP team training on the programmatic management of drug-resistant TB
 - 206 staff participated in 7 specialists' training for effective TB management.
 - 19,272 ASHAs in 15 THALI project districts were trained on TB through a satellite training initiative between June 29 and July 7.

- 36 participants from 16 districts of Telangana, and nine participants from Bengaluru, including Senior Treatment Supervisors (STS) and Senior TB Laboratory Supervisors (STLSs), were trained on counselling skills to develop a resource pool of master trainers in the two states.

- 24 districts in Karnataka, Telangana and Andhra Pradesh
- 135 Tuberculosis Units
- 25649709 population covered
- 7987241 slum population covered
- 4370 urban slums covered
- 28099 TB symptomatic referred
- 21893 symptomatic tested
- 2974 patients diagnosed
- 2881 patients tested positive

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PHOTOGRAPHY

Photographs help to reflect the attributes that characterize the organisation: simple, people centred, optimistic and distinct. Photographs should present the dignity of the people portrayed. Images are most compelling when they tell stories – representing communities in ways that reflect the reality of their worlds. The following guiding points are to be followed to appropriate use of photography:

- Use photo captions to present the context in which the photo has been taken.
- Do not manipulate photo images, remove, add or alter objects.
- Do not display faces of community members who may be vulnerable to exploitation, abuse, discrimination, violence or trauma if they are identified in photographs
- KHPT photographs are reserved for the exclusive use of KHPT staff or partners. They are not to be used for commercial purposes.
- For internal or external image distribution, use the release form and include copyright, photo credit and information on restrictions of use (Tb patients, children living with HIV)
- All KHPT photographs should have the consent of subjects and be credited appropriately using the KHPT photo/ video consent form(mentioned in the following page)
- Photos to be used in publications, websites and PowerPoint presentations will be screened by the communications team for quality and relevance.
- Video clips of verbal consent from the individuals in the photograph or video can be captured wherever possible. In case of big group photographs, the signature/written consent of at least one representative of the group is mandatory.



PHOTOGRAPH/VIDEO CONSENT FORM



PHOTOGRAPH/VIDEO CONSENT FORM

THEME- _____ **Project-** _____

The photograph/video captures (example: TB patients, riboflavin, F/W, staff etc.)

This photograph/video is taken during

(for example: Field visit/Training/Workshop/Conference/Meeting etc.)

To be filled by individual(s), [parents/guardians if the subject is less than 18 years of age], who appear in any photographs/videos takes.

Person(s) in photograph/video

I agree to allow KHPT to take photos/videos of me and grant permission for these to be used by KHPT in publications, promotional material and website, exclusively for non-profitmaking purposes.

Name of the person: _____

Contact email address/telephone number: _____

Place and date: _____

Signature: _____

I also agree to my name being published along with my photograph in any associated content if required.

Yes No

Permission of parent/guardian if the person photographed is below 18 years of age

I agree to allow KHPT to take photos/videos of the child(ren) in my charge and grant permission for these to be used by KHPT in publications, promotional material and website, exclusively for non-profitmaking purposes.

Name of the child: _____ Age: _____

Parent/Guardian name: _____

Contact email address/telephone number: _____

Place and date: _____

Signature: _____

I agree to my child's name, being published along with the photograph in any associated content if required.

Yes No

I also agree to my name being published in any associated content if required.

Yes No

*We will not use the images/videos/other information provided for any other purpose.

Page 1 to be printed for use at field level



GUIDELINES

The purpose of this form is to inform the people being photographed about the context of the images/videos and the intended use of the same. The following is a set of guidelines on how and when to use this form:

- A written permission is required from the person(s) in the photographs/videos.
- If it is a large group, one person may sign on behalf of the whole group.
- In case the person(s) photographed is a child or a vulnerable adult, consent should be sought from the parent/guardian/caregiver and the consent form is to be duly signed.
- All details in the form are to be completed and submitted to the appointed KHPT staff member.

Page 2 to be printed for use at field level



COLOURED



**BLACK &
WHITE**



MONOCHROME

PHOTO CREDITS

Photo credits will need to consist of the following elements:

- Name of the organisation
- Name of photographer

Insert a common credit in the copyright page of every publication in case all photographs used are taken by a single photographer.

See on the right for an illustration.



All photographs are taken by K.V. Balasubramanya and have been taken with the consent of the person(s) featured/the community

In cases where photographs used are taken by multiple photographers for a single publication, credit each photo separately: see below for two illustration:

FOR PORTRAIT FORMAT PICTURES:



Photo credit outside the photo, set vertically and flush with bottom right or left corner.

