



Global Awareness Day Toolkit

INTRODUCTION

TK2d Tuesday (TK2d Awareness Day)

Thymidine kinase 2 deficiency (TK2d) is a rare mitochondrial disease that impacts people around the world. **TK2d Tuesday** is the second Tuesday of September and is meant to **celebrate the TK2d community and its resilience**.

This toolkit and the assets are provided to help support the community, share stories, and raise awareness around the world. They can be used as they are, or they can be translated and adapted.

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TK2d TOGETHER CAMPAIGN

There are multiple elements of the **Take on TK2d Together** disease awareness campaign that can be used to bring the community together and raise awareness for TK2d. These elements include:



A TK2d Tuesday Banner

Connects all **Take on TK2d Together** content to TK2d Tuesday with a simple design element.

B Take on TK2d Together Logo

Portrays the message of community in a logo that can be used across different assets.

C Supporting Messages

Celebrates the resilience of the community impacted by TK2d with a call to action meant to motivate people that can be personalized for each use. **Only the text in magenta can be edited.**

D Hashtags

Connects **Take on TK2d Together** content with the larger movements of TK2d Tuesday and World Mito Week, and also allows members of the community to connect with one another.

E Footer

Variable job code and footer information will be used across assets for GCC record and approval.

MAIN LOGO

The **Take on TK2d Together** campaign logo can be used on all materials associated with TK2d Tuesday. The logo options below are available to download and use in any awareness materials.

The logo comes in full color, one color, and knockout. These logos can be used alternatively, with alternative versions shown on the next page.

The colors of the full-color and one-color logos should not be changed. Either colored logo can be replaced with a white or black version depending on the background, but the full-color logo should always be the first choice.

Download all logos from the asset library.

[DOWNLOAD](#)

[VIEW IN CANVA](#)

Please contact Jo de Bry
for access to the Canva
files:
jodebry@mitopatients.org

TK2d Together Logo - Color



TK2d Together Logo - One Color (Dark)



TK2d Together Logo - Knockout



ALTERNATE LOGOS

Alternate logos can be used interchangeably with the main logo. The “no tagline” logo can be paired with approved awareness tags.

TK2d Alternate Logo - No Tagline



TK2d Awareness Day Lockup - Stacked



TK2d Awareness Day Lockup - Horizontal



LOGO SCALE & PLACEMENT

Logo should always be scaled proportionally.

It should never be:



Stretched or Rotated



Put in colors outside
of the color palette



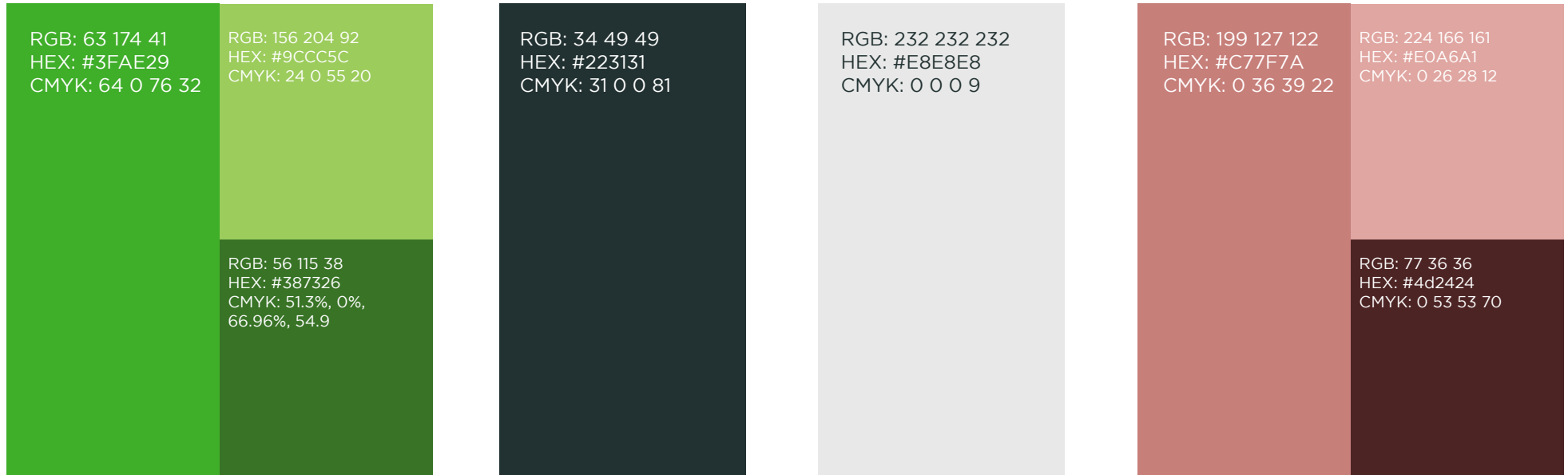
Placed on a busy
photographic background



Do not rearrange elements of the logo or omit any of its elements. Avoid any effects, such as drop shadows.

COLOR

TK2d Awareness Day uses the following color palette.



TK2d Awareness Day primary fonts

Gotham

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Headers:

GOTHAM BOLD ALL CAPS

Sub-heads:

Gotham Bold

Body Copy and Labels:

Gotham Book

ANISETTE

Accents Only: Meant to be used only where you specifically want it within a paragraph or a heading; to stress something, to highlight an idea, or to add some style to a block of text.

