

# 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 | ABCDEFGHIJKLMNOPabcdefghijklmnopqrstuvwxyz01234567890&%@

Light | ABCDEFGHIJKLMNOPabcdefghijklmnopqrstuvwxyz01234567890&%@

Regular | ABCDEFGHIJKLMNOPabcdefghijklmnopqrstuvwxyz01234567890&%@

Medium | ABCDEFGHIJKLMNOPabcdefghijklmnopqrstuvwxyz01234567890&%@

Semi-bold | ABCDEFGHIJKLMNOPabcdefghijklmnopqrstuvwxyz01234567890&%@

Bold | ABCDEFGHIJKLMNOPabcdefghijklmnopqrstuvwxyz01234567890&%@

Extra Bold | ABCDEFGHIJKLMNOPabcdefghijklmnopqrstuvwxyz01234567890&%@

Black | ABCDEFGHIJKLMNOPabcdefghijklmnopqrstuvwxyz01234567890&%@

## 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

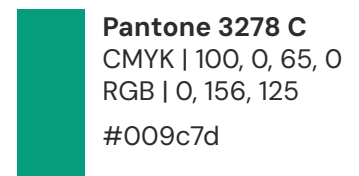
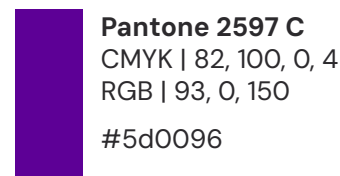


### NO TAGLINE

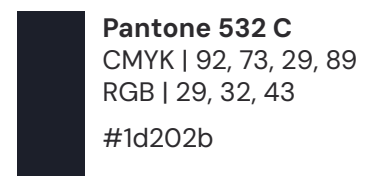
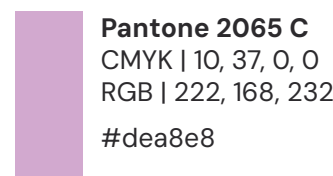


## Colors

### PRIMARY COLORS



### SECONDARY COLORS



### ACCENT COLORS

