



**World  
Geographic  
Atrophy Day**

UNITED FOR THE  
GA COMMUNITY

# **WORLD GEOGRAPHIC ATROPHY DAY HOW-TO GUIDE**

Your guide to raising awareness for World Geographic Atrophy Day  
Funding for World Geographic Atrophy Day materials provided by Apellis Pharmaceuticals, Inc.

**DECEMBER 5**



## PUTTING GEOGRAPHIC ATROPHY (GA) ON THE MAP

### Establishing a worldwide health day and raising awareness for the GA community

As a leading cause of vision loss worldwide, geographic atrophy (often referred to as GA) is the advanced form of dry age-related macular degeneration (AMD). Currently, it affects more than 5 million people worldwide and is predicted to increase to more than 18 million people by 2040. For this reason, it is important to educate the worldwide community on this chronic, progressive eye disease.

World Geographic Atrophy Day was established in 2023 and is a global health day that occurs annually on December 5. December 5 was purposefully chosen as the date to highlight the 5 million people worldwide who are affected by GA.

The purpose of World Geographic Atrophy Day is to raise awareness of the disease, while serving as a credible resource for the GA community, which includes patients, caregivers, patient advocacy groups, and physicians. While its efforts are largely focused on making GA a well-known disease, it is equally important to empower the GA community around the world to feel heard and supported.

Below is the established mission and vision statements for World Geographic Atrophy Day:

#### MISSION STATEMENT

To raise awareness of geographic atrophy in the global community through education, advocacy, and support

#### VISION STATEMENT

Empowering the voices of the global geographic atrophy community

### United for the GA community

The tagline seen beneath the logo, “United for the GA Community,” highlights how World Geographic Atrophy Day is devoted to the common goals of the GA community and aims to build unity among the community.



World  
Geographic  
Atrophy Day

UNITED FOR THE  
GA COMMUNITY

# WORLD GEOGRAPHIC ATROPHY DAY BRANDING

## Color palette

The color palette for World Geographic Atrophy Day consists of primary, secondary, and tertiary colors. The colors have been purposely chosen for design use for those with vision loss and/or impairment, which includes:

- Bright, saturated colors (not muted or pastel)
- High-contrast color combinations

The primary color should be used for backgrounds of design and is used in copy (body copy and subheads). When the primary color is used for backgrounds, the body copy should be white or lighter to create the greatest contrast for the viewer.

Secondary colors are used to call out content, such as buttons, calls to action, and specific highlighted content.

Tertiary colors are used sparingly to offset the primary color where appropriate. The use of tertiary colors is not always needed.

PRIMARY	#000000 CMYK: 0, 0, 0, 100 RGB: 0, 0, 0		
	#76C5E4 CMYK: 50, 5, 5, 0 RGB: 118, 197, 228	#E7EBED CMYK: 8, 4, 4, 0 RGB: 231, 235, 237	#F09373 CMYK: 2, 51, 54, 0 RGB: 240, 147, 115
SECONDARY			
TERTIARY	#38637C CMYK: 83, 55, 36, 13 RGB: 56, 99, 124		#273B88 CMYK: 100, 92, 12, 2 RGB: 39, 59, 136

## Typography

The typography chosen for World Geographic Atrophy Day works in both print and digital formats. It was chosen due to its modern, future-forward expression.

HEADLINE

MANROPE EXTRA BOLD (DISPLAY)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%&?.

SUBHEAD

ABEL (DISPLAY)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%&?.

BODY

MANROPE REGULAR (DISPLAY)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%&?.




# WORLD GEOGRAPHIC ATROPHY DAY BRANDING (CONT.)

## Logo






The icon in the World Geographic Atrophy Day logo represents a globe with elements of an eyeball layered on top. The stretching bands that curve around the globe are abstract designs of lesions, which will develop and progress to the form of GA. The words “geographic atrophy” in the wordmark are purposely bolded so that the disease name stands out. Lastly, the arc separating the name and tagline is curved and represents a sunrise or a new day to evoke a hopeful future for those with GA.



