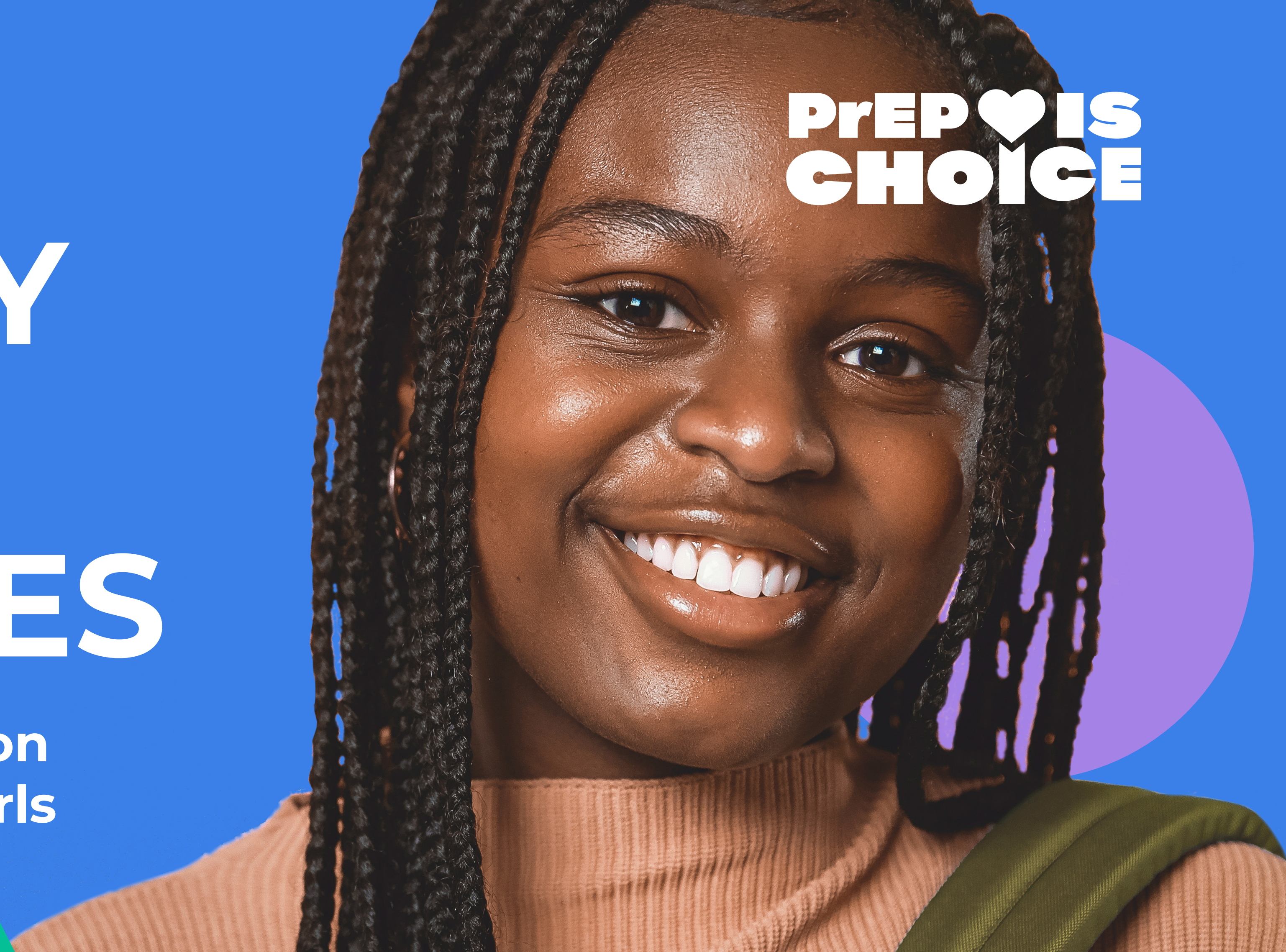


PrEP CATEGORY BRAND GUIDELINES

How to create communication
that speaks to adolescent girls
and young women

PrEP  IS
CHOICE



CONTENTS



WELCOME

WHO IS THIS DOCUMENT FOR?	5
CO-CREATING WITH AGYW	6
PrEP CATEGORY BRAND HEART	
PrEP CATEGORY PRODUCTS	8
PrEP CATEGORY BRAND STORY	9
PrEP CATEGORY MISSION	12
AGYW AUDIENCE INSIGHT	13
PrEP'S SUPERPOWER FOR AGYW	16
KEY BENEFITS OF PrEP	17
PrEP CATEGORY COMMITMENT	18
PrEP CATEGORY PERSONA + TONE	19

PrEP CATEGORY CREATIVE ASSETS

INTRODUCTION	22
PrEP CATEGORY LOGO	23
OUR COLOR PALETTE	27
OUR FONT FAMILY	31
OUR ICON LIBRARY	33
THE DESIGN SYSTEM HIERARCHY	37
PHOTOGRAPHY	38
ILLUSTRATION	40
PRINT AND OUT-OF-HOME APPLICATION	41
DIGITAL APPLICATION	42
NO-GO ZONES	44

PrEP CATEGORY MESSAGE + LANGUAGE

WHERE DO WE START?	46
PrEP CATEGORY CAMPAIGN MESSAGE	47
MESSAGE HIERARCHY	52
PRINT APPLICATION	53
OUT-OF-HOME APPLICATION	54
DIGITAL APPLICATION	55
BROADCAST APPLICATION	56
NO-GO ZONES	57
COPY GUIDANCE CHECKLIST	58
PrEP CATEGORY PRODUCT MESSAGES	66
IN-MARKET TRANSLATION	71

BUT FIRST... ACRONYM & TERMINOLOGY CHEAT SHEET

AGYW

Adolescent Girls and Young Women

Brand Guidelines

Brand guidelines are like a rulebook for how our brand should look, feel, and speak. They help us create a consistent brand across all platforms. We believe good brand guidelines not only tell us what to do, they show us how to do things.

Brand Persona

The purpose of a brand persona is to humanize our brand, making it easier for people to form an emotional connection with it. It helps differentiate our brand, build trust, and ensure consistent messages for better brand recognition.

Brand Tone

This is the mood and emotion our brand conveys in messages to our audience. It influences our choice of words, our writing style, and the way we tell stories.

Campaign Brief

A campaign brief is a document that summarizes the information and requirements you need to create your marketing campaign. It should include the following: goals, objectives, audience(s), budgets, deadlines, etc.

Carousel

A carousel is a social media post with multiple photos and/or videos. Followers can swipe through the images.

CTA

Call to Action, this is a prompt that encourages our audience to take the next steps in their journey with PrEP. Ideally, it will lead them to a place where they access PrEP or a place where they can learn more about PrEP.

“Finger Snapping”

It’s like applause. It signals the same passionate response but without disruption. It says, “I hear you. I appreciate you. I support you.”

KBB

Key Brand Benefit, the KBB sums up the emotionally engaging core focus of our brand. It is the foundation for all our communication. We like to refer to it as our superpower.

Message

In this document, “message” and “messaging” refers to how and what the brand communicates with its audience. It is how we share believable, meaningful information about PrEP with AGYW.

NextGen Squad

The MOSAIC NextGen Squad is a team of paid youth advocates under the age of 30 from Eswatini, Kenya, Lesotho, Namibia, Nigeria, South Africa, Uganda, Zambia, and Zimbabwe. This dynamic group of young people shape, influence, and participate in a variety of MOSAIC project activities.

“Our”

The use of “our” refers to the PrEP category brand team. This includes all partners, including creative and implementation teams, who take ownership of the marketing and communications for the PrEP Category.

WE BELIEVE GOOD BRAND GUIDELINES NOT ONLY TELL US WHAT TO DO, THEY ALSO SHOW US HOW TO DO THINGS.

Reels

A Reel is an Instagram feature that allows users to create short-form video content and share it in their Instagram Stories, Feed, or on the dedicated Reels Explore page.

Stories

Stories are a form of fleeting content on Facebook, Instagram, or Snapchat that disappears after 24 hours.



WELCOME KARIBU HABARI

It is hard to ignore a story or message that feels like it was written just for you. That's why this guide exists: to help our partners tell young women in Africa about the PrEP category in a compelling way that will move and inspire AGYW to act.

You will find everything you need to know about the PrEP category's story here. We share valuable insights about our audience, gathered in workshops with young women in Kenya, South Africa, and Zimbabwe. This guide contains all the building blocks to create clear, impactful, positive, and consistent communication. Consistent communication is the secret to getting the attention of AGYW and making a lasting impression.

Let's get started!

WHO IS THIS DOCUMENT FOR? CREATIVE TEAMS AND IMPLEMENTERS.

Every day thousands of messages are aimed at AGYW. To stand out and get young women interested in the PrEP category, we need a strategic approach.

Our goal was to figure out the best way to brand the PrEP category for AGYW so we can coordinate marketing, communications, and demand generation activities under a common strategy built on robust evidence.

These guidelines come from an evidence-informed brand positioning process. We hope this helps partners in markets that offer a choice of HIV prevention methods by providing clear, actionable guidance on how to connect with AGYW.