©KHPT/NP JAYAN

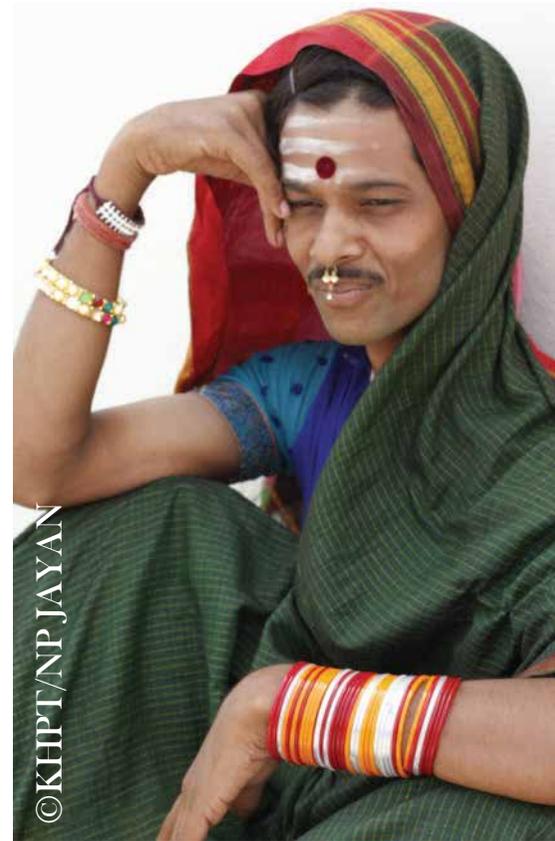


Photo credit over the photo, set vertically and flush with bottom right or left corner.

©KHPT/NP JAYAN

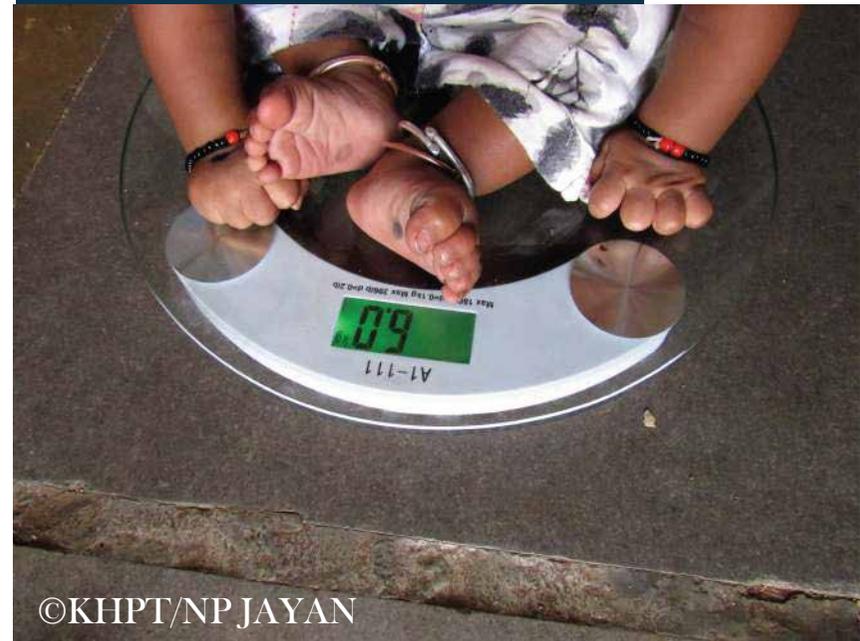
FOR LANDSCAPE FORMAT PICTURES:

Photo credit outside the photo, set horizontally and flush with bottom right or left corner.



©KHPT/VRINDA MANOCHA

Photo credit over the photo, set horizontally and flush with bottom right or left corner.



©KHPT/NP JAYAN



VISIBILITY

KHPT's branded materials have been designed to stand out from those of other organisations. Branded materials bring visibility to KHPT and help our stakeholders recognize our work. It makes us accountable to the government, programme beneficiaries, donors and partners. The level of visibility given to the KHPT brand should be considered in the social and political context of the environment where we operate, ensuring there is no risk to KHPT staff and partners.

KHPT branded items are reserved only for the use of KHPT staff or other authorized personnel during official functions or events upon approval of the management. Such items are not to be sold or given away to unauthorized persons.



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PRINT

PUBLICATION OVERVIEW

The design of KHPT publications is based upon our brand principles and writing style. The consistent use of the brand's design elements (photography, colour, logo) is mandatory. KHPT encourages digital dissemination of products rather than printed versions to save paper and project costs.

All publications need to be mooted through the Knowledge Management team, which will check for consistency of the publication with KHPT's Brand Manual. The KM team will establish the link between the concerned thematic communication point person and the administrative staff for printing purposes, wherever needed.

RESPONDING TO VULNERABLE COMMUNITIES IN THE TIME OF COVID-19

The COVID-19 pandemic and efforts to contain the outbreak have affected millions of people, particularly populations that are vulnerable due to existing health conditions such as tuberculosis (TB). KHPT and its partner TB Alert India (TBAI) have been working on community-led patient-centric interventions to improve health seeking and treatment outcomes amongst TB patients in the states of Karnataka, Telangana and Andhra Pradesh (AP) through the USAID-funded Tuberculosis Health Action Learning Initiative (THALI) and the

Breaking the Barriers project. When the COVID-19 pandemic and the resulting lockdown restricted access to medication, healthcare services and even basic essentials for the vulnerable communities frontline staff of both organizations leveraged their extensive networks in the community to mobilize resources and support in project intervention geographies, including humanitarian aid, outreach and counselling services, and awareness through communication material development.