### DO

-  Use the provided logo files found in the Resources section of the [website](#)
-  Use the full-color logo on white or light-colored backgrounds
-  Use the logo color variations (black background or full black) when needed for high-contrast design

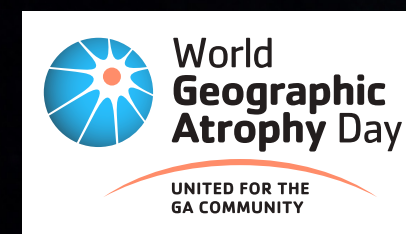
### DON'T

-  Recolor the logo
-  Change the fonts
-  Use the icon and/or wordmark alone—logo must be kept intact
-  Add drop shadows
-  Distort the logo (ie, stretch, shrink, or extend)
-  Use on busy or conflicting-colored backgrounds

As a reminder, the materials on the World GA website ([worldgeographicatrophyday.org](http://worldgeographicatrophyday.org)) are intended to create awareness for World GA Day and may not be used for commercial purposes.

## Logo options

### FULL COLOR



### KO (KNOCKED OUT)



### NO TAGLINE



# WORLD GEOGRAPHIC ATROPHY DAY MESSAGING

## The messaging embodies World GA Day's voice:

**knowledgeable, compassionate, trustworthy, and authentic**

While it is important to educate the GA community and the general public about GA, the World Geographic Atrophy Day website is not meant to be a comprehensive educational resource. For more comprehensive information on GA, it would be recommended to visit patient advocacy groups' websites or for a patient to speak to their physician. The messages found on the [website](#) discuss important information on the disease but are more focused on encouraging the community to promote the health day (December 5). The messaging can be seen throughout the [website](#) and in the downloadable content found in the resources section of the [website](#).

The table to the right **shows messages** for World Geographic Atrophy Day. It is important to use the messages in their original form to maintain consistency when communicating about World Geographic Atrophy Day.

### APPROVED MESSAGING

Topic Area	Message	Supporting References
<b>Mission Statement</b>	To raise awareness of geographic atrophy in the global community through education, advocacy, and support	
<b>Vision Statement</b>	Empowering the voices of the global geographic atrophy community	
<b>What is GA?</b>	<ul style="list-style-type: none"> <li>Geographic atrophy (GA) is the advanced form of dry age-related macular degeneration (AMD), a leading cause of vision loss worldwide.<sup>1</sup> It harms the macula, the central part of the eye, responsible for detailed vision.<sup>2</sup> As GA progresses, damaged areas called lesions grow, leading to a permanent hazy spot in the center of vision in some patients.<sup>3</sup></li> <li>Geographic atrophy is often abbreviated and referred to as GA.</li> </ul>	<ol style="list-style-type: none"> <li>Keenan 2021/p8/Table 1.1; p17/col1/para2/lines1-2; Chee 2021/p67/abstract</li> <li>Bellezza 2018/p1/para4/lines1-3; p2/col1/para1/lines1-2</li> <li>Fleckenstein 2018/p369/para1/lines1-5</li> </ol>
<b>Community/unity statement</b>	Together, we stand united to raise awareness of geographic atrophy and support those who are affected by this disease.	

