

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 87	R 35	C 78	R 40	C 0	R 255
M 60	G 63	M 21	G 151	M 0	G 240
Y 47	B 76	Y 47	B 145	Y 80	B 66
K 47		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

Pudaessusda nectur sitiunt pedio. Uciate none volorei cienit abo. Itatibe atemolupiti dipicta volum laut dellicium est volupta qui cusam vellaborunt eum anduciur magnis nem endia quaspisitas incto qui aut explant ressit optaecabo. Namus voluptatur? Neque nist, vollandanda vereicipsam in et que dissiti ut eossequod maionsequo ma nulpa dolupient fuga. Inci velescimet, culparum que sinulpa cusandis apitat ipsus voloreius verername mossum comnimi nvellaborate moluptatium veliqua speribusda venimus essi rerestio.

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

ARIAL - SUBSTITUTE FONT

Aa Aa

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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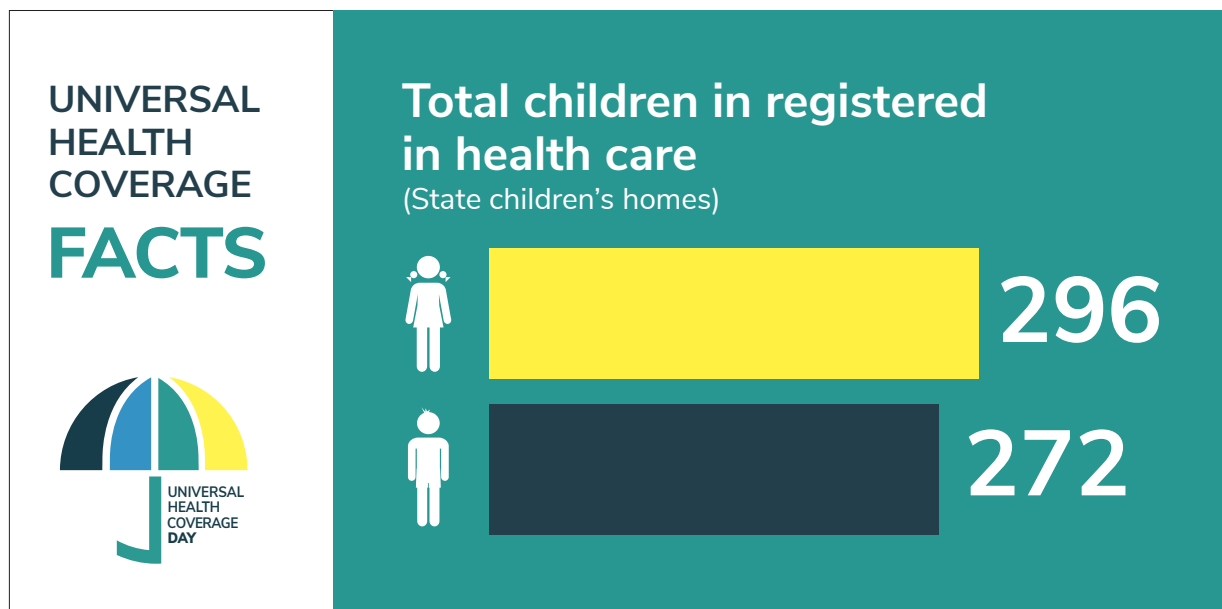
4. SOCIAL NETWORK BANNER

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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