**OUR AIM IS TO DELIVER COMMUNICATION THAT INSPIRES
BEHAVIOR CHANGE AND ACHIEVES IMPACT IN THE
FIELD OF HIV PREVENTION.**

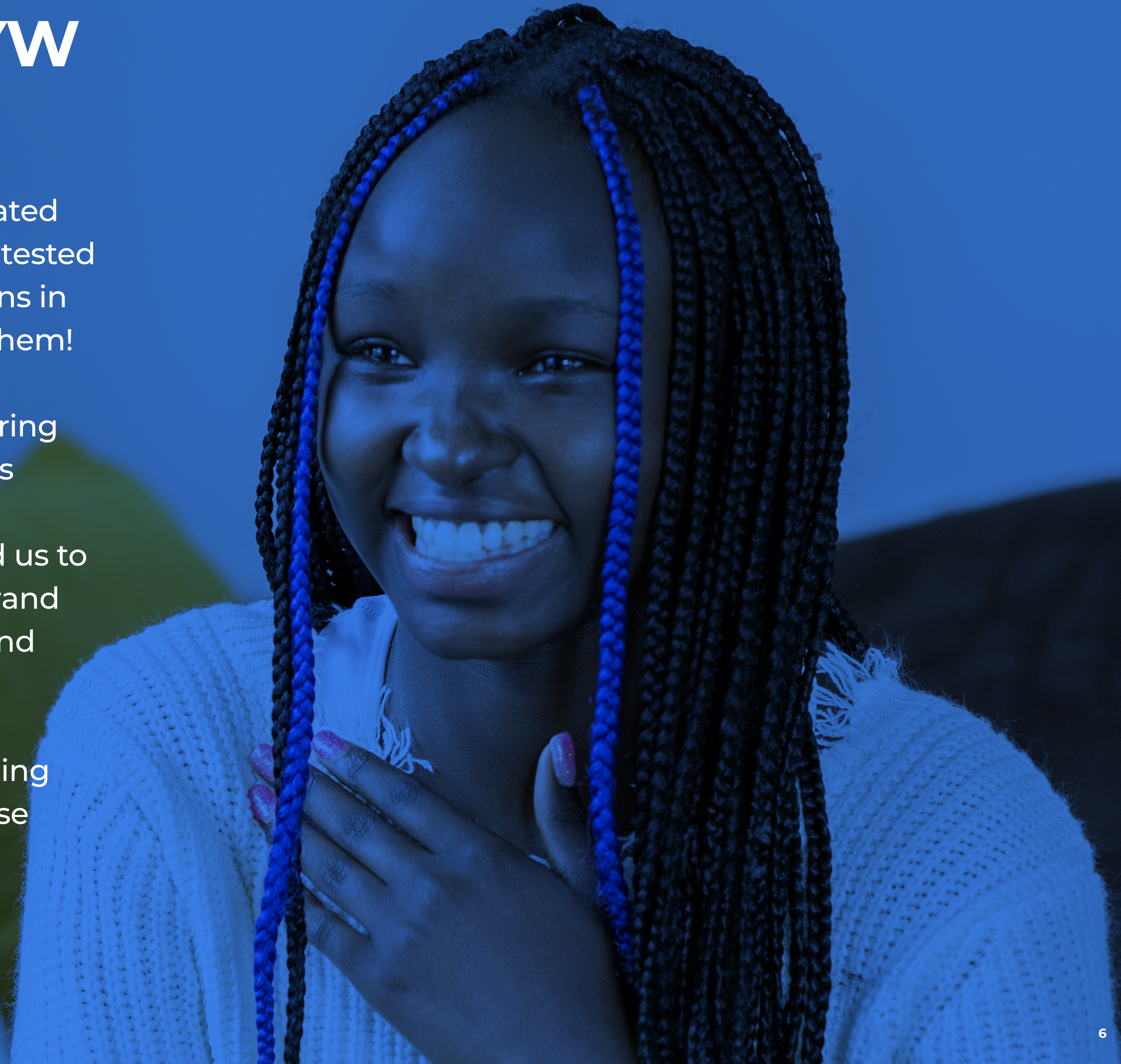


CO-CREATING WITH AGYW

Everything we will share in these guidelines was co-created with MOSAIC's youth advisors, the NextGen Squad, and tested with 121 AGYW from urban, peri-urban, and rural locations in Kenya, South Africa, and Zimbabwe. A big shoutout to them!

Collaborating with AGYW produced insightful and inspiring branding. Our approach involved conducting workshops where we engaged in open conversations and created together alongside young women. This process enabled us to develop a communication approach based on strong brand positioning that is sensitive to the needs, preferences, and real-life experiences of young people.

We strongly recommend co-creating, iterating, and testing new communication materials developed based on these guidelines with a group of AGYW in your setting.



**PrEP
CATEGORY
BRAND
HEART**

THE PrEP CATEGORY PRODUCTS

Pre-Exposure Prophylaxis (PrEP) is now a **category of products**, including oral PrEP, injectable (CAB) PrEP, and PrEP ring. For the first time ever, the HIV prevention field has **the element of choice of PrEP products** and the market is rapidly expanding.

These guidelines focus primarily on how to communicate choice of PrEP products. Thus, they are intended to be applicable to currently available and new PrEP products that enter the market. While you'll find facts and information on available PrEP products in these brand guidelines, your campaign brief should highlight the products available in your country and specific product messages used should ensure adherence to the product guidelines in your country. Some products may only be available in certain locations. Please couple these guidelines with robust campaign planning that is specific to your setting, including a campaign brief and campaign architecture.

THE IMPORTANT THING TO REMEMBER IS THAT PrEP NOW OFFERS AGYW CHOICE.



PrEP CATEGORY BRAND STORY*

The story you see here is from our brand positioning, you will see elements of that story throughout these guidelines. Brand positioning is intended to be pulled through into brand guidelines.

This is not a story about HIV.

THIS IS A STORY ABOUT YOUNG WOMEN IN AFRICA.

Every day is a balancing act of juggling different needs with limited resources. But instead of relinquishing their power, they are giving main character energy. They have a strong sense of self and are determined to live a healthy life.

*PrEP Category Brand Story from “Communicating the PrEP Category to Adolescent Girls and Young Women: Brand Positioning Strategy Brief”, MOSAIC Project, October 2023. www.prepwatch.org/resources/communicating-the-prep-category-to-adolescent-girls-and-young-women/

SELF-CARE IS A VIBE!

Young women today have figured out that it's up to them to take care of themselves. This determination makes AGYW resourceful and proactive, even though it is often not easy. They understand the world they live in; they know that their communities and those around them might not always be open to their choices. It takes bravery and strength for AGYW to take care of their sexual health and each other. They see taking care of themselves as an act of self-love, and strength goes

It is their self-love that gives them the confidence to be positive and fierce in the world.

hand in hand with self-love. For young women, PrEP use can come at a price. There is often significant stigma towards PrEP in their communities; however, they know that taking PrEP can give them peace of mind. PrEP makes them feel physically and, importantly, mentally safe. The PrEP category has the potential to significantly enhance young women's lives—not only on a physical level by protecting them from HIV, but also on an emotional level, by providing them peace of mind.

THE ULTIMATE FLEX? CONTROL

The expanding menu of PrEP methods creates further space for young women to exercise control, emphasizing that they are in the driver's seat when it comes to their HIV prevention needs. Discreet, long-acting methods offer their own benefits as compared to daily oral PrEP, and young women are eager for the opportunity to make personalized decisions about their health that complement their lifestyle at any given time.

AGYW are not just determined in their efforts to take care of their own lives, but are aware that by standing strong in themselves they inspire their peers to do the same. They are passionate about ensuring their sisters—their close female friends—have the information they need to choose life, health and PrEP confidently. For AGYW, every act of strength reinforces their determination, motivation, and ability to design the life they want to live, and encourage their sisters and peers to do the same.

AGYW WANT STRAIGHT-UP FACTS

AGYW are excited about messages that can inspire courage and offer affirmation to young women who may still be hesitant about their own inner strength to take PrEP. They are dedicated to supporting each other by seeking out and sharing the facts about PrEP. They want to assure their peers and communities that PrEP is safe. PrEP safety is often still questioned and this leads to myths and misinformation. They also

need comprehensive information on effectiveness, side effects, and other product attributes, because they feel confident that if they are armed with reliable information, they can help break down stigma with truth.

PrEP use is not always easy. It requires repeat visits to the clinic, taking time off work, remembering to use a medication, managing side effects, and much more. For more AGYW to use PrEP, the category needs to be linked with the audience's own sense of strength.

TO STAND OUT, COMMUNICATION SHOULD RESONATE WITH YOUNG WOMEN'S INNER STRENGTH, UNWAVERING DETERMINATION TO LIVE A FULL AND HEALTHY LIFE, AND COMMITMENT TO SELF-CARE AS AN ACT OF SELF-LOVE.

OUR MISSION

To make PrEP famous and show more young women that they can make life-changing choices.

AGYW AUDIENCE INSIGHT

*“Life is a balancing act of what I want, what I need, and what’s expected of me. Prioritizing myself by taking PrEP requires that I overcome the many challenges that surround PrEP use, especially judgment and stigma. This is difficult, but **I know I’m at my best when I feel good about myself** because I’ve taken PrEP. When I feel confident and strong, my actions, decisions, and words reflect it.”*



TODAY'S AGYW...

- ♥ Are not passive bystanders in their own lives. They **are claiming their power and are bold.**
- ♥ Understand their daily realities, but also understand that they **are inherently strong** because they navigate these realities every day.
- ♥ Understand the need to **prioritize themselves.**
- ♥ Are brave, **know their own worth**, and are not settling for anything that does not acknowledge and celebrate their sense of worth and their journey.
- ♥ Do not need to be empowered. They **are already empowered.**



WHAT DO AGYW WANT?

“I’m self-assured. I respect myself and my body. I am powerful and strong, brave, and vibrant. Show me trustworthy information that is inclusive and builds my knowledge.”

“Show me that PrEP is accessible and you are open to my needs.”

HOW DO WE CONNECT WITH AGYW?

Young women are consistently showing confidence, strength, bravery, and motivation; our marketing and communication must mirror this.



PrEP'S SUPERPOWER* FOR AGYW

PrEP is a way for young women to prioritize their physical health and mental well-being, to live a life uninterrupted by HIV. It affirms that **SELF-LOVE IS STRENGTH.**

*PrEP Category Key Brand Benefit from "Communicating the PrEP Category to Adolescent Girls and Young Women: Brand Positioning Strategy Brief", MOSAIC Project, October 2023. www.prepwatch.org/resources/communicating-the-prep-category-to-adolescent-girls-and-young-women/

KEY BENEFITS OF PrEP

FUNCTIONAL:

- ♥ Safe
- ♥ Effective
- ♥ Free of charge
- ♥ Choice of a variety of formats: oral, ring, injectable (depending on setting)

EMOTIONAL:

- ♥ Self-love
- ♥ Strength
- ♥ Peace of mind
- ♥ Control



THE PrEP CATEGORY COMMITMENT



- ♥ We don't sugarcoat the realities of taking PrEP.
- ♥ We understand the courage, effort, and commitment required to be a PrEP user.
- ♥ We show that we believe young women have what it takes.
- ♥ We affirm young women's strength, determination, and commitment.
- ♥ We work towards creating broader awareness of PrEP.

PrEP'S PERSONA

PrEP IS:

Self-assured

Respectful

Powerful & strong

Brave

Vibrant

HOW DOES PrEP ACT?

Confident, but never pushy. Shows choice. Doesn't hard-sell it.

Respectful of all people's bodies, lifestyles, and choices.

Owens its power and strength, but never acts arrogant or overbearing.

