

Keep Breathing Handbook

2023



#KeepBreathing



www.breathevision.eu



[@europeanlunghealthgroup](https://www.linkedin.com/company/europeanlunghealthgroup)



breathevision@efanet.org



[@eurolunghealth](https://twitter.com/eurolunghealth)

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We invite you to spread the word and raise awareness about the importance of implementing a lung health policy that helps Europe to breath better.

1. Presentation and Purpose

The European Lung Health Group (ELHG) presents a new pan-European initiative to raise awareness about lung health.

With 1 in 8 deaths in the EU being caused by respiratory diseases that are manageable or preventable, the #KeepBreathing campaign highlights the importance of the lungs for the overall health condition.

Brand Positioning

Patients and doctors together in an unprecedented wide advocacy group to ask improvements for lung health in Europe.

Brand Purpose

We want to implement a lung health policy that helps Europe to #KeepBreathing.

Brand Vision

Our Breathe Vision is written against the context of a deficit of European level policy attention for respiratory health and the need for a unified voice.

Logo

The lung and the life line is the face of our brand.

The Keep Breathing logo shows the lungs together with a life line. Because lung health is intimately connected with a better quality of life.

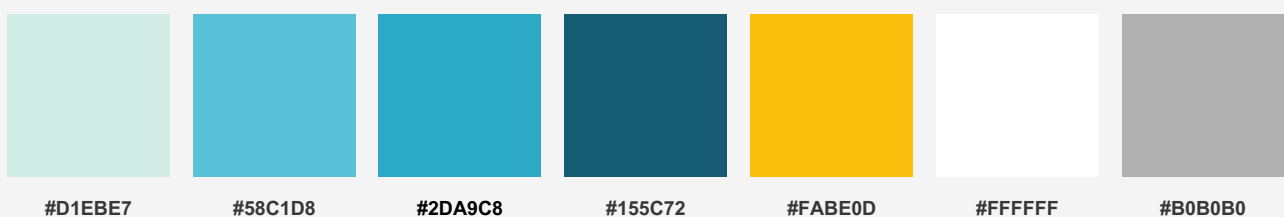


How to use it

- The yellow logo against a white background should be the preferred version. If design limitations conflict with this, select other color logos.
- Always use the logo files provided. Do not re-create.
- Do not crop, change the transparency of the logo or add any effects.
- The full color logos should be used on very light or dark backgrounds.

Color

Our brand palette consists of seven core hues used as solids and gradients.



Fonts

**We're using two versatile fonts with endless possibilities:
Arimo and Gotham.**

Arimo is a **free** font family. Arimo is the font used for articles and medium/long texts, for use in paragraphs and small elements. In cases that Arimo is not available, Gotham may be used as a substitute for texts.

Gotham is a **free** font family. Gotham is the font used for headlines. It's available for most world alphabets. In cases that Gotham is not available, Arimo may be used as a substitute for headlines.

Arimo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:?!"/&/*

Arimo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:?!"/&/*

Aa

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:?!"/&/*

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:?!"/&/*

Gotham Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:?!"/&/*

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:?!"/&/*

2. How to engage with the campaign

Type of content

Information on lung diseases. Prevalence at European level. Impact. Trends. Causes. Effects. Prevention. Research. Innovation. Events to promote lung health for the general public. Publications for the general public. Pictures showing support to the campaign. Pictures with the plexi. Video testimonies. Quotes from people in your organisation and from other stakeholders you might be in touch with.

Style and tone

We stress the positive value of the promotion of lung health. We provide information and a call to action that can give Europe true hope for lung health. We are concerned for our own health and for the next generation's health. We call for attention and commitment from the policymakers with the strength of evidence-based information and scientific data.

Channels

On 10 September 2023, the European Lung Health Group decided to be present on the social media sphere with profiles on X and on LinkedIn to support the #KeepBreathing campaign.


 **LinkedIn company page:** [@europeanlunghealthgroup](https://www.linkedin.com/company/europeanlunghealthgroup)

 **X company page:** [@EuroLungHealth](https://twitter.com/EuroLungHealth)

3. Dissemination materials

Social Media and Website Banners

We invite you to spread the word and raise awareness about the importance of implementing a lung health policy that helps Europe to breathe better. We invite you to use our **pre-designed Banners** on your social media platforms and in your organization’s website to show support to the campaign.

