

WORLD

GO DAY

BRAND

GUIDELINES

WORLDGODAY

QUICK START

World Gynecologic Oncology Day is an awareness day that educates about and draws attention to gynecologic cancers worldwide. Every year, it brings together patient advocates (including medical professionals) and patient advocate groups around the world on September 20 with a coordinated, yearly, theme.

The abbreviation “GO” indicates action whilst maintaining a clear link to gynecologic oncology (purple color, O decorated with the female gender symbol). The purple and orange colors in the logo connect within the existing parent society ESGO (orange, health care professionals) and network ENGAGe (purple, patients and patient advocates) logo family. The gradient colors in the logo represent the symbolic awareness colors of different gynecologic cancers.

Guidelines are here for you as a friendly guide on how to work with World GO Day’s new visual identity and thus contribute to unified communication worldwide. This will make us stronger and more recognizable to our women. Always prefer the color W Ribbon over the black and white. Always prefer simplicity. All visuals should contain at least W Ribbon + GO design. The W Ribbon by itself is only accepted on our own channels.

WORLDGODAY
STORY BEHIND



WORLDGODAY
LOGO DESIGN FULL VERSION



WORLD**G**ODAY

World
Gynecologic
Oncology
Day 20/09/2026

WORLDGODAY
LOGO DESIGN CUT VERSION



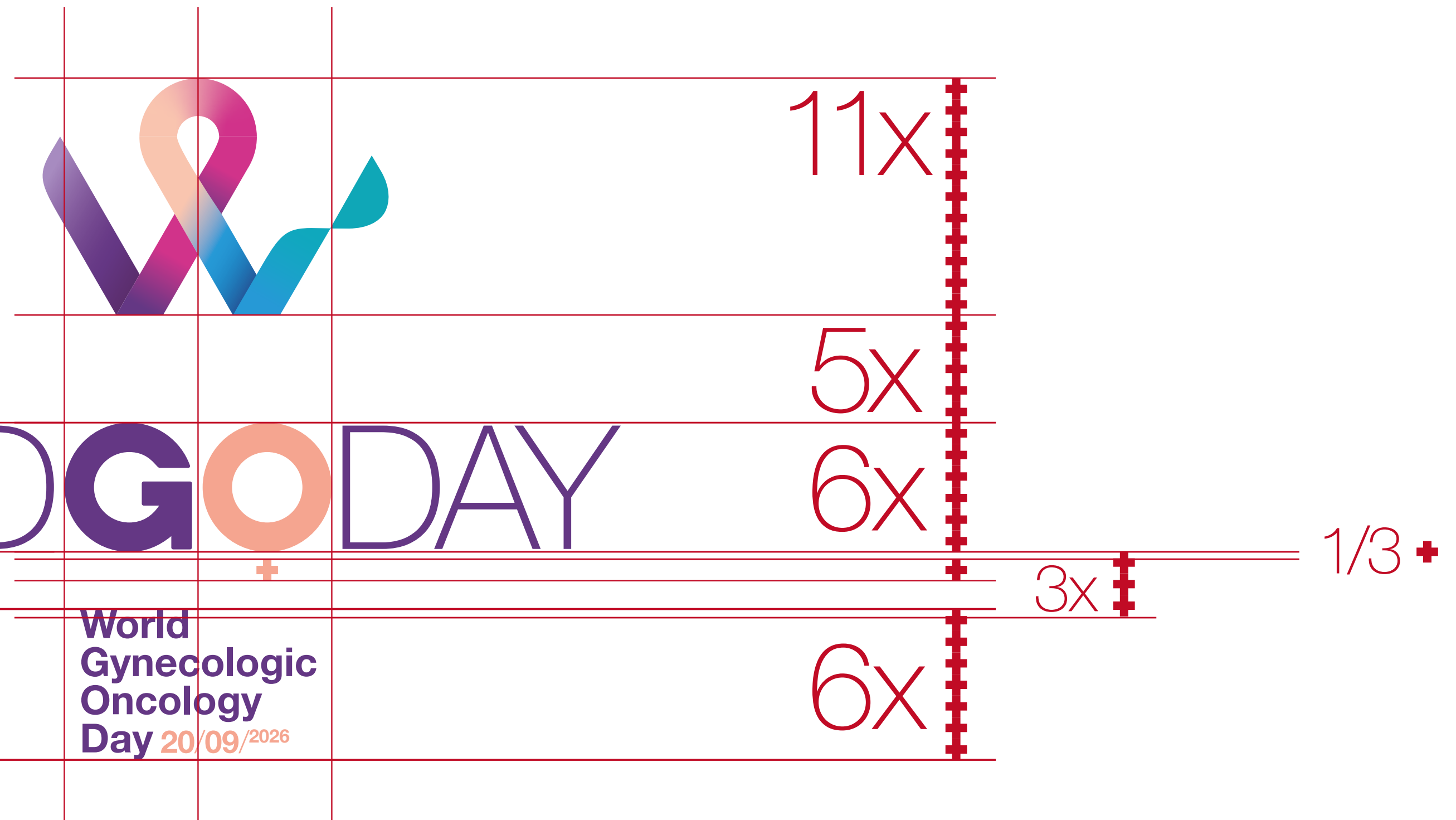
