

BRAND GUIDELINES

CAMPAIGN: **VIRAL BEFORE THE INTERNET**

CREATED BY: **INTERNATIONAL PAPILLOMAVIRUS SOCIETY IPVS**

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A large graphic featuring pixelated text. The words "VIRAL BEFORE" and "THE INTERNET" are stacked in two lines, rendered in a purple, blocky, pixelated font. Below this, the hashtag "#ASKABOUTHPV" is displayed in a similar purple, pixelated font, enclosed within a purple rectangular box with rounded corners. The entire text is contained within a black, hand-drawn, irregular outline that resembles a speech bubble or a frame.

**VIRAL BEFORE
THE INTERNET**

#ASKABOUTHPV



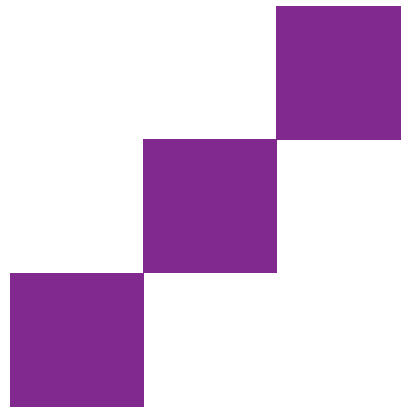
LOGO

P/ 01



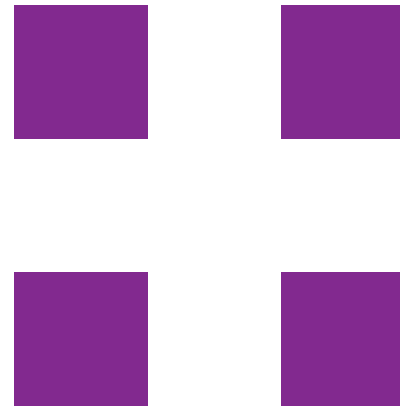
COLOR

P/ 03



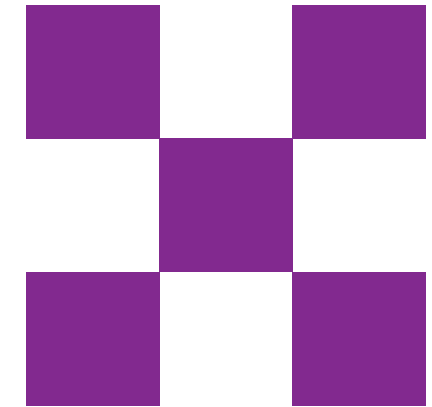
TYPOGRAPHY

P/ 04



PHOTOGRAPHY

P/ 05



MESSAGING

P/ 07



FULL COLOR ON BLACK BACKGROUND



FULL COLOR ON WHITE BACKGROUND

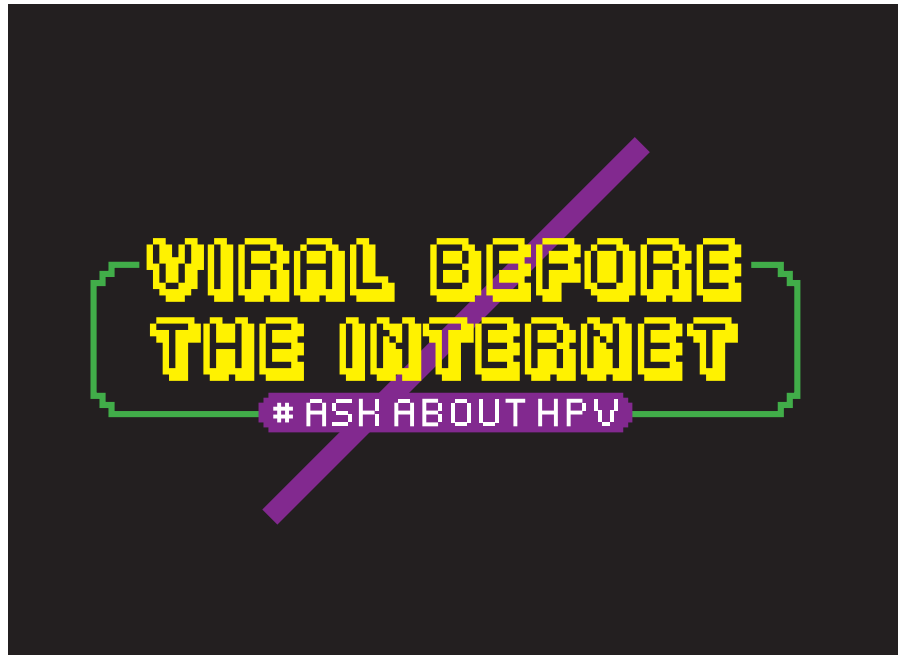


MONOCHROME

LOGO

APPROVED VERSIONS

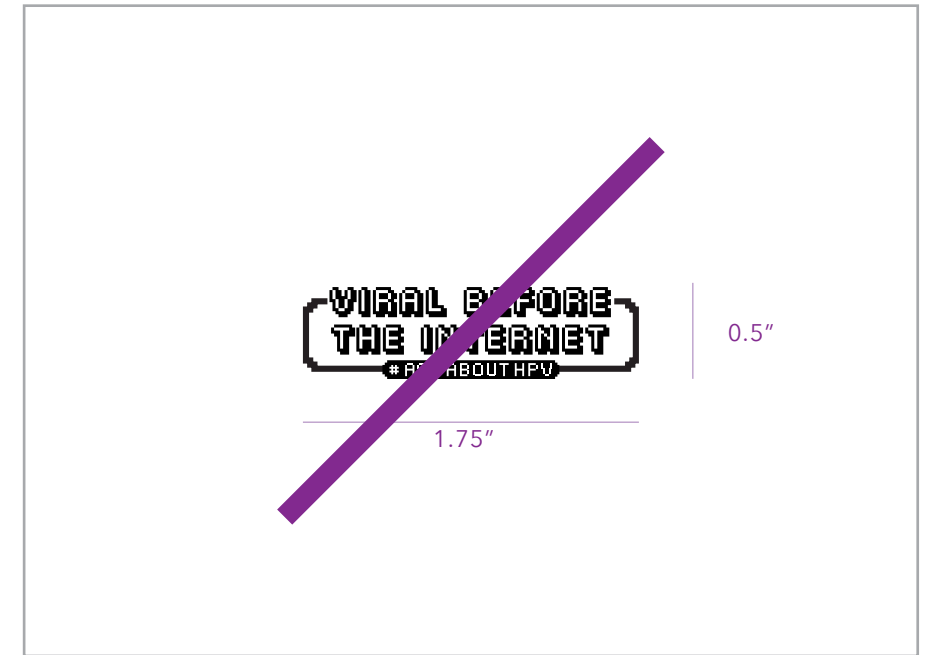
There are 3 versions of the Viral Before Logo. Color should be used if ever the opportunity, but for all other cases, a monochrome version is provided here, shown in black.