Acts with courage, purpose and conviction, even in the face of opposition. Knows bravery does not equal recklessness.

Exudes a positive and enthusiastic aura. Feels dynamic and energetic.

PrEP'S TONE

WHAT DOES PrEP SOUND LIKE?

CONFIDENT

TRUSTWORTHY

OPEN & ACCESSIBLE

INCLUSIVE

KNOWLEDGABLE

PrEP can speak with confidence because we share trustworthy information.

We share information in ways that are inclusive and build young women's knowledge.

We are always open to what young women want and how they express themselves.

This includes using language and expressions they are familiar with.

We keep it short and simple. Because AGYW have places to be and things to do.

PrEP CATEGORY CREATIVE ASSETS

INTRODUCTION

The following pages represent our approach to the visual assets for the PrEP category. Using category and audience insights, we have designed a logo and selected a color palette and font family that capture the brand persona and tone, and reflect what we heard from young women themselves.

Our logo has shifted from a symbol to a wordmark. This is a contemporary approach that allows the visual and text aspects of the logo to be intrinsically linked and amplified.

The color we have used in our logo was tested with AGYW, and is the color that most appealed to them and conveyed the PrEP category and choice. Blue is a color that denotes trust and calm. The blue used is distinctive from the tone of blues seen by AGYW in other campaigns across health and commercial areas. This particular blue will be reinforced across all our work to build better brand distinction, recognition, and memory.

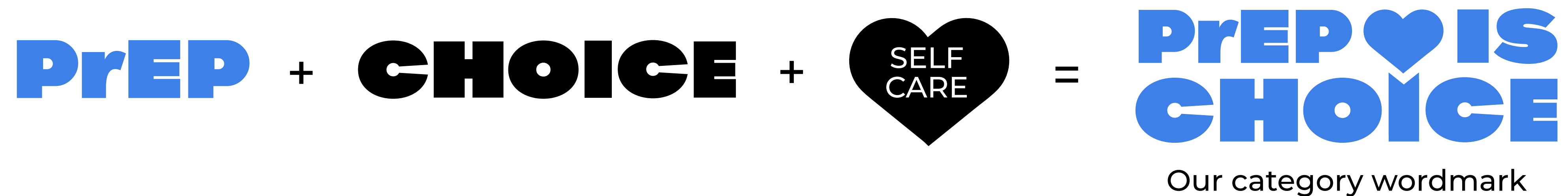
OUR PRIMARY LOGO

**PrEP ♥ IS
CHOICE**

APPROACH

PrEP ♥ **IS**
CHOICE

We have shifted from a traditional logo to a wordmark (a visual expression of a brand name).



CORRECT USAGE



When on a white background, ensure you use the logo in its signature blue color.



If the logo must be used in a holding shape, ensure the shape is in the signature blue color and the logo is in white.



When placed on a pattern, textured or photographic background, ensure the area around the logo is clear and the logo is in white.



When used in black and white, use the logo in black against a white background.



When used against a black background, ensure the logo is in white.



When placed on a color that may clash or contrast with the logo color, ensure the area around the logo is clear and the logo is in white.

INCORRECT USAGE



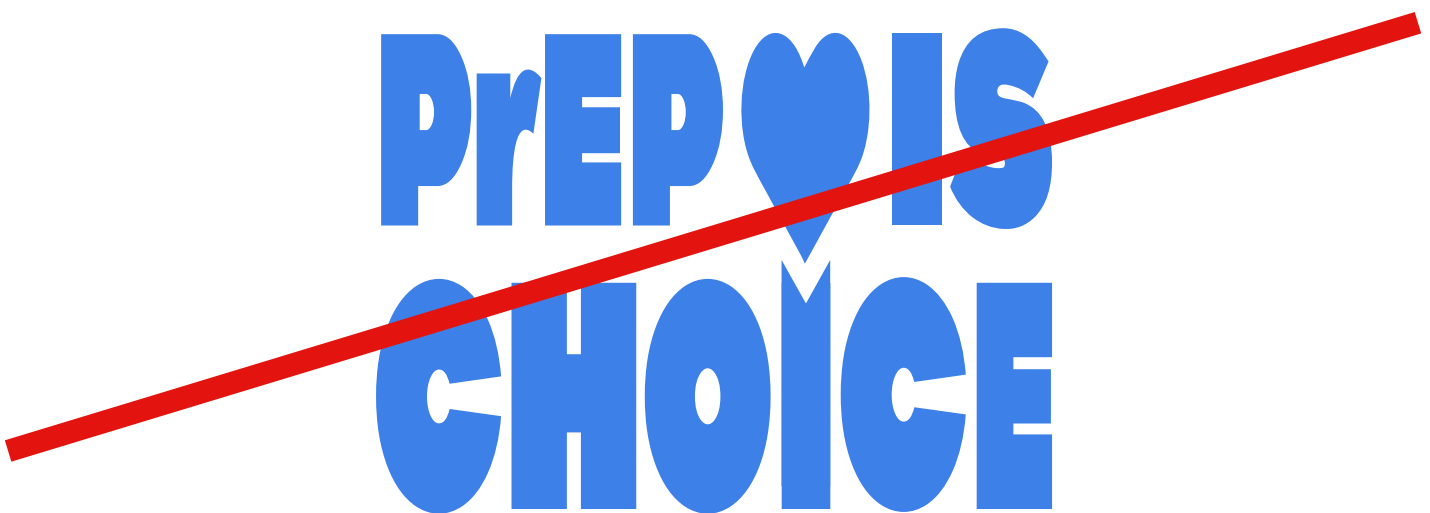
Do not change the logo color.



Do not place the logo on a color that may clash or contrast with the logo color and negatively affect visibility.



Do not place the logo on a textured or patterned background that may clash or contrast with the logo and negatively affect visibility.



Do not warp, squeeze or alter any of the logo's proportions.



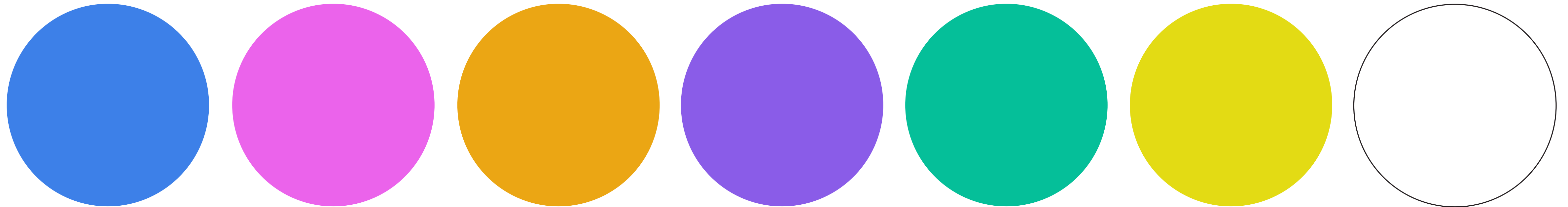
The height of the logo should be no smaller than 17mm.



Do not amend the logo typeface.

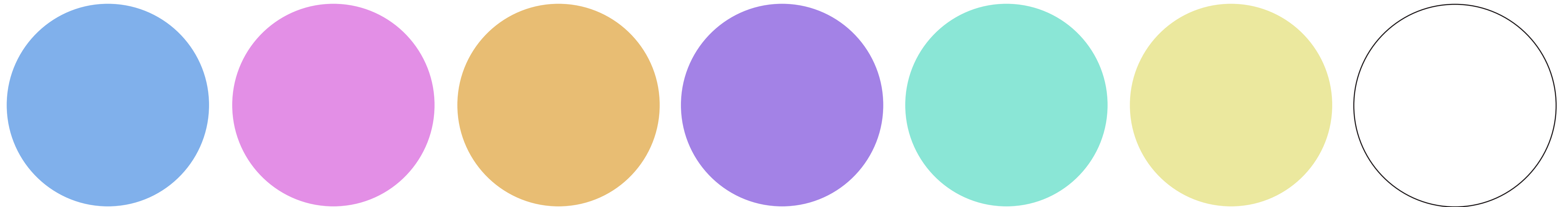
OUR PRIMARY COLOR PALETTE

These colors are used across most communications, formats, graphics, photography, and illustrations. They are used to call out the strongest elements of the layout and communication.



OUR SECONDARY COLOR PALETTE

These colors are used to complement the primary color palette and avoid oversaturation or overwhelm of the visuals and graphics. They will be used to showcase details, styling, subheadings, and other secondary elements. They will always be used in conjunction with the primary colors.



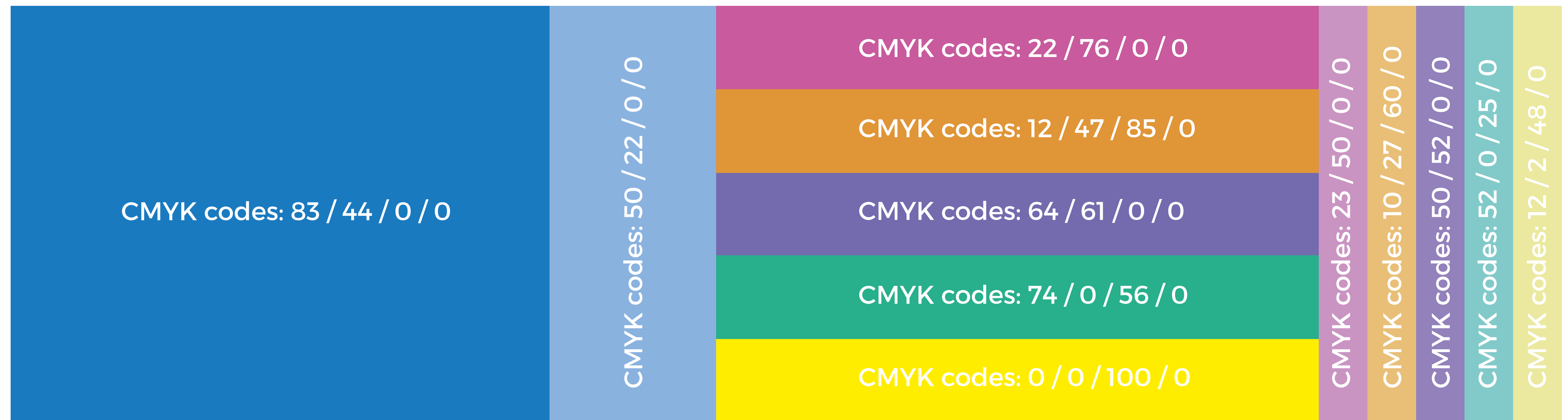
USAGE - DIGITAL

PALETTE BREAKDOWN Across our communications and collateral, the PrEP signature blue colors should occupy the majority of the layout. If the blue colors cannot occupy the majority of the layout, they should be prominently featured or used to call out key elements. Brighter colors in complementary hues from our primary color palette should then be used to amplify the personality of the brand, relate to our audience, and draw attention to key details. The secondary color palette is only used to amplify the brighter colors, house body copy, and finer details. These will be used minimally.



