

# 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	C 87	R 34	C 74	R 58	C 78	R 40
M 0	G 240	M 60	G 62	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

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

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

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