 **LinkedIn Banner**
Standard size: 1584 x 396 pixels



 **Facebook Banner**
Standard size: 851 x 315 pixels



 **Website Banners**



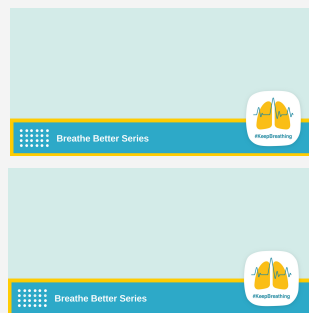
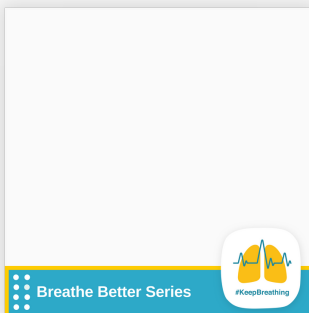
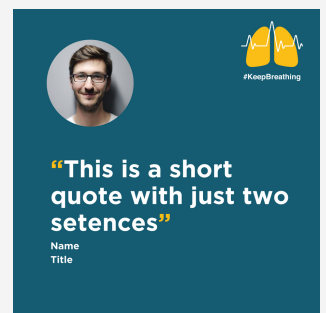
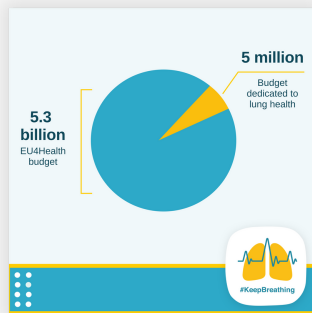
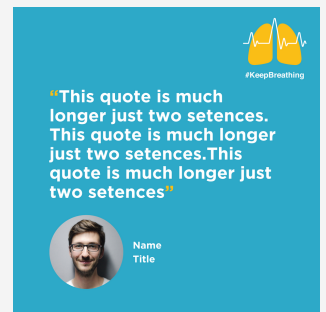
Social Media Cards

Share the Keep Breathing campaign on your organization social media platforms. You can use these **pre-designed cards** on your social media platforms or adapt the empty cards to add your own content.



Download Cards [here](#)

Edit Quote Cards: [Square](#) and [Rectangle](#)



Publications and Working Templates

With our Working Templates, you can easily **create professional-looking invitations, articles, and statements**. By using the same format across all outlets, we can build brand consistency and establish a strong visual identity for the Keep Breathing campaign. The templates are easy to use and can be **customized** to fit your unique needs.



Corporate materials: email signature

Adding a Keep Breathing banner to your email signature is a great way to spread awareness about the importance of lung health in Europe.

Email Signature Banner in Outlook:

Name
Title

EFA - European Federation of Allergy and Airways Diseases Patients' Associations
35 Rue du Congrès, 1000 Brussels, Belgium | www.efanet.org
Tel.: +32 (0)2 227 2712 | Fax: +32 02 227 27 80
EU Transparency Register Identification Number: 28473847513-94
Subscribe to our [quarterly newsletter](#) | Follow us on [X](#), [Facebook](#), [LinkedIn](#)
NEW! Visit our new [website about Youth Parliament](https://bit.ly/3c8USUF): <https://bit.ly/3c8USUF>



How to show support ?

- **Add the Keep Breathing banner and/or logo** to your organization website.
- **Share the social media cards on your social media platforms**
- **Use the working templates** for professional-looking invitations, articles, and statements.

By using the same formats and visuals across our websites and social media platforms, we can build brand consistency and establish a strong visual identity for the Keep Breathing campaign. The templates are easy to use and can be customized to fit your unique needs. [Download all Templates here](#)





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The **Keep Breathing** campaign is an initiative of the **Breathe Vision** - a collective initiative driven by European level patient groups and respiratory societies collaborating for better respiratory health care and protection of our lungs.

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