FACILITATING IMMEDIATE RELIEF FOR VULNERABLE POPULATIONS

The COVID-19 lockdown caused disruptions to peoples' livelihoods, affecting their economic security and their access fresh food and dry staples. Although the government had made arrangements for the supply of food and essential commodities, the most vulnerable and marginalized communities were either not aware of government services, or could not handle the delays in receiving these supplies. Frontline staff under the TB initiatives have been working to enable community structures

such as self-help groups and youth associations to take ownership of TB control and health initiatives in their areas, and facilitated the mobilization and distribution of groceries, ration kits and masks to provide immediate relief to affected populations, especially TB and HIV patients. Frontline staff helped coordinate the distribution of groceries by community structures to 1501 needy families in Telangana and Andhra Pradesh (AP).

Tribal associations advocate for essential services in their communities

KHPT supported the advocacy efforts of some tribal organisations in Ballari district that had been advocating for their communities' needs, especially as they live in close-knit groups with little access to healthcare and other services. Some of these tribes are nomadic in nature, and their constant movement affects their health seeking behaviour. Five organizations that frontline staff worked

with, the Alemari Welfare Sangha, Sindholi Sangha, Sudugadu Sidhara Sangha, Gondholi Sangha and Helavara Sangha, advocated with the Department of Social Welfare and the local MLA, Mr. Ganesh, through which they were provided grocery kits containing staples such as rice, dal, rava, milk, jaggery and vegetables during the lockdown. These kits were delivered by the organizations and KHPT staff to the tribal communities at their doorsteps. Eight TB patients in these areas also benefitted from these advocacy efforts.



Community structures distribute grocery kits in their areas

COPYRIGHT PAGE

Every publication must contain a copyright page at the beginning which has the following information:

- Title of publication, details about the communication lead, organisational contact details, copyright notice, photo credit and acknowledgements.
- The correct copyright notice in KHPT publications should read: ©KHPT, followed by month and year of publication.

For print products/text materials posted on the website

Title of report in full

©KHPT, June 2020

Publisher:

T Park, 5th floor
1-4, Rajajinagar Industrial Area,
behind KSSIDC Admin office,
Rajajinagar, Bengaluru,
Karnataka 560044

Ph: +91 80 4040 0200

Fax: +91 80 4040 0300

Website: www.khpt.org

Email: khptblr@khpt.org

(Project Disclaimer/KHPT Disclaimer)

*All photographs used in the report have been
taken with the consent of the person(s)
featured/the community*

Acknowledgements

Every knowledge product will have an acknowledgment section, which reads as follows:

KHPT acknowledges the contribution of the following individuals in the development of this knowledge product' report (whichever is applicable).

A. For **Research reports**, include:

Research team

Writing and compilation

Editorial team

Layout and design

B. For **Tools and Manuals**, include:

Tool development

Pcornime BS, KHPT
Suresh M, KHPT

Writing and compilation

Editorial team

Layout and design

Acknowledgements

Every knowledge product will have an acknowledgment section, which reads as follows: KHPT acknowledges the contribution of the following individuals in the development of this knowledge product/ report (whichever is applicable).

A. For Research reports, include:

Research team

Writing and compilation

Editorial team

Layout and design

B. For Tools and Manuals, include:

Tool development

Writing and compilation

Editorial team

Layout and design

DETAILS

- The name of external consultants, wherever engaged, may be used under the appropriate section, with the name of their organisation mentioned, where applicable.
- The editorial section will feature the name of the CEO, the Project Director of the initiative, other KHPT staff involved in the review of the material, and the external consultants' name(s), where applicable.
- Designation of the staff may be mentioned after the name

STYLE SHEET

HEADING

Bebas Neue Regular

**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ**

Calibri Bold

**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ**

Arial Bold

**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ**

CONTENT

Garamond

abcdefghijklm
nopqrstuvwxyz

Baskerville Old Face

abcdefghijklm
nopqrstuvwxyz

Times New Roman

abcdefghijklm
nopqrstuvwxyz

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**OFFICIAL
STATIONERY**

BUSINESS CARDS

Business cards, envelopes and letterheads are the first point of contact with the organisation. They will be branded as shown below.