World
Gynecologic
Oncology
Day



World
Gynecologic
Oncology
Day

WORLDGODAY ARCHITECTURE

-  **GENERAL GYNECOLOGIC CANCER**
C75/ M90/ Y10/ K0
-  **DARK UTERINE CANCER**
C0/ M45/ Y40/ K0



Helvetica Neue Thin
Capital letters
Optic Kerning, -10

WORLDGODAY

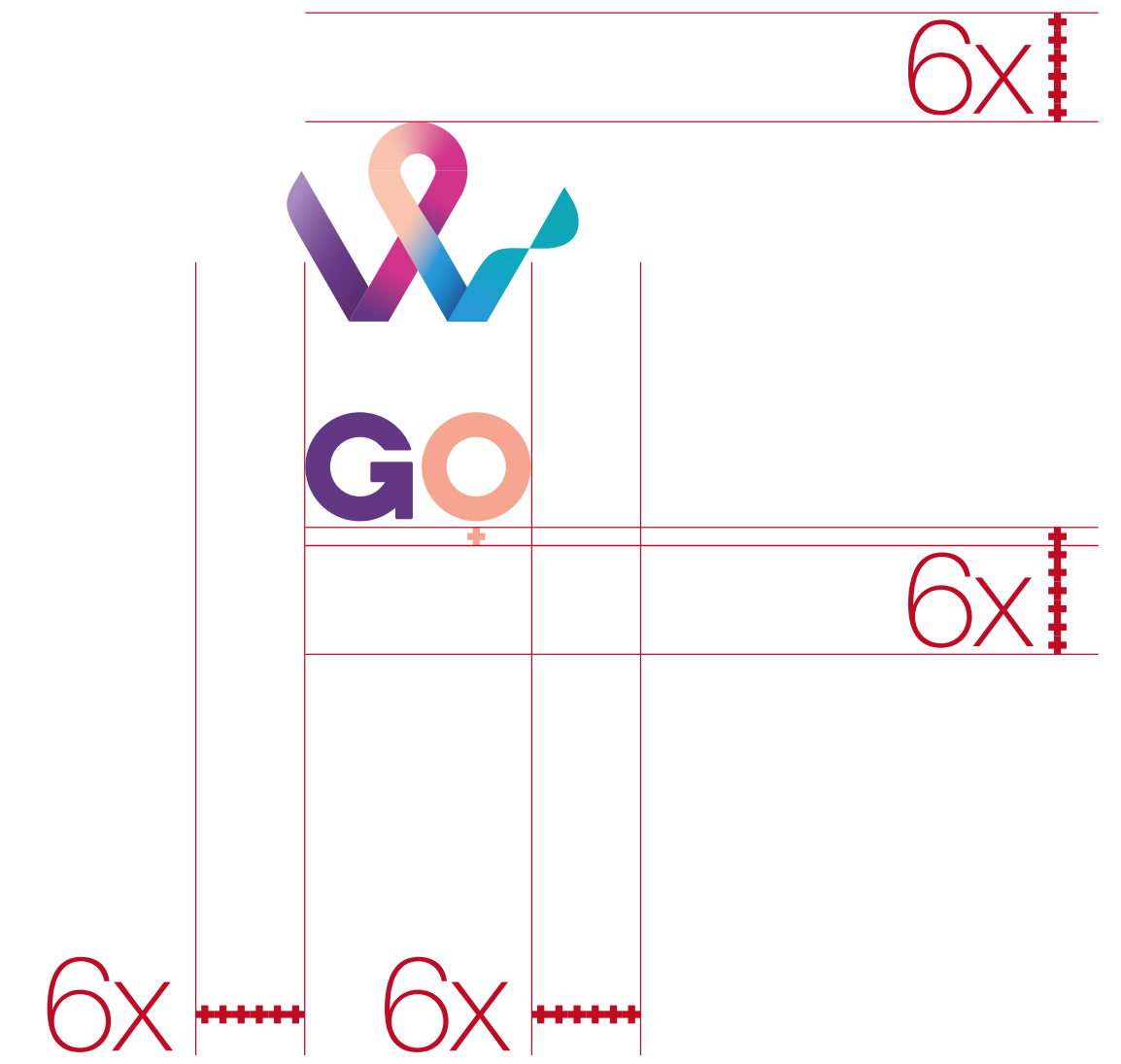
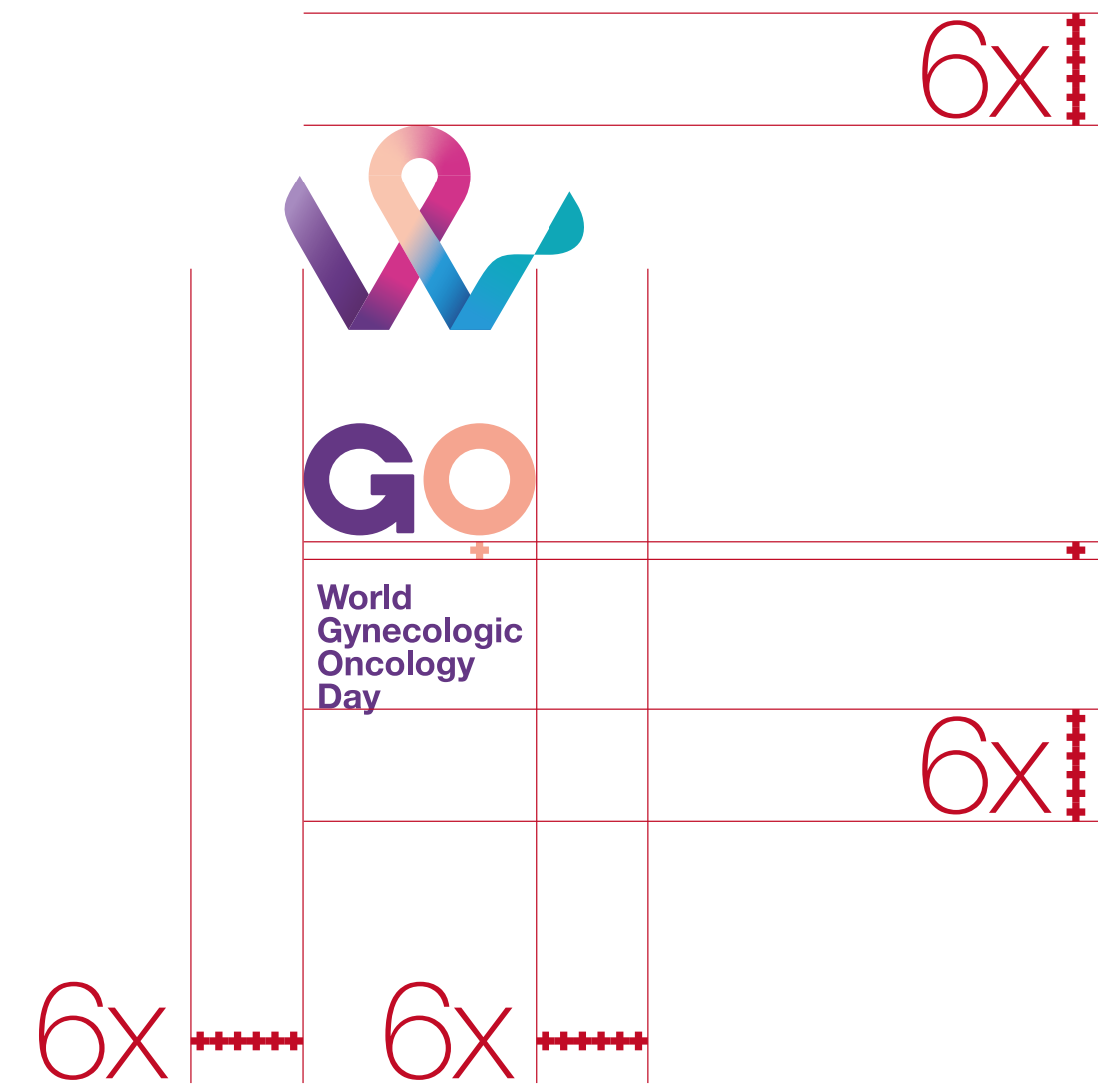
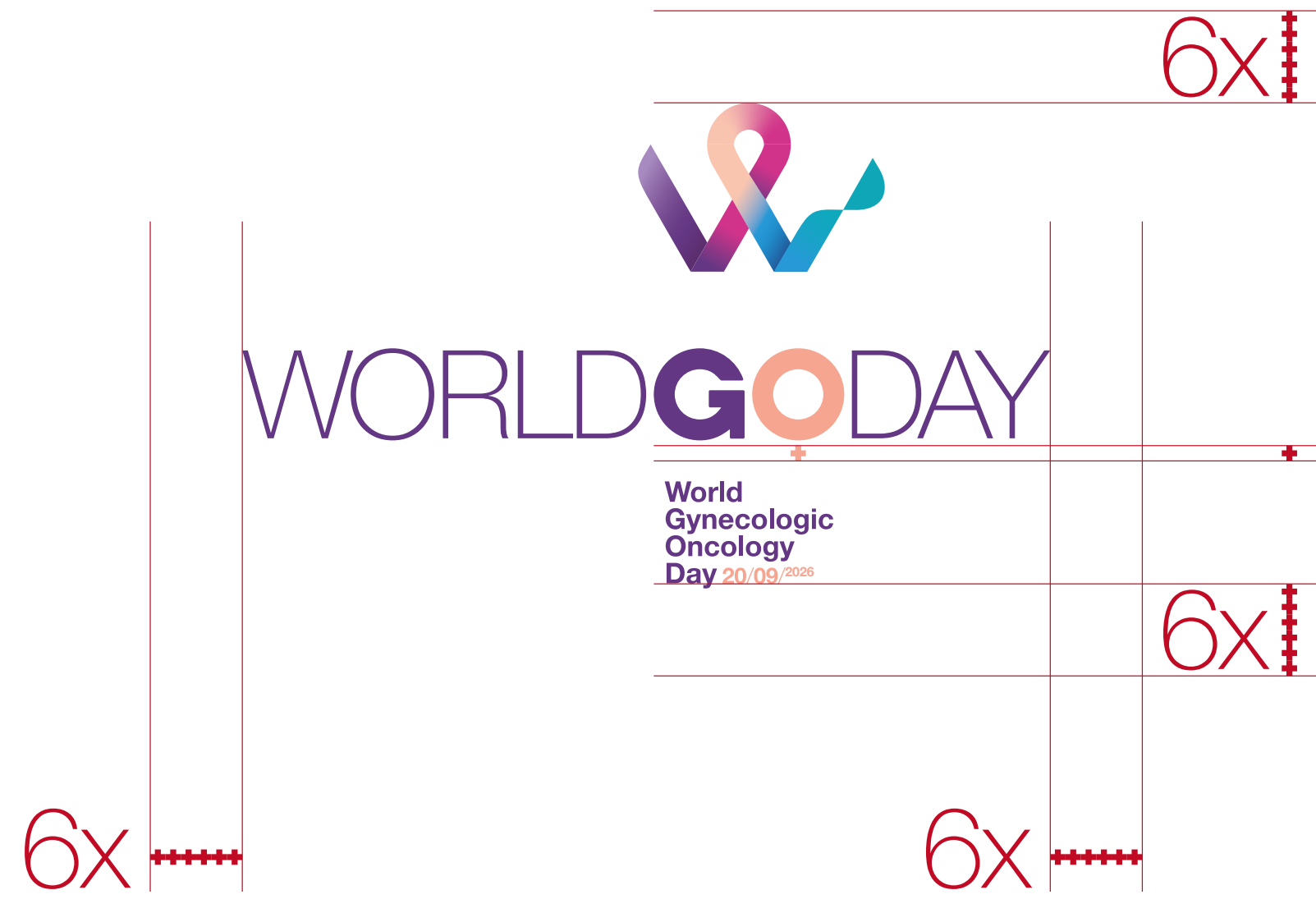
Helvetica Neue **Bold**
Auto Kerning, 0
Date – Update according to the current year

