There are 3 versions of the Viral Before Logo. Color should be used if ever the opportunity, but for all other cases, a monochrome version is provided here, shown in black.
Only use authorized color combinations, do not rearrange or resize words within the logomark and avoid displaying the logo smaller than 1.75” x 0.5”.

**LOGO**

**WHAT NOT TO DO**

DO NOT USE UNAUTHORIZED COLOR SCHEMES

DO NOT REARRANGE OR RESIZE WORDS

LOGO SHOULD NEVER BE DISPLAYED SMALLER THAN 1.75” X 0.5”
COLOR

PURPLE + BLACK

The brand color system consists of two primary colors: PURPLE & BLACK. Careful with the amount of black used so as to keep the branding light and non-threatening. White negative space will be especially helpful in maintaining a simple and concise tone.
Que voluptius, sedit ius lantti isinullibus.

LOREM IPSUM
Que voluptius, sedit aut lant ab idis venesti isinullibus cum quo blandis commihitam res eum sit laut ut digenis volore vit la dolorerum, estiur?

PT MONO REGULAR
36PT, 42 PT LEADING

PT MONO BOLD
48PT, 56 PT LEADING

PT MONO BOLD
20PT, 24 PT LEADING

PT MONO REGULAR
20PT, 24 PT LEADING

TYPOGRAPHY
PT MONO

PT Mono is the font-family of choice. Most headlines will have lead-in copy and should be set in a large PT Mono Regular. The Extra Large Header will usually be in reference to HPV and should be emphasized with PT Mono Bold and a purple background that envelopes the text.
All photography should be displayed in a duotone (purple and white or in some cases black and white.) This will ensure consistency across all assets, most of which come from pre-existing “viral” posts derived from popular social media fads.
PHOTOGRAPHY IN ACTION

Here you will see an example of the photography working with all other branding elements. It is okay for some overlap between text and imagery, but aim to keep the design clean and minimal.
Here you will see an example of the photography working with all other branding elements. It is okay for some overlap between text and imagery, but aim to keep the design clean and minimal.
01.
Ask about HPV:

Before internet memes went viral – there was HPV. HPV is the human papillomavirus and it affects everyone. #AskAboutHPV

02.
HPV affects us all:

Over 80% of us will be infected with HPV at some point in our lives, but everyone is affected by the harm that HPV causes.

03.
We can stop HPV:

Access to screening and vaccination could eliminate HPV-related cancers in a generation.
A. HPV is the most common sexually transmitted virus in the world. The most common way it spreads from person to person is through sexual contact.

B. 80% of people will be infected by HPV, but it affects everyone because HPV can lead to cancers that threaten lives.

C. There are 200 HPV types. Most of the time there are no visual signs of HPV, although some types cause genital warts. However, some types of HPV can lead to certain cancers of the cervix, anus, penis, vulva and vagina.

D. There are three ways to stop HPV:
   - Vaccination.
   - Cervical Screening & Testing for Women
   - Consistent use of condoms.
   - Using condoms every time you have sex reduces infection risk by 70%.

E. HPV vaccinations are more than 90% effective to prevent initial infection with the HPV types covered in the vaccine and provides good long term protection.
Viral Before The Internet
#AskAboutHPV