## WORLD GEOGRAPHIC ATROPHY DAY MESSAGING (CONT.)

### APPROVED MESSAGING

Topic Area	Message	Supporting References
<b>Prevalence</b>	<ul style="list-style-type: none"> <li>Geographic atrophy affects more than 5 million people worldwide,<sup>1</sup> and studies suggest it could be responsible for up to 20% of cases of legal blindness.<sup>2</sup> Research predicts there could be more than 18 million cases of geographic atrophy worldwide by 2040.<sup>3</sup></li> <li>The day of December 5 was purposefully chosen for World Geographic Atrophy Day. The number 5 in the date highlights the 5 million people worldwide who are affected by geographic atrophy.</li> </ul>	<ol style="list-style-type: none"> <li>Fleckenstein 2018 p369/col1/para2/lines1-2</li> <li>Gehrs 2006/p2/para4/line3-4</li> <li>Wong 2014/pg e114/Fig 6</li> </ol>
<b>Symptoms associated with GA</b>	<ul style="list-style-type: none"> <li>People with geographic atrophy experience symptoms such as<sup>1-3</sup>: <ul style="list-style-type: none"> <li>Blurry spots in or around central vision</li> <li>Difficulty seeing in low light</li> <li>Straight lines appear crooked or wavy</li> </ul> </li> </ul>	<ol style="list-style-type: none"> <li>Fleckenstein 2018/p384/col2/para3/lines1-4; p385/col1/para1/lines1-4; para3/3-14; para4/lines1-3</li> <li>Sacconi 2017/p71/col2/para3/lines3-17; p72/col1/para1/all</li> <li>Schultz 2021/p1792/col1/para3/lines 18-19; col2/lines 1-2</li> </ol>

### APPROVED MESSAGING

Topic Area	Message	Supporting References
<b>Impact/ burden of geographic atrophy</b>	<p>Beyond affecting vision, geographic atrophy impacts patients' quality of life by disrupting their ability to read, drive, and recognize faces.<sup>1,2</sup> This can result in challenges related to self-confidence, independence, mental health, and overall well-being.<sup>2-4</sup></p>	<ol style="list-style-type: none"> <li>Jones 2022/Mosaic Poster/col3/sec 1</li> <li>Jager 2008/p1/para2/lines3-4; p4/col1/para1/lines14-18</li> <li>Patel 2020/p16/col1/para2/lines12-14; p26/col1/para1;lines7-9</li> <li>Sacconi 2017/p72/col1/para2/all</li> </ol>
<b>Call to action</b>	<ul style="list-style-type: none"> <li>Spread the word about geographic atrophy by reposting this image with the hashtag #worldGAday to show your support</li> <li>GET INVOLVED—take a photo of how you are raising awareness for GA and share it on social media with the hashtag #worldGAday</li> <li>Use the World Geographic Atrophy Day filter and show your support on your social media, along with the hashtag #worldGAday</li> </ul>	

## WORLD GEOGRAPHIC ATROPHY DAY MESSAGING (CONT.)

### References

Bellezza I. Oxidative stress in age-related macular degeneration: Nrf2 as therapeutic target. *Front Pharmacol*. 2018;9:1280. doi:10.3389/fphar.2018.01280

Chee R, Mahrous A, Koenig L, et al. Histopathology of age-related macular degeneration and implications for pathogenesis and therapy. In: Chew EY, Swaroop A, eds. *Age-related Macular Degeneration: From Clinic to Genes and Back to Patient Management*. Springer; 2021:67-88.

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Jones D, Nielsen J, Altman D, et al. MOSAIC: a qualitative study of the clinical, humanistic, and financial burden of geographic atrophy (GA) among patients. Presented at the 2022 ARVO Annual Meeting, May 11-12, 2022.

Keenan TDL, Cukras CA, Chew EY. Age-related macular degeneration: epidemiology and clinical aspects. In: Chew EY, Swaroop A, eds. *Age-related Macular Degeneration: From Clinic to Genes and Back to Patient Management*. Springer; 2021:1-31.

Patel PJ, Ziemssen F, Ng E, et al. Burden of illness in geographic atrophy: a study of vision-related quality of life and health care resource use. *Clin Ophthalmol*. 2020;14:15-28. doi:10.2147/OPHT.S226425

Sacconi R, Corbelli E, Querques L, Bandello F, Querques G. A review of current and future management of geographic atrophy. *Ophthalmol Ther*. 2017;6(1):69-77. doi:10.1007/s40123-017-0086-6

Schultz NM, Bhardwaj S, Barclay C, Gaspar L, Schwartz J. Global burden of dry age-related macular degeneration: a targeted literature review. *Clin Ther*. 2021;43(10):1792-1818. doi:10.1016/j.clinthera.2021.08.011

Wong WL, Su X, Li X, et al. Global prevalence of age-related macular degeneration and disease burden projection for 2020 and 2040: a systematic review and meta-analysis. *Lancet Glob Health*. 2014;2(2):e106-e116. doi:10.1016/S2214-109X(13)70145-1