Business card
for KHPT staff

Size- 3.5in x 2in



Front



Back



FONT

Myriad Pro regular and bold

FONT SIZE

9 pt for the name

8.6 pt for other details

COLORS

As shown in the picture on the left



IT Park, 5th Floor,
1-4, Rajajinagar Industrial Area,
Behind KSSIDC Admin Office, Rajajinagar,
Bengaluru, Karnataka 560044

+91 8040400200
+91 8040400300
www.khpt.org

LETTERHEAD

Size- A4

FONT

Myriad Pro regular

FONT SIZE

8.6 pt

COLORS

As shown in the picture on the left

ENVELOPE

Size- 4in x 9in

FONT

Myriad Pro regular

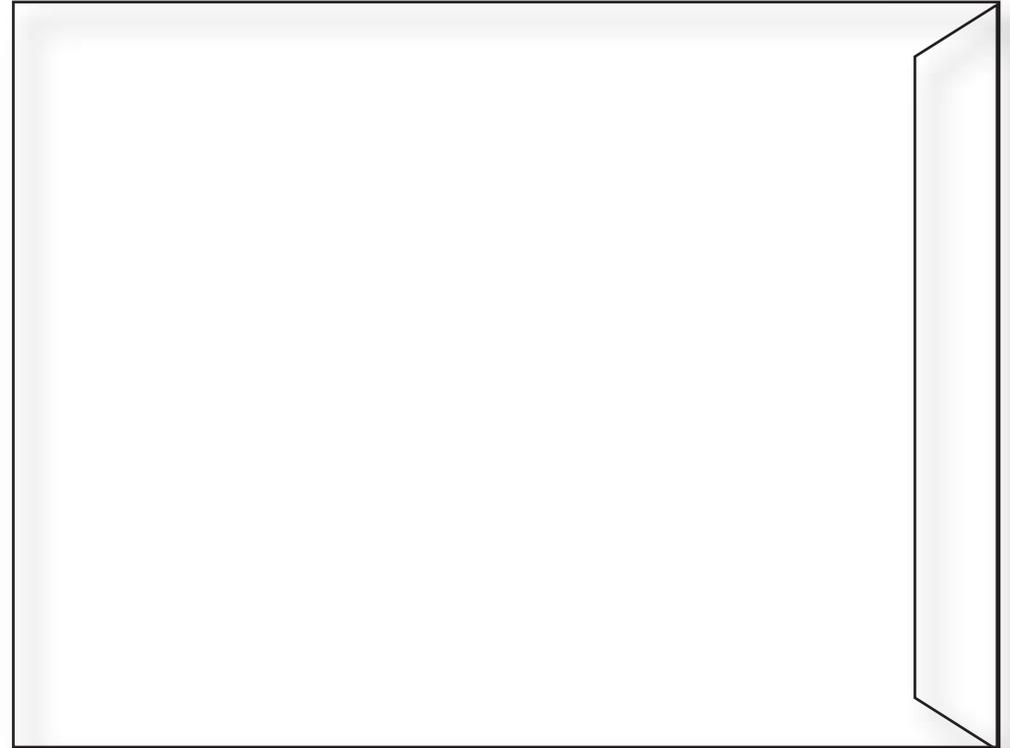
FONT SIZE

12.3 pt

COLORS

As shown in the picture on the right





FONT

Myriad Pro regular

FONT SIZE

12.3 pt

COLORS

As shown in the picture above



KARNATAKA HEALTH PROMOTION TRUST

IT Park, 5th Floor, No 1-4, Rajajinagar, Industrial Area,
Behind KSSIDC Admin Office Rajajinagar,
Bengaluru - 560 044



IDENTITY CARD



Dr. Mahantesh V Pujar

Designation

Employee ID: S0376

Blood Group: A+

Signature

Chief Executive Officer, KHPT

INSTRUCTIONS

1. Carry your card while on duty and produce the same for checking on demand by the security or any other person authorized by the management.
2. The loss of this card must be reported immediately.
3. This card must be surrendered immediately upon transfer/cessation of service.
4. Final settlement of account will be done only after surrender of this card.

Residence: Madenahalli Maddur Tq,
Mandya Dist- 571422

If found, please return to

IT Park, 5th Floor, No 1-4,
Rajajinagar, Industrial Area, Behind
KSSIDC Admin Office Rajajinagar,
Bengaluru - 560 044

T: +91 804 0400 200
F: +91 804 0400 300
E: khptblr@khpt.org
W: www.khpt.org

ID CARDS

FONT

Myriad Pro regular and bold
Bebas Neue regular

FONT SIZE

7 pt for all details
8 pt for name
9 pt for instructions
11 pt for identity card

COLORS

As shown in the picture on the left

10

CO-BRANDING

The KHPT logo is often used alongside the logos of the national and state governments, government programs (such as the National Health Mission), donors, partner NGOs (who may be sub-recipients to a grant or providing technical support), educational institutions and logos developed for particular projects. The size of the logos in reference to the KHPT logo may change according to the relationship between KHPT and the organisation working on a particular project. These logos must be represented on all communication materials, whether print materials, materials posted online or audiovisual materials.

Co-branding of the KHPT logos may be formalized in a branding policy agreed upon by the donor and partners. However, in the absence of a clear branding policy, the following rules relating to logo size and arrangement may be used as a guide.

All communications materials co-branded with the KHPT logo will be reviewed by the Knowledge Management Team prior to production and/or dissemination.