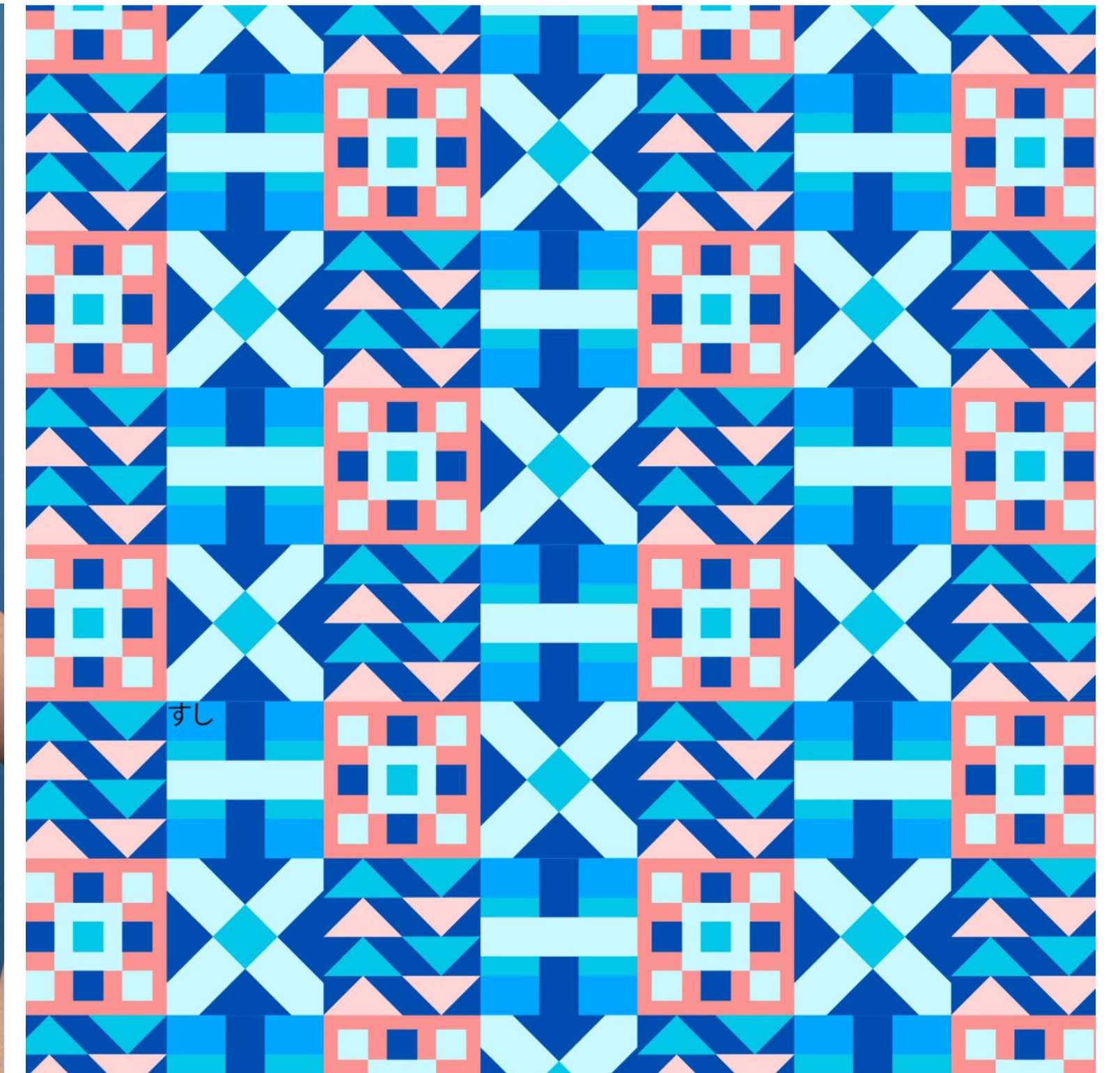
USAGE - PRINT

PALETTE BREAKDOWN Across our communications and collateral, the PrEP signature blue colors should occupy the majority of the layout. If the blue colors cannot occupy the majority of the layout, they should be prominently featured or used to call out key elements. Brighter colors in complementary hues from our primary color palette should then be used to amplify the personality of the brand, relate to our audience, and draw attention to key details. The secondary color palette is only used to amplify the brighter colors, house body copy, and finer details. These will be used minimally.



USAGE

To achieve a predominantly blue color palette in layouts, you can use various techniques such as blue wardrobe styling, a blue backdrop, or the incorporation of majority blue graphics and patterns.



OUR PRIMARY FONT

MONTERRAT is a modern font with the versatility of a more classic sans serif font. It is a standard font used across many print and digital platforms. It is also web-safe. It feels approachable and contemporary. This font lends itself well to headlines, subheadings, and body copy.

Aa Bb Cc Dd Ee

Light

Aa Bb Cc Dd Ee

Regular

Aa Bb Cc Dd Ee

Medium

Aa Bb Cc Dd Ee

Bold

Aa Bb Cc Dd Ee

Extra Bold

Aa Bb Cc Dd Ee

Black

OUR SECONDARY FONTS

AUTUMN WIND is a modern script font that complements our primary font by adding movement, spontaneity, and a youthful feel to our communication.

Aa Bb Cc Dd Ee

A stroke can easily be added around AUTUMN WIND to thicken it. However this should be used sparingly so as not to negatively impact legibility. We recommend no more than 2/3pt stroke thickness.

Aa Bb Cc Dd Ee 1pt

Aa Bb Cc Dd Ee 3pt

OUR SECONDARY FONTS

BLACK MARKER SOFT features a smooth and fluid design, resembling the strokes of a marker with a gentle touch. Its sleek lines create a balanced and approachable typographic style.

AA BB CC DD EE Regular

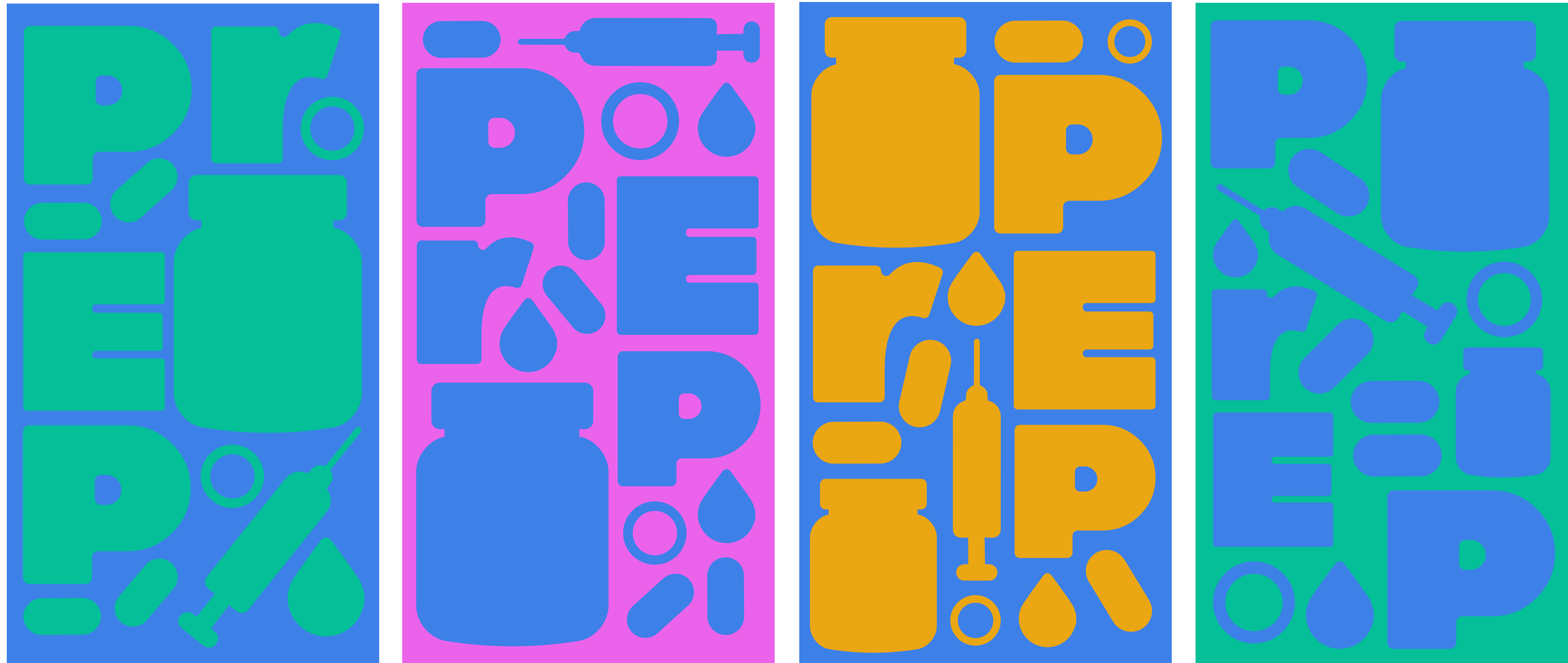
OUR ICON LIBRARY

To demonstrate the promise of our logo, we have developed an icon library to showcase our brand persona and the variety of product options we offer when it comes to our audience's needs. These can be used on various collateral alongside copy or as a graphic device across various touchpoints.



USAGE

The icons can be used in a variety of ways: individually to accompany copy and photography, or as a combination that may form a pattern or graphic to be used across print and digital collateral.



TEMPLATES

The logo, color palette, font family, and iconography come together to provide us with templates to be used across various collateral within the design hierarchy system. These are vector-friendly files and thus can be reduced or increased in size as needed.



