

Visual Identity

NORMAL

1. WHAT THIS IS

NORMAL is a cultural campaign: HIV-positive undetectable life is completely normal. U=U. We license association with the wordmark. You do not buy space or exclusivity. Your competitor's presence strengthens the message.

2. THE WORDMARK (LOCKED)

- Typeface: Poppins Bold (or exact equivalent: Arial Bold, Inter Bold)
- ALWAYS: ALL CAPS, horizontal, natural tracking
- Color: Black on light / White on dark. No other colors, effects, outlines, shadows, tilts, distortions, or boxes.
- Minimum size: 48px digital / 0.5" print

3. SPONSOR / PARTNER USAGE

- NORMAL [Sponsor line optional, 60% height, lighter weight]
- Permitted: Over photography, solid colors, your Pride assets, bottles, badges, banners.
- Prohibited: Logo lockups, brand name replacing "Sponsor," distortion, color on the word.

4. CLEAR SPACE & SUBMISSION

Clear space = height of "N". Submit first mockup for 48-hour approval.
After that, self-serve within rules.

5. TERMINATION

Violations = immediate revocation + public distancing.

Download ready. This is the immune system of the campaign. Share with every partner.