

INTERNATIONAL
UNIVERSAL HEALTH
COVERAGE DAY

identity guide

POWERED BY



1. LOGO

signature + stand alone



1. LOGO

signature UN six official languages



English



Spanish



French



Mandarin



Russian



Arabic

1. LOGO

negative version in background



2. COLOR SCHEME

main and secondary colors

PRIMARY COLORS



C 0 R 255

M 0 G 240

Y 80 B 66

K 0

C 87 R 35

M 60 G 63

Y 47 B 76

K 47

C 74 R 58

M 30 G 147

Y 8 B 198

K 0

C 78 R 40

M 21 G 151

Y 47 B 145

K 0

TRANSITION COLOR BACKGROUND



C 74 R 58

M 30 G 147

Y 8 B 198

K 0

C 78 R 40

M 21 G 151

Y 47 B 145

K 0

C 0 R 255

M 0 G 240

Y 80 B 66

K 0

SECONDARY COLORS



C 0 R 60

M 0 G 60

Y 0 B 59

K 90

C 0 R 112

M 0 G 111

Y 0 B 111

K 70

C 0 R 218

M 0 G 218

Y 0 B 218

K 20

3. TYPOGRAPHY

main and substitute font

NUNITO SANS

Aa Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @?!{}[]::.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @?!{}[]::.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @?!{}[]::.

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Download link: <https://fonts.google.com/specimen/Nunito+Sans>

ARIAL - SUBSTITUTE FONT

Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @?!{}[]::.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @?!{}[]::.

Pudaessusda nectur

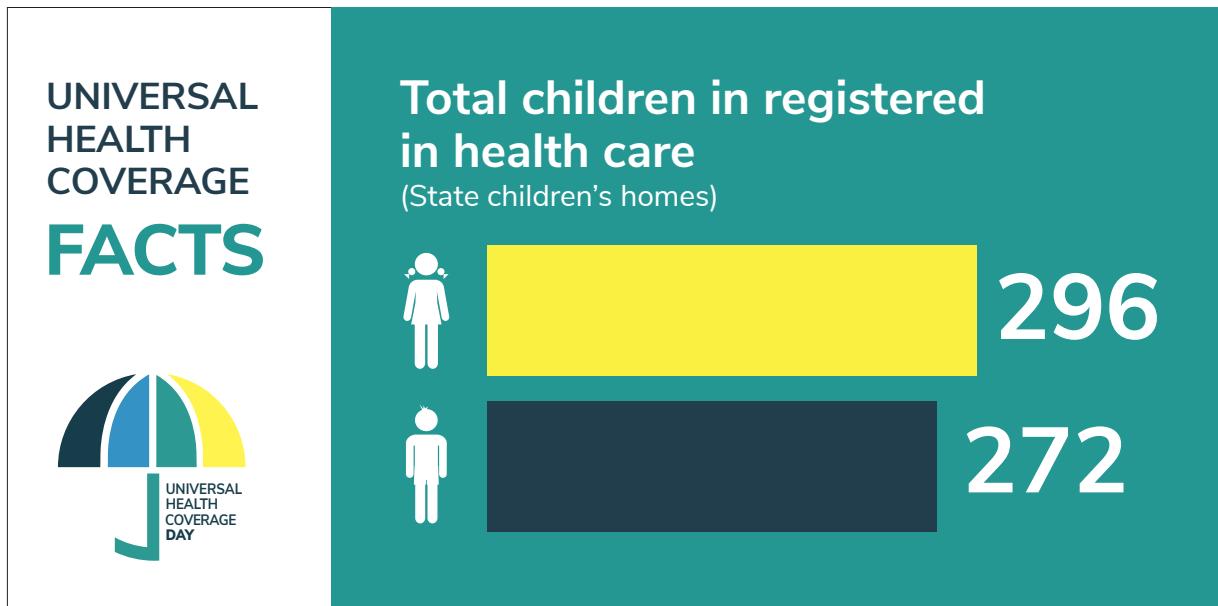
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4. SOCIAL NETWORK BANNER institutional



4. SOCIAL NETWORK BANNER

infographic



4. SOCIAL NETWORK BANNER

quote

“We must not refer to health care as FREE; health care is funded by people's taxes. Even the poor pay taxes through VAT. These are the taxes the government uses to provide healthcare. **”**

DR. GITHINJI GITahi
Co-chair, UHC2030
Steering Committee



4. EXAMPLE button



4. EXAMPLE poster



POWERED BY

International Health Partnership