


PORPHYRIA Awareness Week

#PORPHYRIA TOGETHER



APRIL 2nd-9th, 2022

MEDIA TOOL KIT

Porphyria Awareness Week is a global event intended to create awareness about porphyria. The materials in this tool kit are available for use by organizations and individuals with the goal of lifting voices in unison through a common theme:

PORPHYRIA TOGETHER.

Let's trend together by using the following hashtags: #PorphyriaTogether #PAW2022

SOCIAL MEDIA

Banners/sample posts for:

Facebook
Instagram
Twitter
Linked In

PRINTABLE MEDIA

Poster
One-sheeter

GLOBAL EVENT

On Friday, April 8 – Let's join together
to color the globe

#PurpleforPorphyria

Friday, April 8:

PURPLE FOR PORPHYRIA!

Material: Purple for Porphyria card

#PurpleforPorphyria

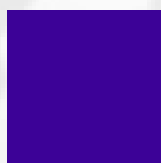
STYLE GUIDE

LOGO COLORS

#352a6f



#3c0297



#7442ad



#ffc904



FONTS

Oswald Bold
Montserrat

Madelyn



UNITED PORPHYRIAS
ASSOCIATION
Advancing Awareness, Research & Therapies

Rise UP. Speak UP.