The KHPT logo may be used alongside:

1. Donor logos—where support may be financial or in kind
2. Government logos (national, state and local)
3. Partner logos
4. Project logos



NOTE: Uses of combinations of logos

In most cases, communication materials developed will feature a combination of government logos, donor logos, partner logos, and in some cases, project logos. The following diagrams, especially under the ‘Government logos’ section show the configurations of the same. All logos used are for illustrative purposes and may not represent KHPT’s current projects.

DONOR LOGOS

KHPT has worked with donors such as the United States Agency for International Development (USAID), the World Health Organization (WHO), the Bill and Melinda Gates Foundation, HSTP and the Landmark Group. KHPT should adhere to the branding policies of these organizations, wherever possible. In the absence of a branding policy, KHPT's logo may be placed on the right hand side of the communication material, whereas the donor logo should be placed on the left side. If there are multiple logos, KHPT's logo should remain on the right side. The logos should be the same height. The Kannada version of the logo may be used where applicable.



USAID
FROM THE AMERICAN PEOPLE

KHPT
engage, innovate, empower

GOVERNMENT LOGOS

KHPT works frequently in collaboration with the government at different levels. The use of a national or state government logo is frequently accompanied by the logo of one or more government programs such as the National Health Mission, the National Tuberculosis Elimination Programme or a particular department such as the Ministry of Health and Family Welfare. Government of India and state logos, when used in design, may be larger in size than the KHPT logo or branding unless specified otherwise in a project's branding policy.



The height of the government program logo may be the same as the KHPT logo, unless specified otherwise. If the logos are placed at both the top and the bottom of the material, the government logos will be placed on top, while the partner organisations' logos will be placed at the bottom.



PARTNER LOGOS

- If KHPT and the partner organisations are primary recipients, the logos shall be of the same height.
- If the partner organisation is a sub-recipient, the partner logo shall be 20 percent smaller (in height) than the KHPT logo. If KHPT is the sub-recipient, the KHPT logo shall be 20 percent smaller than the partner organization.
- If the partner organisation is providing technical or implementation support, the logo shall only be applied to materials or presentations related to an event, research study, etc. which has been produced with their support, or in their geography. For example, if a partner organisation is providing implementation support in another state such as Telangana, the partner logo may not be included on materials/events produced for or held in Karnataka or another state where the partner is not involved. However, if KHPT is primary recipient, the KHPT logo will be produced on all materials regardless of geography or context.
- If the organisation is a partner for a one-time event, such as an event facilitated by the Indian Council of Medical Research (ICMR), the logo shall be placed on the communication materials related to that event only.
- In the case that the partner's support is minimal in terms of monetary or other support, the logo may not be used on communication material related to the event. This may be decided after consultation with the project head or thematic lead.
- The logos shall be arranged to fit in one line, if space permits. If there are more than 4-5 logos, the logos shall be placed in two panels at the top and bottom of the material. Primary recipients will be placed at the top and sub-recipients will be placed in the lower panel.



GENERAL GUIDELINES FOR THE USE OF PARTNER LOGOS

- Always use high-resolution logos, sourced from the partnering organization wherever possible.
- If organisations have multiple versions of the logo, always take confirmation on which logo to use prior to design,
- Do not alter dimensions or colours of the logos, or try to recreate logos if the original file is not available.
- Always place the logos on the same plane (one should not be higher than the other)
- Logos should be placed in a symmetrical manner, with equal or almost equal distance between them, wherever possible.

PROJECT LOGOS

In cases where the project has its own logo, the logo may be the same size as the KHPT, in the event that KHPT is the primary recipient. The logo shall not be larger than the organisational branding, or occupy a more prominent space on the communication material than the organisational branding, unless specified by the project head or thematic lead.

NO BRANDING

In certain instances, communication materials will not carry the KHPT logo. This is done most often in the case that

- The government adapts the product for use and undertakes reproduction, or if the products is developed on request of the government.
- The cost of branding the product is significant.
- The product is too small for the logo.
- The appearance of the product should be ‘neutral’.

The Knowledge Management Team is to be informed if products are being designed without the use of the logo. The above exceptions are applicable only in the absence of a branding and marking policy of a project. If the project policy has a no-branding clause, this to be followed strictly.

