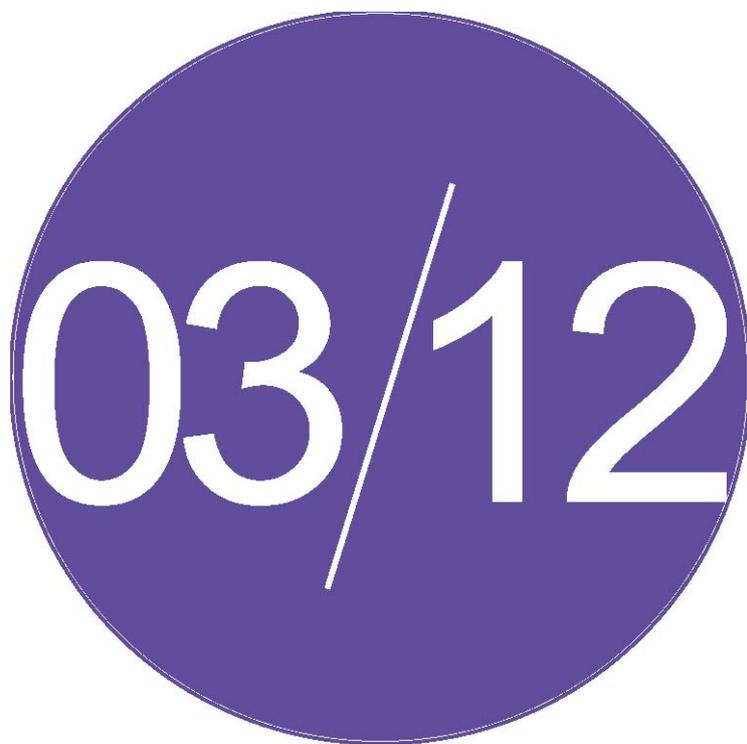




The badge of the
International Day of Persons
with Disabilities

Graphical
Charter

The badge of the
International Day of
Persons with Disabilities



History

People with disabilities represent nearly a tenth of the world's population. In the poorest countries, this figure can rise up to 20%. Prejudice, discrimination, obstacles and difficulties are part of their daily lives.

In Europe, disabled persons do not always have the possibility to fully exercise their civil, moral and human rights.

In 1992, the United Nations designated the 3rd of December 'the International Day of Persons with Disabilities'. There is, however, no 'communication tool' related to that day, nor a banner associated to the event.

To change that, in 2011, more than 30 non-profit organisations (see list below), which are more or less closely connected with the disability world, have decided to participate in creating a symbol.

This symbol is intended to recall that :

A person with disabilities is first and foremost a person.

«All human beings are born free and equal in dignity and rights».

A person with disabilities is an integral part of society.

The choice fell on a purple circle.

The circle stands for perfection, absolute, infinity. For Romans, purple represented unity, people and democracy.

Belgian non-profit organisations in 2011

Accès et Mobilité pour tous-Concept
Association Belge contre les Maladies Neuro-Musculaires
Association Belge des Paralysés - Belgische vereniging voor verlamden
Association Francophone d'Aide aux Handicapés Mentaux
Association Nationale pour le Logement des Handicapés
Altéo – Mouvement social de personnes malades, valides et handicapées
Association des Parents et des Professionnels autour de la Personne Polyhandicapée
Association de Parents pour l'Epanouissement des Personnes avec Autisme
Association Socialiste de la Personne Handicapée
Association Spina Bifida Belge Francophone
Belgian Disability Forum
Collectif Accessibilité Wallonie-Bruxelles
Confédération Belge pour la Promotion des Aveugles et Malvoyants
Ensemble pour une Vie Autonome
Fédération Francophone des Sourds de Belgique
Fédération MultiSports Adaptés
Groupe d'Action pour une Meilleure Accessibilité aux personnes Handicapées
Groupe d'Entraide pour Hémiplegiques
Handicap International
Horizon 2000
Infor-Autisme
Katholieke Vereniging Gehandicaptten vzw
La Fondation Lou
La Ligue Braille
La Ligue Belge de la Sclérose en Plaques
La Ligue des Droits des Personnes Handicapées
Les Amis des Aveugles
Les Briques du Gamp
Oeuvre Nationale des Aveugles
Passe Muraille
Plain-Pied
Sel Bleu
Surdimobil
Vereniging van personen met een handicap

This need NOT be an exhaustive list ! It must be enriched by partners over the years.
Participate !



