

## BRAND GUIDELINES

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CAMPAIGN: **VIRAL BEFORE THE INTERNET**

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CREATED BY: **INTERNATIONAL PAPILLOMAVIRUS SOCIETY IPVS**

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VIRAL BEFORE  
THE INTERNET  
#ASKABOUTHPV



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LOGO

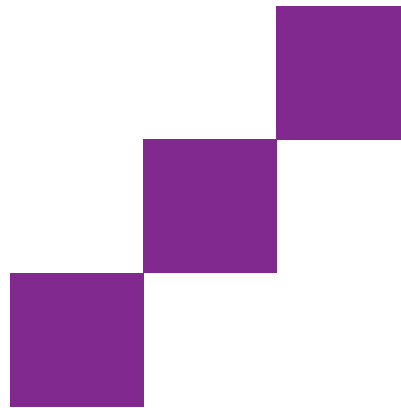
P/ 01



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COLOR

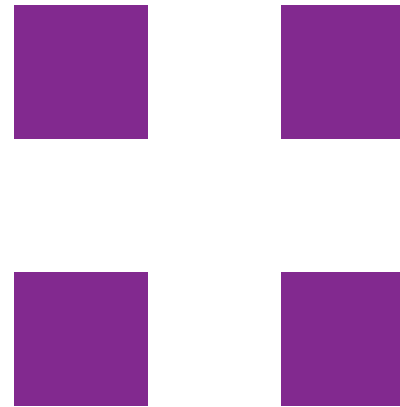
P/ 03



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TYPOGRAPHY

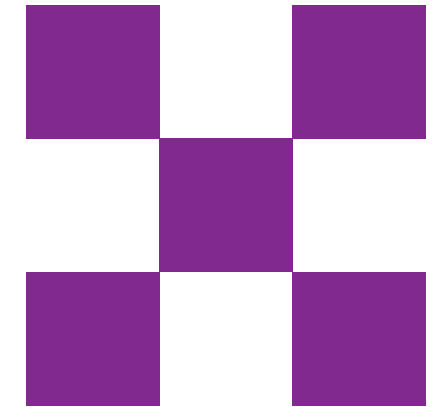
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PHOTOGRAPHY

P/ 05



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MESSAGING

P/ 07



FULL COLOR ON BLACK BACKGROUND



FULL COLOR ON WHITE BACKGROUND



MONOCHROME

## LOGO

### APPROVED VERSIONS

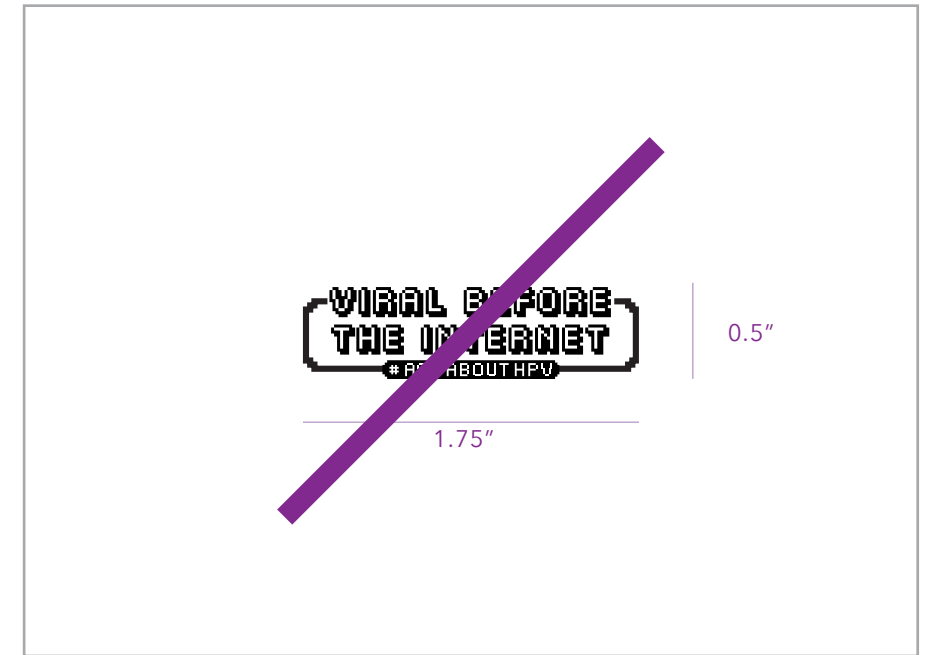
There are 3 versions of the Viral Before Logo. Color should be used if ever the opportunity, but for all other cases, a monochrome version is provided here, shown in black.