THE DESIGN SYSTEM HIERARCHY

When the time comes to bring all these elements together, we must ensure the elements are well integrated but the message remains clear. Let's see this demonstrated in a standard 1:1 ratio social media post:



GUIDELINES

- ♥ Branding must be clear and unobstructed.
- ♥ The colors should stick closely to our color palette.
- ♥ Background should be a flat color from our color palette or a minimalist photographic backdrop.
- ♥ Refrain from overly complicated and busy layouts, textures, and patterns.
- ♥ The headline should be bold and confident.
- ♥ Avoid competing elements: the headline and image should overlap to feel intrinsically linked.

PHOTOGRAPHY

Photography should be used to showcase and celebrate our audience. Our audience responds well to expressive faces and seeing people like themselves and to whom they can relate. Faces should be highlighted with strong personality on display and a feeling of warmth and personal interaction. Casting should also be inclusive and reflect the diversity of our markets.



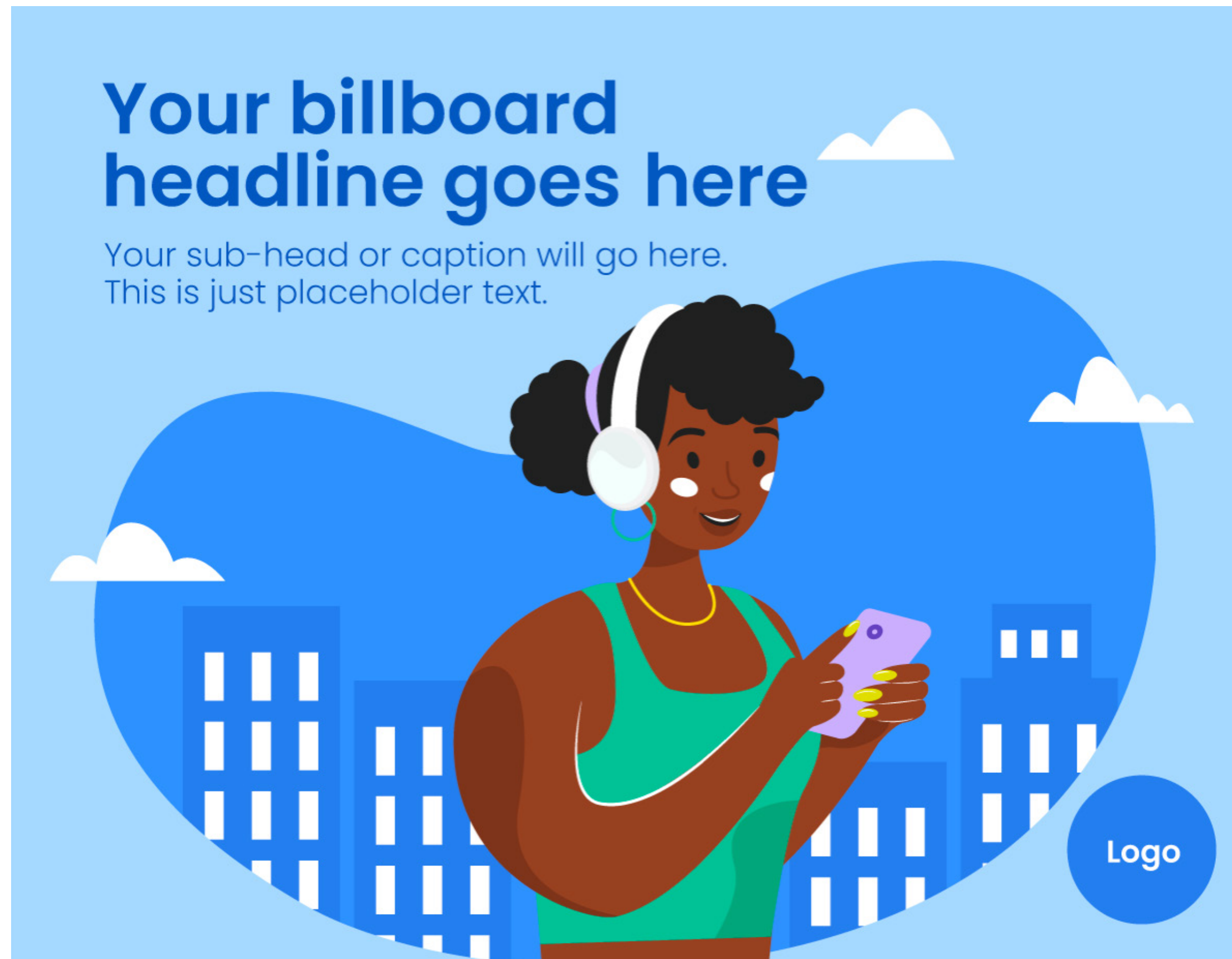
OUR MAIN CHARACTER

Our market is greatly diverse and choice is key to users of PrEP, however we must not forget our key audience: our AGYW user. Ensure that she is at the center of all executions, whether alone or in a group. If that is not possible, ensure she occupies more than 50% of the layout or she is the focus on the camera lens.



ILLUSTRATION

If photography is not available, illustration is a great alternative to still represent our audience and showcase personality. It also allows us to amplify our color palette, provide more versatility across layouts, and communicate greater details. The illustrative style should be clean and contemporary with a very stylized look.



PRINT AND OUT-OF-HOME APPLICATION

Our audience is highly visual and is attracted to bold designs and colors. So, let's also keep our print and out-of-home communication eye-catching but simple. Make use of a short and punchy headline, keep body copy no longer than four lines, and put a CTA below it. Include the wordmark and hashtag.

PORTRAIT PRINT

SECTION FOR PrEP LOGOS AND PARTNER LOGOS
SHOULD BE PLACED HERE AT 1/8th OF HEIGHT

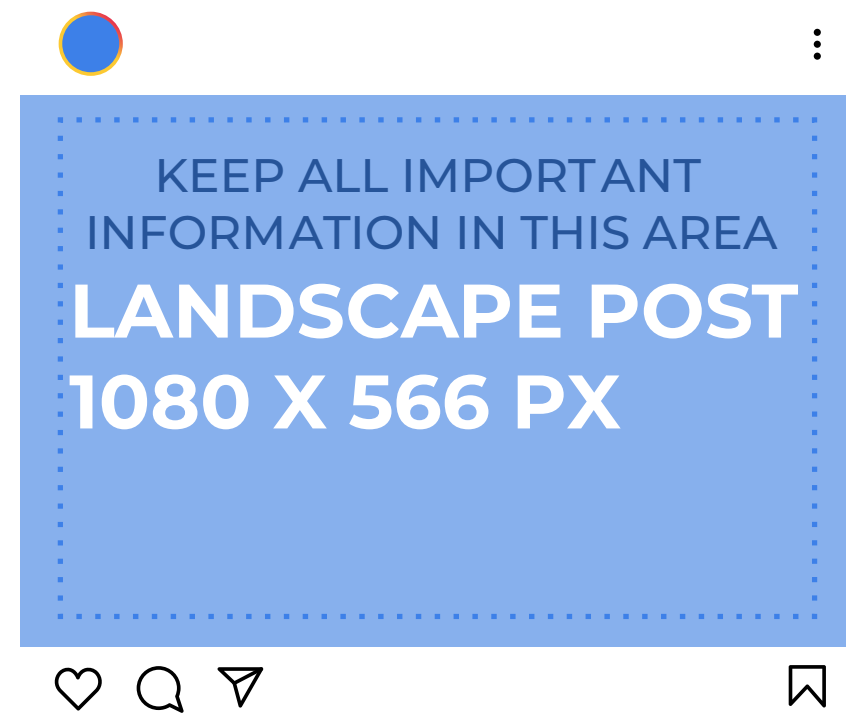
LANDSCAPE PRINT

SECTION FOR PrEP LOGOS AND PARTNER LOGOS
SHOULD BE PLACED HERE AT 1/6th OF HEIGHT

DIGITAL APPLICATION

INSTAGRAM

Avoid text or copy that exceeds 20% of the layout and place detailed information in the caption. For more information-heavy posts, use carousels* and the 15-second sequence of Stories* and 90 seconds of Reels*.



*Refer to "Acronym & Terminology Cheat Sheet" on p3.

DIGITAL APPLICATION

SHORT VIDEOS

Short videos, like those on TikTok, are the fastest-growing form of social media content amongst our audience and allow us to build greater engagement with them. Videos should ideally be between 21 and 34 seconds long. NOTE: Keep video formats vertical as this has proven to provide 40% more impressions than square or landscape videos.



TIKTOK VIDEO SIZES

VIDEO RESOLUTION	1080 X 1920 PX
VIDEO FORMAT	MP4 or MOV
ANDROID VIDEO FILE SIZE	72MB
iPHONE VIDEO FILE SIZE	287MB
MAXIMUM VIDEO LENGTH	3-10 MINUTES
BEST VIDEO LENGTH	21-34 SECONDS
VIDEO RATIO	9:16

NO-GO ZONES

- ✘ Do not use incorrect or outdated branding on any collateral.
- ✘ Do not reinforce negative social or gender norms in language or imagery.
- ✘ Do not use low-res or warped photography.
- ✘ Do not include any imagery that pictures violence, discrimination, or misinformation.

PrEP
CATEGORY
MESSAGE +
LANGUAGE

WHERE DO WE START?

The following message guidelines were informed by our evidence-informed brand positioning process. These insights will help us write all kinds of communication for the PrEP category that will make AGYW feel seen and heard.



PrEP

CATEGORY

CAMPAIGN


MESSAGE

FROM BRAND POSITIONING TO CAMPAIGN MESSAGE

In addition to testing the brand positioning direction, we gathered feedback on messaging and creative to inform a brand framework based on the positioning.

Each creative territory consisted of a campaign message, a narrative, and two poster executions. This included execution-specific copy lines, typography, photography, and design elements. This allowed us to test three sets of creative elements. Despite their unique characteristics, all three territories were rooted in the same PrEP category brand positioning direction. Think of it as three different stories written about the same character.

The result? By testing territories in a more developed state, we were able to be more efficient with the time we had with AGYW, and learn about messaging and creative elements that could ultimately inform the brand framework based on the final positioning direction. Insights from all three territories guided refinements to the creative work outlined in these brand guidelines to enhance its impact.



I CHOOSE ME

CAMPAIGN MESSAGE

I CHOOSE ME:

Checklist

1. Aligns with the positioning direction
2. Evokes strong emotions in AGYW
3. Fits closely with PrEP value proposition for AGYW
4. Emphasizes the importance of choice
5. Translatable across borders and cultures
6. Adaptable to multiple themes and diverse executions

Our “winning” campaign messaging was based on “I choose me” as a creative execution, and in the following pages we’ll explain what this means.