Technical data

Regulatory colours of the badge

The logo uses 2 colours



Pantone 266 U for the circle background

White colour for numbers

Four-colour process



Purple : Cyan 79 - Magenta 90 - Yellow 0 - Black 0

Web colours (RGB)



Purple : Red 90 – Green 63 – Blue 153

The font used is Arial regular.

There is no specific size for the badge as a communication tool.

Monochrome option

Whenever possible, use the colour version of the logo.

However, if it is not possible to use it in its ideal form, here are the versions in black and white.

To allow another level of reading without generating an austere logo, the choice fell on the colour inversion and the use of black to 90%.

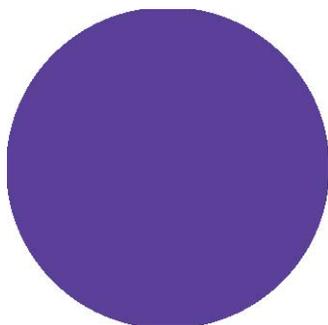


Logo variants

The badge was designed to highlight the International Day of Persons with Disabilities. From its conception, it was decided to insist on the date to commemorate, which explains the inscription “03/12”.

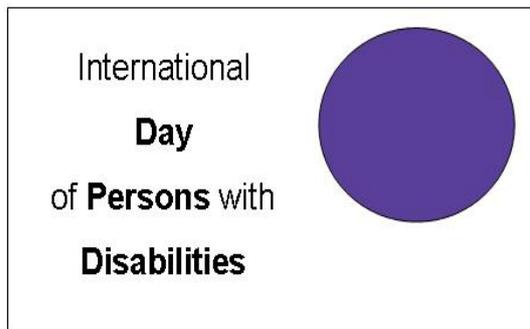
Other projects have attracted attention. They can be incorporated into future editions, but must respect the agreed form, colour and design.

An unmarked circle, as a badge or a lapel pin



A circle on a white material with the definition of the day





Similarly, the logo may be used in black and white for stationery products.

However, black-and-white badges or other communication tools are not intended to be distributed to the public.

Use of the logo

Any person, association or organisation has the right to use this logo as long as everyone is committed to the principles and objectives of this charter.

This logo may be used on all possible materials, but without altering the message it conveys.

Stationary products, e-mail body... may well contain a reference to the badge of December 3, provided the message remains legible.

Avoid

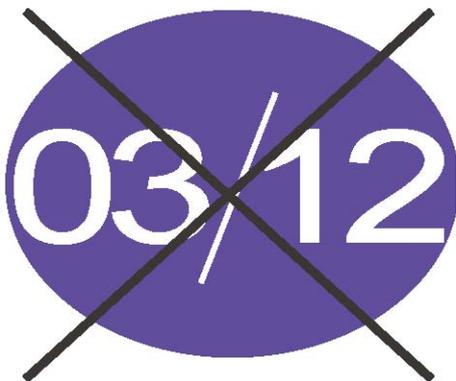
The badge was designed to highlight the International Day of Persons with Disabilities, which should not be diverted from its original purpose and eventually used for a particular type of disability.

Regarding printing supports such as badges, it is recommended to use the coloured logo. For stationary products, the black-and-white version may be used.

Therefore, using or inserting a disability-related logo is in no way allowed.

The circle should not be distorted (with or without mentioning “03/12”).

Do not use a colour other than that recommended.



Your non-profit organisation identification