DO NOT USE UNAUTHORIZED COLOR SCHEMES



DO NOT REARRANGE OR RESIZE WORDS



LOGO SHOULD NEVER BE DISPLAYED SMALLER THAN 1.75" X 0.5"

## LOGO

### WHAT NOT TO DO

Only use authorized color combinations, do not rearrange or resize words within the logomark and avoid displaying the logo smaller than 1.75"x0.5."

**PURPLE #82298f**

C: 59%    M: 100%    Y: 1%    K: 0%

R: 130    G: 41    B: 143

**BLACK #000000**

C: 0%    M: 0%    Y: 0%    K: 100%

R: 0    G: 0    B: 0

**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.

**EXTRA LARGE HEADER**

## LOREM IPSUM

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

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

### 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

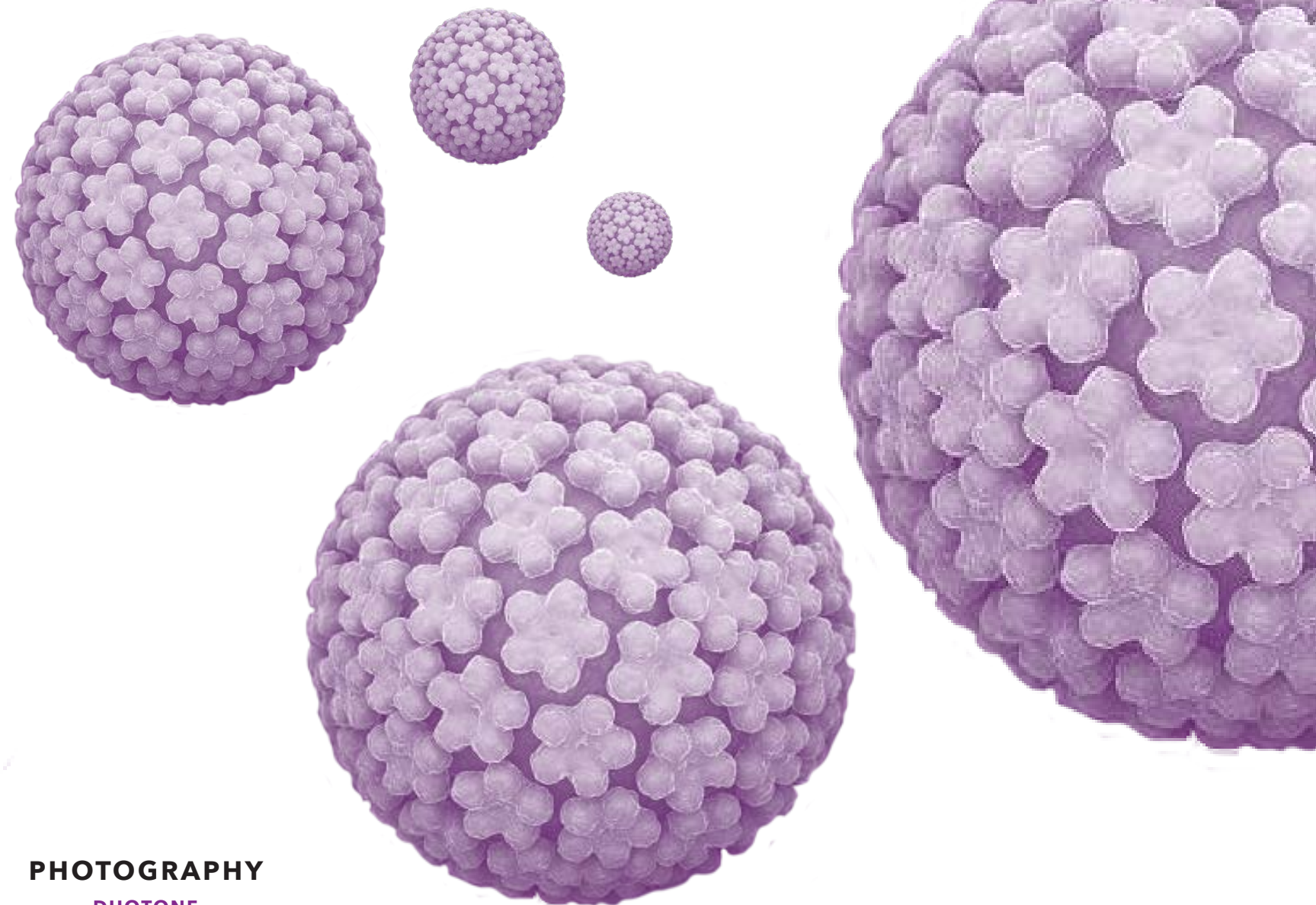
# PT MONO

REGULAR  
**BOLD**

## 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.



## PHOTOGRAPHY

### DUOTONE

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.





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# 01.

## Tanya mengenai HPV:

Sebelum internet “meme” menjadi viral - terdapat HPV. HPV ialah “human papillomavirus” dan ianya berbahaya kepada semua orang.

#TanyaMengenaiHPV

# 02.

## HPV menjejaskan kita semua:

Lebih 80% daripada kita akan dijangkiti dengan HPV pada satu masa dalam hidup kita, tetapi setiap orang terkesan dengan bahaya akibat HPV.

# 03.

## Kita boleh hentikan HPV:

Akses kepada pemeriksaan dan vaksinasi boleh menghindarkan HPV berkaitan kanser bagi satu generasi.