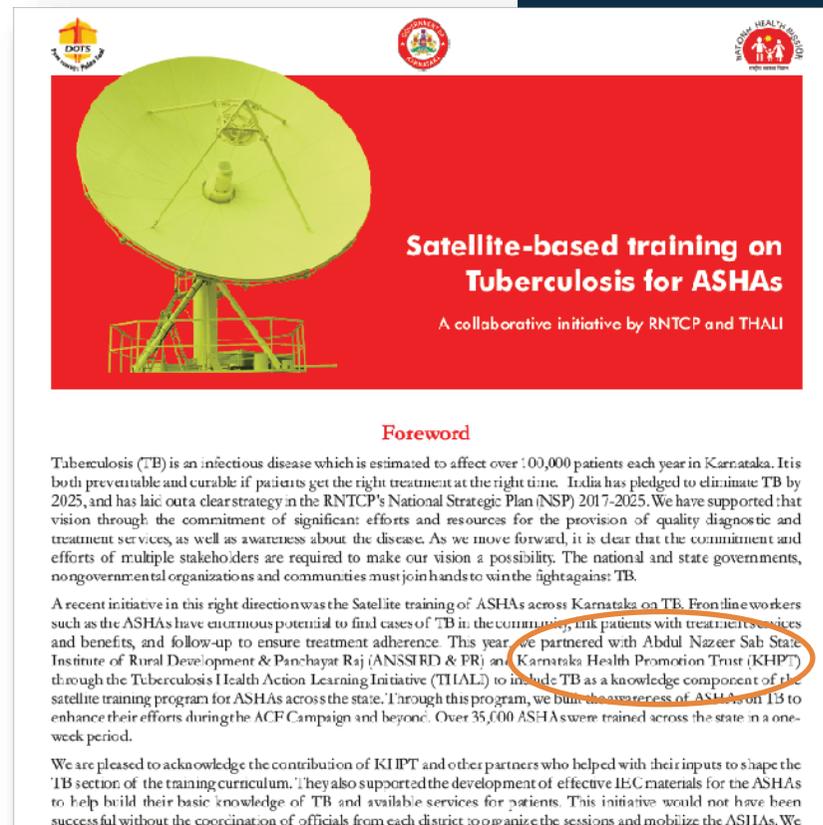
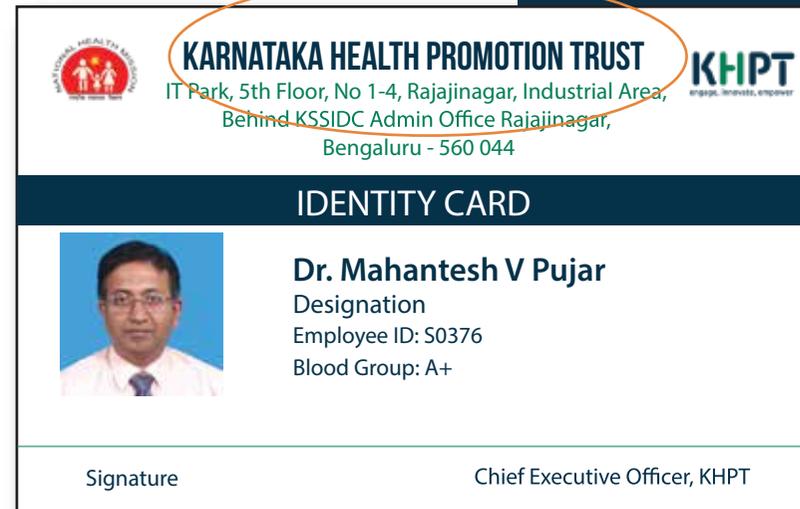
NOTE: If the government adapts a product and the KHPT logo is to be removed, the possibility of acknowledging KHPT’s contribution to the development of the product is to be explored. For e.g., inserting a line in the design such as ‘Concept developed by KHPT’.

KHPT

NAME USE

When the organisation's name is used in the text of letters, reports and knowledge products, it must be expanded to Karnataka Health Promotion Trust where first used in such documents developed in collaboration with the Government of Karnataka (GoK), or for the use of the GoK, or addressed to the GoK. KHPT must also be expanded into Karnataka Health Promotion Trust on identity cards of field staff.

The organisation's name need not be expanded and may be used as KHPT in the first instance on documents, letters, reports and knowledge products developed in collaboration with other stakeholders, such as donors, other state governments, implementing partners, and national and international health programmes.