World
Gynecologic
Oncology
Day 20/09/2026

 design is based on the  logo family
European Society of
Gynaecological Oncology

WORLDGODAY

SPACING



WORLDGODAY COLOURS

WorldGODay colors comes from
ENGAGe second color palette
+ added next darker shades for
needs of W Ribbon design.

DARK GENERAL GYNECOLOGIC CANCER FOR GRADIENT

C76 / M95 / Y25 / K16

GENERAL GYNECOLOGIC CANCER

C76 / M95 / Y25 / K16

DARK VULVAR CANCER FOR GRADIENT

C65 / M75 / Y10 / K0

VULVAR CANCER

C40 / M50 / Y0 / K0

CERVICAL CANCER

C15 / M90 / Y0 / K0

DARK UTERINE CANCER FOR LOGO

C0 / M45 / Y40 / K0

UTERINE CANCER

C0 / M30 / Y30 / K0

DARK VAGINAL CANCER FOR GRADIENT

C100 / M87 / Y16 / K0

VAGINAL CANCER

C75 / M25 / Y00 / K0

OVARIAN CANCER

C75 / M10 / Y25 / K0

WORLDGODAY GRADIENTS

WorldGODay gradients comes from ENGAGe second color palette + added next darker shades for needs of W Ribbon design.

VULVAR CANCER
C40 / M50 / Y0 / K0

GENERAL GYNECOLOGIC CANCER
C76 / M95 / Y25 / K16

DARK LILA FOR GRADIENT
C76 / M95 / Y25 / K16

GENERAL GYNECOLOGIC CANCER
C76 / M95 / Y25 / K16

CERVICAL CANCER
C15 / M90 / Y0 / K0

UTERINE CANCER
C0 / M30 / Y30 / K0

VAGINAL CANCER
C75 / M25 / Y00 / K0

DARK BLUE FOR GRADIENT
C100 / M87 / Y16 / K0

VAGINAL CANCER
C75 / M25 / Y00 / K0

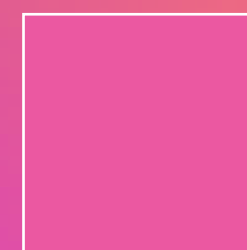
OVARIAN CANCER
C75 / M10 / Y25 / K0

WORLDGODAY BACKGROUND

WorldGODay gradient background is made for non-image background needs. Feel free to build and scale it according to your needs. However, always be careful that the W Ribbon is still very legible.



