

Brand Guidelines

These brand guidelines were developed to assist you when working with the **Unidos Contra el VPH** brand for both research recruitment, patient education and academic presentation. The following sections display approved brand logos, logo usage, brand colors, and typography. Consistent use of these guidelines ensure that the Unidos Contra el VPH brand is accurately portrayed."

Logo

HORIZONTAL



VERTICAL



Typography

The brand's typeface is DM Sans. For web, use Aptos, Helvetica or other Sans Serif typography.

DM Sans

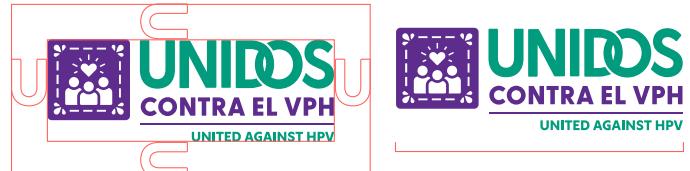
Extra Light | ABCDEFGHIJKLMNOPabcdefghijklmn1234567890&%@
Light | ABCDEFGHIJKLMNOPabcdefghijklmn1234567890&%@
Regular | ABCDEFGHIJKLMNOPabcdefghijklmn1234567890&%@
Medium | ABCDEFGHIJKLMNOPabcdefghijklmn1234567890&%@
Semi-bold | ABCDEFGHIJKLMNOPabcdefghijklmn1234567890&%@
Bold | ABCDEFGHIJKLMNOPabcdefghijklmn1234567890&%@
Extra Bold | ABCDEFGHIJKLMNOPabcdefghijklmn1234567890&%@
Black | ABCDEFGHIJKLMNOPabcdefghijklmn1234567890&%@

Language

The English translation of "United Against HPV" is never used as a primary signifier of the group. All materials are created in English and Spanish.

Usage

CLEAR SPACE / MINIMUM SIZE



Clearance space around the logo should equal U.

1.5" (Print) / 195px (Web)

WHITE / REVERSED



NO TAGLINE



Colors

PRIMARY COLORS

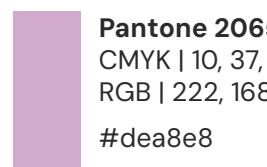


Pantone 2597 C
CMYK | 82, 100, 0, 4
RGB | 93, 0, 150
#5d0096



Pantone 3278 C
CMYK | 100, 0, 65, 0
RGB | 0, 156, 125
#009c7d

SECONDARY COLORS



Pantone 2065 C
CMYK | 10, 37, 0, 0
RGB | 222, 168, 232
#dea8e8



Pantone 532 C
CMYK | 92, 73, 29, 89
RGB | 29, 32, 43
#1d202b

ACCENT COLORS



Pantone 565 C
CMYK | 35, 0, 19, 0
RGB | 161, 214, 212
#a1d6d4



Pantone 7401 C
CMYK | 0, 4, 38, 0
RGB | 245, 225, 173
#f5e1ad