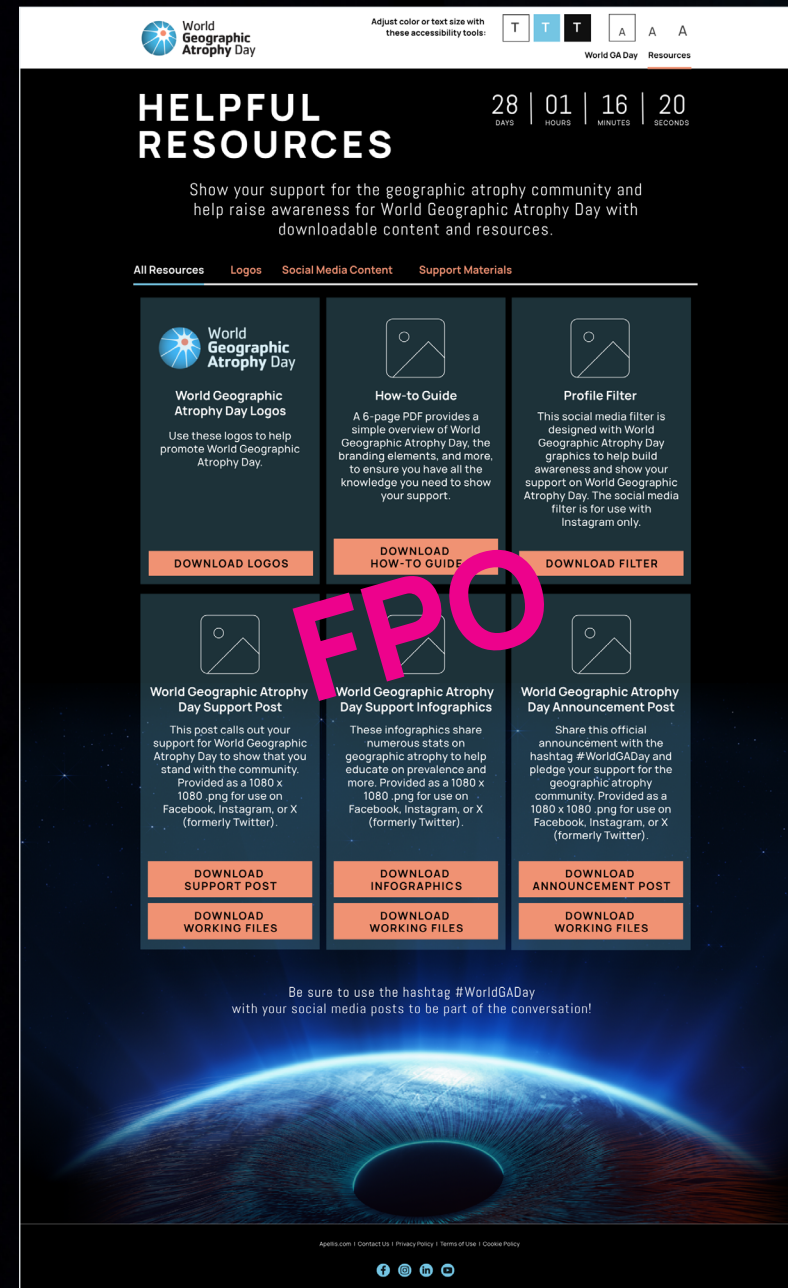
## SPREAD THE MESSAGE

### Social media content is available for use to raise awareness about World Geographic Atrophy Day

The World Geographic Atrophy Day website ([worldgeographicatrophyday.org](http://worldgeographicatrophyday.org)) offers a range of content to raise awareness of the health observance day. It also includes branded design assets for your use. The approved content should be used to promote World Geographic Atrophy Day, drive people to the official [website](http://worldgeographicatrophyday.org) to learn more, and to encourage conversation about GA on social media using the official hashtag #worldGADay.