PrEP CATEGORY CAMPAIGN MESSAGE

I CHOOSE ME

This message is written from a young woman's point of view. It is a positive affirmation that confirms her as a self-assured, confident, powerful, strong, brave, and self-respecting individual. She knows her worth and understands that she has the ability to take control of her health. She recognizes that self-love is strength.

HOW DOES THIS MESSAGE LINK WITH PrEP?

“I Choose Me is a call to action to prioritize myself and my health. It is a movement that focuses on doing what's right for me and my life before considering what's right for everyone else. It inspires me to listen to my heart, stand up for myself, and recognize my inner strength. Strength that tells me I have the right to choose. Choosing an HIV prevention method that works for me, my life. Because when I take care of myself first, I can also stand strong in my inner circle, community, and the world. Choosing PrEP is a life-affirming choice. It is an effective and safe choice for me. It sets in motion a chain reaction of life-affirming choices that make me feel powerful. I become the author of my life's story.”

MESSAGE HIERARCHY

MAKE THE LINK TO PrEP CLEAR AND CREATIVE

- ♥ Communication should immediately be associated with PrEP.
- ♥ Headlines should be emotionally engaging, but every piece of communication should have a clear link to PrEP.
- ♥ Campaign briefs will give you guidance on specific objectives.
- ♥ Always include a clear CTA. Avoid multiple CTAs.

HEADLINE

An emotive affirmation written from the perspective of AGYW. The headline brings to life concepts like “PrEP is choice”, “PrEP is self-care”, and “Self-love is strength” in the language and context of AGYW’s lives. Desired reaction: we want AGYW to nod in agreement and continue reading.

BODY/POST COPY

Confirms PrEP as an act of self-care for AGYW. Highlights the choice the PrEP category offers AGYW. Shares concise and relevant PrEP product messages in the context of the communication objective for the specific message. Be mindful of the medium you are writing for.

CTA

Clear direction to easily accessible, comprehensive information on PrEP products. Ideally, a trusted resource (digital or in-person) for them to be able to ask questions confidentially. Make it easy by adding QR codes, links, etc.

PrEP WORDMARK HASHTAGS

#CampaignMessage #RelevantTrendingTopics

PRINT APPLICATION

SEE A POSTER MESSAGE EXAMPLE

Headline

**I WANT TO LIVE BY
CHOICE, NOT BY
CHANCE.**

- Leajo, 18

Body copy

PrEP gives me a way to put myself first. When I take PrEP, I take control of my health. This makes me feel safe, and that matters more to me than what you think I am the boss of me.

CTA



Scan the QR code to hear more young women's first-hand experiences with PrEP on the "I choose me" podcast.

Wordmark
+ hashtag

**PrEP  IS
CHOICE**
#ICHOOSEME

OUT-OF-HOME APPLICATION

Wordmark
+ hashtag

KEEP IT SHORT, IMPACTFUL, ACTIONABLE

- ♥ Billboards/graffiti/murals can reach a larger audience than just AGYW.
- ♥ It is a powerful way to build brand awareness.
- ♥ It is not the touchpoint to share in-depth information.
- ♥ Make it easy to access more information by including a link to the most relevant resource.

SEE BILLBOARD MESSAGE EXAMPLES



Headline

CTA

Headline: I live by choice, not by chance.

CTA: PrEP is all about me before we.
[insert QR code to link to info]

Wordmark: PrEP is Choice + Hashtag

Headline: I live by choice, not by chance.

CTA: Check out the straight-up PrEP facts.
[insert QR code to link to info]

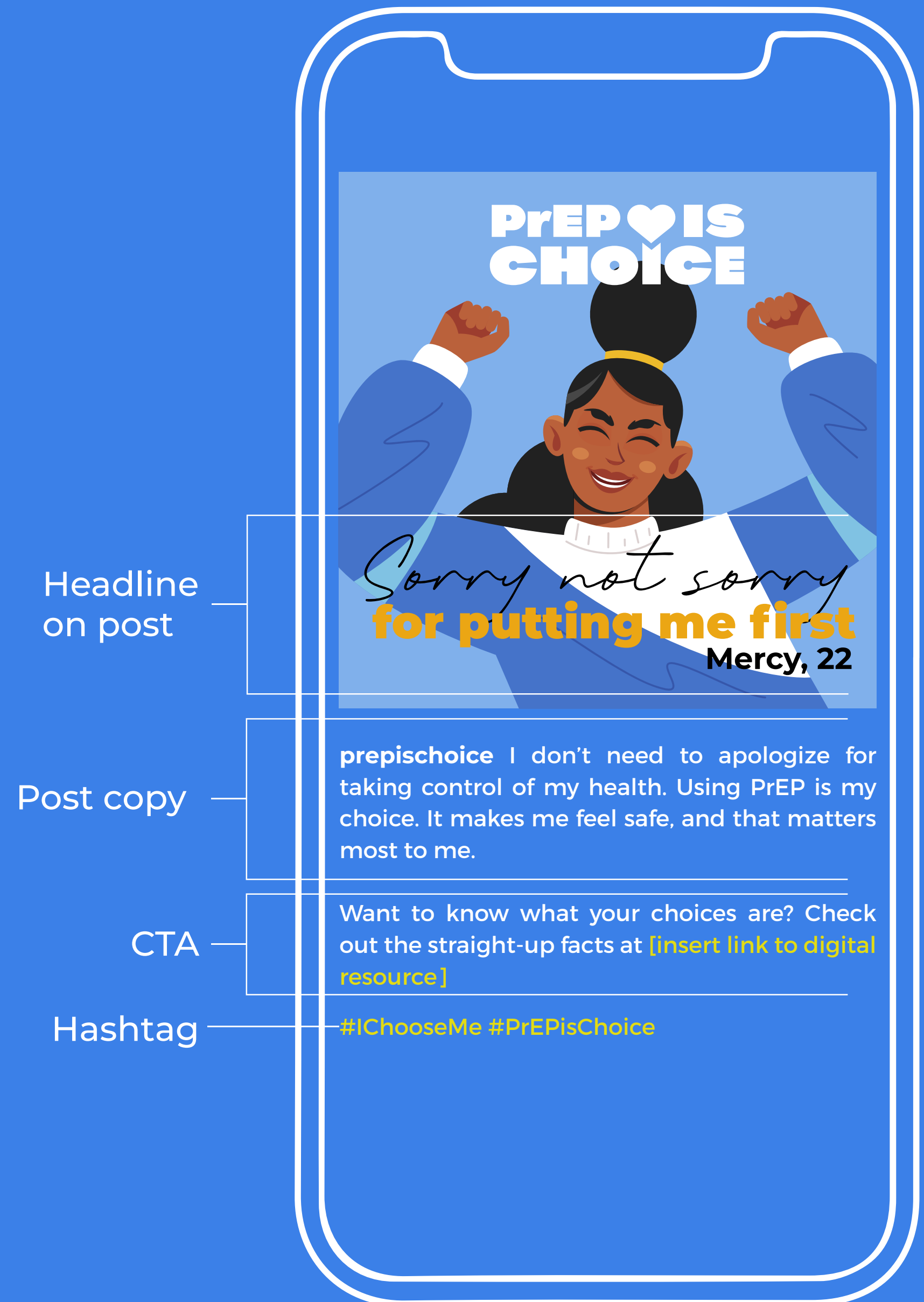
Wordmark: PrEP is Choice + Hashtag

DIGITAL APPLICATION

CREATE MEANINGFUL CONNECTION WITH AGYW

- ♥ Create content that understands AGYW's need for self-expression and entertainment, and search for information.
- ♥ Content must build AGYW's understanding of "PrEP is Choice" and self-care, while supporting their mental health.
- ♥ Co-create and share first-hand experiences of AGYW who choose to use PrEP.
- ♥ Where we can't include the PrEP wordmark in the image, use the words as a hashtag.
- ♥ Always direct AGYW to a digital information resource.

SEE A DIGITAL CAMPAIGN MESSAGE EXAMPLE



BROADCAST APPLICATION

All general message guidelines also apply to video, radio commercials, and other audio materials. There are, however, some extra considerations.

VOICE/ACTOR CASTING

We recommend always casting AGYW to speak for themselves. They should be the ones talking about PrEP and sharing their experience of using it. Employ local actors and voices where possible.

DELIVERY

In audio materials we cannot rely on the bright, bold design of our print and digital messages to build our brand. That's why the tone of our delivery must consistently be authentic, bright, positive, and confident. Local accents rule!

MUSIC

Where possible, we should use positive, upbeat music that will help us translate the feeling of the bold, bright designs in our print and digital messages. Ideally, a consistent music track should be used per country. It can be stock library music that is chosen with the input of local AGYW.

WORDMARK + HASHTAG

Ensure that the wordmark and campaign hashtag are represented in video (titles or voice over) and in audio material (voice over or mnemonic), e.g. the creation of a "PrEP is Choice" mnemonic can become a valuable, consistent, and recognizable audio asset.

CONTENT

Grab AGYW's attention with scripts that tell compelling stories they can relate to. It is important that these stories bring concepts like "PrEP is choice", "PrEP is self-care", and "Self-love is strength" to life in the language and context of AGYW's lives. Desired reaction: we want AGYW to nod in agreement when they see/hear it. Every script should have a clear CTA in line with the specific campaign brief objectives. Ideally, it should direct young women to a trusted resource (digital or in-person) for them to be able to ask questions confidentially.