## MESSAGING

### HIERARCHY

These are the primary points we want to get across all branding including OOH advertising, social and Print-media.

- A. HPV adalah virus dalam dunia yang paling biasa disebarkan melalui kegiatan seks. Cara yang paling biasa ianya disebarkan dari seorang ke seorang yang lain adalah melalui hubungan seksual.
- B. 80% daripada manusia akan dijangkiti HPV, tetapi ianya menjejaskan semua orang kerana ianya boleh menghasilkan kanser yang mengancam nyawa.
- C. Terdapat 200 jenis HPV. Selalunya tidak terdapat sebarang tanda-tanda visual HPV, walaupun beberapa jenis HPV akan menyebabkan ketuat pada alat kelamin. Tetapi, beberapa jenis HPV yang boleh mengakibatkan kanser-kanser tertentu iaitu serviks, dubur, zakar, vulva dan faraj.
- D. Terdapat tiga kaedah untuk menghentikan HPV:
  - Vaksinasi
  - Pemeriksaan & Ujian Servikal bagi Wanita
  - Penggunaan kondom yang konsisten
  - Menggunakan kondom setiap kali anda melakukan seks boleh mengurangkan 70% risiko jangkitan.
- E. Vaksinasi HPV berkesan melebihi 90% untuk mencegah jangkitan awal daripada jenis-jenis HPV yang dilindungi di dalam vaksin dan memberi perlindungan jangka panjang yang baik.

## MESSAGING

### PILLARS

These 8 pillars make up our core messaging strategy. Please try and keep all messaging themes around these pillars.

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