

INTERNATIONAL
UNIVERSAL HEALTH
COVERAGE DAY

identity guide

POWERED BY

uhc2030

International Health Partnership

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	C 87	R 35	C 74	R 58	C 78	R 40
M 0	G 240	M 60	G 63	M 30	G 147	M 21	G 151
Y 80	B 66	Y 47	B 76	Y 8	B 198	Y 47	B 145
K 0		K 47		K 0		K 0	

TRANSITION COLOR BACKGROUND



C 74	R 58	C 78	R 40	C 0	R 255
M 30	G 147	M 21	G 151	M 0	G 240
Y 8	B 198	Y 47	B 145	Y 80	B 66
K 0		K 0		K 0	

SECONDARY COLORS



C 0	R 60	C 0	R 112	C 0	R 218
M 0	G 60	M 0	G 111	M 0	G 218
Y 0	B 59	Y 0	B 111	Y 0	B 218
K 90		K 70		K 20	

3. TYPOGRAPHY

main and substitute font

NUNITO SANS

Aa Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @?!(){}[];:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @?!(){}[];:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @?!(){}[];:

Pudaessusda nectur

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

ARIAL - SUBSTITUTE FONT

Aa Aa

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abcdefghijklmnopqrstuvwxyz
0123456789 @?!(){}[];:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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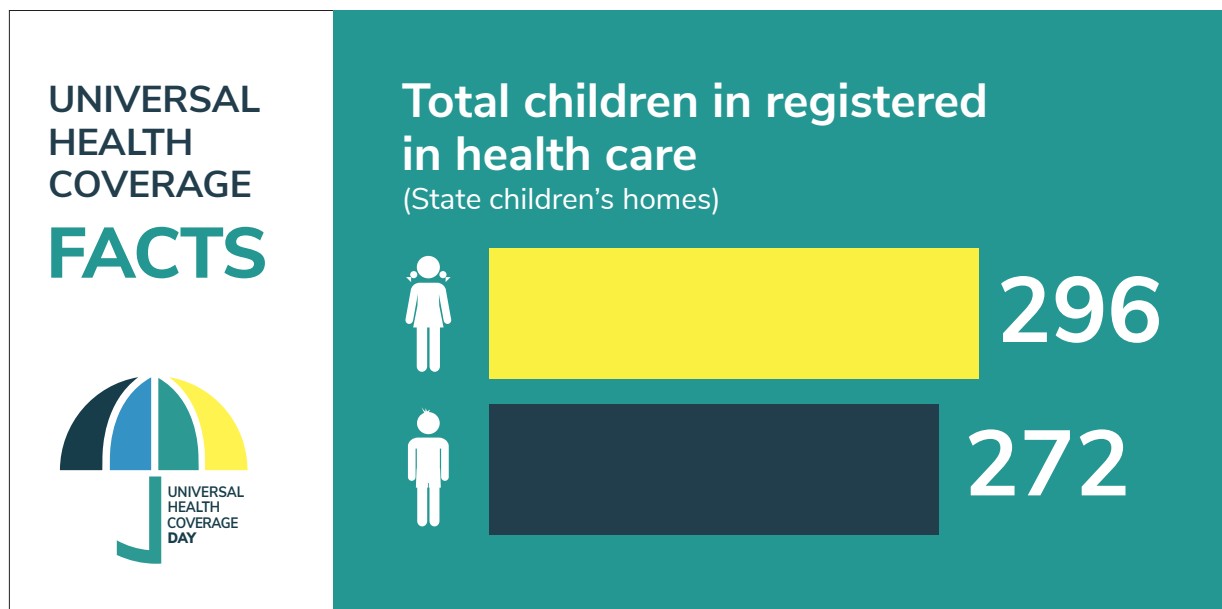
4. SOCIAL NETWORK BANNER

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

bottom



4. EXAMPLE

poster



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