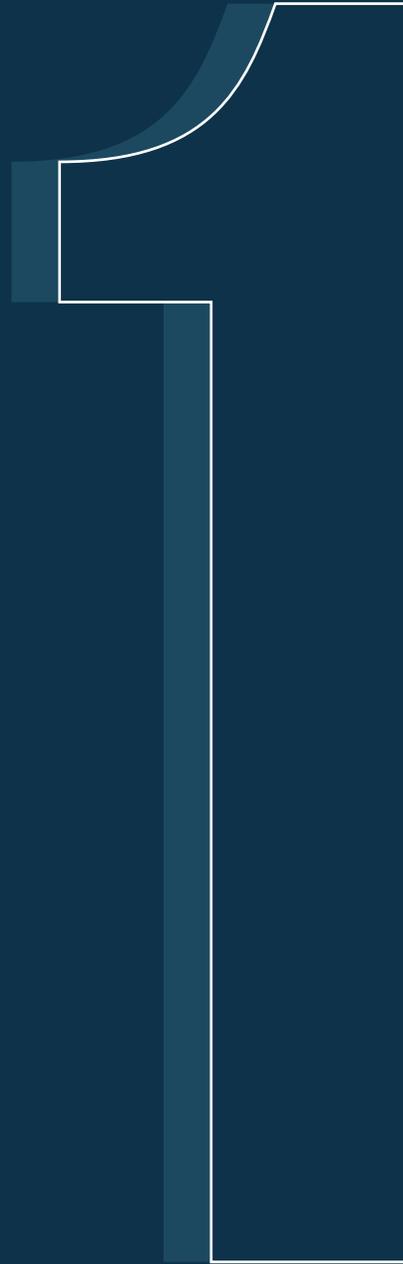
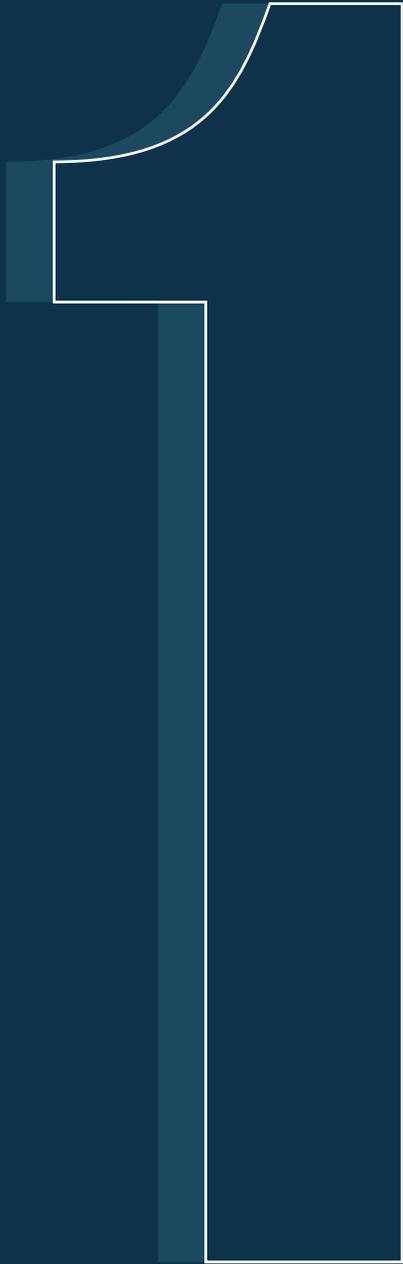


Foreword

Tuberculosis (TB) is an infectious disease which is estimated to affect over 100,000 patients each year in Karnataka. It is both preventable and curable if patients get the right treatment at the right time. India has pledged to eliminate TB by 2025, and has laid out a clear strategy in the RNTCP's National Strategic Plan (NSP) 2017-2025. We have supported that vision through the commitment of significant efforts and resources for the provision of quality diagnostic and treatment services, as well as awareness about the disease. As we move forward, it is clear that the commitment and efforts of multiple stakeholders are required to make our vision a possibility. The national and state governments, nongovernmental organizations and communities must join hands to win the fight against TB.

A recent initiative in this right direction was the Satellite training of ASHAs across Karnataka on TB. Frontline workers such as the ASHAs have enormous potential to find cases of TB in the community, link patients with treatment services and benefits, and follow-up to ensure treatment adherence. This year, we partnered with Abdul Nazeer Sab State Institute of Rural Development & Panchayat Raj (ANSIRD & PR) and Karnataka Health Promotion Trust (KHPT) through the Tuberculosis Health Action Learning Initiative (THALI) to include TB as a knowledge component of the satellite training program for ASHAs across the state. Through this program, we built the awareness of ASHAs on TB to enhance their efforts during the ACF Campaign and beyond. Over 35,000 ASHAs were trained across the state in a one-week period.

We are pleased to acknowledge the contribution of KHPT and other partners who helped with their inputs to shape the TB section of the training curriculum. They also supported the development of effective IEC materials for the ASHAs to help build their basic knowledge of TB and available services for patients. This initiative would not have been successful without the coordination of officials from each district to organize the sessions and mobilize the ASHAs. We

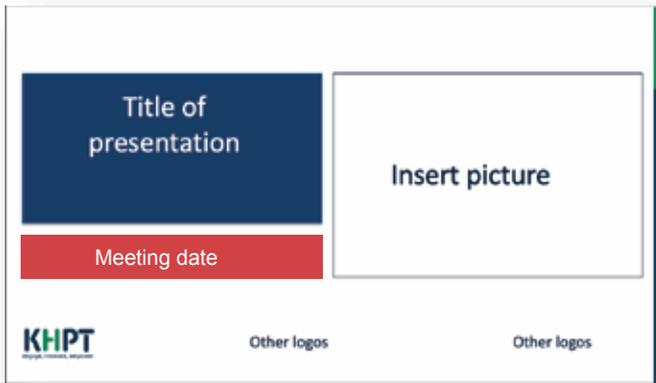


PRESENTATION

KHPT has template options for use during presentations. They can be downloaded from the internal information management system.

- Use the following pointers for presentations: Use Calibri or Arial font (both bold and regular) for presentations.
- Charts and diagrams should be simple, clear and uncomplicated.
- Keep the number of colours appearing on any one slide to a minimum.
- The use of photography to enhance or complement a message is encouraged. However, photo imagery should be kept to a minimum and used to communicate, not decorate.
- The text should be kept simple and to a minimum.