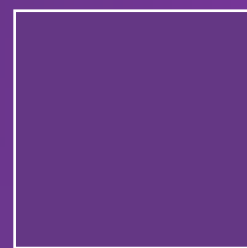
NEW SUN
C2 / M20 / Y92 / K10
R225 / G184 / B18A
#E1B812



CERVICAL CANCER
C15 / M90 / Y0 / K0
R207 / G61 / B150
#CF3D96



ENGAGE OCHRE
C0 / M50 / Y100 / K10
R226 / G143 / B0
#E28F00



GENERAL GYNECOLOGIC CANCER
C76 / M95 / Y25 / K16
R100 / G64 / B141
#64408D



WORLDGODAY BACKGROUND

WorldGODay gradient background is made for non-image background needs. Feel free to build and scale it according to your needs. However, always be careful that the W Ribbon is still very legible.



GENERAL GYNECOLOGIC CANCER

C76 / M95 / Y25 / K16
R100 / G64 / B141
#64408D



PINK DAY

C4 / M77 / Y0 / K0
R235 / G88 / B161
#EB58A1



SOFT MIDNIGHT

C67 / M79 / Y0 / K0
R145 / G64 / B203
#9140CB



SOFT MIDNIGHT

C67 / M68 / Y0 / K0
R153 / G90 / B254
#E95AFE



NEW SUN

C3 / M21 / Y92 / K0
R250 / G202 / B23
#FACA17



SLOW AFTERNOON

C0 / M64 / Y60 / K0
R241 / G121 / B95
#F1795F



MY EVENING

C41 / M76 / Y0 / K0
R208 / G72 / B206
#D048CE

OCHRE SUNSET

C0 / M48 / Y94 / K0
R248 / G151 / B10
#F8970A



WORLDGODAY
TYPOGRAPHY

Aa

Neue
Helvetica

Neue Helvetica® is a melding of aesthetic and technical refinements that result in superior design proportions, improved legibility and an expanded range of uses beyond the original Helvetica typefaces. Don't forget to **play** with a light and **bold** cut to create a **graphic contrast**.

Ultra light
Thin
Light
Regular
Medium
Bold

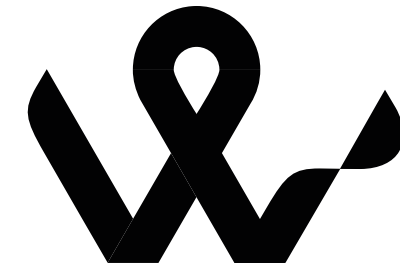
WORLDGODAY
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GO For Prevention



GO With Us!



GO Against Stigma



GO 20/09/2026

WORLDGODAY
ACTION LINK MINIMAL VERSION



GO For
Prevention



GO Against
Stigma



GO With Us!
20/09/2026



GO #WorldGODAY

WORLDGODAY
ACTION LINK #TYPO VERSION



World
Gynecologic
Oncology
Day

+

#**GO**ForPrevention

#**GO**AgainstStigma

#**GO**WithUs!