NO-GO ZONES

✘ AVOID USING NEGATIVE TONE/EXAMPLES

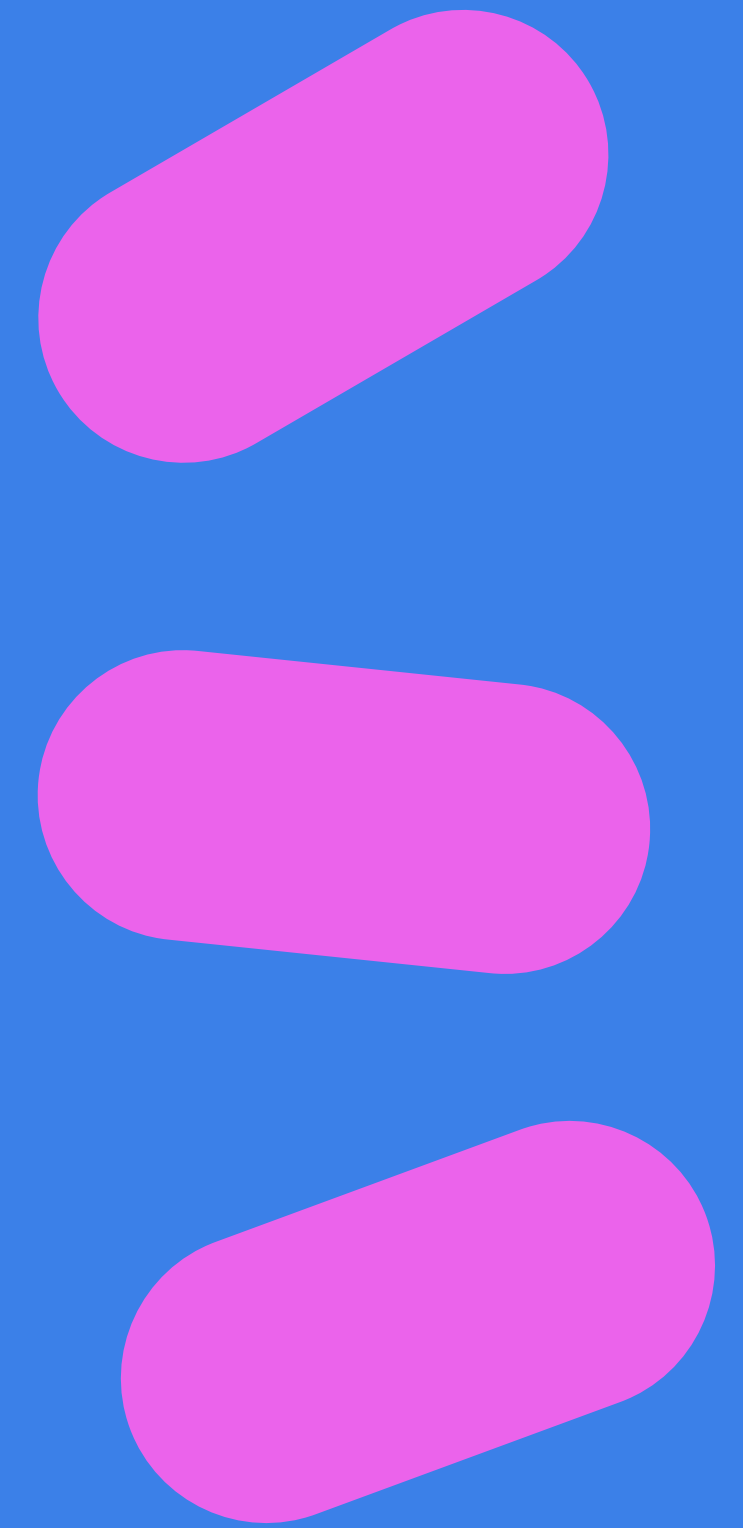
A negative voice or example can amplify the fears of AGYW. This is not helpful. We do not use shock tactics or “negative self-talk” examples to make a point.

✘ WATCH OUT FOR EMPOWERMENT

Young women today are already empowered and don't want to be empowered by others.

Action:

- ♥ Don't use language that tells them they have potential, but rather remind them they are already living up to their potential. Show the strength of AGYW by allowing them to tell their own stories.
- ♥ It is not about saving others or empowering AGYW, and more about how they can empower themselves by choosing PrEP. Try to avoid words like “support” and “empower”.



COPY GUIDANCE CHECKLIST

ALIGN WITH THE BRAND PERSONA & TONE

Ensure all communication materials use language consistent with how AGYW see themselves.

Action:

- ♥ Use language that affirms AGYW as self-assured, confident, powerful, strong, brave, self-respecting, and having self-worth. e.g. Positive affirmative language like “I choose me.”
- ♥ Avoid language that could suggest fear or anxiety about HIV or that is critical, judgmental, arrogant, or ingratiating. e.g. Click-bait headlines or the use of shocking or negative words to get attention.

SPEAK TO AGYW IN THEIR OWN LANGUAGE

To resonate more strongly, make language more familiar to young women.

Action:

- ♥ Listen to how AGYW speak to each other, what slang they use, and how they express themselves. e.g. Use familiar slang when talking about PrEP. “Taking PrEP is giving main character energy.”
- ♥ When doing national campaigns, identify and use all dominant languages, not just English. For sub-national or local campaigns, use the dominant language of the area.
e.g. *“If you want me to listen, speak to me in my home language.”*
“As jy wil hê ek moet luister, praat met my in my moedertaal.” (Afrikaans)
“Uba ufuna ndimamele, thetha ngolwimi lwam.” (isiXhosa)

“IT SLAPS DIFFERENT.”

An amalgamation of “it slaps” (it’s amazing/really good) and “it hits different” (it has a greater impact).

“I AM MY OWN MOTIVATIONAL SPEAKER.”

I am my own cheerleader. I am in charge of my health.

“CALL YOURSELF TO A MEETING AND DISCUSS THINGS. THE MEETING WENT WELL. I HAVE TO STAND UP FOR MYSELF. I HAVE TO DO THINGS FOR MYSELF.”

I have a choice. I am making decisions for my health and mental well-being.

“COPY-PASTE WHAT SHE SAID.”

I agree with what my friend said.

“THEY ARE NOT PAYING MY SCHOOL FEES. THEIR OPINIONS ARE NOT MY BUSINESS.”

That person doesn't have my best interests at heart, so I won't let them sway my decision.

PROVIDE AGYW WITH COMPREHENSIVE INFORMATION ABOUT PrEP

Misinformation about PrEP is rampant and AGYW see themselves as advocates for the cause of combating misinformation about PrEP. To do this well, they require access to correct and consistent information.

Action:

♥ Include or point to **easily accessible, comprehensive information** on PrEP products. Ideally, provide a trusted resource (digital or in-person) for them to be able to ask questions confidentially.

e.g. Consult this document, as well as **approved** booklets and pamphlets, for approved, peer-reviewed product facts when creating messages for AGYW. Avoid trusting and using unvetted product information found online.

e.g. Ensure that all communication has a **clear call to action (CTA)** that leads AGYW to **trusted resources**.



INCLUDE INFORMATION ON THE SAFETY OF PrEP

All touchpoints (at the clinic, in the media, in conversations with healthcare providers, etc.) should affirm the safety of these products by linking to both the functional and emotional benefits of PrEP.

Action:

♥ Information about safety should be clearly stated in all communication and complemented by other product attributes. **Refer to the PrEP category KBB, Key Benefits of PrEP and PrEP Brand Persona for specific functional and emotional benefits.**

e.g. **PrEP is safe and effective. Taking PrEP makes young women feel safe and gives them peace of mind.**

e.g. Explain that PrEP is safe/successful in protecting your health when you use it as prescribed.



ACKNOWLEDGE THAT TAKING PrEP IS HARD

AGYW know it's hard to take PrEP, for multiple reasons, and don't want the realities of taking PrEP sugar-coated.

Action:

♥ **Avoid oversimplification, understatement, or misrepresentation in messages about PrEP.**

e.g. Don't use language like "just once a day" or "easy to use."



EMPHASIZE THE BENEFIT OF PEACE OF MIND

Peace of mind and mental health go hand in hand.

This is a powerful consumer benefit of PrEP to be emphasized.

Action:

♥ Use language and stories that emphasize the mental and emotional safety provided by PrEP.

e.g. "As a woman, PrEP is a commitment to protect myself and promote some peace of mind, of not putting myself at risk. It's a compliment to myself. I will protect myself."

– AGYW, South Africa

"If I take PrEP, I'm safe. I have to be safe so I can be a better person in the future." – AGYW, Kenya

SITUATE PrEP IN THE CONTEXT OF SELF-CARE

AGYW's reference to self-care is about taking care of their physical, mental, and emotional health, and is rooted in the desire to live a life uninterrupted by HIV.

Action:

♥ Steer clear of definitions of self-care that reduce it to self-indulgent practices (i.e., bubble baths or face masks), while emphasizing that taking PrEP means having control over one's mental and emotional health, as well as physical.

e.g. "With PrEP, I'm able to know my worth. I can walk with my head high because I'm preventing HIV. It goes hand in hand with self-care." – AGYW, Kenya

e.g. **PrEP is all about me.**



UNDERSTAND THAT PrEP ISN'T ONLY FOR PEOPLE IN ROMANTIC RELATIONSHIPS

AGYW may not be in a relationship, or may have different types of relationships. While romantic relationships are part of the lives of AGYW, they are not in themselves the emotional drivers for PrEP use (those are self-care, peace of mind, and control). AGYW know that only showing PrEP use in the context of romantic relationships ignores other modes of exposure.

Action:

♥ Do not use language that speaks of PrEP use only in the context of romantic relationships.

e.g. “With PrEP, you are taking care of yourself, you are choosing you, choosing your wellness. Taking PrEP is about being healthy – with or without your partner’s agreement.” – AGYW, South Africa

e.g. **Using PrEP is my choice. It makes me feel safe, and that matters more to me than whether you like it or not.**

*Source: “Communicating the PrEP Category to Adolescent Girls and Young Women: Brand Positioning Strategy Brief”, MOSAIC Project, October 2023. www.prepwatch.org/resources/communicating-the-prep-category-to-adolescent-girls-and-young-women/