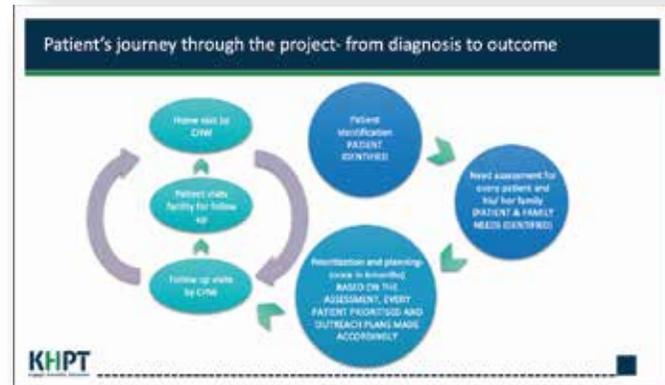
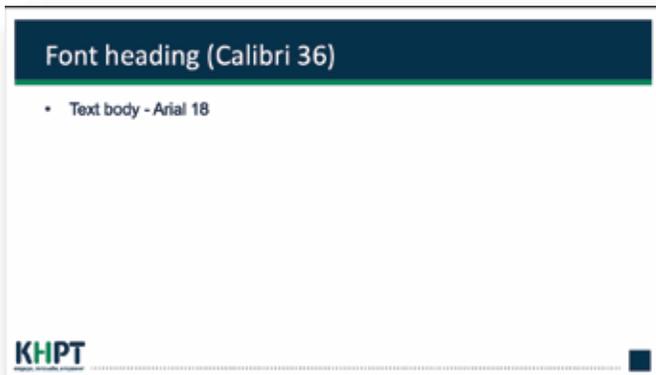




COVER PAGE

Cover slide template: with and without photograph.

Multiple partner/project logos can be added at the bottom of the cover slide as deemed necessary



BODY

Font heading - Calibri 36pt
Text body - Arial 18



PICTURE SLIDE AND SEPARATORS

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WEB SPACES



The KHPT website www.khpt.org is one of the platforms used by the organisation to communicate with our various stakeholders, donors, supporters and community.

Information on all KHPT projects shall be made available on the KHPT website in its existing structure. Projects shall not have independent and exclusive websites.

EMAIL SIGNAGE

E-mail is the most commonly used medium for both internal and external communication. Regular usage of e-mails by our staff to communicate with our various stakeholders, donors, supporters and community makes it an evident space for building brand visibility and image.

This section explains how the KHPT's brand identity is used in e-mails after the signature of the staff. The signature of the staff includes name, designation and contact number.



	Head Office: IT Park, 5th Floor, 1-4, Rajajinagar Industrial Area, Behind KSSIDC Admin Office, Rajajinagar, Bengaluru, Karnataka 560044	Tel: +91 80 40400200 Web: www.khpt.org Email: khptblr@khpt.org
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Please consider the environment before printing this email

To	+ KT KM Team X	Bcc
Cc		
Website		
Dear Team,		
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Thank You		
Tanvi Khandelwal		
Senior Officer- Knowledge Product Design		
Mob: +91 9351377955		
	Head Office: IT Park, 5th floor, 1-4, Rajajinagar Industrial Area, behind KSSIDC Admin office, Rajajinagar, Bengaluru, Karnataka 560044	Tel: +91 80 40400200 Fax: +91 80 40400300 Web: www.khpt.org Email: khptblr@khpt.org
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FILMS

COPYRIGHT FOR VIDEO PRODUCTS



For video products, the following slide may be inserted before the branding and marking slide.

<p><u>Concept</u> (upto five names)</p> <p><u>Production and editing/Animation</u></p> <p><u>Field Team Support</u> (Name of filmmaker/agency engaged)</p>
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For audio products, the branding may vary according to the branding policies of each project. If the product is developed by KHPT, the audio branding may read:

This materials is issued in public interest by Karnataka Health Promotion Trust/KHPT (according to dissemination geography)

DISCLAIMER

This product/report/flipchart/video/presentation has been developed by KHPT, and may be shared as a whole with due attribution to KHPT. Any adaptations of or modifications to the products, as a whole or in part, may only be done upon receipt of KHPT's approval prior to the adaptation or modification.

DISCLAIMER

Communication products produced by KHPT shall carry a disclaimer, unless a disclaimer is already specified for use under the branding policy of a project. The disclaimer is largely to be used for materials such as project reports, research reports, technical briefs, brochures, IEC and BCC materials and videos, and may not apply to communication materials such as collaterals developed for events (such as caps, bags, etc.) or audio jingles

RESOURCES

All organisational resources can be found on the KHPT website www.khpt.org

Please e-mail kmunit@khpt.org for brand related queries

To report unauthorized use of the KHPT logo or brand, send an email to kmunit@khpt.org

KHPT
IT Park, 5th floor
1-4, Rajajinagar Industrial Area,
behind KSSIDC Admin office, Rajajinagar,
Bengaluru, Karnataka 560044

Ph: +91 80 4040 0200
Fax: +91 80 4040 0300
Website: www.khpt.org
Email: khptblr@khpt.org