#**GO**20_09_2026

WORLDGODAY
FAMILY LINE



World
Gynecologic
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Day



WORLDGODAY
ATL USAGE BILLBOARD & CLV



WORLDGODAY
ATL USAGE ^{TV}



WORLDGODAY

BTL USAGE BANNER STAND
& FLAG



WORLDGODAY

BTL USAGE TRIFOLD BROCHURE & SELFIE FRAME

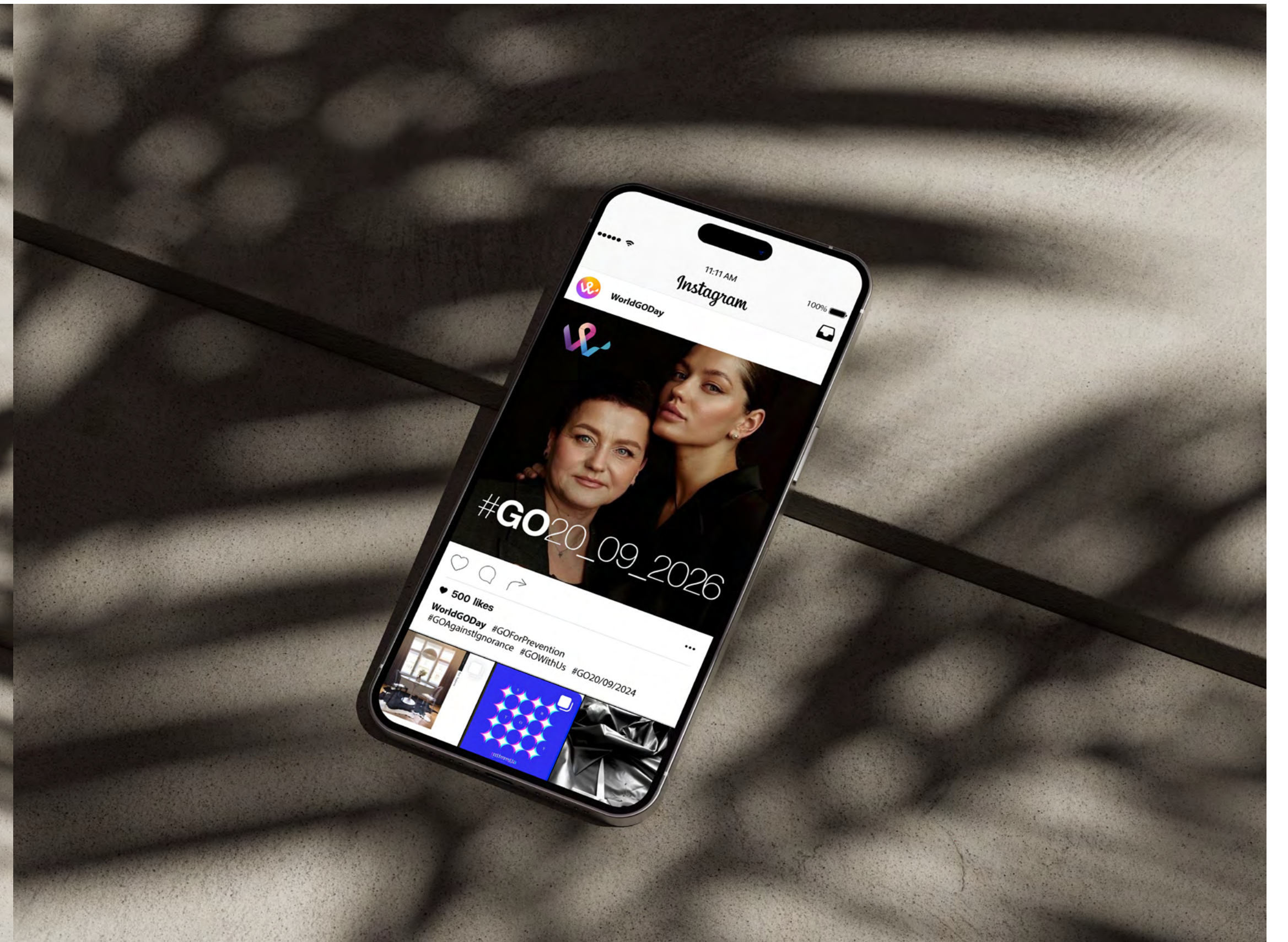


WORLDGODAY