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

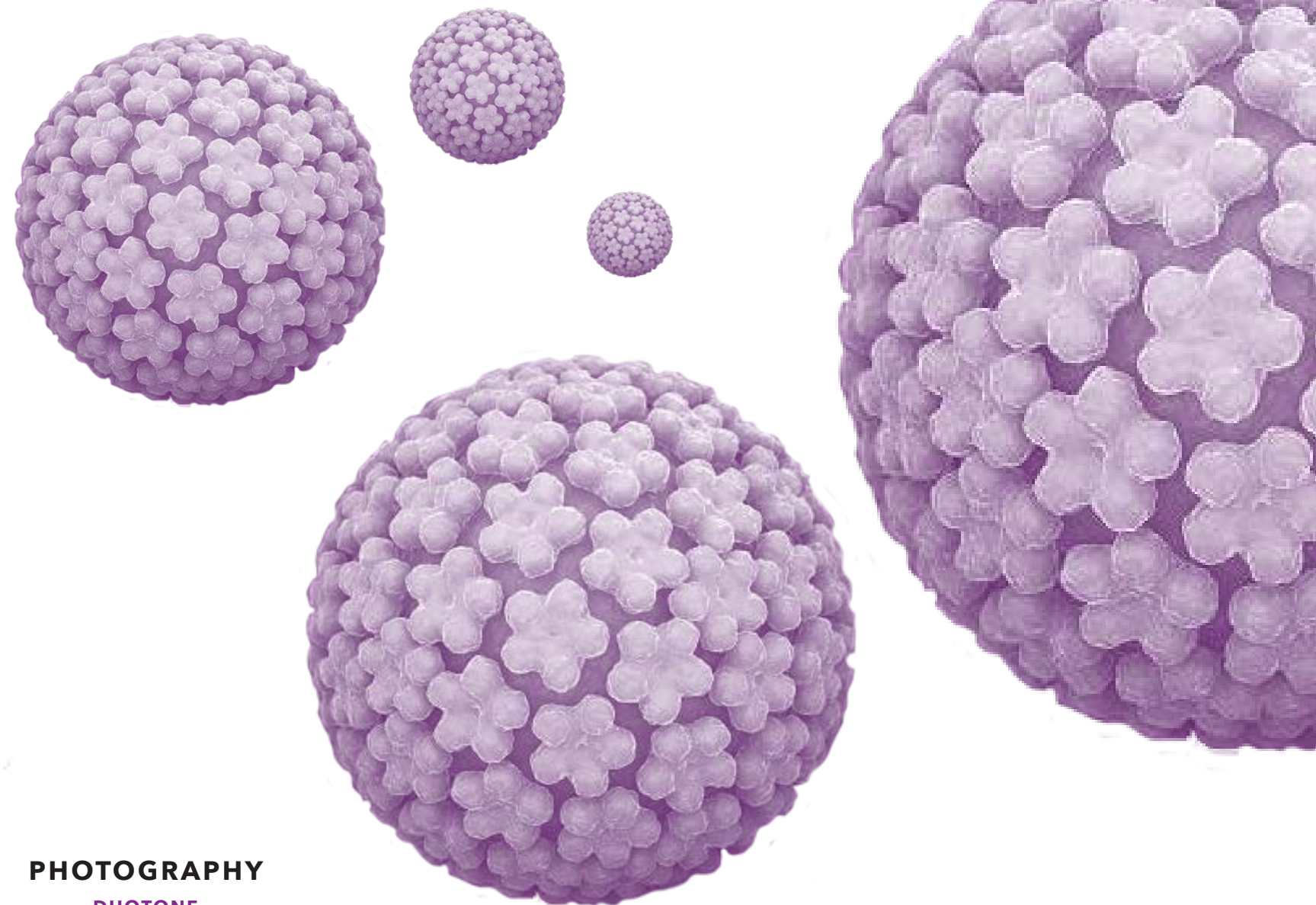
PT MONO

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.

Infórmate sobre el VPH:

El VPH ya era viral antes de que existieran los memes de Internet. El VPH es el virus del papiloma humano y afecta a todo el mundo.

#InfórmatesobreelVPH

02.

El VPH nos afecta a todos:

Más del 80% de nosotros contraeremos el VPH en algún momento de nuestras vidas, pero los daños causados por el VPH afectan a todo el mundo.

03.

Podemos detener el VPH:

La realización de pruebas de detección y la vacunación podrían eliminar los tipos de cáncer relacionados con el VPH en el lapso de una generación.

MESSAGING

HIERARCHY

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

- A. El VPH es el virus de transmisión sexual más común en el mundo. La forma más habitual de contagio entre personas es mediante el contacto sexual.
- B. Un 80% de las personas contraerán el VPH, pero nos afecta a todos porque el VPH puede ocasionar varios tipos de cáncer potencialmente mortales.
- C. Existen 200 tipos de VPH. La mayoría de las veces el VPH no presenta síntomas visibles, aunque algunos tipos causan verrugas genitales. No obstante, determinados tipos de VPH pueden ocasionar ciertos cánceres del cuello uterino, el ano, el pene, la vulva y la vagina.
- D. Hay tres maneras de detener el VPH:
- Vacunación.
 - En el caso de las mujeres, exploración y pruebas del cuello del útero.
 - Uso sistemático de preservativos.
 - La utilización de preservativos siempre que se tienen relaciones sexuales reduce el riesgo de infección en un 70%.
- E. La eficacia de las vacunaciones contra el VPH es superior al 90% a la hora de prevenir la infección inicial con los tipos de VPH incluidos en la vacuna, por lo que ofrecen una buena protección a largo plazo.

MESSAGING

PILLARS

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

VIRAL BEFORE
THE INTERNET

#ASKABOUTHPV