HPV Cancer Prevention
We're In!
STARTS HERE

2017 Brand Guide

Symbol

The *HPV Cancer Prevention STARTS HERE* symbol depicts a circle created from individual elements. This represents people uniting together, reinforcing the *We're In!* manta.

In all cases of usage, use the full color symbol. For one color projects, use a black and white version of the symbol.

When using the symbol, maintain 1/4 of the logo's height and distance around the logo.

Symbol

The *HPV Cancer Prevention STARTS HERE* symbol has a spanish language version as well. There are two options for use.

Typography

Brand Font

Use these fonts for all *HPV Cancer Prevention STARTS HERE* print and web based materials.

Headlines
Glypha Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Subheads
**Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Body Copy
Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Palette

The *HPV Cancer Prevention STARTS HERE* color palette uses colors to give an energetic and inviting feel.

The main color is a teal. Use this color for headlines and as the primary color.

For subheads and secondary elements, use the bright green.

Pantone 7474 C
C88 M39 Y43 K10

Pantone 390 C
C34 M13 Y100 K0

File Types

Various file types are used for marketing materials. It is important to be aware of file types and their intended usage.

When using posting files to websites and social media, use low resolution (LR) images that are 72 dpi. This will allow users to quicky view the images. For print projects, use images that are 300 dpi, which are high resolution (HR).

PDF

PDFs were invented by Adobe with the goal of capturing and reviewing rich information from any application, on any computer, with anyone, anywhere. I'd say they have been pretty successful so far. If a designer saves your vector logo in PDF format, then you can view it without any design editing software (as long as you have downloaded the free Acrobat Reader software) and they have the ability to use this file to make further manipulations. This is by far the best universal tool for sharing graphics.

JPG

JPEGs might be the most common file type you run across on the web, and it's more than likely the kind of image that is in your company's Word version of its letterhead. JPEGs are known for their "lossy" compression, meaning that the quality of the image decreases as the file size decreases.

You can use JPEGs for projects on the web, in Microsoft Office documents, or for projects that require printing at a high resolution. Paying attention to the resolution and file size with JPEGs is essential in order to produce a nice-looking project.

PNG

PNGs are amazing for interactive documents such as web pages, but are not suitable for print. While PNGs are "lossless," meaning you can edit them and not lose quality, they are still low resolution.

The reason PNGs are used in most web projects is that you can save your image with more colors on a transparent background. This makes for a much sharper, web-quality image.