MERCH USAGE T-SHIRT



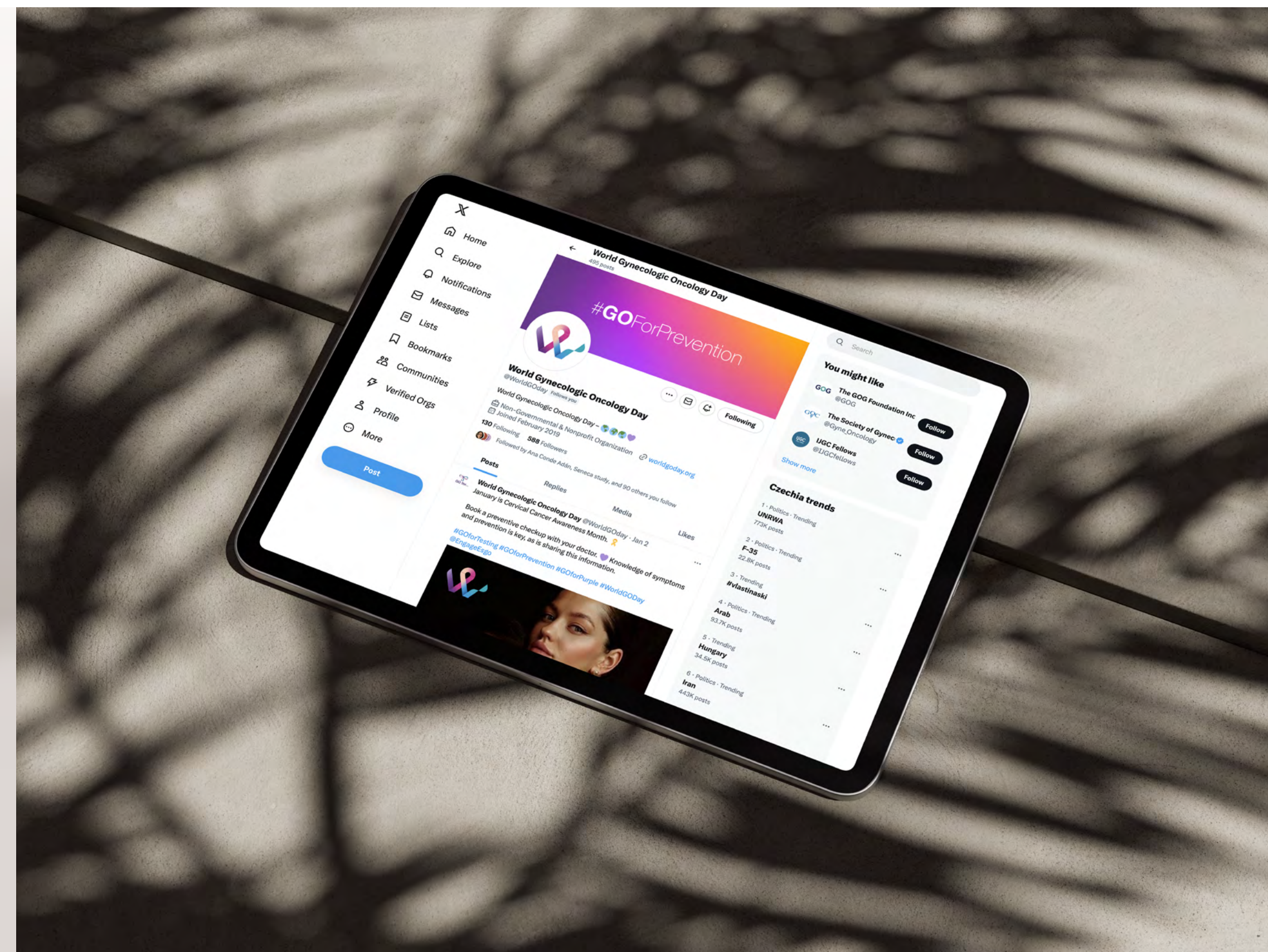
WORLDGODAY

ONLINE USAGE FB & IG



WORLDGODAY

ONLINE USAGE LINKEDIN & TWITTER & BANNER



WORLDGODAY

STATIONERY USAGE B CARD & ID CARD



WORLDGODAY

STATIONERY USAGE PPT TEMPLATE



WORLDGODAY
HEADLINE



HEADLINE
SUBHEADLINE

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Thank You