### Editable content for globalization and translation

It is important to note that the working files for most of the content found on the Resources section of the website can be downloaded. The working files will allow you to adapt and translate the messages on the social media posts to your country-specific language.



World Geographic Atrophy Day

Adjust color or text size with these accessibility tools: T T T A A A


World GA Day Resources

## HELPFUL RESOURCES

28 | 01 | 16 | 20  
DAYS | HOURS | MINUTES | SECONDS

Show your support for the geographic atrophy community and help raise awareness for World Geographic Atrophy Day with downloadable content and resources.


All Resources Logos Social Media Content Support Materials



**World Geographic Atrophy Day Logos**

Use these logos to help promote World Geographic Atrophy Day.


DOWNLOAD LOGOS



**How-to Guide**

A 6-page PDF provides a simple overview of World Geographic Atrophy Day, the branding elements, and more, to ensure you have all the knowledge you need to show your support.


DOWNLOAD HOW-TO GUIDE



**Profile Filter**

This social media filter is designed with World Geographic Atrophy Day graphics to help build awareness and show your support on World Geographic Atrophy Day. The social media filter is for use with Instagram only.

DOWNLOAD FILTER




**World Geographic Atrophy Day Support Post**

This post calls out your support for World Geographic Atrophy Day to show that you stand with the community. Provided as a 1080 x 1080 .png for use on Facebook, Instagram, or X (formerly Twitter).

DOWNLOAD SUPPORT POST

DOWNLOAD WORKING FILES




**World Geographic Atrophy Day Support Infographics**

These infographics share numerous stats on geographic atrophy to help educate on prevalence and more. Provided as a 1080 x 1080 .png for use on Facebook, Instagram, or X (formerly Twitter).

DOWNLOAD INFOGRAPHICS

DOWNLOAD WORKING FILES



**World Geographic Atrophy Day Announcement Post**

Share this official announcement with the hashtag #WorldGADay and pledge your support for the geographic atrophy community. Provided as a 1080 x 1080 .png for use on Facebook, Instagram, or X (formerly Twitter).

DOWNLOAD ANNOUNCEMENT POST

DOWNLOAD WORKING FILES

Be sure to use the hashtag #WorldGADay with your social media posts to be part of the conversation!

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### On the Resources section of the website, you will find for download:

- 1 Art files (logos)
- 2 Social media posts (infographics, support, and promotion)

**Please note:** art files have been sized at 1080 x 1080 to work across most social media platforms (eg, Facebook, Instagram, X [formerly Twitter], and more)

- 3 Instagram story filter

The [website](http://worldgeographicatrophyday.org) serves as your hub for any resources you may need to promote World Geographic Atrophy Day.



## SOCIAL TIPS & TRICKS

### How to spread awareness about World Geographic Atrophy Day on your social media account

When posting the World Geographic Atrophy Day content to your social media account, it is important to consider doing the following things to raise awareness of the health observance day and drive visitors to the [official website](#):



# 1

Use the provided content/ images from the official [website](#) for your social media post



# 2

In your caption make sure to:

- Link to the official [website](#) ([worldgeographicatrophyday.org](http://worldgeographicatrophyday.org)) to drive visitors to learn more
- Use the official hashtag #worldGAday to make your post searchable
- Use the messages to support your caption (see pages 5-6 in this guide)
- Ask your followers to do an action (ie, share their story with GA)
- Restate the mission of World Geographic Atrophy Day (see page 2 in this guide)



# 3

When using Instagram, use the story feature to post the image or social filter and add the link to the official [website](#) ([worldgeographicatrophyday.org](http://worldgeographicatrophyday.org)) to drive visitors to learn more

## MAKE AN IMPACT TODAY

### Help put World Geographic Atrophy Day on the map

We hope that this how-to guide provides you with a better understanding of World Geographic Atrophy Day and encourages you to raise awareness and support for the global GA community. While first established in 2023, the hope is that World Geographic Atrophy Day continues to grow and gain the attention of millions worldwide.

The more we educate on GA, the more we can empower the voices of the global geographic atrophy community and ensure they feel heard and supported. **So, please—post, promote, and talk about GA.**

