

UN HIGH-LEVEL MEETING ON UNIVERSAL HEALTH COVERAGE

i dentity guide

1.

LOGO
signature + stand alone



**MOVING TOGETHER
TO BUILD A HEALTHIER WORLD**

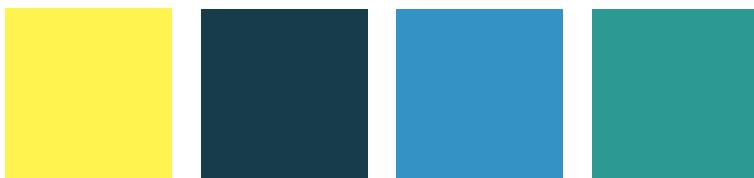
UN High-Level Meeting on Universal Health Coverage, 23 September 2019, New York



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 34

M 60 G 62

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 @?!{}[]::.

Pudaessusda nectur

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

ARIAL - SUBSTITUTE FONT

Aa Aa

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

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

Pudaessusda nectur

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