PrEP CATEGORY

PRODUCT

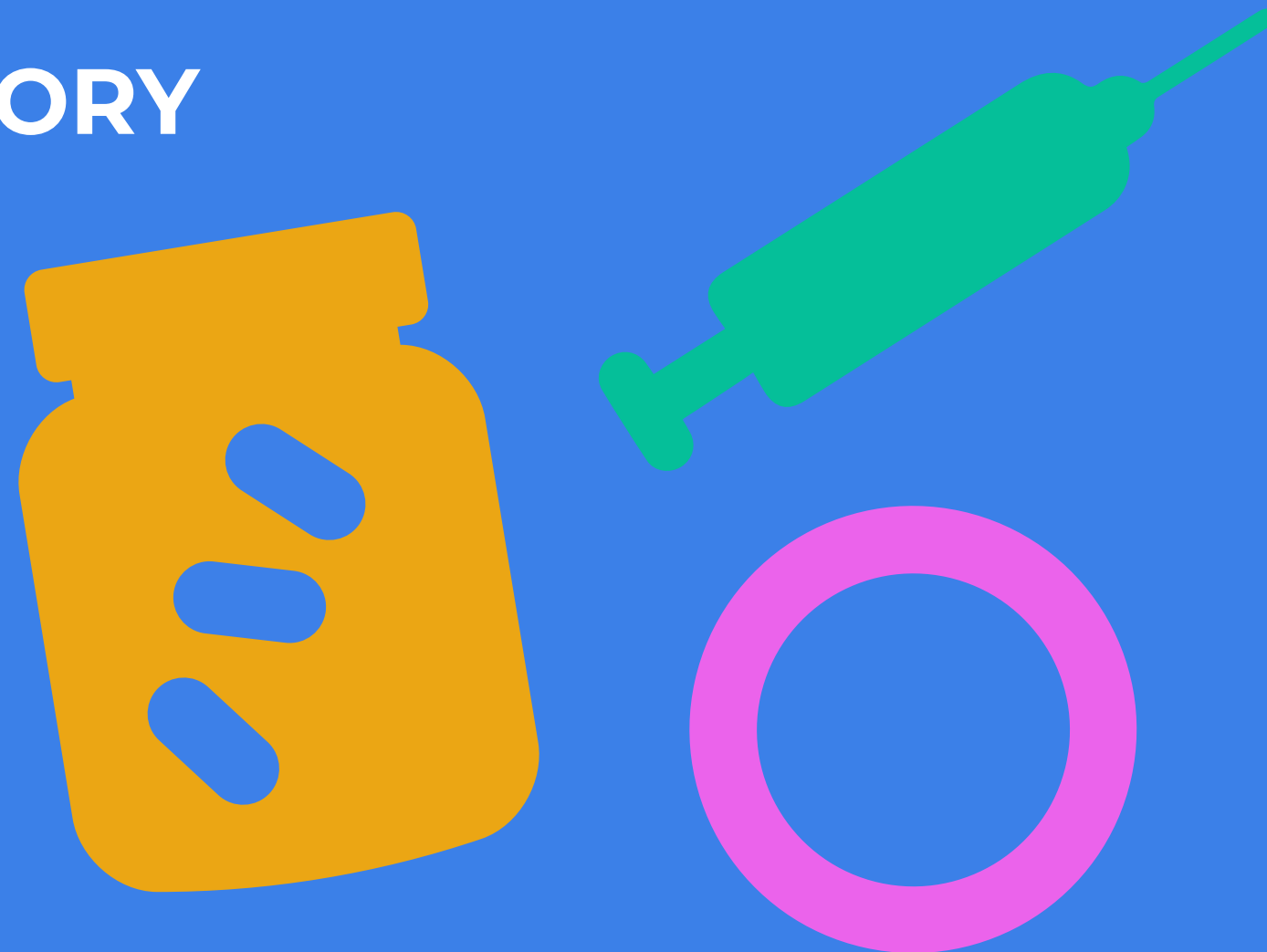
MESSAGES

IT'S ALL ABOUT CHOICE

HIV prevention options* currently available to AGYW:

PrEP CATEGORY

Oral PrEP
PrEP Ring
Injectable PrEP



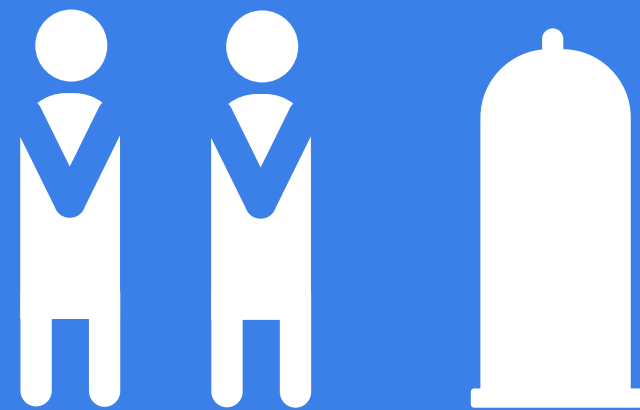
AGYW have a choice to take PrEP or not. It is our job to help them make an informed choice about the HIV prevention method that works for them.

How to talk about **choice**:

1. The PrEP category provides a selection of methods to choose from.
2. An informed choice is a form of self-care.
3. Choosing PrEP shows that self-love is strength.

OTHER METHODS

Abstinence
Condoms



*Available PrEP options may be different in your country. Additionally, PrEP options are rapidly expanding and new HIV prevention methods may be entering the market soon. This branding work is informed by evidence on available methods and those coming to market in future years.

SUPPORT AND FULLY EXPLAIN CHOICE

Every touchpoint (at the clinic, in the media, in conversations with healthcare providers, etc.) should equip AGYW with information regarding PrEP. Where different PrEP options are available,

CHOICE SHOULD BE A KEY MESSAGE.

Action:

- ♥ Provide comprehensive information on all available PrEP options so that AGYW know they can exercise control in choosing a method that's right for them.

e.g. Consider creating easy-to-use Q&A scripts to assist healthcare providers in explaining PrEP product options to AGYW.

e.g. Where space is limited for long copy explanations, direct the reader to approved and trusted resources:

“Ask your healthcare provider for more information.”

“Scan to learn more about PrEP [insert QR code, link to digital content].”



PrEP

PRODUCT

FACTS

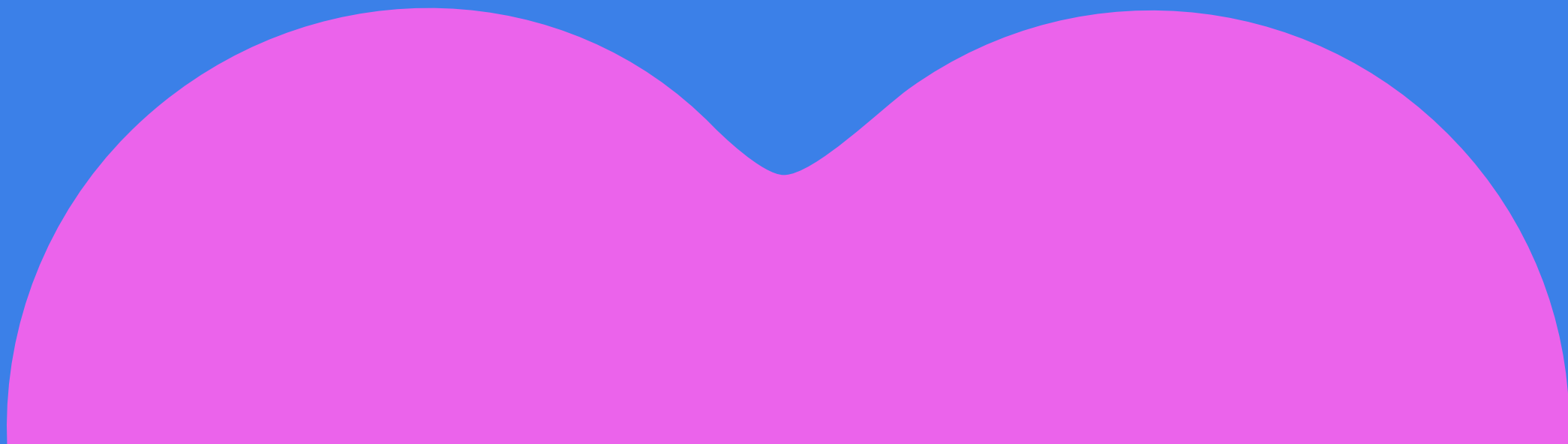
WHAT TO KNOW ABOUT PrEP

- ♥ PrEP prevents HIV if used correctly and consistently.
- ♥ There are no short- or long-term safety concerns for any PrEP product for you or your partner.
- ♥ To prevent other STIs and pregnancy, condoms and contraception should be used together with PrEP.

You'll find product-specific facts in the following resources. These facts focus on what PrEP is, how to use it, the site of action, effectiveness, and side effects. These facts can provide the creative team with some of the basic PrEP products facts as a starting point to develop key messages as you develop your campaign.

- ♥ **HIV Prevention User Journey Tool**
www.prepwatch.org/resources/hiv-prevention-user-journey-tool/
- ♥ **HIV Prevention Ambassador Training**
www.prepwatch.org/resources/ambassador-training-package-toolkit/
- ♥ **CATALYST Fact Sheets**
www.prepwatch.org/catalyst-study-implementation-materials/

Consult your country guidelines to ensure alignment when creating messages based on these PrEP product facts.



IN-MARKET TRANSLATION

We respect and value the insights and knowledge of our local creative partners and implementors. We trust you to make important decisions when it comes to what is appropriate and what will work best in your country.

We acknowledge that there will be several cultural, political, practical, and country-specific preferences that you must consider. When there is something that does not align with the brand guidelines presented here, we recommend that you stick to the spirit of these guidelines.

OUR MISSION IS BIGGER THAN OUR EGOS.

ACKNOWLEDGMENTS

Thank you to the organizations and individuals involved in developing these PrEP category brand guidelines to create communication that speaks to adolescent girls and young women (AGYW). The development of these guidelines was led by 2Stories, a content-led marketing firm based in South Africa, with input from members of the MOSAIC project's marketing and demand generation team.

The brand guidelines are based on the PrEP category brand positioning for AGYW that was developed through many workshops and sessions with implementing partners, ministry of health representatives, advocates and activists from Lesotho, Kenya, South Africa, Uganda, Zambia, and Zimbabwe, and MOSAIC's youth advisors, the NextGen Squad, who played a pivotal role in developing the strategy. Representing eight different countries, they ensured

audience insights brought into the strategy reflected and were resonant with today's young women in their countries. The brand positioning strategy was validated and optimized alongside 121 AGYW in urban, peri-urban, and rural locations across Kenya, South Africa, and Zimbabwe. For complete details on the process and approach used to develop this strategy, please visit www.prepwatch.org/positioning-prep-for-adolescent-girls-and-young-women-agyw/ and for the final strategy brief, visit www.prepwatch.org/resources/communicating-the-prep-category-to-adolescent-girls-and-young-women/.

During the validation process, we optimized the time available with AGYW and tested creative elements, including key messaging, colors, fonts, and other design aspects. This allowed us to be efficient with our process, but also ensured all brand assets you find in

these guidelines were developed alongside AGYW. Each brand asset suggested in this document was developed through consideration of feedback from young women themselves.

When applying these guidelines, we strongly recommend co-creating and testing any campaign materials with AGYW in your setting. If your materials are developed alongside young women, they have a better chance of getting their attention and making a lasting impression.

2STORIES