For Canva Use

Gotham is available in Canva for use, but **Anisette is not. Lucidity** should be used in its place when using Canva.

Alternate Digital Fonts

When the primary fonts are not available for digital executions, use:

Raleway - HEADERS, sub-heads,
body copy and labels

SYNCOPATE - Accents

MITOCHONDRIA PATTERN & ELEMENTS

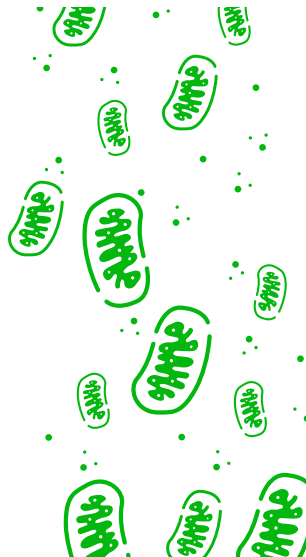
When using the pattern as a graphic, it should only be used in brand green. When using the full-color background with accompanying content, such as copy or other elements, adjust the opacity of the mitochondria pattern to 30%. The mitochondrial pattern can be used in various brand colors depending on background color and context.

Download all graphic elements from the asset library.

[DOWNLOAD](#)

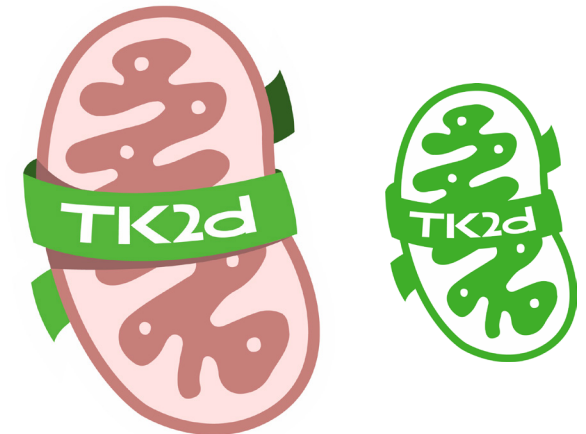
[VIEW IN CANVA](#)

Take on TK2d Together Mitochondria Pattern



TK2d Mitochondria Graphic

The TK2d Mitochondria can be used as a graphic element within social assets.



SOCIAL MEDIA OVERLAYS

Profile photo frames are available for individual users on Instagram and Meta. On Instagram, you can add the frame to your Instagram Stories or Reels as a custom sticker from Cutouts. On Meta, you can add the frame directly to your profile picture.

Download social graphics from the asset library.

[DOWNLOAD](#)[VIEW IN CANVA](#)

Profile Photo Overlay Options



Stories Overlay Options



SOCIAL MEDIA POSTS/ASSETS

A library of social media assets is available for you to use on your channels. The library includes images based on the theme and TK2d facts. It is available in Canva, allowing you to prepare personalized content, insert messages, and use translated copy. Here are the multi-frame **Take on TK2d Together** assets that you can post as a carousel:

Download social library from the asset library or view in Canva.

DOWNLOAD

VIEW IN CANVA

Only the text in magenta can be edited.

Building Community



Example of Post Language

#TK2dTuesday is on September 10! Come together to learn more about TK2d (Thymidine Kinase 2 deficiency) and support those affected. Together, we can take on TK2d.

Suggested Hashtags

#TK2dTogether #TK2dAwarenessDay
#Mito #TK2d #raredisease
#mitochondrialdisease

SOCIAL MEDIA POSTS/ASSETS (cont)

More multi-frame assets that you can post as a carousel:

TK2d Facts

Example of Post Language

#TK2dTuesday is on September 10! Come together to learn more about TK2d (Thymidine Kinase 2 deficiency) and support those affected. Together, we can take on TK2d.

Suggested Hashtags

#TK2dTogether #TK2dAwarenessDay
#Mito #TK2d #raredisease
#mitochondrialdisease



SOCIAL MEDIA POSTS/ASSETS (cont)

2-frame social media assets are also available to you and should be posted as a carousel:

Uniting the Community

Example of Post Language

#TK2dTuesday is on September 10! Come together to learn more about TK2d (Thymidine Kinase 2 deficiency) and support those affected. Together, we can take on TK2d.

Suggested Hashtags

#TK2dTogether #TK2dAwarenessDay
#Mito #TK2d #raredisease
#mitochondrialisease



SOCIAL MEDIA POSTS/ASSETS (cont)

Single-frame social media assets are also available to you. These include:

Example of Post Language

TK2d Tuesday is on September 10th! Come together to learn more about thymidine kinase 2 deficiency (TK2d) and support those affected.

Suggested Hashtags

#TK2dTogether #TK2dAwarenessDay
#Mito #TK2d #raredisease
#mitochondrialisease



VIDEO CALL BACKGROUNDS

Backgrounds for video calls via Zoom, Teams, Google, etc., are also available to you. These include:



Download backgrounds from the asset library.

[DOWNLOAD](#)[VIEW IN CANVA](#)

UCB Lockup Background Options



Please refer to the UCB terms of use and guidance for disease awareness activities for more information. The content in this toolkit has been reviewed and approved by UCB for use with general public, patients, caregivers, and healthcare providers. As a reminder, do not edit or modify the document ID or footer in the images. For questions, contact:

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